Plan Your Free Discovery Sessions Strategy and Execution

Rethink you Coaching Model

Determine what type of client you would like to attract.

Determine what price range you would like to assign your high end offers.

Research these two areas thoroughly. Take into account ROI, expenditure, what you need to earn, which type of client makes you feel most fulfilled, which type of client pays, etc. Spend a morning doing these task.

Rethink Your Coaching Model

- Review old client lists and previous contacts.
  - Make a list of potential ideal clients
- Think about your current clients.
  - Which ones are the most rewarding? What can you focus on and provide that will move them to invest more with you—emotionally and financially?
- Create poll/survey for ideas to your ideal group, and ask for feedback.

Do It! >>>It's Your Turn

Create your "Big Question" hook for your landing page.

Create its response (e.g. self-serve quiz; coaching email from you; or go straight to booking actual free session.

Create your high-end offer.

Contact any outsource contractors you need to use.

Use the worksheet on next page to brainstorm ideas for rethinking your coaching clients.

IDEA	Action/Step

PLANNING TIME

Review your boundaries. What needs to change about your practice?

Brainstorm your free offer.

Brainstorm your high-end upsell.

Research competitors. What aren’t they offering? What are their clients asking for in comments, etc.?

Do It! >>>It's Your Turn

Review feedback.

Check your ideas and adjust as necessary.

Finalize your:
- Goal
- Plan
- System

Be as detailed as possible! These details will save time later on in the process.

Use the next worksheet to organize your thoughts.

IDEA	DETAILS

CREATION TIME!

Create your “Big Question” hook for your landing page.

Create its response.

Coaching email from you or go straight to booking actual free session.

Create your high-end offer.

Contact any outsource (VA’s) contractors you need to use.

IDEA	DETAILS

TIME TO OUTLINE YOUR PLAN

Will you record this session and provide to the prospect?
Review any notes and documents the prospect has completed prior to the session.
Review how you work with clients.
Share the Next Steps to onboard her as a client.
Follow-up after free session.

Do It! >>>It's Your Turn

Plan your email campaigns.

Write or hire a VA/copywriter for the email series.

Write pre-release 'buzz' emails and social media posts to promote.

Time to promote your free sessions.

- Determine how many free sessions you are providing.
- Write blog posts.
- Proofread all content!

Do It! >>>It's Your Turn

Upload files and content.

Test all links.

Create your appointment times in your schedule manager.

ANNOUNCE YOUR SPECIAL

Publish you Landing Page.

Post about it on Social Media providing the link to register.

Welcome people who have requested a Discovery Session and send them the link to schedule it.

Enjoy!

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