

# MILLION DOLLAR PRACTICE

Building a Successful Business That Makes a Difference



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## Private Practice Marketing Secrets Mentoring Program Module Six Study Guide

### Getting Hired: Converting Prospects to Clients: The Key to Private Practice Success

For best results we recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this program!

Thanks for joining us!



David

**DATE:** Starts Monday, August 16<sup>th</sup>

- TO DO:**
1. Download Module Six files [here](#) (pw- ppms2010)
  2. Listen to Module Six recording and follow along with transcript
  3. Use this Study Guide to take lots of notes
  4. Join our Implementation Lab on Thursday August 26<sup>th</sup>

#### 4-Step Action Plan

1. Choose 3 strategies to get prospects to engage you and implement them.
2. Practice 3 enrollment conversations in the next 10 days.
3. Choose a follow up strategy and implement it.
4. Most Importantly: Take the 24 hour challenge!

We are committed to helping you build your ideal private practice and fill it with your ideal clients.

Are you?

**Module Six**  
**Getting Hired:**  
**Converting Prospects to Clients**  
**The Key to Private Practice Success**

**In Module Six you will learn -**

- How to get prospects to engage you
- The 11 points of an effective enrollment conversation
- What NOT to talk about in an enrollment conversation
- 4 closing questions that will fill your practice
- How to guide your prospects past their fears and inertia
- The most effective follow up strategies
- AND much more!

**Let's Get Started!!**

**I. *How to Get Prospects to Engage You***

***Key Concept: Bluebirds vs. Boulders***

**Strategy 1** \_\_\_\_\_

**Strategy 2** \_\_\_\_\_

**Strategy 3** \_\_\_\_\_

**Strategy 4** \_\_\_\_\_

**Strategy 5** \_\_\_\_\_

**Strategy 6** \_\_\_\_\_



**Module Six  
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**II. How to Conduct an Effective Enrollment Conversation**

**[Download The Enrollment Conversation Checklist](#)**

**Item 1** \_\_\_\_\_

**Item 2** \_\_\_\_\_

**Item 3** \_\_\_\_\_

**Item 4** \_\_\_\_\_

**Item 5** \_\_\_\_\_

**Item 6** \_\_\_\_\_

**Item 7** \_\_\_\_\_

**Item 8** \_\_\_\_\_

**Item 9** \_\_\_\_\_

**Item 10** \_\_\_\_\_

**Item 11** \_\_\_\_\_



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**III. What NOT to Talk About During the Enrollment Conversation**

**Don't #1** \_\_\_\_\_

**Don't #2** \_\_\_\_\_

**Don't #3** \_\_\_\_\_

**Don't #4** \_\_\_\_\_

**Don't #5** \_\_\_\_\_

**Don't #6** \_\_\_\_\_

**IV. The 4 Closing Questions!**

**Question 1** \_\_\_\_\_

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**Question 2** \_\_\_\_\_

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**Question 3** \_\_\_\_\_

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**Question 4** \_\_\_\_\_

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**About Overcoming Objections**

Most private practice professionals freeze when a prospect states an objection such as “Gee, I’d like to, but I just can’t afford it right now,” or “I don’t have the time,” or “I have to think about it.”

In our opinion, it is rarely about time or money or needing to think about it, they are simply experiencing fear and need your support to overcome it.

The challenge here, and why so many professionals have difficulty with this situation, is that the prospect is interested and attracted and NOT saying “no.”

If a prospect does say “no” and indicates they’re not interested, chances are you would immediately respect that and proceed no further. Helping people overcome their self-imposed limits to reaching their goals is what you do as a helping professional!

If they were your client and experiencing fear and resistance to something they wanted to do, how would you handle it?

Think about it. You help your clients overcome their fears and take action all the time. Why not do this with prospective clients as well?

Remember, most of your prospects (perhaps 80%) will be “boulders,” and you need to be effective in helping them past their fears to hire you. This is a pivotal choice point in their life. Behavior is not random, it follows patterns, and unless you can help them past their fear, it is likely they will continue to follow this pattern and stay stuck where they are in their life.

Just to be clear, this applies to prospects that ARE INTERESTED, but are hesitant. This DOES NOT APPLY to prospects that are not interested or say “No.”

How do you help your clients move past their fears? Can you do the same with your prospective clients?

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**V. *Asserting Influence: Guiding Your Prospect to Overcome Their Fear and Inertia***

**Strategy 1** \_\_\_\_\_

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**Strategy 2** \_\_\_\_\_

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**Strategy 3** \_\_\_\_\_

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**Strategy 4** \_\_\_\_\_

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**Strategy 5** \_\_\_\_\_

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**Strategy 6** \_\_\_\_\_

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**Strategy 7** \_\_\_\_\_

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**Strategy 8** \_\_\_\_\_

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**Strategy 9** \_\_\_\_\_

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**Important Notes:**

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**VI. Addressing specific “crazy-making” fear-based questions:**

**Fear question 1** \_\_\_\_\_

**Answer:** \_\_\_\_\_

**Fear question 2** \_\_\_\_\_

**Answer:** \_\_\_\_\_

**Fear question 3** \_\_\_\_\_

**Answer:** \_\_\_\_\_

**Fear question 4** \_\_\_\_\_

**Answer:** \_\_\_\_\_

**Fear question 5** \_\_\_\_\_

**Answer:** \_\_\_\_\_

**Fear question 6** \_\_\_\_\_

**Answer:** \_\_\_\_\_

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**VII. Effective Follow-Up Strategies**

**The #1 most important enrollment strategy is \_\_\_\_\_**

**Strategy 1 \_\_\_\_\_**

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**Strategy 2 \_\_\_\_\_**

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**Strategy 3 \_\_\_\_\_**

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**Strategy 4 \_\_\_\_\_**

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**Strategy 5 \_\_\_\_\_**

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**Strategy 6 \_\_\_\_\_**

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***VIII. Take our 24 hour challenge!***

*“Pretend this is a reality TV show and you will win a million dollars if you get one new paying client in the next 24 hours.”*

**Step 1** \_\_\_\_\_

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**Step 2** \_\_\_\_\_

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**Step 3** \_\_\_\_\_

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**Step 4** \_\_\_\_\_

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If you can get one client, you can get two, and three, and so on. You will have proven to yourself that you can get clients whenever you want, which will raise your confidence and ability to enroll other clients, and guarantee your success in your private practice!

**So... GO GET HIRED!**

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***IX. Resources for Your Next Success Steps***

**Resource #1: Practice Building Calendar [download here](#)**

**Resource #2: Enrollment Conversation Checklist [download here](#)**

**Resource #3: How to Get a Rush of Clients audio program [download here](#)**

**Resource #4: Selling By Giving audio program [download here](#)**

**Resource #5: How to Be a Master of Enrollment audio program [download here](#)**

**Resource #5: Getting Your Clients to YES! audio program [download here](#)**

**Our Next Meeting:**

**Module Six  
Implementation Lab**

**DATE:** Thurs August 26<sup>th</sup>

**TIME:** 2:00pm pacific/5:00 pm  
eastern

**TO JOIN:** 408-490-3078  
PIN 466194#

**Our Next Module:**

**BONUS SEMINAR/REUNION:  
How to Maximize Your Private  
Practice Income**

**DATE:** Thursday, September 2<sup>nd</sup>

**TIME:** 3:00pm pacific/6:00 pm  
eastern

**TO JOIN:** 408-490-3078  
Pass Code 466194#

**IMPORTANT PPMS MODULE 6 SUPPLEMENT**

# ***Four Secrets of Client Enrollment***

Contents:

**I. Introduction: The First Two Secrets**

SECRET #1: Marketing is simply communicating what you do.

SECRET #2: Sell programs, not sessions!

**II. Secret #3: The "Strategy Session"**

How to Conduct a Strategy Session

Step One: Stoke Their Desire

Step Two: Stimulate Their Pain

Step Three: Share the Solution

Step Four: Get the First "Yes"

Step Five: Get Hired

**III. Secret #4: Overcoming Objections**

**IV. Selected Resources for Building Your Practice**

## I. Introduction: The First Two Secrets

We are passionate about making a difference in the world, however, we can't help anyone if we can't get clients. Our training, skills, and good intentions won't pay our bills or do any good if we aren't able to effectively market our services and get hired.

First, you must understand the role of marketing and how to market effectively.

We provide you the tools and strategies to market your practice and we promise that marketing your services will be easy and fun.

### **SECRET #1: Marketing is simply communicating what you do**

Not many private practice professionals understand that the fundamental role and primary outcome of marketing is to develop prospects; people interested in your services. Marketing, by itself, doesn't create clients. First, you need a prospect, then, the next step is to build your relationship with them and convert them to a client, a process that we call "enrollment."

Enrollment is the key to your success and is the main subject of this Special Report. In the next pages you will learn very powerful, specific strategies for motivating prospects to talk to you about your services (the "Enrollment Conversation") and exactly how to get your prospect to say "Yes!" and hire you.

Before we cover these strategies it's important to mention that your prospective clients do not want to buy coaching! Coaching is an intangible service and most prospective clients don't understand how it's different from therapy or consulting. When you take your car to a mechanic you want results- the car fixed. You don't really need to understand why it's broken or what's needed to fix it, and you're not paying your mechanic by the hour for their time so much as you are paying to have a working car. Your prospective clients want RESULTS and are willing to pay a LOT to get your help to achieve their most important goals. Which brings us to....

### **SECRET #2: Sell programs, not sessions!**

Do not give away "sample sessions" or "free 30 minute consultations." Do not try to explain coaching and how it's different from therapy. The most effective way to market your services and convince prospects to hire you is to have a PROGRAM designed specially to help them get the results they want. A program is structured, tangible, tailored to a particular niche to help them get specific results.

Now let's get to the good stuff...

## II. Secret #3: The "Strategy Session"

Before enrollment can take place you must motivate your prospect to engage you in a conversation that lends itself to discussing their situation and your services. We call this the "Enrollment Conversation." This conversation can be formal, as when a prospective client makes an appointment with you to discuss your services, or it can be informal, a spontaneous interaction with someone. As a coach you are always interested in people and this kind of conversation can naturally and spontaneously occur at any time, so be open to opportunities to be of service and don't hold back because you don't want to appear pushy- people love to talk about their needs, goals, and challenges.

All effective enrollment is the result of a 1:1 relationship and conversation. Do not expect others to be able to enroll for you. Do not expect prospects to sign up for your coaching program on your website or at a speaking engagement without having a quality 1:1 connection and conversation with you.

**First, let's cover how to motivate prospects to sign up for an enrollment conversation with you, then we'll cover how to conduct this conversation in a way that gets you hired.**

Many practitioners advertise a "free initial consultation" or variation to entice prospects to engage them in an enrollment conversation. This might work on occasion, but there are far better ways to enroll clients than giving away your services for free hoping they'll be motivated to pay for more.

To motivate your prospects to sign up for an enrollment conversation with you we recommend offering a "Strategy Session" that addresses the top goal of your niche. For example:

***"Register now for your free Find Your Soul Mate  
in 90 Days Strategy Session"***

If your niche is singles who want to find their "soul mate," this might be an attractive offer for them. Some guidelines to make this offer effective:

- 1. Do your market research** and be sure this is the top goal of your niche, along with the language they use to describe it.
- 2. Deliver this offer only at a time prospects are likely to be responsive to it.** For example, during a presentation or seminar, after someone buys your book or audio program from your website, etc. Do not simply advertise this on your website. Static text on a website will not

produce your desired results. A live call to action is more compelling and will prompt your prospects to respond to your offer.

**3. Pre-qualify your prospects** so you focus your time and effort upon motivated people that fit your program. This sends a strong message that your program isn't just for anyone. Qualify prospects by having them fill out a short application, questionnaire or assessment when making an appointment, or (later, when you have a full practice) by charging a fee for your strategy session.

**4. Mix it up;** using the exact same offer is repetitious and ineffective, so vary your offer by season ("Find Your Soul Mate by Valentine's Day"), goal ("How to Be Attractive and Happy While Seeking Your Soul Mate"), niche ("Finding Your Soul Mate for the Over 50 Woman"), occasion ("Our First Anniversary Find Your Soul Mate Strategy Session"), etc.

**5. Limit your offer** by providing a deadline and/or limited quantity. Your prospects are more likely to jump on your offer if they have a deadline; the shorter the better. Limiting the number you'll accept sends the message that you're selective, which makes you more attractive. And, the truth is that you can't realistically handle too many Strategy Sessions, you wouldn't have time to work with paying clients!

### How to Conduct a Strategy Session

When you meet with your prospective client for their strategy session we recommend the following five steps:

#### Step One: Stoke Their Desire

Help your prospect explore and express their goals. The more they talk about what they want, what their goal looks and feels like, how their life will be different when they've achieved their goal, the more excited and in touch with their passion and desire they will be. Ask them "Why?" - Why do you want to achieve this goal?" "Why is this important to you?" This is a very effective strategy for helping prospects connect more deeply and emotionally with how much they desire to achieve this goal. The more passionate and emotionally connected with their desire your prospect is about their goal, the easier the enrollment. Ask them how committed they are to achieving this goal (use a ten point scale, percentage, etc). Their response to this question will give you valuable information for later.

#### Step Two: Stimulate Their Pain

Explore and stimulate the pain and frustration your prospect experiences about not having achieved their goal. Ask what they've tried in the past, what didn't work and why, what might be getting in their way, what lessons they learned and how they need to approach their goal differently, what it costs them to be where they are, etc.

### Step Three: Share the Solution

Establish your credibility, inspire hope and confidence, and position your services as their solution by sharing a true story about a former client in a similar situation and how you were able to help them achieve their goal. If you don't have a true client story, use a true story from your own life. If you don't have either, then you're probably not ready for this strategy and need more practice and experience helping people in this niche. You could skip this step and go to the next, it just wouldn't be as effective.

The final two steps include four questions that will result in getting a client.

### Step Four: Get the First "Yes"

Based upon the information you learned in the above two steps, your judgment will tell you which of the following two responses is most appropriate:

**Response A:** "I have a highly effective program for people just like you who want (insert their goal here). Would you like to hear about it?" (this is question #1)

(If the first three steps went well, your answer will almost always be "Yes.")

**Response B:** "I don't think you're a fit for my services (explain your reasons), but would you like a couple of resources that I think might be helpful for you?"

(As much as you might like to get a client, don't accept clients that aren't a good fit; it's not in their best interests or yours. It's better to be selective and leave the door open for more qualified clients than to fill your practice with anyone who will pay your fees.)

### Step Five: Get Hired

This step involves three questions leading to getting hired. To begin, describe your coaching program, emphasizing the results and benefits that your market research told you were most desired by your target audience. Assume your prospect needs to clearly understand "What's in it for me?" before covering nuts and bolts such as times, dates, costs, etc. Be sure they resonate with the results your program can deliver by asking question #2: "Does that sound good to you?"

Here's an example:

*"My Conscious Dating® Relationship Success Training for Singles will help you become absolutely clear about who you are, what you want, and exactly how to get what you want in your life and relationships. I will help*

*you develop a Conscious Dating plan with specific steps and strategies proven effective for singles like you, and I will personally support you to implement your Conscious Dating plan with confidence to be the "chooser," avoid the dating traps, and finally find the love of your life and the life that you love. Does that sound good to you?"*

After describing how your coaching program can help them (results and benefits-notice the above example doesn't even mention the word "coaching!") and learning that it indeed sounds good to them, we suggest asking question #3: "Do you have any questions about this program?"

You might think this is crazy, because obviously we haven't covered the important stuff (that YOU care about) such as how much it costs, how and when it meets, are they ready to sign up, etc. Our reasoning is that we know they have questions and need more information, but we don't know exactly what those questions are and what specific information they need to make their decision, so instead of bombarding them with information, simply ask!

Answer their questions, and yes, most likely they will want to know how much it costs, but when they ask is the best time to do so because they're seriously considering your program and are ready for this information. Mentioning cost too soon, before they're motivated and ready, is the fastest way to blow an enrollment conversation.

After answering their questions, summarize the results and benefits of your program, and ask question #4: "Are you ready to get started?"

This question will either result in your final "Yes!" and you've got a client (congratulations!), or they will start to pull back with another response, which we'll discuss next.

**To recap:**

**Step One: Stoke their desire**

**Step Two: Stimulate their pain**

**Step Three: Share the solution**

**Step Four: Get the first "Yes!" by asking Question #1:**

I have a highly effective program for people just like you who want [insert their goal here]. Would you like to hear about it?

**Step Five: Get hired by asking:**

Question #2: [Describe your program] Does that sound good to you?

Question #3: Do you have any questions about this program?  
[Answer their questions]

Question #4: Are you ready to get started?

### III. Secret #4: Overcoming Objections

Objections are the statements your prospect makes that are not "Yes" but they're not "No" either. This is one area where selling and enrollment overlap- when a prospective client who appears very interested, attracted, and good fit, pulls back when it seems they're about to say "Yes."

Our diagnosis? Fear. They're simply afraid and have all sorts of self-doubts going through their mind, such as "Will this really work for me?" "Do I deserve happiness and success?" "Can I really do this?" etc. Their fear of failure and fear of success will largely be out of their awareness, and they'll often rationalize their fears by saying "I need to think about this," or "I don't have the time" or "I'm not sure I can afford this right now," etc.

Here's a quote that I like:

**"Every client objection can be viewed as the very reason for why they should commit to coaching with you."**

*--John Bridges, Natural Persuasion Technologies*

If you know they really want the result you can help them achieve, if you assume they would gladly pay twice the amount for those results, if you understand that they're simply rationalizing their fears and self-doubts, and, if you believe in them more than they believe in themselves, you will do what you can to support them to overcome their fear and resistance. This might seem like selling, but in this situation we truly believe in the need to be their advocate for what they want and not allow fear to paralyze them.

Fortunately, you have a very simple and powerful tool to help your prospective client overcome fear- desire. In Step One they already told you how much they desired this goal, how important it is to them, and how committed they are to achieving it; all you need to do is back up and repeat Step One. It's that simple.

Of course, there are objections that are factual and not based upon fear, but as a helping professional you should be able to read your prospect's verbal and nonverbal behavior to determine the difference.

For example, if they say "I'd like to, but I can't afford it right now" and you discuss their financial situation and it appears to be absolutely true, you have a variety of possible responses, such as:

- A. Refer them to an appropriate low or no-cost support resource (Step Four, Option B above).
- B. Offer to stay in touch and set a future date for follow up.
- C. Offer them a scholarship for 30 days of pro bono admission to your program (once they start they will want to find a way to continue).
- D. Ask "Who in your life cares about your success and would be willing to help you participate in this program?"

All of the above are respectful, viable responses that often will result in your prospect finding a creative solution to joining your program, either now or in the future.

## IV. Selected Resources for Building Your Practice

As you build your practice you will need and use many resources. Below are selected resources we recommend, many of which come up frequently during our practice building programs and member support consultations.

- Hosting conference calls and teleseminars- [www.EasySeminar.com](http://www.EasySeminar.com)
- International Coach Federation- [www.CoachFederation.org](http://www.CoachFederation.org)
- Autoresponders- <http://www.CoachAutoresponder.com>
- Article Directory (publish your articles)- [www.EzineArticles.com](http://www.EzineArticles.com)
- Automated article submission- [www.EasyArticleSyndication.com](http://www.EasyArticleSyndication.com)
- Do-It-Yourself Website Solution- [www.EasyWordPressSolutions.com](http://www.EasyWordPressSolutions.com)
- Practice management console- [www.ManageMyCoachingPractice.com](http://www.ManageMyCoachingPractice.com)
- Accept credit cards- [www.BestEpaymentSolution.com](http://www.BestEpaymentSolution.com)
- Shoppingcart with affiliate program- [www.BestCoachShoppingcart.com](http://www.BestCoachShoppingcart.com)
- VoIP (can be used with regular telephones)- <http://www.MagicJack.com>
- Headsets and telephones- [www.Headsets.com](http://www.Headsets.com)
- Find an affordable Virtual Assistant- [www.FindMyVA.net](http://www.FindMyVA.net)

- Find an affordable Webmaster- [www.FindMyWebmaster.com](http://www.FindMyWebmaster.com)
- Free audio series "How to Earn Six Figures as an Expert Who Speaks"-  
[www.relationshipcoachinginstitute.com/speakingbiz.htm](http://www.relationshipcoachinginstitute.com/speakingbiz.htm)
- Free Quick Start Program "Using Conference Calls to Grow Your Business" - [www.easyseminar.com/quickstart.html](http://www.easyseminar.com/quickstart.html)
- Free Comprehensive Resource Bank-  
[www.milliondollarpractice.net/resource-bank](http://www.milliondollarpractice.net/resource-bank).

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