

THE CLIENT ATTRACTION MASTERY BLUEPRINT 2.0



JESSE KOREN AND SHARLA JACOBS



Client Attraction Mastery Blueprint

IF YOU'RE A COACH OR HOLISTIC PRACTITIONER, THIS 3-STEP CLIENT ATTRACTION MASTERY BLUEPRINT WAS CREATED JUST FOR YOU!

By now, you already know it's ESSENTIAL to master Client Attraction, so you can do the work you love, make a great living, be valued and respected for the contribution you make to other people's lives and so you can finally Thrive!

And we know your work isn't just about you and your own happiness. It's also about YOUR people—the people who haven't yet found you, but really need YOUR unique gifts to help end their struggling.

People are suffering—and the work you do helps to change their lives on so many levels. This is why the work we are collectively doing as a community of coaches and holistic practitioners is SO needed right now.

In this Blueprint and the accompanying video, you're going to discover how you can quickly attract all the clients you want, so YOU can have \$10,000 months on a consistent basis.

We created this 3-Step formula because our clients told us that they wanted to know with absolute certainty, that they could move anywhere, and fill their schedule with clients in 90 days!

And they wanted a system that was so heart-based, that they didn't have to worry about being pushy, sales-y, or manipulative. They wanted the exact opposite.

When you work this system, you will find that people actually appreciate their conversations with you immensely.

Each of these 3 steps is PROVEN to be effective.



Client Attraction Mastery Blueprint

THERE ARE 3 SECTIONS TO THIS REPORT

1. The Client Attraction Mastery Blueprint

Take a closer look at our 3-step system and discover the keys that will make or break your ability to attract clients. (Feel free to print and hang this poster to remind you of what you need to do to attract clients.)

2. The Client Attraction Quiz

Take this fun quiz to discover your level of mastery in client attraction. You may be better than you think. You'll need to print this document so you can handwrite in your scores.

3. The Accompanying Video

Discover more about this powerful 3-Step System.

Watch this valuable video now: masterclientattraction.com/vid3

CLIENT ATTRACTION MASTERY BLUEPRINT





Client Attraction Quiz

You've mastered client attraction when you've mastered the keys below.

For each of the questions below, rate your level of mastery on a scale from 1-10. Then add up your score to get your total.

GET CALLS



1. GET CALLS

When your phone rings many times each week with potential clients, the feeling of abundance and confidence will take your business to \$10,000+/month.

But if your phone is not ringing with potential clients, it can feel like you're a hidden treasure, and it's easy to feel frustrated and discouraged.

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POTENTIAL CLIENTS NEVER CALL				POTENTIAL CLIENTS CALL ONCE PER WEEK					POTENTIAL CLIENTS CALL MANY TIMES PER WEEK

CREATE AN IRRESISTIBLE WDYD



2. CREATE AN IRRESISTIBLE "WHAT DO YOU DO?" STATEMENT

When you have a great "What do you do?" Statement, people are compelled to work with you and refer friends.

If your "What do you do?" Statement is weak, it's nearly impossible to get clients, because they don't understand why they should pay you money.

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NOBODY GETS WHAT I DO				PEOPLE SEEM MILDLY INTERESTED					PEOPLE WANT TO HIRE ME IMMEDIATELY



Client Attraction Mastery Quiz

CREATE YOUR STORY



3. CREATE YOUR STORY

When you have an amazing Hero's Journey Story, your potential clients will be so inspired that they will trust you. They'll also trust that they'll get results from working with you.

If you don't have an inspiring story, they may wonder if you can really help them get the results they want.

1

I DON'T SHARE IT

2

3

4

5

PEOPLE SEEM MILDLY INTERESTED

6

7

8

9

10

PEOPLE ARE MOVED BY MY STORY AND WANT TO HIRE ME

NAIL YOUR NICHE



4. NAIL YOUR NICHE

We define niche as: The urgent problem you solve and the group of people you solve it for.

When you have a powerful niche, you know exactly who your ideal clients are, you can easily become an expert in your field, and you are in a position to get lots of referrals.

But if you don't have a great niche, you're often blend in with every other coach and holistic practitioner and it's hard for people to find you and pay you well.

1

I DON'T HAVE A NICHE

2

3

4

5

I HAVE A NICHE THAT DOESN'T SOLVE AN URGENT PROBLEM

6

7

8

9

10

PEOPLE HEAR MY NICHE AND EITHER WANT TO WORK WITH ME OR REFER PEOPLE TO ME

POSITION YOURSELF



5. POSITION YOURSELF

When you position yourself as an expert (while also sharing your heart) your potential clients will respect you and they will like you. They will pay you top dollar because they have confidence in you. Important: Even if you're just starting your business, there are ways you can position yourself as an expert while staying in integrity.

But if you don't position yourself as an expert, nothing you say or do will have them hire you. And if they do hire you, they'll often negotiate pricing with you because they don't have full confidence in you.

1

I AM OVERLY MODEST AND DON'T WANT TO BRAG

2

3

4

5

I WITHOLD SOME OF MY GREATNESS

6

7

8

9

10

MY POTENTIAL CLIENTS SAY "WOW" WHEN I POSITION MYSELF



GIVE VALUABLE CONSULT



6. GIVE VALUABLE CONSULTS

When you give valuable consults, your potential clients will be grateful for their session, will refer their friends to get free consults with you, and will often say "YES" to working with you.

But if your consults are not valuable, they can feel draining, frustrating, and result in very few clients.

1 2 3 4 5 6 7 8 9 10

I CAN'T GET CLIENTS FROM FREE CONSULTS

ABOUT 25% OF MY FREE CONSULTS TURN INTO PAYING CLIENTS

50% OR MORE OF MY FREE CONSULTS TURN INTO PAYING CLIENTS

OFFER HIGH-END PACKAGE



7. OFFER HIGH-END PACKAGE

When you offer a High-End Package (\$1,000-\$10,000), attracting clients becomes very exciting. And your clients will get better results because they're more committed.

But if you don't offer packages, it will be harder to earn a living and your clients may not be as committed.

1 2 3 4 5 6 7 8 9 10

I DON'T OFFER A PACKAGE

I OFFER A LOW-END PACKAGE (\$97-\$997)

I OFFER A HIGH-END PACKAGE (\$1,000-\$10,000)

TRANSFORM CONCERNS INTO "YES"



8. TRANSFORM CONCERNS INTO "YES"

When you know how to transform concerns like, "I can't afford it," or "I don't have the time" into a "YES!" you have the power to get twice the number of clients and make double the income. And your clients will be elated because they get to receive your gifts instead of succumbing to their doubts and fears.

But if you don't know how to transform concerns into a "YES!" you may hesitate to offer High-End Packages because you know that you will lose lots of clients. You might think, for example, "I really want to help them, and I need to get paid...I just don't know how to inspire them to pay me for the gifts I can provide."

1 2 3 4 5 6 7 8 9 10

WHEN POTENTIAL CLIENTS HAVE CONCERNS, I BACK OFF

WHEN I TRY TO TRANSFORM CONCERNS IT SOMETIMES DOESN'T GO WELL

I'M ABLE TO GRACEFULLY TRANSFORM MORE THAN HALF OF THE CONCERNS INTO "YES!"



Client Attraction Mastery Quiz



9. GET REFERRALS (LIVE)

When you know how to ask for and get referrals from friends and family, colleagues, clients, and past clients, your business will feel easy (as if you're walking downhill with the wind beneath your wings). It's a great feeling to know that the people you care about believe in you enough to send people your way.

But if you don't know how to get referrals from these folks, it can feel like you want to make a difference, but don't know where to start. And because you're not getting a ton of referrals, you may feel overly dependent on the small number of potential clients saying yes...which can lead to feelings of desperation.

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I DON'T GET ANY REFERRALS FROM PEOPLE I KNOW				I GET ONE REFERRAL PER WEEK			I GET MANY REFERRALS EACH WEEK		



10. GET REFERRALS (ONLINE)

When you know how to get referrals online, you can play a bigger game. Your business is no longer dependent on the people you know. You can turn on the faucet of your business when you want more clients, and turn the faucet down when you want more free time.

When you don't know how to get referrals online, you might feel like you were born to help a lot of people, but just don't have the reach.

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I DON'T GET ANY REFERRALS ONLINE				I GET ONE REFERRAL PER WEEK			I GET MANY REFERRALS EACH WEEK		

SCORING

WRITE IN THE SCORE FOR EACH QUESTION, AND TOTAL THE FINAL SCORE ON THE RIGHT.

<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>	TOTAL SCORE
1		2		3		4		5		6		7		8		9		10			

FOLLOWING IS A LIST OF SCORING TRANSLATION NOTES, TO ASSIST WITH NEXT STEPS.



Client Attraction Mastery Quiz

SCORING TRANSLATION

91-100 Congratulations! You are a Client Attraction Master. You must feel like you're making a big difference and already be making \$10,000+ per month.

76-90 Awesome! You've got some serious Client Attraction skills. If you're not already making \$10,000+ each month, a little support could easily get you there.

51-75 Good start! And there are more high paying clients waiting for you. The key is to take your Client Attraction from good to great.

26-50 Okay! If you're frustrated with the number of clients you have, now you know why. The good news is that client attraction is a skill that can be easily learned.

1-25 No problem! You can only get better at client attraction. If it's important to you to reach more people, it's time to get some powerful support.

NEXT STEPS

If you scored lower than 91, we would love to support you to attract more clients so you can make the money and the difference you want to make.

THE NEXT STEP IS TO:

1. Register for our upcoming webinar: masterclientattraction.com/training2016
2. Watch this valuable video: masterclientattraction.com/vid3

Love and Prosperity,



Jesse & Sharla