

---

# 7 Day Client Acquisition Challenge Launch Training Class

---

By DJ Sobanjo

Welcome to the 7 Day Client Acquisition Challenge. If you have never heard of me, my name is DJ Sobanjo and I am the founder of Profit From Coaching, a company that is focused primarily on helping us to be able to build a profitable, money-making business around our passion of helping others.

Whether you are a coach or a speaker or a consultant or a trainer, you're an author or a thought leader, someone who has acquired knowledge and skills and expertise in a particular space where you have a track record of helping people in this space to be able to move from where they are to where they want to be.

Here at Profit From Coaching what we do is through skills development, systems development, and strategy development, we help you to be able to build a profitable business around your passion so that your passion can fund your lifestyle so that you can serve people in a bigger way. We have our Facebook Community which is called Profit From Coaching Facebook Group and if you're not already a member of that group, I encourage you to go and request to become a member of the group so that you can participate in this 7 day challenge, which is going to be running all the way through to Thursday next week (October 20<sup>th</sup>).

This is the launch of our 7 day challenge and I'll tell you a little bit about why I'm running this challenge and the intentions as we work through this. It was really inspired by a member of our community who is also a member of the Profit From Coaching team. We were just talking and she said, "DJ, why don't you run a challenge?"

I thought, "A challenge?"

She said, "Run a 7 day challenge. It could really make a difference for people and it could help us to serve people and really help people to experience the value that they should get by being members of the PFC community."

That was what inspired this. I thought, "What could I do?"

I knew that a few people had been running a number of challenges and I was thinking, "What can we do that would be really useful, that would play to my strengths, and that would really help people get some really good results?"

That was where the idea for a 7 day client acquisition challenge came to me. This is something where I know I've been getting some really good results with the people whom I have been mentoring, so I thought why don't I come on here and why don't I?

It's going to be a challenge for me, actually, to take you through this challenge and replicate some of these results in your business. I'm expecting us to have a lot of fun over the next 7 days. It's going to be fun, but it's going to be work. I'm also expecting to hear lots of success stories. That is my expectation, so over the next 7 days, look forward to having some fun, working hard, and getting some great results.

### ***The Aim of the 7 Day Challenge***

The aim of this challenge is to equip you with the skills, structure, and support that you need to be able to acquire clients – so we're looking to help you acquire paying clients - who will pay for you to use your expertise to help them go from where they are to where they want to be.

Over the next 7 days, we're going to be working together, I'm going to be doing some training on the knowledge and skills you need, we're going to provide a structured environment, and I'm going to be available throughout these 7 days to provide the support that you will need to be able to successfully acquire paying clients that you will help to get from where they are to where they want to be using the knowledge, skills, and expertise that you currently possess. This is pretty much what we're looking to achieve over the next 7 days.

Like I said, it's going to be fun, but it's also going to be productive. We're looking to have fun with this but we're also looking to make sure that this would be a really productive time.

We ran a survey sometime towards the end of 2015 and I was really taken aback because we found out that over 90% of coaches do not make up to 500 pounds a month from their coaching business. Many of these coaches are really, really good at what they do. Maybe this is you. You've had some good successes with helping people, it's what you love doing, and you can start to mention different people whom you've been able to help who were going through a challenge or a difficulty, there was a particular frustration, and you were able to help them navigate that journey from that place to a more desirable place. You have the ability to do that. You're good at what you do.

So, maybe you're a weight loss coach and you're good at that. Maybe you are someone who coaches people to learn to play a particular instrument. Or maybe you're a career coach and you help people to be able to launch their careers or take their career to the next level. Whatever it is, you've been able to help people overcome a challenge and to move to a better, more desirable place in their lives. You're good at that.

But what we've found out is where people struggle is to be able to build a business around that. It's almost like as soon as you want to make money, nobody seems to be interested anymore. As soon as you decide, "I'd like to do this, and do it full time," you then realize it's really hard and it seems people are not interested in spending money.

I was really taken aback when I realized that so many people were not making money. Don't get me wrong. I knew a lot of people weren't making money, but I didn't know it was really that serious. Then I began to realize that the reason was because a lot of people simply had no idea. They understood what they were doing. They were good at coaching or speaking or consulting, but what they were not good at was the business side of it, the money making side of it.

Over the next 7 days, I'm just going to introduce to you a very simple, three-step approach and I'm going to guide you through how to use it and we are going to work this and we're going to implement it, and we are going to get results.

### ***How to Make the Most of This Challenge***

You are showing up because you really want to make this work. You really want to make the most of this. First of all, the first thing I want you to do is that I want you to treat this like you invested \$1,000 to be part of this program.

And I really do mean this because I have known from experience that the more people invest in the program, the more likely they are to succeed. That has been my experience. I really want you to treat this challenge like you invested \$1,000 to be a part of this program. You've got to have that same attitude that you would have if you'd had to fork out \$1,000 to be a part of this and treat it that way. Treat it like, "I'm committed to this. I really want to get the most out of this. And I want to get my money's worth."

What do you need to do? First, you need to learn my three step process. I'm going to take you through this. I'm going to guide you through it and I really want you to pay attention and come back and watch this video again. Make sure you commit to understanding the process and how it works.

The next thing you do want to do is you want to block out time. The challenge is not a knowledge-based challenge, it is an implementation challenge. I would say over the next 7 days, to really implement this, you will need to find a minimum of 12 hours, or about 2 hours a day, which is not hard. It's a 7 day challenge, so block out the time.

I'm not going to recommend the times for you. What you need to do is dig out your calendar, and then block out the times when you are going to work this program. Make a commitment to work this. It won't work if you don't work it. So you need to block out the time that you are going to work this challenge. Minimum 12 hours. If you can find up to 20 hours, that's cool, but block out at least 12.

The next thing you want to do is plug in to all the training. Plug in. Plug in to everything we do. As we work through this, every single day, I'm going to be sharing information with us. There's going to be a lot. Plug in to the community. There's going to be a community of us who are working this program over the next 7 days.

And show up. I really encourage you to show up and be a part of it. Everything that we recommend, that I recommend you do, I encourage you to not just nod your head and say, “This makes sense,” but actually commit to doing it.

Then, we’re going to be having a daily Facebook Live session. I will tell you a little bit about that later. It’s going to be happening every day throughout the 7 days where I’m going to be sharing some knowledge and doing some training but I’m also going to be responding to some of the questions you’re asking as you work the challenge.

What will happen as you are working the challenge, you will have questions. You will need some clarity, and as you ask your questions during the live sessions, I will be responding to your questions and I will be guiding us through and helping you get unstuck so that you can continually and consistently make progress as you work toward your results.

Finally, commit to the daily activity and accountability. Now, what does that mean? Every day, there is going to be a post in the group which is going to be our activity and accountability post. Every day, you need to show up there and you need to do two things: literally share in the group, in that particular post, what you have done the previous day, what results you got the previous day, and what you’re committing to do this day. You’re going to do that every day.

The way that this challenge is going to work is that one key, important part of it is accountability. Because, for a lot of people, the reason why they don’t get results is that they know what to do but they don’t do it. They don’t do it because they’re not accountable to anyone.

When you work a job, you’re accountable to your boss. If you don’t show up, you’re going to get a phone call. If you don’t do something when you’re meant to do it, your boss is going to be on your back. The challenge is that when you’re doing your business, if you don’t show up, you don’t get challenged. No one says, “Why did that not happen?”

Unfortunately, though, if you don’t show up, it’s just a matter of time that the time will come when you will be expecting results, but the results won’t be there because there has been no activity. Accountability is a very important part of this process, so I really, really encourage you to take advantage of the activity and accountability posts.

### ***The Three Step Process for Acquiring Paying Clients***

I’m going to introduce you to the three step process for acquiring paying clients. This is a system that has worked extremely well for me. It has also worked very, very well for many of my clients, many of the people who are in my mentoring program. There’s one particular person who, just by applying this three step process, in one day, generated 10,500 euros. Actually, it was within a couple of hours.

I need to quickly throw something in here, before you start thinking, “Oh, does that mean I’m going to make 10,500 euros?” You may. You most probably wouldn’t. Over the next 7 days, how much are

you going to make? I don't know. You could make \$500. You could make \$5,000. You could make \$50,000.

What I do know is that as we work this process, focus on getting results. Focus on following this process. The process is proven. This is not some theory that I am coming up with. This is what I've been doing for the last two years since we started Profit From Coaching, and even before we started Profit From Coaching. This is what the people in my mentoring program are using to get results. I'm introducing that same concept and I'm going to show you how to work this process and if you do work it, you should get results.

I'll just introduce us to this process and then I'm going to go into some more detail. The first part of the process is the free power session. That's just what it is. The free power session basically gives you the opportunity to connect with them and have what I call a powerful conversation with them. During the free power session, I usually recommend 30 minutes.

Why 30 minutes? Because I really do believe that 30 minutes is enough time for you to have a robust conversation with them and to then be able to move them up onto the next stage, which would be to move them up to your discounted session.

The discounted session is exactly that. It's a paid session, but it's heavily discounted. Heavily discounted so that it becomes a no-brainer for them. That depends on your business and the space that you work. For example, when I do work with corporate organizations, my discounted session will be anything from maybe \$400 pounds to \$1000 pounds depending on the organization. It's a discounted session. As an organization, it's \$400 pounds to have DJ come spend the day with us and to help us map out a game plan. So \$400 pounds, \$600 pounds, \$1000 pounds for them is a steal. And they're having me come in to help them map out a game plan.

With an individual, and depending on your space, it could be lower. So my discounted session, when I work with individuals, usually is about \$100 pounds. It's \$100 pounds, discounted session, where we get together and the purpose of this is to help them develop a roadmap. Literally, help them – this individual, because remember they know where they are and they know where they want to be but they don't know how to get there. The purpose of the discounted session is to get together with them, bring your knowledge and expertise to the table, and help them develop a roadmap.

That's the purpose of your discounted session, and from a business perspective, the purpose of your discounted session is to open a doorway to introduce them to your core package. Your core package is your robust package solution, which is really you helping them travel that journey, which could be your coaching program like maybe a 90-day coaching program or a six-month coaching program or something like that.

That's the process. I'm going to take us through how we're going to implement this, but I just wanted to introduce the process to you first. I hope this makes sense to us.

## ***Step 1: Schedule 20+ Power Sessions (Day 1-7)***

Let's look at how we're going to implement this. Step 1 you will implement from day one to day seven. The goal of step 1 is to schedule 20 or more power sessions. I know that might seem like a lot, that might seem scary for some of you, but I'll guide us through how to work this. I'll guide us through a few things that we can do.

I'm going to assume that you don't have a massive email list, that maybe you don't even have an email list at all, and that's okay. It's not great, but it's okay. If you don't have an email list then maybe at some point we'll have a different conversation, we'll have different training, where we're going to be looking at how to build an email list. I do know that 90% of coaches do not have an email list of up to 500 subscribers.

The way I'm going to guide us here is that I'm going to assume you don't have a list, but I'll also tell you what you can do if you do have a list. Let's work through how we're going to do this.

The first thing you want to do – and this is where you really want to take a few notes – is to specify up to 4 major challenges or frustrations of your target market. Up to 4. No more than 4. So think of your target market, and identify 4 big challenges, 4 major frustrations, of the people who fit the profile of your ideal client.

You want to write these down. In fact, if you're on here right now, think about it and think about at least one. You don't need more than one minute to come up with at least one big challenge or big frustration of your target market. You should know the people you're targeting, you should know who they are, you should know what they complain about, you should know what they're struggling with, so we don't have to dwell on this too much.

Make sure that the way you word it is clear to your target audience. You don't want them to be confused.

Take what you have and get it down to an emotional level, a vivid level. For example, if they're confused about how to connect with their tribe, you can look at the things they're doing that relate to that. They're putting things out there, they're sharing their content, but no one seems to connect with that. No one seems to be responding to everything they're putting out there and they don't know what they're doing wrong.

If their problem is that they're being pressured to over perform, it could be "I'm pouring myself into my job, I'm pouring myself into my work, I'm showing up on time, I'm really putting things in but in spite of that I really feel I'm not being appreciated and unreasonable targets are being set that is making it seem like I'm underperforming even though I'm pushing things and I'm really pushing boundaries and working extremely hard as well." Maybe they're trapped in their 9 to 5 jobs and their worried or afraid that if they lose their jobs they'll be in trouble because they literally have no other source of income.

Specify four major challenges. What we now want to do is reach out, and I'm going to share a few ways that we can actually reach out and get these appointments scheduled, and then I will go into some detail on how to actually run them.

First of all, reach out to those whom you know that fit the profile of your target market. You are going to sit down and basically define this offer and it's going to be something like this:

"Do you know anyone who is or do you struggle with any one of these?"

And you list those four challenges. You list them, and you make sure they are as clear and vivid as possible.

And say, "If you are - then you tell them how to get back to you – just send me an email or a text message or a whatsapp message, and we can jump on the phone. I have been working with people who are facing these challenges and helping it to overcome it by doing...you know, whatever it is you help them to do...and helping them get some great results. You can have a look at this article that I wrote about this topic here or watch this video and then just put a link to a great piece of content you have created."

It could be a blog post, it could be a video, where you've shared something around this particular topic. And then you invite them to, say if you wanted to have a chat with me, and then just have a chat about that particular challenge, where maybe over the course of about 20 minutes or so, I can help you overcome it. You can put in brackets [no obligation at all, it's just my way of giving back and helping people.]

Put that together. First of all, reach out to those whom you know. For those whom you know, that's easy. Just get on the phone and call them. Anybody who you know, who you know personally, that fits the profile of your ideal client, just get on the phone with them. And just make it a personal call.

"Hey, Frank, how are you doing? It's DJ. I just wanted to check something with you."

And because I'm probably speaking to Frank, who is a coach, I'll say,

"I know that you're coaching right now and you've been helping people get really great results. How is that going for you?"

If it was Donovan, and Donovan was speaking to an IT professional,

"Hey, Frank, how are you doing? Hey, it's Don. Just wanted to quickly check something with you. Obviously, I know you're out there in the space, you know, contracting as an IT consultant. How are things going for you?"

Let them say whatever's on their mind. They may say something positive or they may say something negative. Whatever they say, it doesn't really matter.

For Brandy it might be, “Hey, Frank, how are you doing? Quick question. I know you’ve been talking about writing a book and getting your book published. How are things coming along?”

Literally just ask them the question. Like I said, the response will either be positive or negative, it doesn’t really matter.

Then say, “The reason why I asked is I’m basically helping (authors, or IT consultants, or coaches) who are facing these specific challenges: one (this, this, this, this), two (this, this, this, this), three is whatever it is and four is whatever, if you have four. I notice that you seem to be facing (this other challenge). You know what? Since we’re on the phone right now, let’s talk about it. Just tell me a little bit about how things are working for you and I’ll just help you work out what you can do to overcome that challenge and move forward so that you can move forward and start to enjoy (whatever their desired experience happens to be).”

There and then, if they say, “Well I can’t do it right now because I’m busy.” That’s fine. Just respond with, “Let’s schedule a time where we can hop on the phone for about 30 minutes and have a quick chat. This is my gift to you.”

That’s it. I promise you, I promise you, nine out of 10 times they’re going to be fine with it because they have that problem, you have the solution, it’s not costing money. They’re going to say “Fine.”

First is to reach out to those who you do know. Second is to use a social media strategy I call “Teach and Invite.”

This is for people who do not have an email list, you don’t have a big subscriber list. What you do is, you teach something. You may just write a Facebook post and you teach something or you do a Facebook Live video, you run a Facebook live where you teach something, and at the end of it you invite people – again, you call out to those specific challenges, those up to 4 challenges, and say, “Hey, if you are experiencing one of these four situations, hop on the phone with me or we can jump on Skype and have a quick chat or send me a message” or whatever it is. Just invite them to reach out to you, and we can have a chat, and I’m going to give you my time, and I’m going to help guide you in how to overcome that challenge.

So I’m sharing with you different ways to reach out and be able to schedule these sessions. Another thing you want to do is people you have helped previously. Many of us our challenge is not that we are not getting results, it is that we are not making money. So reach out to people who you have helped previously and tell them that,

“You know what, I’m doing something. I want to help 20 people this week who are facing this challenge, this challenge, this challenge, and this challenge to be able to overcome their challenge and move in the direction of their goals. And I’m going to be literally giving away free, I’m just going to be speaking to them for free, getting on the phone with them or on Skype with them, where I’m going to basically address the specific challenge they have and show them how to overcome it and move forward in the direction they’re aspiring to go.”



And so ask this individual to just talk about you and how you've helped them and share it on social media and talk about the fact that you are now offering to help 20 people this week for free. And tell them to say that they would encourage people to take you up because of the experience they had with you. Reach out to everyone, right?

This is an intensive. This 7-day challenge is an intensive. So reach out to everybody who you've helped in the past get results and ask them. Guide them in how to write it just the way I explained it. Guide them to write it that way and let them specify those 4 – up to 4 – challenges that you're going to be addressing and then let them validate you and share it on their social media platforms, whatever their using whether it's Facebook or whatever.

Another thing you want to do are a few emails. For the next three days, just send out three emails to your list, specifying that, "Hey, you're doing a really special promo and it's completely free, no obligations, it's totally free, you're going to be getting on the phone with them or on Skype and you're looking for the first 20 people to give a free 30-minute consultation and the goal is to help them get unstuck."

That is it. Again, just list those specific challenges and say, "I'm going to be specifically addressing these challenges, but they need to take action quickly because there's only 20 spots, so you bring in scarcity as well. And you send that email to all of your subscribers."

The email strategy is simple. Send out an email to your email list, basically saying to them, "Hey, I'm running a special promo this week where I'm going to be helping 20 people for free." You then let them know if you're facing any of these four challenges, and list your specific challenges, I'm going to jump on the phone or skype with you for free and show you exactly what you need to do to get unstuck. And it's no obligation, it's completely free, it's just a special gift I am giving to people who have been my subscribers."

Then send a second email reminding them and the final, third email on the final day saying, "Okay, you may have missed this, and blah, blah, blah. I'm not going to send another email again after this and if you miss out, the next time you get this offer it will be a paid one, so please take action because there's nothing to lose in this, and so much to gain, but I won't be talking about it anymore." That will be the final email that goes out.

Yeah, so that's it. And that's pretty much what we will be doing. And you want to do everything. Don't do one. Don't do two. Do everything I've mentioned here.

Another thing you can do is you can compose this message and then send the Whatsapp broadcast to your contacts asking them to share it on your behalf. Say that you're running this challenge – and actually, you can say that you're running a challenge. You can say that your mentor said that you should help 20 people for free this week. Say that. Say, "My mentor said I should help 20 people for free this week and you basically say, so do me a favor and spread the word. I am looking for 20 people who are in this space and are facing these challenges– 1, 2, 3, 4 – and I'm going to be getting

on the phone with them for free and I'm going to be helping them get unstuck so they can move towards achieving their goals.

Now, please hear me. I didn't say create Whatsapp groups. I said Whatsapp broadcasts. Also, please, don't do Facebook group messages and promote this. It won't work. It will irritate and upset people and it will not get you results, so please don't do that. Don't do group messages.

You can do Whatsapp broadcasts because when you do a Whatsapp broadcast, every individual receives an individual message. They aren't added to a group of people and then it begins getting upsetting and annoying. The same thing with Facebook group messages. Don't create Facebook group chats and then send one message to 100 and something people at the same time. It doesn't work. It irritates people, and it would get nasty so please don't do that.

Okay, so that's the first step. Basically, you schedule the sessions. I'll share the link that I use for scheduling my appointments but I'll say something very, very quickly. Yes, you can send a link for people to schedule when you're using email and when you're using broadcasts, but when you're reaching out to people individually and on the phone and inviting them, you don't need a scheduler. Just agree on the time and go put it on the calendar.

Make it seem as informal as possible. Don't say, "Oh, you've agreed. Good. I'm going to send you a link now for you to book an appointment." No. "Oh, good. What time? What time shall we do it? Shall we do it 2 pm today or 8 pm tomorrow night or, you know, what time would work for you?" Agree with them and then just go schedule it in your calendar.

## ***Step 2: Run the Power Session & Upgrade to the Discounted Session (Days 2-7)***

I'm going to take us through how to run a killer power session. My power sessions convert at over 90%. I'm not saying you're going to get those results, because I've mastered this over time, but even if yours convert at 20%, and you booked 20 sessions, you're going to get 4 clients. If they convert at 10%, and you run 20 power sessions, you're going to get 2 clients.

I'm going to guide you through how to do them so that you can get these kind of results. Step 2 runs from day two to day seven. Step one, that we looked at earlier on, you implement this immediately and you keep doing it all the way through.

Step 2 you start doing this from day two and you do it all the way through to day 7. You just keep doing this because you're going to be booking appointments and your appointments are going to be across different days.

The first thing I need you to understand about the power session is that the power session is not a coaching session. It's a conversation. Please get that. The power session is not a coaching session, it's a conversation, so think of that way. It's a conversation where you are going to do a few things. You're going to understand what their real issue is and you're going to show them how to overcome

that issue and then you're going to invite them to a discounted session. That's what we're going to do here.

We're not going to run a coaching session, work through the grow model, and try to find out everything that's going wrong in their lives and all that. No. It's a simple conversation. It's got to be powerful, and I'll show you how to make it powerful, but it's going to be almost informal. I'm going to guide you step-by-step how to work through this.

The first thing you want to do is ask them the power question. What is the power question? It's a very simple question: What is the specific problem you want us to address over the next half-hour?

That is the power question.

What is the specific problem you would want me to help you address over the next half-hour?

That's it. They will answer this question, and what you will do is you would ask more probing questions to get to a better understanding of what the problem is, what they have tried, what has worked, what hasn't worked, and also why things haven't worked. Now, you have to remember something. They are only as experienced as their own reality.

This is like you going to see a doctor, and then the doctor says, "Okay, so tell me, what's going on?"

And you then say, "I have a headache."

The doctor then asks, "What side of your head? Where, in particular?"

"It's the right side."

"Okay, is it a throbbing headache or is it just consistent pain? How does it start? Tell me a little bit about how it starts and how it builds up."

And the doctor's asking the right questions. Now, for the individual, all they are experiencing is their headache. They haven't thought about whether it was on the right side or whether it was throbbing. They haven't thought about all of that because they don't know to think of that. They just know what they are experiencing.

The doctor, on the other hand, is an expert. He knows the right questions to ask to really get to understand what's going on with this individual because they've gained knowledge of working in this space and so they bring their knowledge to the table to ask the right questions to really diagnose what the real issue is. That's exactly what you're going to be doing here.

"So, well, I've tried a lot of things. I've not been able to lose weight."

"Okay, so tell me a little bit about that. Tell me a little bit about your daily diet."

Now, I'm not a weight loss specialist so I wouldn't know the right questions to ask. But if I was working with someone who was a coach or a consultant, or a trainer or a speaker, or an author who is struggling to make money, I do know the right questions to ask.

I'll ask them the questions and they'll be responding to me from their reality, same thing for you, but the thing is you're getting an insight because you have knowledge of their space, they have knowledge of themselves. You ask probing questions to have a better understanding of what's happening to them and why it's happening to them.

Now that you've done that, before you go into addressing the issue, you segue a little bit. You segue into other issues that may exist and say, "I understand what the issue is and I also know what we need to do to address it. But before we get to that, is there any other challenge you're having as regards your (fill in the blank here)?"

Then they tell you a few other things. You're here to deal with one big issue. But you also want to know what the other issues are, and you just take note of those things, because remember you're going to be helping them address those as well. Most of the conversation, between 15 and 20 minutes of the half hour, is just you asking them questions and probing to get an understanding of what their issue happens to be. They're just going to be talking about themselves and their reality, and you're going to be asking them more questions, to get more detailed information. This is the bulk of the conversation.

What you then do now is, based on your knowledge and expertise, you tell them what's going on and you tell them what needs to be done to address that issue. Why would you be able to tell them? Because you're the expert. Honestly, this is it. It's really so true. You'll be able to tell them why things are going on that way, what needs to be addressed, what needs to be done to help them overcome this challenge.

You see, what happens for them in this moment is that in their minds, in the 5 minutes that you've shared this with them, you have become a genius. They just sit there thinking, "Woah. I have been facing this challenge for the last x number of months or years and in five minutes this lady or this man has literally shown me why things are this way. I've read books, I've attended seminars, and I've gone through a lot. I've even had some coach try to coach me and I still wasn't able to figure out, and in five minutes" – and that's what happens in this moment.

And in 5 minutes, you have just illuminated their path, and they are excited. They're excited at this point. It's at this stage that, again, you ask a question.

"Can you see how this would work? Can you see why things haven't been working and what needs to be done?"

And you get them to nod and say, "Yes."

It's really important you ask that question because that question's important before we move to the next step. You need them to acknowledge the fact that you have helped them.

"Can you see why things haven't been working and can you now understand what you need to do to be able to overcome that?"

You need to get them to acknowledge and say, "yes."

If they can see, they will say yes.

Then you will then say, "Good. This is then what we need to do. Can you see that?"

So they've acknowledged you've helped them and you're now saying, "this is what we need to do."

You are now going to lead them to the next stage. This is where you will now invite them to your discounted session.

The first step is to sell the session. And how do you sell the session?

It's really saying, "What we're going to do is we're going to get together."

And your discounted session could be anything. It could be an hour. It could be four hours. It's really up to you. I'm not going to prescribe that. It's really up to you and what you are looking to implement.

I'll tell you in a short while what the discounted session entails and how you are going to run it. For now, you introduce the discounted session. You tell them what you're going to achieve during the discounted session and let them know they don't need to worry about the money because you're offering it to them at a ridiculous discount, and it's a no-brainer. And make sure it's discounted.

Now, the question is, "Why the discounted session? Why not just run a full session?"

And I'm going to explain to you because you need to understand this part of the process. Some people think, "I'm selling myself short if I give a discounted session."

Really, that's silly. Because you're running a business. So you're not selling yourself at all. You're running a business, and a business is about profit. It's not about egos. Now, the reason why you're offering a discounted session is this: you want to train them to invest in help. But also you want to make it a no-brainer so that they don't need to think hard about it.

Like I said, I convert at over 90% with my discounted sessions because during the power session, in 5 minutes I've really helped them unlock a door that's been locked for so very long, they're excited and they want more. And the fact that they're going to get more, and they're getting it at such a huge discount excites them. So they want it.

This is the psychology behind this. If you've been able to really wow them, and I know you will because you guys are brilliant, and then you introduce your discounted session, and you let them know what you're going to help them achieve during the session, and then you let them know that it's hugely discounted so it's a no-brainer, when you introduce the price to them, they're excited already so they are glad because many of them would have been willing to pay more.

But the fact that you've made it so much cheaper means they are definitely not even going to try and negotiate it, they're going to be thinking: how do I pay? Basically, they are going to be begging you to take their money and that's what you want to happen at this stage.

I know some of you might be tempted to just want to sell a big package. I will say if you try to sell a big package here, your results will be very poor. Why do I know? Because I've done it. What I'm sharing with you is not something I've read in a book. I've tried everything else. I tried to introduce my big package straight up, and people are just not ready.

They're going to want to think about it. "You know, I like this, but I'm going to need to come back," and all of that and then they disappear into thin air and you never see them again. The discounted session is a proving session. It's also an evaluating session to prepare them for your big package.

So you sell it to them. The next thing you do is you book the session. This session's different. This is a session that they do need to go and book online. I'm not going to talk about how you take payments here tonight. During the week if anyone has specific questions, I can answer them there, but I'm not going to talk about that tonight. I won't go into technical stuff tonight.

But this is one that they will go online and they will book and they will answer specific questions when they're booking a session online, alright?

Another thing you want to do is you want to give them homework. The homework is a very important part of the process. With homework, the key thing you want them to do is to go and watch some training you've done in the past, it could be a video where you are sharing some useful insight and knowledge with them that is relevant to what they do and what will help give them some insight into what they need to do to help them get results. Or it can be an article that you've written.

You definitely want them to go and watch something or read something before they show up for the session.

Why is this homework important? The homework is important because, in plain English, you want them to continue to experience your awesomeness. At the same time, you want to add value to them, and you want to prepare them for the session. So there's three reasons. You want them to experience your awesomeness. The more of your awesomeness they experience now, the more they know that you're the real deal.

Also you want to add value to them. The more value you add to them, the more likely they are to buy from you. Number three is that you want to give them enough background knowledge to make sure they are prepared for your discounted session.

### ***Step 3: Run the Discounted Session & Upgrade To Your Core Package***

What is the purpose of your discounted session? The purpose of your discounted session, just to help us understand this, is to create a roadmap with them. So, for example, let's say a person wants to lose a certain amount of weight. We're going to sit down with them and we're going to map out a game plan to help them achieve this.

Now, you may have given them some homework, something that aligns, for example if it was a weight loss thing you may have told them to go find out what their weight is, what their height is, what their body fat index is, and all that stuff and you have told them to do that before they show up plus go and watch a video training you've done or read an article you've written so they come with everything they need for the session.

For example, if it was me looking to lose weight and I want to lose maybe 10 kilos or something over 90 days, we're going to sit down and we're going to map out a game plan for me. That would be the purpose of my discovery session. We're going to map out a game plan for me to put together a program, designer program, specific to me that will help me achieve my goal. So whatever space you're working in.

Brandy, in your case, it would be we're going to sit down and map out a game plan to successfully complete their book within a specific period of time, whatever that time is. I don't know. So you get the whole idea here. It's a game plan to help them achieve the desirable outcome. This is what we're going to do.

So, during the session, the first thing you do is you check their homework. If you told them to go and watch a video or read an article, I would ask them first "Have you read the article?" or "Have you watched the video?"

"Yes, I read it."

"Okay, good. What were the key things that stood out for you?"

Get them to talk about what really stood out for them, where they really got great value from whatever it was you were sharing. I would do that first. So, check their homework, ask that question, "What stood out for you?" and you can probe a little bit, and they will literally begin to share the new insights they had gained from the article or from the video or whatever it is that you told them to go and to engage with before the session. So check their homework.

Usually, personally, if the person hasn't done their homework, we're not going to run that session up. I just don't. What I usually do is the day before, I send them a reminder asking, checking if they've done it. If they haven't, I send them a reminder to make sure they do it before we get

together so we can get the most value out of the time we spend together. I would have done that before. Just thought I'd chip that in there very quickly.

Confirm the objective of the session. This is where you sit down with them and you agree what it is that we want to achieve here. We're going to literally create a roadmap that you're going to travel and to help you achieve whatever that objective is. So a 90-day game plan is a good one, but it really is up to you. It could be longer, it could be shorter, it depends on what you are working with them to achieve. But I think 90 days is good. It's standard. It could be 6 months, but 90 days is a good one.

Alright. What you then do is you then work with them, bringing your expertise to the table, and you map out a game plan, a process, a step-by-step process, journey for them to travel. And this is pretty much what you are going to do during this session. You'll be asking them questions and you'll have your structured approach to be able to make sure that by the time you're done, they have something of value, which is a roadmap, which is you do this, then you do that, then you do this, then you do that, and you kind of map out that game plan for them, that journey that they will travel from where they are to where they want to go.

Now, when I work with the people who I want to work with, coaches, speakers, trainers, and authors who want to make money and build a profitable business, it would usually be a specific goal we want to achieve after 90 days and then I would literally draw out the process, guide them, based on the goals they want to achieve and help them put that game plan together. For the people who you work with, it would be the same thing.

You know the reality is? It's the same destination. The journey is pretty much the same for everybody except that you might just need to work with them to work out how they're going to travel the journey which is different from one person to another. What do I mean by that? I'll use the people I work with as an example.

I know that some of the people I've worked with work shifts and so when we're mapping out their journey, doing regular weekly webinars may not work for them because they work shifts and so I'll need to factor that in. I know that some of the people I'm working with have a preference for speaking rather than writing, and so if I'm mapping out a game plan for them, I'll be taking that preference into consideration and mapping out how they are to reach that goal.

Apart from that, the process is pretty much the same for whoever you're working with, however, you would bespoke it to them and that really is the value that you're bringing to working one-to-one with them in the discounted sessions. You map out that game plan.

Now, most game plans are simple enough for them to understand and for them to see how it would work for them but the reality is that it will not be easy for them to implement on their own. Why would it not be easy? Because they don't have the knowledge and expertise to travel that road alone. They just don't. That's the reality.



It's not like you're trying to make it that way. It's just the way it is. There will be so many blind spots along the way. And because of the blind spots, it will make sense to them and they will know that they would need help implementing it. You don't have to try to make it that way. It will be that way. It's just the reality of life.

So I'm not saying, "You know what, try to make it seem complicated." No. Make it seem simple. Simplify it, but they would realize that even though it is simplified, it will not be easy for them to do it on their own because there are just so many blind spots.

What you do is this. You work with them, you map out that game plan, now you sit down with them and you say "Does this make sense to you?"

And they would nod because it does.

"What do you like about this?"

Again, they tell you what it is they like about it. "I'm glad because I finally have something I can run with. I'm struggling but I see how this can work." And all of that, and they would say all of that to you.

Then you ask them another power question.

"How would you want me to help you successfully implement this?"

You ask them that question, and then you just listen to whatever they have to say. And this is where you now sell them your core package. And it's the same thing. You literally introduce the core package, if it's a 90 day program or whatever it is you're selling, you take them through how it's going to work, you sell the value of it – where they're going to be, how you're going to work with them, and what the outcome is going to be and then you talk about pricing and offer them some sort of discount if they take action and you go through all that, and that's pretty much it.

I'm not going to go into the psychology of selling here. Maybe as we work through this during one of the Facebook live sessions I'll cover some of that but I'm not going to cover that here. This is pretty much where you introduce your core package. And this is where you then upgrade them into that core offer that you have available.

And honestly, folks, that's how we implement this. This step you will be implementing from days three through seven.

## ***Conclusion***

So if we just go back:

Step 1: Scheduling 20 power sessions, you'll be implementing from day 1 through to day 7. Okay, so pretty much from tomorrow, you should start implementing this. For those of you who are in the

States, you should start implementing this from today. For those who are in the UK and in Australia, those who are in Africa, alright start implementing this tomorrow. If you're in Australia, from today. You're in my day 2, technically. Australia and America, start implementing today. UK, Europe, Africa, start implementing from tomorrow or you could do tonight if you're really up for it but I'd say start implementing from tomorrow.

Step 2: Running your power sessions and upgrading them to the discounted sessions, you'll start implementing on day 2.

Step 3: Running your discounted sessions and upgrading them to your core package, from day 3 through 7.

Obviously, you should be running these continuously, but we're working through this over 7 days.

So what are the next steps?

1. I want you to go to the Facebook group and declare your commitment to the 7 day challenge. I just want you to go make that declaration. I am going to create a post in the group where I'm going to ask you to make your declaration, right, and then you go there, and whatever it is "I commit to " and – I'm not going to tell you what to commit to but just make your own personal commitment.
2. Schedule your calendar for our daily Facebook live sessions (except Saturday and Sunday). The Facebook live sessions, I will be running them every day apart from Saturday and Sunday, I will be available Saturday and Sunday through a spot, I'm not going to be running any live sessions simply because I'm not available both days. Every day 1 pm UK time. That's 8 am eastern time, and it will be in the group. Everything will be in the group. Every day except Saturday and Sunday, 1 pm UK time, 8 am eastern time, I'll be answering all your questions. So schedule that into your calendar now.
3. Get the 7 booster videos. Now the 7 booster videos are 7 videos, a training I did, where I share what I call 7 boosters for enrolling clients in your high ticket program. If you don't have them, it's a no-brainer price. It's 7 pounds, so it's not something you need to think about. I'll share the link in the group as well as so you can go ahead and grab it and the link will just take you to paypal straight away, you click on the link, and you buy. There's no sales page or anything, so I'll just tell you what it is. It's 7 different tactics that you can use to enroll clients off of your sessions. And go get the videos because they will make a big difference and there's no point in me going over this again, and at 7 pounds, it's a no-brainer.
4. Start booking your power sessions right away. Start booking them. Start booking them, okay? Let's do this.

Alright. Great.

Is it a good idea to private message Facebook contacts to offer the power sessions?

It's not a bad idea, just don't do group broadcasts. But yes, you can private message your contacts. Put in a little bit of urgency as well and scarcity. Let them know that "My Business Mentor asked me to give away for free this thing and so I'm giving away 20 free sessions" and then literally just address the core things that you're going to be helping with during the session. And just say if you need help with one of these then, you can just jump on the call and it's going to be completely free, no obligation.

