
GET HIGH PAYING

BUSINESS OWNER CLIENTS



CHRISTIAN MICKELSEN'S

BIG MONEY[™]
BUSINESS COACH



Get High-Paying Business Owner Clients

I've coached for 18+ plus years, and have found that the best kinds of clients are business owner clients. They pay more. They're naturally motivated. And, they're a joy to work with.

In short, they're a MUCH easier way to the big money...

When I started off my coaching business over 18 years ago, I was just a success coach. I didn't focus specifically on coaching business owners because I wanted to help everyone. Some people hired me to help them lose weight, some hired me to help them find love and some hired me to help them grow their business.

But over time, more and more business owners were hiring me. And I found, I really liked working with them, because they were already invested in their success.

Today, I own a coaching business empire that generates over \$5,000,000+ per year and employs amazing people from all over the world.

My company has made the Inc. 5000 fastest growing companies in America 3 years in a row (going on the 4th year), and I'm living the life of my dreams with my amazing wife and 3 beautiful girls.

And coaching high-paying business owners played a huge role in making that happen.

But things weren't always so easy...

I wasn't born with a silver spoon in my mouth. My mother raised 4 kids on a waitress's income and we grew up on welfare and food stamps.

And we didn't always have enough money to pay utilities so there were times when we had to go without water, electricity, or garbage pick-up.

Then once I started my business, I struggled to make money. Numerous times I fell behind on my mortgage and car payment and I almost quit on my business.

But I stuck with it over many years and eventually, I figured out how to predictably get high-paying coaching clients using systems and strategies that have taken me years and millions of dollars to develop.

In this giveaway, I'll share a 3 step process to get business owner coaching clients that has helped me get to where I am now.

You'll discover...

- How to create instant credibility as a business coach
- Where to find business owner clients
- How to get business owner clients to work with you

These strategies have taken me years and millions of dollars to develop. And these strategies helped me build a multi-million dollar business and that has been named one of Inc. 5000's fastest growing companies in America 3 years in a row (going on 4).

And now I'll share them with you.



First, let's start with an important 3-step process...

THE 3-STEP PROCESS FOR HOW TO GET BUSINESS OWNER CLIENTS

There's a 3-step process to get business owner clients that'll work no matter how little experience you have as a coach.

It goes like this...

Step #1: They need to hear about you and how you can help them.

Step #2: They have an introductory conversation with you, often over the phone, or a free coaching session, or in person.

Step #3: They hire you.

In this document, I'll go through this process in detail so you know exactly what to do.

Then I'll give you an effective tool to really put this process into action, so you can attract all the high-paying business owner clients you want.

So dive in, enjoy, and get ready to get lots of high-paying business owner clients!



STEP #1: GET PROSPECTS TO HEAR ABOUT YOU

The first step to get business owner clients that pay big is to get them to hear about you. And fortunately this is much easier than most people think.

According to a 2017 report from the US Small Business Administration, there are well over 28 million small businesses in the US alone, meaning there are business owners everywhere.

You interact with businesses all the time. Not necessarily the owner, but you interact with businesses all the time.

Every time you go to a restaurant, every time you go to a store, and any time you buy something on the internet, you interact with a business.

You could just ask to meet with the owner. If the owner isn't there, you could ask, "*when is the owner going to be here?*" That's not to say this is the most effective method, but it's an option.

Outside of simply walking into a business and asking for the owner, here are some examples of places you could find business owner clients so they hear about you:

Local Networking Events

There are lots of local networking events in most places around the world because business owners like connecting with other business owners. It's an effective way to do business and get clients.

For example, if someone is a business attorney and someone else is a business accountant and they become friends, there's a huge potential for both of them to get new clients.

That's because all the business attorney's clients might need an accountant, and all the accountant's clients might need a business attorney.

And both of those people can refer clients to a business coach like yourself.

This is just one simple example of why networking events are a great way to go meet other business owners and potentially get clients.

Business Development Seminars

Another great place to get clients is at business development seminars.

There are lots of seminars all over the world where business owners attend to learn how to run their business. These people are prime prospects for your business because you know they are already looking for help, since they are at the seminar.

So the stage is essentially set for you. From there, it's a matter of having a quality conversation and offering something of value – which we get into later in this document.

Social Media Groups

Another big place to find business owner clients is in social media groups. For example, Facebook or LinkedIn groups that target business owners.

Your goal in social media groups is to be as helpful as possible every time you interact with someone. Or, you could offer a resource to members of a particular community to get them on

your email list. This will lead them to get on the phone with you, which sets the stage for you to get hired easily.

Social Media Ads

This is different than the social media groups described above because it's paid advertisement.

One of the best ways to attract business owner clients is with Facebook ads or social media ads. LinkedIn ads could potentially be great too because it's easier to find people who market themselves as a CEO. You can then send ads to people who fit that or any other category, who self-select themselves as their job. When you do that, you can target people in your local area and invite them to a local workshop you're doing, or you can just send them to a website, and say "we're offering a video or a free special report."

Ads are great because they are direct and fast.

FREE WEB CLASS

"Business Coach Secrets: How to Be a Highly Effective Business Coach That Gets Tons of High Paying Clients..."

Discover 5 ways to create massive value for biz owner clients, 3 step process to get clients & 7 great sources for hot leads

[Click Here To Learn More!](#)



STEP #2: HAVE AN INTRODUCTORY CONVERSATION

The next step to get high-paying business owner clients, is to have an introductory conversation with them.

However, with most people you meet, you may only have a couple of minutes to establish that you're the right person to hire for coaching - so I'll explain how to do that here.

How To Build Instant Credibility

Once you know where the clients are, you'll want to get those people interested in what you have to offer.

One way to do that is the instant credibility formula which I'll share with you right now. This incredible formula looks like this...

1. Speak Simply And Clearly
2. Speak The Language Of Clients
3. Teach Them Something Valuable

So let's dive into each step!

Speak Simply And Clearly

There was a study done several years ago to find out what makes an expert witness credible to a jury. They did numerous studies to find out what kind of people have the most credibility...

- Is it because the person has a PhD? Is that what makes them seem credible? No.
- Is it the extensive research that they've done, does that make them credible? Still, no.
- Was it all the years of experience they had? Did that make them credible? Again, no.

So if it wasn't any of these things, then what made people the most credible?

****It was the person who spoke the clearest and simplest, and who was the easiest to understand.****

That was the person that was more believable. Not just more understandable, but more believable.

The person who communicated their ideas the simplest and clearest was the person that the jury believed was the better expert than the one who had all the credentials.

The reason I share this with you is because most coaches out there don't believe in themselves, simply because they don't have a fancy title or lots of credentials.

But as you can see, these things are not the most important.

What's really important is that you can articulate clearly and simply so that anyone can understand you. When you do this, you've already taken care of one of the major keys to instant credibility.

And here's the next...

Speak The Language Of Clients

The language of clients is the language of results.

The big results business owners are looking for as they grow their businesses are to free up their time and to reduce specific frustrations that they have.



Your goal here is to describe your coaching in a way that speaks directly to the results they are looking for.

I'll use an example...

Let's say you're coaching business owners who have a medical practice. If you say things like, "Hey, let's grow your practice," you're now speaking their language. You're talking about getting more patients and generating more money.

What you want to avoid is statements like, "eliminate stress".

A statement like this needs to be more specific because stress is just a part of business. Stress doesn't just wash off like dirt with water.

You want to talk about the specific results to the problems that people have out there. The problems that business owners have and the results they're looking for. If you can describe what a business owner's problem is better than they can, then they automatically assume that you have the solution.

Teach Them Something Valuable

When you teach someone something valuable, they're very likely to remember you and respect you a lot more.

Sure, you can talk about your accolades, but that's not nearly as effective as proving that you know your profession through giving real value.

When you can teach something valuable right off the bat, you'll have people say things like "Hey, you know what, if your free stuff is this good then your paid stuff is probably even better."

In summary...

The **first way** to create instant credibility is to speak simply and clearly. It's not about best-selling books, PhDs, or famous clients and amazing testimonials. Those things are helpful but the most important thing is; speak simply and clearly. Be articulate.

Number two, talk about the things your clients care about. Speak their language. Growing their business, making more money, working less hours. Talk about the pains, problems and challenges they're going through and be specific.

Then number three, teach them something valuable. If you can do those three things, then you can have instant credibility with your perspective clients.

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STEP #3: GET HIRED

Once you've found the business owners, and had an introductory conversation, the next step is to get hired.

Sometimes that can happen right away, on-the-spot, and sometimes it can take a few conversations or interactions.

If it doesn't happen right away, that's totally fine because there are systems and techniques like getting them on your email list that will allow you to keep in touch over time and then get hired systematically.

And one of the best ways to get people onto your email list is to give them a really helpful resource. That's what I'll explain in the following section...

Offer A Helpful Resource

Once you get in front of people then you'll want to want to offer some sort of a resource to help them out. This kind of resource will help get people on your email list, for example.

You could offer them a free video training, a free article or a free tele-class or a free webinar.

Those are some of the things that you could offer that could make them want to go from initial conversation to getting on your email list.

And **one of the best things that you could offer as an incentive to get on your email list is a free business assessment.**

People like to assess themselves and they like to find out more about what's going on with them. And for business owners, they would love a scorecard to see how they are stack up in their business.

In my Big Money Business Coach program, I actually have three assessments that we use to help different types of clients.

1. One for business owner clients
2. One for leadership and executive clients
3. And one for sales professionals.

All three of these assessments are great tools to get people on your email list because it shows them the gaps and how far they need to go. This is super valuable and interesting for business owners to know about themselves.

Business Owner Assessment

Below I'm giving you the business assessment now at no charge. This is my gift to you.

Take this assessment and use it. It could be something that you give away for people to get on your email list or a resource that you can offer to people that could be really helpful. If you do a live workshop or webinar or a live tele-class, it's also a tool that you can administer live during your webinar or tele-class.

The great thing about this assessment is that it's a self-assessment, so it's their own answers. They put in for themselves what they feel is true. It's not you telling them, "Hey, you know what, your marketing isn't doing great." It's them saying, "Oh, my marketing is not that great."

They can't argue with themselves. If they have scales from 1 to 10, and they give themselves a five or less on any of these 7 or 10 categories, they've got work to do. They can try doing it on their own

or they can do it with your help.

One question I'll ask you is, is it easier for them to have success by themselves or would it be easier for them to be successful with your help? My belief is, if they do it on their own – it's MUCH more difficult.

And that's why you're here. They need your help. So let's get people coached!

Free Web-Class: I'll Show You How To Get High-Paying Clients...

If you want to learn my inside strategies on how to get high-paying business owner clients, join my free web-class...

Get all the details here: christianmickelsen.com/training

Your free Business Owner Assessment is on the next page...

Rapid Business Growth: BUSINESS OWNER ASSESSMENT

Use this special assessment to identify your greatest leverage points for rapid growth.

On a scale from 0-10, please rate your business in the following areas...

- _____ I have a crystal clear vision for where my business is headed
- _____ I have a specific, step-by-step plan for how to achieve all of my business goals
- _____ I have a powerful support team that is filled with "A" players only
- _____ When it comes to building my team, "I dig my well, before I'm thirsty," meaning I always look ahead for the next people to add to my team before I need them
- _____ I'm aware of industry trends, economic trends, and technology trends that will impact the future of my business and we're poised to capitalize on these trends
- _____ I have marketing strategies that work effectively
- _____ I always test and measure the results of every marketing activity we implement so that we can constantly improve our results
- _____ I have a systemized sales process that ensures my sales team members can all be successful
- _____ I have a system in place for rewarding my team regularly in ways that they love to be rewarded (praise, gifts, public acknowledgement)
- _____ I keep my eyes on our business financial reports and safeguard our cash flow