

HOW TO ENROLL

**10 NEW CLIENTS**



IN LESS THAN

**90 DAYS**



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Published by

**BRAVE THINKING<sup>®</sup> INSTITUTE**  **LIFE COACH CERTIFICATION**

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## How to Enroll 10 New Clients In Less Than 90 Days

**W**hether you're considering life coaching as a career or you're already a certified life coach, you were probably drawn to this profession because you felt called to make a difference in the world and have an impact on the lives of others.

We believe that being a coach is a sacred calling because the calling you feel is actually the echo of each person you are meant to help, seeking you!

Besides providing you the opportunity to help people reach their goals, overcome obstacles and create lives they truly love living, a career in life coaching also offers a tremendous amount of time and money freedom. That is, if you're able to enroll new clients...

No matter how sacred your calling is or how special your mission is, if you don't have the right tools or skills needed to reach potential clients, you won't be able to successfully enroll new clients. And more importantly, you won't be in business long enough to serve your community.

**With this eBook, you'll learn the right way to enroll new clients by revealing the eight steps every successful coach follows to sell their services and grow their businesses faster than anyone else.**

You'll also discover how to build your clientele list in a way that doesn't feel pushy or salesy, but rather, comes from a heart-centered desire to be of service to those in need.

Follow these eight steps, and you'll be well on your way to fulfilling your sacred calling and enrolling at least 10 new clients in 90 days or less!

But before we dive into the steps, it is important to understand why a heart-centered enrollment strategy is important and how it relates to building a coaching business.



## How to Enroll 10 New Clients In Less Than 90 Days

# Training

The vast majority of coaching certification programs available in the industry today only train on coaching methods. But the truth is, that simply isn't enough to ensure your success as a life coach. If you want to build a personally fulfilling, lucrative career with a robust client base, you also need additional training.

A well-rounded life coaching certification program should include curriculum (beyond just methods), marketing, enrollment and business building training, which we offer here at **Brave Thinking® Institute**.



## **BRAVE THINKING® INSTITUTE** **LIFE COACH CERTIFICATION**

Founded in 2009 by world-renowned master coach Mary Morrissey, **Brave Thinking® Institute** is the world's premier training center for transformational life coaching.

Unlike other training centers, **Brave Thinking® Institute's** coaching programs blend spiritual principles with practical real-world application. What this means is that enrollees receive the most comprehensive training available, which includes the four pillars of life coaching success:

### MARKETING

1

An attraction marketing system that attracts the perfect clients.

### ENROLLMENT

2

Heart-centered enrollment process that serves clients and at the same time, helps them say yes to themselves by means of enrolling.

### CURRICULUM

3

A proven method of transformation that provides reliable, repeatable results for clients.

### BUSINESS BUILDING

4

Skills for running and optimizing a thriving business.

# Certifications

**DreamBuilder® Coach Certification** trains on how to coach others in Mary Morrissey's life-transforming *DreamBuilder® Program*. This program includes in-depth mentoring, tools and templates for authentic client attraction, heart-centered client enrollment and business-building.



Our **Life Mastery™ Consultant Certification** includes the same tools and training as with the DreamBuilder® Coach Certification, as well as training in four more of Mary Morrissey's highly-acclaimed programs. This certification also includes more advanced business-accelerating tools and trainings.



For years, we've helped countless people from all walks of life train to become successful, heart-centered and spiritually-driven life coaches, many of whom have built 6- and 7-figure businesses doing what they love!

And now, we want to help you by sharing some of our best-kept secrets for enrolling clients faster than you ever thought possible.

# Client Enrollment Tips

Training to become a certified life coach is a big investment for most people. It can take a lot of sacrifice too, especially if you have a family or if you left a previous job to pursue coaching as a new career.

Either way, you've done a lot to get to where you are now. So after all the time, money and effort you've put into getting certified, the last thing you should have to worry about is how to enroll new clients.

You don't have to.

Our experienced faculty and program experts have their fingers on the pulse of this industry. They understand the principles of enrollment marketing, know what strategies work, and even have a few tricks up their sleeves.

These are the methods that our most successful life coaches use to grow their client lists.

**Follow these tips, and you'll be well on your way to enrolling at least 10 new clients in 90 days or less!**



# How to Enroll 10 New Clients In Less Than 90 Days

## 1 Create Your Brand

This is an important step that too many people skip overlook when starting a new business. And it's especially important in the life coaching world. Think about it this way... You're about to put yourself out there and ask people you've never met before to hire you to help them change their lives for the better. It's a big deal! So you need to acknowledge that by taking the time to establish your own brand identity.



First, you'll want to come up with a name for your company. It could simply be your first and last name or something more creative. It's up to you. Either way, just be sure to choose something and stick with it so you can build authority over time. Next, come up with a mission statement. This should express who you are and what you promise to deliver. It's an opportunity to let your unique personality, style and skills shine through. It will help potential clients better understand what makes you different and why they should choose you.

## 2 Network

Ah, networking! Not "social networking" (we'll get to that later), but good, old-fashioned, face-to-face networking. This is one enrollment strategy that has stood the test of time, and for good reason. Life coaching is such a personal and intimate service. If you're just starting out, getting yourself in front of people, live and in person, is going to go very far in terms of building credibility and trust.



**“** I made \$109,000 dollars as my first year as a coach. Over the last four years, I've generated over a million dollars in my business. The money is wonderful and it allows for amazing things, but now I have time freedom and I get to walk my kids to the bus every morning. How do you put a price on that?”

**STACEY BERGER**  
Life Mastery Consultant



## How to Enroll 10 New Clients In Less Than 90 Days

There are so many ways and places to network as well. Of course, you could always strike up a conversation on an airplane or while standing in line at Starbucks, but if that's not your style (that's okay, it's not for everyone), there are many other options.

It's easiest to start with people and places you already know. For instance, you could attend a live coaching event and connect with other coaches who might be able to refer you to potential clients in your area. You can also network by spreading the word about your business throughout your community. Tell your yoga instructor, your pastor, the mail carrier, your dog-walker, your hairdresser, etc. The trick is to think about where your ideal clients might frequent or who they might know, and then be sure to put your name in front of them. Wherever you are, be sure to give out business cards and post flyers with your contact information and always offer a free consultation.

### 3 Public Speaking

Although the thought of getting up on a stage and presenting to a group of strangers sounds scary, it's actually one of the best and most efficient ways to market yourself to potential clients. Yes, it can be scary, but it gets easier each time. Remember, life coaching is all about personal growth. And doing something that scares you is a wonderful growth opportunity, so instead of shying away from it, embrace it!



The truth is, most of your initial speaking engagements will probably be quite small, and they can occur anywhere! If you're new to coaching, you'll need to seek these opportunities out on your own.

“It's the gratitude and the positive feedback that I get from clients that is just so incredible and the changes and the results in their lives that are so real and validating that I am having that meaningful impact in people's lives.”

**NATE REIT**  
DreamBuilder Coach



## How to Enroll 10 New Clients In Less Than 90 Days

Start by calling on local groups or clubs that meet on a regular basis, and find out if they'd give you a few minutes to present to their attendees during one of their meetings. If you're not sure where to look, start with your local chamber of commerce, YMCA, or church. If they don't host group meetings themselves, they'll certainly be able to point you in the right direction. Another great place to look is on meeting apps, like MeetUp.

As you're trying to book a speaking engagement, think about what topic you'd like to talk about. Be sure it's something that resonates with your audience. Once you've chosen a topic, like "goal-setting" or "overcoming fear", research, write and practice your speech several times before the big day.

### 4 Make Calls

While you're waiting for calls to come in from the people you met while networking and public speaking, go ahead and hop on the phone and make some cold calls. But before you do, make sure you have a plan for what you're going to say. Some people like to just put together an outline with talking points, while others prefer to follow a script. Either way is fine, as long as you know what your pitch is going to sound like.



One way to maximize these calls is to schedule them ahead of time and conduct them online, over video chat (Skype, Google Hangouts, etc.). This makes the call feel more personal and comfortable. Scheduling ahead of time is also very professional because it lets the client know that you respect and value their time.

**“** *I was very well paid in the banking industry, but I was living someone else's dream. I was not living MY dream and the longing and discontent kept growing. Since I started my coaching business, I love making a difference in people's lives, and have now generated over one million dollars in consulting revenue, which is twice what I would have made staying a banker.”*

**DAVID NORRIS**

Life Mastery Consultant

## How to Enroll 10 New Clients In Less Than 90 Days

While there's no magic number in regards to how many calls you need to make in a day, always aim high. If you decide to make 10 calls, do it, and then try to double it before the end of the day. In this particular case, less is not more. Make as many calls as you can.

Based on the law of averages, let's say you networked with 20 people and also gave a speech to an audience of 80 people. Of those 100 total people, you'll probably book about 20 free consultations (that's 20%), and then 15 of them show up for the call (that's a 75% stick rate!). Of those 15 people you talked to, 3 of them are likely to become clients (that's a 20% close rate, which is an excellent close rate).\*

**Brave Thinking® Institute** provides more detailed sales call training to its students, so if you're interested in learning more, check out the **Strategy Session offer** at the end of this eBook.

*\*Disclaimer: This scenario is based on averages. Everyone's results will vary.*

### 5 Create Your Own Content

If there's one thing everybody loves, it's free stuff. People also love to consume information online. That's why content creation is such an effective enrollment marketing strategy. It gives you the opportunity to get your brand and your voice in front of a large audience of people who are seeking answers and solutions – the very things you can provide to them as a certified life coach.



In most cases, creating and sharing content won't cost you anything but time, but it will be time well spent.

“I’ve supported clients in getting new jobs, buying new homes, finding the love of their lives, starting new businesses, and becoming the healthiest that they’ve ever been. And all the while, my life is just expanding.”

**ADELINA TANCIOCO**  
Life Mastery Consultant

## How to Enroll 10 New Clients In Less Than 90 Days

There are several ways to get your ideas, advice and name out there for potential clients to see. You could start a blog, create a YouTube channel, or even produce a webinar. The options are endless. Just make sure you do your research and provide relevant, compelling content.

### 6 Promote Your Content Online

Now that you've produced all of this shiny, new content, you have to let the world know that it's out there, because as much as we'd like to think people are clamoring to find our latest blog post or YouTube video, the truth is, they're probably not (at least not yet!).



In the content marketing world, social media is your best friend. Some of the best social channels for sharing life coaching and personal development content include Facebook, Twitter, Instagram, Pinterest, and LinkedIn. So, if you already have personal social accounts, take advantage of them by posting your content and sparking conversations.

We also recommend creating a separate Facebook group that people can join and gather to discuss personal development topics, read your articles, watch your videos and engage with your brand. Another great way to promote your content is through guest authoring. Many coaches will reach out to each other to cross-promote. It's a great way to help each other out while widening your reach. So the next time you write a great piece of content, ask another coach if they'd be interested in sharing it on their website or blog.

*“ I had been working for seven years as a coach. If I made \$30,000 that was a good year for me. My life now is I have at least 10 coaching clients going at a time. I have changed that income figure from \$30,000 to nearly \$100,000, and that has taken six months. I got so much more confidence and so many great ideas about how I could make my work more powerful.”*

**MARISA HARRIS**  
Life Mastery Consultant



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### 7 Email

Email is another great way to reach several people at once. As you're first starting out, your list will be small, but don't let that deter you. Everyone has to start somewhere. Sharing your free content on your blog or social media is a great way to start building your email list.



Think of email as just another channel for disseminating your content. People have different preferences for how they like to consume information – some are more responsive to email, while others might prefer YouTube. The idea is that the wider you cast your net, the more likely you are to get noticed.

### 8 Offer Exclusive Giveaways

Giveaways, like free consultations, one-on-one sessions, webinars or group sessions are also extremely easy, yet very effective ways to gain the attention of potential new clients and generate leads that you can follow-up on later.



You can also get creative with them by tying them into a particular holiday or upcoming event. And always be sure to promote them on social media and via email.

**“** I was coaching for four years with a different certification, but only generating \$25,000 a year. It wasn't working for me. As a Certified DreamBuilder® Coach, I'm now working just three hours a day and loving it. After just 4 months of coaching I made \$7,000. And this next month, I'm on track to generate \$25,000! That's my previous annual income that I'll generate, in just one month.”

**RICARDO GONZALEZ**  
DreamBuilder® Coach

# Let's Review

The task of enrolling new clients can seem overwhelming when first starting out, but the truth is, it's really quite manageable when you know all of the options available to you, including:

1. **Branding**
2. **Networking**
3. **Public Speaking**
4. **Sales Calls**
5. **Content Creation**
6. **Social Marketing & Promotions**
7. **Email Marketing**
8. **Promotional Giveaways**

Some of the methods outlined here may take longer than others for you to fully master but here's the math...

If you start implementing each of these 8 steps today, you should have no problem booking at least 80 free phone consultations. And of those 80 calls, you can expect to sign on at least 10 new clients by day 90.



Your results will be even greater if you're able to book more than 80 sales calls, but why stop there? In the life coaching business, the sky's the limit. To grow your business to the level you've been dreaming about, you'll need more advanced business skills, like the ones we teach at **Brave Thinking® Institute**.

To learn more, we're offering you a free, live Strategy Session with one of our top-tier, hand-picked program experts...

### Grow Your Life Coaching Business to the Next Level with this **60-Minute FREE Strategy Session**

During your private Strategy Session, one of our leading Program Experts will help you discover new ways you can expand and enhance your life coaching business. During this free, one-hour call, you will:

1. **Be able to clearly define your business or career goals**
2. **Know exactly how to impact the people you work with the way you want**
3. **Receive action steps that will accelerate you closer to your goals right away**
4. **Discover how certification with *Life Mastery Institute*® creates more coaching revenue for you while creating results for your clients in a way most authentic to you**



**Apply to Schedule Strategy Call**



