



Profit from

FREE

Discovery Sessions

C H E C K L I S T

Presented by
[MyNAMS Insiders Club](#)



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PROFIT FROM FREE DISCOVERY SESSIONS

YOUR CHECKLIST

I have recognized that I need to focus and target free sessions in order to bring my ideal prospective client—not people who will waste my time and theirs

- I am committed to set up my free coaching sessions so that they:
 - Weed out those who cannot afford me before they sign up
 - Attract those who are eager to take action and will happily pay, when I present my offer at the end of my free coaching session
- I have ensured that I approach my free coaching sessions using:
 - A specific goal for my free coaching session to achieve
 - A plan to focus in on that specific goal
 - A system I can apply every time I create free coaching sessions
- I have ascertained specifically whether or not my ideal client's most urgent pain point is a:
 - Problem
 - Fear
 - Worry
 - Frustration
 - Block
 - Other _____
- I have brainstormed specific "Big Questions" that directly tap into this pain point

Research and narrow my list of “Big Question” choices down to the one that seems to occupy my ideal client’s mind the most

- Identify the best and most simple, complete solution to this “Big Question” problem—one that I plan to teach or share within my free session
- Determine what specific action I want my free session recipient to take once they receive what I promised within the session (i.e. my closing offer/upsell)
- Identify the pain point/ “Big Question”, I have also determined that solving it will:
 - Show my recipient the value of my closing offer
 - Leave her excited and eager to take the next step
 - Convince her that I have what she needs, when it comes to coaching her towards her goal
- I am basing my “Big Question” on one of these proven basic questions:
 - “What one thing is holding you back?”
 - “What do you need to change right now, in order to move forward?”
 - “Why can’t you create the new habit you know you need to create?”
 - “What is the most important action you need to take right now?”
 - “What one action, tool or skill would move you forward right now?”
 - “Are you stuck/ held back by...?”
 - “How would your life change/be different a year from now if...?”
- I have narrowed down my ideal client’s specific problem or desire—and what is stopping her from attaining it right now

"Do you want to _____ but
don't/can't _____?"

- I have personalized my expression of her problem by being specific, so that it resonates emotionally and strongly with my ideal client

Identify/Create my "Big Question" ...

- Qualifier _____
- Problem _____
- Solution _____
- Promised result _____
- My Solution is a clear call to action that will result in my ideal client signing up for that free session
- Determine that any photograph or graphic accompanying my "Big Question" web form strongly reinforces my message and promise
- Determined what designation will best resonate with my ideal client:
 - Strategy session
 - Success session
 - Discovery Session
 - Free class
 - Free lesson
 - Other _____
- Identify my ideal client and the specific segment she belongs to, and I am focusing only on that type of client while putting together my free offer
- Research to test my "Big Question" idea

I have found potential recipients for my free coaching sessions within:

- Current clients
 - Past clients
 - Networking contacts
 - Forums
 - Groups
 - Membership sites
 - Local events or meetings
 - Other _____
- My research survey taps into the one specific question that I suspect is consuming my ideal audience
 - I have kept my research poll, question or survey short and specific
 - I have guided my poll, question or survey respondents into up to three specific choices of answer
 - Include Text Field in my poll or survey so that respondents can put forth their own answers without having to use a radio button
 - I have decided not to use a Text Field in my poll or survey. I want to focus only on one of the answer options I have provided.

Sending emails with my research question

- I am committed to creating a strong, multi-layered email campaign to help support and promote my free sessions and the offer they lead to
- My email requesting help (i.e. the answer(s) to my research question) has a strong subject line that:
 - Focus on my client's needs with a "you" message, rather than an "I need" message

PROFIT FROM FREE DISCOVERY SESSIONS: CHECKLIST

- Includes a specific keyword to personalize my subject line, catch her attention and make it resonate with my ideal client emotionally
- I will use email when possible in my free coaching session campaign to:
 - Put out feelers and conduct research
 - Create interest—and get a buzz going
 - Promote my free coaching sessions pre-launch
 - Follow up with people who didn't sign up on my closing high-end offer
 - Follow up with those who did become clients
 - Stay in touch with my subscribers
 - Ask and receive valuable feedback—and ideas for further high-end offers
 - Other _____
- I am coordinating and planning my email campaigns
- I...
 - Have delegated or assigned my email campaign to someone who is competent and skilled in putting such campaigns together
 - Am running the email campaigns myself

I have created a launch calendar for both my free coaching sessions and my high-end paid offer the free sessions are promoting

- I have completed all stages of planning and inception for my free coaching sessions campaign:
 - Landing page set-up
 - Web form created
 - Promotion plan created and initiated

PROFIT FROM FREE DISCOVERY SESSIONS: CHECKLIST

- Decision made on advertising/no advertising
- Email campaign created
- Launch calendar created
- System finalized and saved for future use
- Follow up plan/campaign/emails created

I have decided what type of high-end paid offer will work best for my free coaching sessions/ideal clients:

- V.I.P. Day
- Coaching Package
- Mastermind Retreat
- Élite coaching group, membership site or club

Other _____

I have decided on the best delivery approach for my free coaching sessions:

- Live sessions
- Pre-recorded sessions

I have decided on the best free coaching method:

- Telephone session
- Skype session
- Google Hangout
- Video
- Webinar

Teleseminar

Other _____

I have decided whether or not to add a product line as part of my follow up

I have evaluated my time and decided what I need to charge for my products and high-end offers

I have researched what the market will bear in coaching charges for my particular area of expertise—and what my ideal client is happy to pay

I have done everything I can to focus my free coaching session promotion on the type of client I want to attract—and to discourage “freebie seekers” with no real intention of taking action

I have created a structured outline for my free session, so I get the timing right, include what I need to include and don’t make mistakes

My free coaching session is not focusing on impromptu topics; it is a step-by-step guidance towards a measurable achievement by the end of the session

I understand that allowing myself to go into “coaching mode” and dealing with areas other than those leading towards the skill or trick I am teaching will leave my recipient feeling the session was “unfinished”, leading to disappointment or frustration

I have brainstormed, researched or realized all the objections my recipient might think up and I am preparing for the most important 1-3 objections by heading them off at the pass and acknowledging/overcoming them in my session

The measurable result they obtain in this session gives breathtaking value

My free coaching session includes a bonus or handout—a digital takeaway

My bonus or handout:

Is something they will use regularly

- Directs them also to my blog, where they can help themselves to more resources
- Points them towards a specific offer
- I have prepared an email or form containing a short list of qualifying questions my recipient must answer, before arriving at my coaching session

This list/the answers will help:

- Me—by giving me valuable research data about things like their biggest concerns, knowledge they don't have I was assuming they had, et cetera
- Them—by making sure I am ready for them and tuned in perfectly to their "head space" and concerns

I have given them exactly what I promised

—and over-delivered on value!

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