



WORKBOOK

Profit from
FREE
Discovery Sessions

W O R K B O O K

Presented by
[MyNAMS Insiders Club](#)



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Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

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PROFIT FROM FREE DISCOVERY SESSIONS

WORKBOOK

Use this workbook to set up the perfect free coaching session campaign to gain high-end clients who truly appreciate your service.

Questions to Consider:	Your Responses
Determine what type of client you no longer want.	Who drains your energy? Why?
Determine what you can do disqualify this type of client in future so that no engagement even takes place.	Write disqualifying statements that identify nightmare clients. Do this for each appropriate location: <ul style="list-style-type: none">✓ Your landing page✓ Your home page✓ Your contact form✓ Your "Big Question" hook

HOW TO GET MORE NEW CLIENTS WITH FREE DISCOVERY SESSIONS: WORKBOOK

What do you hope to achieve with your free coaching sessions? What type of client do you want to attract?	
Identify your ideal client's most immediate pain point, as well as her goal.	<p>Pain point is...</p> <p>Ultimate goal is...</p>
Create your specific "Big Question"	<div>Qualifier</div> <p>"Do you _____ _____</p> <div>Problem</div> <p>"But _____? _____"</p> <div>Solution</div> <p>"Take _____ _____</p>

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	<div data-bbox="850 317 1146 352" data-label="Section-Header"> <h3>Promised Result</h3> </div> <div data-bbox="850 390 1398 485" data-label="Text"> <p>"And _____ _____</p> </div>
<div data-bbox="204 560 748 638" data-label="Text"> <p>Determine how much you will charge for your high-end offer</p> </div>	
<div data-bbox="204 905 449 940" data-label="Text"> <p>Brainstorm for:</p> </div> <div data-bbox="306 974 724 1119" data-label="List-Group"> <ul style="list-style-type: none"> ✓ Free coaching sessions ✓ A bonus ✓ A high-end offer </div> <div data-bbox="251 1194 766 1312" data-label="Text"> <p>Your free coaching session(s) should immediately address her most pressing pain point.</p> </div> <div data-bbox="251 1327 763 1402" data-label="Text"> <p>Once you have found a mix you like, check out cost versus ROI.</p> </div> <div data-bbox="251 1476 695 1512" data-label="Text"> <p>Brainstorm ways to reduce:</p> </div> <div data-bbox="300 1585 600 1673" data-label="List-Group"> <ul style="list-style-type: none"> ✓ Time expended ✓ Cost of creation </div> <div data-bbox="251 1692 747 1770" data-label="Text"> <p>(Do this <i>without</i> compromising quality!)</p> </div>	

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Where will I find potential ideal clients?

- ☐ My closed Groups, clubs, forums

- ☐ Past clients
- ☐ Current clients
- ☐ People I know
- ☐ People I have worked with in the past

What changes did I make last year that proved beneficial to my business?

What one change could I make right now that will:

- ☐ Save me time
- ☐ Reduce stress
- ☐ Move me closer to my big goal
- ☐ Increase visibility
- ☐ Other

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<p>What style of free session will work best for you? For your ideal client?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Multiple sessions (course) <input type="checkbox"/> Single session <input type="checkbox"/> Live, one-on-one strategy session <ul style="list-style-type: none"> ○ In person ○ Telephone ○ Skype ○ Email ○ Other _____ <input type="checkbox"/> Pre-recorded <input type="checkbox"/> Group live strategy session <input type="checkbox"/> Other _____
<p>What do you need to outsource?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Bonus handout or gift <input type="checkbox"/> High end offer <input type="checkbox"/> Graphics <input type="checkbox"/> Platform set up <input type="checkbox"/> Promotion <input type="checkbox"/> Social media <input type="checkbox"/> Customer service <input type="checkbox"/> Other _____
<p>Have you set a budget for this project?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Outsourcing <input type="checkbox"/> VA assistance <input type="checkbox"/> Customer service <input type="checkbox"/> Additional software or resources <input type="checkbox"/> Advertising

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How much income do you need to generate per month to achieve your personal income goal?	\$ _____
Price for your high-end offer?	\$ _____
Additional products?	\$ _____
What delivery system will you use?	<input type="checkbox"/> Advantage to me <input type="checkbox"/> Advantage to my ideal client
Why?	
Who will perform set up, uploads, et cetera?	<input type="checkbox"/> Me <input type="checkbox"/> My VA <input type="checkbox"/> Outsource contractor
Who will write/handle email campaigns?	
Who will handle customer service? How will it be handled?	

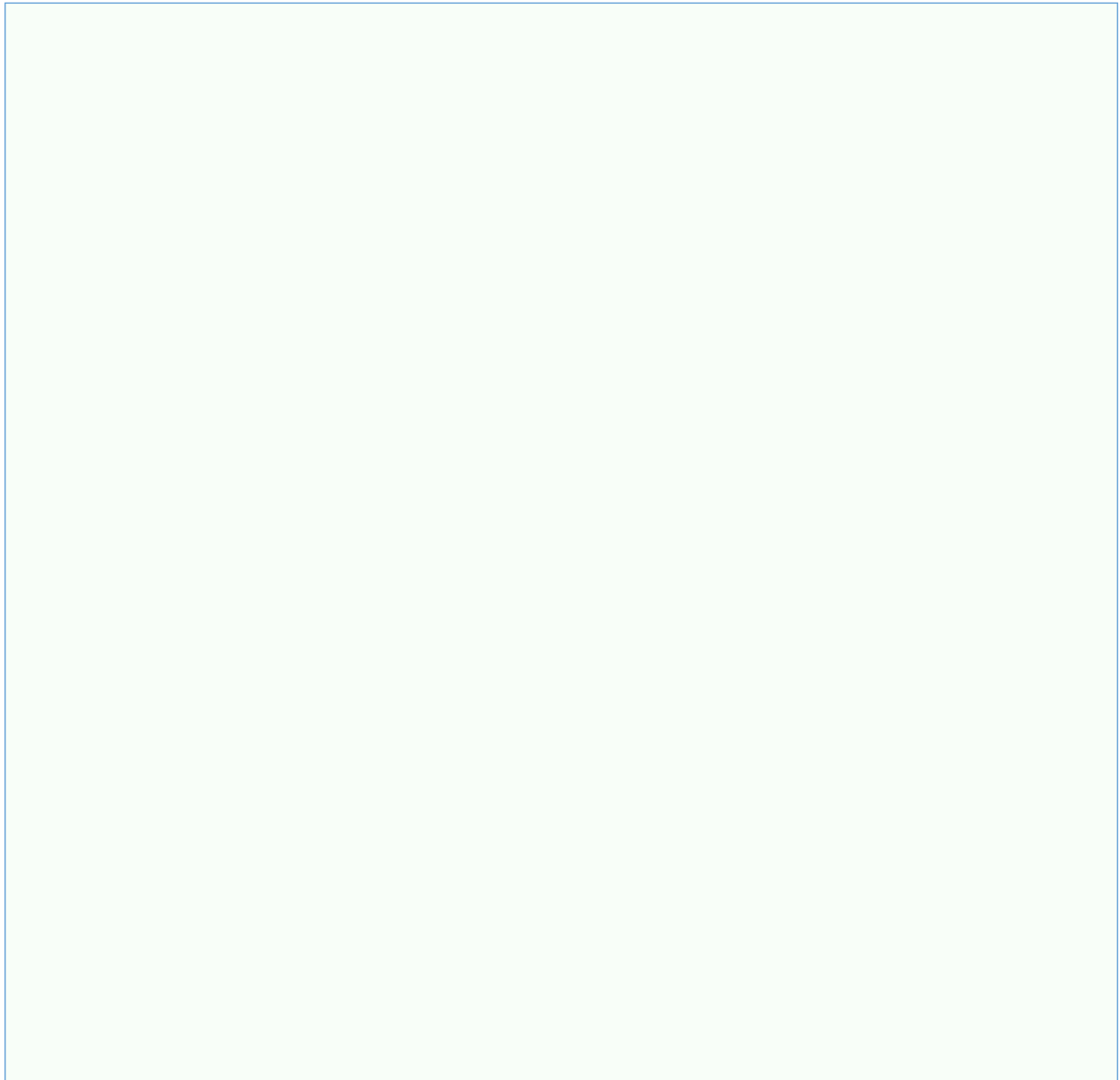
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<p>Who will handle free session scheduling? Will it be automated? Self-schedule? Scheduled individually via email or telephone?</p> <p>What platform will I use?</p>	
<p>Is my bonus handout/gift the absolute highest value I can deliver? Something that will surprise and delight my ideal client? Something she can really use—regularly?</p>	
<p>Have I set myself up so that I can easily stay focused on achieving what I promise in my free session offer, rather than accidentally slipping into coaching mode?</p>	
<p>Have I created necessary calls to action at appropriate points in my emails, posts, landing pages—and free sessions?</p>	
<p>Have I broken these steps down by month and put them in a schedule? On a calendar?</p>	
<p>What am I doing about accountability, to make sure I follow through on each step in a timely manner?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Set deadlines <input type="checkbox"/> JV <input type="checkbox"/> Get an accountability partner

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	<input type="checkbox"/> Create a schedule and calendar
Have I set up tracking and tweaking as an easy system that works for me?	
Have I created client follow up? Follow up emails/email campaigns?	
Products or Programs to create or promote as upsells or exit strategies:	
Bonus gift: _____ High-end offer: _____ Alternate products: _____	
Follow up tasks:	
<div style="display: flex; flex-direction: column; gap: 5px;"> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> </div>	
NOTES:	

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