

CREATE YOUR CLIENT ATTRACTION SYSTEM

PREREQUISITES:

- Create Your Irresistible Message
- Create Your Signature High Ticket Package
- “Do The Math” to determine how many clients you get to call forward to achieve your vision and goal!
- Create Your Big Picture Plan (monthly focus for life and business)
- Get a scheduling link that syncs up with your calendar (i.e. AcuityScheduling, Calendly)
- If you select Inbound “Attraction” Options, get an online funnel account (like ClickFunnels) to build (or have a Virtual Assistant build) online funnels, and an email marketing platform (like Aweber or ActiveCampaign to start), and you’ll likely use ZOOM for connecting with your audience

STEP 1: Select a lead generating strategy/ platform that aligns with you and your ideal client. Meaning, choose a strategy that will attract your ideal clients where you will collect their contact information so you may begin a relationship with them.

Outbound “Pursuit” Options:

Timing of effectiveness varies; some can have immediate/quick results; others take longer, depending on your messaging, targeting, and enrollment skills

- Organic outreach through Facebook, Instagram, and/or LinkedIn
- Use Million Dollar Strategy + CARE Method
- Post consistently and frequently on Facebook and Instagram, comment on others’ posts, see who comments back or comments on your posts as you gain traction, and reach out to them personally
- Ask your network for referrals/ lead a Referral Conte

Inbound “Attraction” Options:

Pricey-but-quick Lane, if your messaging is dialed in (\$5,000 - \$20,000+ per campaign):

- Facebook and/or Instagram ads (I recommend this if you have \$5,000 or more a month to invest in ads and \$2,000 or more per month to invest in a Facebook & IG ads expert)
- Hiring a FB expert or ad agency with a proven track record (versus someone who just tried it themselves or just took an online course on ads... don't hire newbies)

Fast Lane (1-2 months):

- One Day Talk Show (which could be a 3-hour talk show on Zoom with 4 other experts)
- One Day Summit (5-10 interviews or 15-20 minute pre-recorded trainings from a panel of experts)

Middle Lane (2-3 months):

- Multi-Day Summit (typically over 20 experts, pre-recorded or live, released over 3 consecutive days or released over 2-3 weeks)
- LinkedIn: posting value/blogs regularly and personally inviting people to a free webinar/event/ etc.
- Hire a “setter” (technically, they will focus on outbound/ outreach, but they will book calls for you or your sales team. It may take a few months to have them ramp up and have systems in place to effectively pre-qualify and book calls for you or your sales team)
- Joint Venture Partnerships = where you ask other experts to be JV partners and you can provide affiliate commissions

Slow but long-lasting lane:

- Expanding your message through Pinterest (as a search engine)
- Having a YouTube Channel (as a search engine)

Timing of effectiveness varies:

- Public Relations = to get on media to expand your message
- Having one big name expert promote what you offer

STEP 2: Provide value and nurture these beautiful new souls in your life!

Nurturing Examples:

- Email nurture sequence
- Provide value through host virtual workshops/ masterclasses/ 6-day challenges/ virtual experiences or gatherings/ Happy Hours/ 3-hour retreats, etc.
- Share resources with them (downloadable PDF's, checklists, worksheets, videos, meditations, guided visualizations, journaling prompts, guides, blueprints, methods, strategies, etc.)
- Bring in guest speakers to nurture them, too! (Team members, other experts that can contribute to your audience)
- Write weekly blogs (i.e. for Pinterest or Linked In to drive traffic to a blog, which will drive traffic to your email list)
- Hop on one-on-one calls with them to make a difference for them
- Launch a free Facebook Group Page (but only if you commit to posting consistently and engaging with the members)

STEP 3: Create a MOVEMENT through your C.T.A. (Call-to-Action)

CTA Examples

- FREE example: download a free gift (ebook, templates, worksheets, video training, etc.)
- FREE example: Book a call with me (and you can give it a name, i.e. Irresistible Messaging Call, Take Action Call, Strategy Call, Self Love Call, Wellness Planning Call, etc.)
- FREE example: If you have hundreds of people on a webinar and you are your only sales person- use "Pre-qualifying Messaging" - so people don't just book a "free call" - but they know that if they are a fit for your XYZ package, you will be making them an offer
- PAID example: Present a low ticket offer (\$47 - \$997) (i.e. a \$97 call with you; a bundled package where they receive a call with you and a couple of bonus/resources; a one-day, two-day or three-day immersive experience, bonus workshops, trainings)

STEP 4: Make an Offer Into Your Signature High Ticket Program/ Package

Offer Options:

- **One-on-one: On an enrollment call - make an offer into your program**
- **One-to-Many: Make an offer when speaking to an audience who is already interested in you and what you have to offer - as it is in alignment with their bigger vision**
- **Hire Enrollment Coaches = to provide value for your ideal clients and make offers on your behalf, when connecting with those who are ready**

STEP 5: Happy Client Fulfillment and Retention

A few tips on this...

- **Be clear on your deliverables (as outlined in your Confidence Card), and follow through with them, on time and in excellence**
- **Consistently survey your clients to actively listen and hear what they are wanting and needing (and when I say survey, that could be one or two live questions, or it could be a 7-10 question survey using TypeForm or JotForm, etc.), and be honest about what you can or cannot offer**
- **Go above and beyond for your clients- think about the extra, thoughtful, valuable resources/ gifts/ bonuses you can provide them in your journey together**
- **Offer exceptional Customer Service.**
- **Create S.O.P.'s (Standard Operating Procedures) for each system or process you and/or your team create, including a Client Onboarding SOP**
- **Have proper online legal documents and contracts**