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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPTS



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Hi, I' Mutiat Adebawale, an award winning author, speaker and an empowerment coach for Small Business Owners and Leaders. I help entrepreneurs and business leaders, develop a winning presence that allows them own their voice, so that they can lead with influence, control their market with confidence and generate more revenue for their business and organisation.

I provide coaching, skills training and tools for business owners and management teams, helping them compete actively in the global marketplace, while successfully providing value for their clients and effectively growing their business.

This coaching client attraction script is intended to help new coaches attract clients easily and on a regular basis. The script is put together from conversations that I have personally used and have worked for me and many of my coaching clients. In this resource, you will find sample messages to attract people to your discovery sessions even if you don't have a niche and if you do have a niche it will work even better for you. You will be able to attract interests from different platforms and will have many people to engage in your free sessions. This resource provides you word-for- word guide that you can use with literally anyone who has the cognitive ability to have a goal or simply can aspire for one.

So, go for it. Reach more, impact more lives, and transform your life.

To your extraordinary success and abundance,

Mutiat Adebawale,

Founder, Creative Business Suite





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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

The most powerful way to get new clients is through your existing network this is because they already know you and perhaps trust you. This is called prospecting. Getting new coaching clients, either through new cold prospects or warm familiar community member needs you putting in some work. The intensity may differ, though. One mistake I see many coaches make is to think that they should start out by marketing on social media platforms or even on Google. If you don't have any track record, any followers, or any feedback on your pitch, then there's no way digital marketing is going to work for you.

You have to be able to show a potential client that you have what it takes to help them achieve their goal or solve their problem, before they can pay you to do this and this can only be demonstrated by showing that you've done this before and can prove it or demonstrate it, right there coaching them for free, sharing your valuable knowledge or experience or adding value to them in some other way.

However, if you are brand new to coaching and cannot do any of these, I will show you other ways to go about attracting new coaching clients.

The #1 rule of marketing your coaching business is that you need to talk to your friends or acquaintances first. There are four benefits you get.

- A) Your friends/ acquaintances are more likely to help you build up a track record. This is because they at least have known you for a little while. This could be people you interact with regularly on social media platforms or you associate with them in your local community.
- B) Talking directly to people will help you learn what you will likely face when coaching total strangers or give you the confidence and boost to face a wider audience /strange new clients.
- C) You will clarify your pitch and understand your strengths better. Your pitch when you finish prospecting is going to be different than the one you started with, with regular practice.
- D) You can begin to charge minimal fees and see how your clients react to your coaching and also feel the motivation to do more for yourself in terms of reaching out to more people.



CREATIVE BUSINESS SUITE

THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

I'm going to give you a script that always makes your coaching better and always leads to more clients. Steps and script are below.

Must do:

Always give your coaching a very clear, concise and attractive name that speaks the benefits.

Ensure eye contact when coaching in person

Better to allow video (if possible) when coaching virtually, this builds engagement and familiarity.

You're not a coach if you don't have clients. Finding clients is your job. It's not a one-time trick you do. It's a daily responsibility.

Use your network (people you're connected to on Facebook and LinkedIn). The script I'm going to share here is for using with people you know, online/offline. You can send emails to people you have their email addresses too, who already know you.

It is a valuable asset to be able to sell to friends, if you can't sell to friends, you won't be able to sell to strangers.

With social media, I pick people in my contact list, who I may have had some engagement with in the past or whom I think will respond to me, and send messages to them. The key thing here is that they have been in my network (friends), for at least two months. There are different strategies I use and will share the all.

Prospecting scripts:

Strategy 1

When you directly tell people you can solve their problems without having an initial conversation with them, where they have discussed the problems with you, you will most likely face rejection. This is why you need to find a way to allow them tell you about their problem before proffering a solution. For example, if you send a direct message to someone on social media without any prior discussion and tell them, I can help you get 100,000 subscribers with my coaching program or sessions, they will not likely respond to that because they may not need 100,000 subscribers right now. But if you say, I have prepared a guide to get you 100,000 subscribers, they may say yes to this, and this will create the engagement /rapport.



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

Write them, giving a free gift. This strategy is what I use when the people I'm writing to falls within my client categories. When I read their profile and think they have some of the qualities/attributes of people who may use my resources. E.G, senior managers, registered managers, directors, etc I send free gifts and resources that I have personally put together on leadership, team building, etc, in my capacity as a leadership coach. You have to be sure that your resources fit their titles, roles and positions, because this is specialised.

Message sample A:

Hi Lee,

As a great leader, your strength comes from knowing that you have the back of your team members to deliver top notch results as well as being able to share your vision, with people who are progressives.

Unfortunately, this remains a luxury which many leaders and managers struggle to attain. Which is why, I'm inviting you to watch this free training on how to boost your resilience when things turn challenging. After all, we all have our challenges.

Watch here: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Message sample B:

Every small business owner wants more customers because this leads to more income and efficient cash flow. Even if you currently have enough customers and don't need any more for now, I know this is because you understand your community and know how to empower them. I would love you to check out this lead generation e-book, perhaps you could find some tips to empower even more people.

Get your free copy of the Advanced Lead Generation e-book here;

xx

Strategy 2

Ask for help/advise/feedback

People naturally respond to giving you feedback, advice or help better, because it keeps them in the driver's seat. To break into someone who is just an acquaintance, you can ask the forb their feedback on something relevant to them or their business, profession or interests.

Message script A:



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

Compliments of the season to you. I've just put together a powerful resource on 'How plan your year and achieve all your goals and in 2019', for members of my closed group and also prepared a training for this purpose.

In order to have a wider understanding of people's goal setting agenda, I'd love if you could spare 15 minutes of your time, to give me some feedback on how you approach your own goals and whether you have ever considered coaching as a way to boost your progress?

Hope you've started the year in full motion and ready to become limitless in your aspirations!

I'll be looking forward for your feedback.

Many thanks,

Mutiat

Message Script B: (This is very useful if you are new to coaching and don't have any resource to share or track record).

Hi name,

I've recently started my coaching career and I've been coaching people online about how to achieve their goals on xyx..... (state what you coach them on and the intended benefit or generalise e'g achieve their dreams and goals). Do you have 15 minutes to give me some feedback on how you approach your own goals and whether you have ever considered coaching as a way to boost your progress?

Hope you're doing well otherwise. [If you know them well, you can add a little talk, looked over at your place the other day, your garden looks absolutely stunning now... something like that)

That's all the email needs to say. You don't need to convince them of anything or go into details of how you help.

Call script

This is a call script you can use to gather feedback and even land yourself a coaching client. However, it is not a sales script where the objective is to make a sale. The



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

objective here is to know more about the participant, get you understanding your client group or what makes your ideal client so that you will learn to convert them easily, afterwards. Many people will just give you interesting answers that will make

you smarter and others may just want to work with you immediately and if you are not a good fit for them, they may seek your advice on how to get a more suited coach.

Before you start, ensure that you are clear on the basis of the session, the topic to be discussed and the benefits and outcomes that will motivate your prospect.

As you go on in the session, pay attention to their yearnings and be ready to share a little bit about how you can help them achieve what they desire within the scope of your service.

You may have to fill in some gaps with what is specific to you and your client/prospect.

Script:

Thank them for their time and give a brief info about the session, aims and objectives. After that, you can now move on thus:

You: I've been doing a couple of these calls and they've been really helpful just to hear how people are thinking about their goals right now. Is it ok if we start with a little bit about you and then if you want, I can tell you more about what I'm up to at the end. It's really exciting.

You: If you had to share your top goal right now, what would you pick?

You: That's great. Can you be more specific? What does success look like? What does it take for you to get there?

[Now that they're warmed up, get them to offer more goals. Make sure to list your topic. If they don't list a goal in your topic then that means then that's a sign — don't press them]

You: That's a great example of a goal. Can you think of any other goals you might have, for example in terms of eating, exercise, productivity, relationships, or health.

You: On the scale of 1-10 how pressing is achieving this goal to you?

{This is just to see how ready or committed they are to achieving that goal}



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

You: How about in the past. Can you think of the last major goal you set for yourself? It could be a New Year resolution or a goal at work or something you were working on in your relationship. What was that goal and how did it turn out?

[Get them thinking about solutions]

When you set a goal for yourself, do you have an easy time following through or do you feel like you need help with accountability? Do you have any tricks of your own?

[Start them thinking about coaches]

Have you ever had someone in your life that played a coach role? For example, a sports coach growing up, a really good manager, or even a time when your parents really helped?

[Have them examine the coaching relationship]

What did you like or not like about this relationship?

[Start investigating their willingness to try a coach]

If you were to consider working with a coach again, what goal would you work on and what would be most important about the coach?

[Now, get their feedback about you]

That's all very interesting and helpful just to hear how an ambitious person like you approach their goals. Can I tell you a bit about what I've been working on?

I've been coaching and many of the people I've been coaching are motivated by [insert inspirational fantasy]. The way I coach for this is by focusing on [insert how]. When you hear that I'm coaching people in this area, what questions come to mind?

[Answer their questions, except for price.]

[You might not be in the right place, so allow them to suggest adjacent areas to coach.]

Are there other related goals that you think would be important to coach for yourself or for other people?



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

[Now it's time to close them. There are three options and you need to use your judgement. The three options are below, A, B & C]

[A. If they are not excited by now about the idea of coaching then thank them profusely for their time. **ABSOLUTELY DO NOT TRY TO SELL THEM PERSONAL COACHING.** They are your friend and you don't want to burn the relationship. Instead, ask if you prompted them to think of a friend or colleague who should talk to you.]

Thank you so much for your time. Your feedback was incredibly useful. One last question. If you had to pick one person in your life who would be most likely to choose coaching who would you pick? Why? If I wrote you an email, would you be willing to forward it on?

[B. They are excited for coaching, but not on a topic where you are the right coach.]

I happen to know a bunch of coaches who specialize in X. Do you have an interest in getting an introduction to one of them?

[If the answer is yes, find a coach from your trusted coaches network and do the introduction. You should do this on the same day that you talked to your friend — they're all hyped up and ready to do work you can arrange commission strategies with the coach you have introduced the client to or bdo other JV arrangements, etc.]

[C. They are excited for coaching and you are the right coach for them.]

Close them by reiterating your understanding of what they want the outcome to be. Take them back to their score when you asked, "on the scale of 1-10 how ready or committed are you to achieving xyz, if their response is 7 or above and let them visualize what life would be having achieved what they want. If their response was less than seven and yet, they show a sign for wanting coaching, ask;

You: Why is now the right time for you to be [insert what you help people do or the goal they want to achieve]?"

[When they say why they want it now, do the same exercise of making them visualise and spend the moment in what life will be having achieved the goal. After this, take them back to their current state of reality and ask:

You: What would it mean to you if you could start living the life you want/doing xyz/whatever they desire, today, right now?



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THE ULTIMATE COACHING CLIENT ATTRACTION SCRIPT

[Once again see how much excitement they will show wanting to have it now and then say to them:]

You: I have an offer to make (make your coaching offer, name your price and wait for them to say yes.

If they feel hesitant, ask them if there is anything they want you to clarify. If they have a question, address it, if not, encourage them by reminding them that making a decision to change their life now, reduces the worry of having to wait longer, yet living the life they are not completely happy with. That should help them make a decision, because they want it.