NEVER ENDING FLOW OF CLIENTS:

The 3 Step Process to Getting All the Clients You Want.

BILL BAREN
Hi, it’s Bill Baren, and I am so glad you’re here because I know that what you are going to learn and implement with this report is going to increase the number of clients that are going to say YES to working with you.

And that’s good news!

I can promise the information in this book will help you get clients.

Wherever you’re at in your business, whether it’s just starting out or if you’re an entrepreneurial veteran, I know this short ebook will have something for you.

This is short, and intentionally so. I don’t want you sitting around reading how to get clients. I want you out there doing it! This short, no-fluff book will provide a great foundation for your journey.

How do you get clients with ease?

So one thing I hear from my clients all the time is “you’re a natural salesman. You have a gift for enrolling clients.”

This always makes me laugh because I used to be horrible at selling my services. I had no idea how to get clients. It took me 3-4 years to get my business going before I was actually able to pay my expenses with what I earned in my business.

I was taught to get my name out. I was networking. I was out there. I was writing a lot of articles. I was speaking. I was doing all these activities and they weren’t leading to any clients. Doing all that and the phone wasn’t ringing and my email inbox had no inquiries from prospective clients.

I had no idea what I was doing wrong.

Learning How To Sell Without Selling At All

So my journey towards mastery of enrollment began. I started studying with the best of the best sales trainers. And I learn from massive trial and error, trying everything under the sun. I learned what worked and what didn’t.

To tell you the truth, most of what I learned didn’t work for me.

But I began to understand the dynamics of why and how our clients say yes. I went deep into my real-life studies of the subtle elements of enrollment.
I didn’t like selling, I didn’t like pushing and I didn’t like manipulating. I needed to learn how to be enrolling without losing my integrity, and that allowed me to be naturally who I am. This began my path to become a Master of Enrollment.

(By the way, when I use the term enrolling, I simply mean to be able to offer my services in a way that’s authentic and empowering for my prospective clients.)

The main success factor for being enrolling, or as I like to say, a Master of Enrollment, is inspiring your prospective clients to say YES to themselves and what they want first and then naturally deciding to say YES to work with you as a result of that commitment.

This is huge so I want to repeat this.

The art of being enrolling is inspiring your prospective clients to say YES to themselves and what they want first and then having them naturally deciding to say YES to working with you as a result of that commitment.

A Breakthrough That Can Happen For You

As I got better and better, I got to the point where almost every person I had a consultation with wound up hiring me.

I went from struggling in my business to a six-figure business within 6 months of committing to studying and practicing enrollment conversations.

It felt amazing knowing that at least 8 out of 10 people I spoke to would hire me.

Since I started on this journey of enrollment mastery, my coaching fees have doubled, then tripled, and now they are 7 to 8 times higher than they were then.

My business is exceeding my wildest expectations. I'll give you an example, a coaching program I launched a year ago resulted in over $200,000 in revenue without much marketing and with absolutely no sales page. That’s unheard of. Every single person was enrolled from a 1-on-1 consultation. That’s the power of my Master of Enrollment system.

Freedom & Peace Of Mind

More importantly, my ability to be masterful at enrollment comes with knowing that I have financial freedom.

And having this deep inner knowing has created an amazing peace of mind.
Because I know I can get clients anytime anywhere, I never have to worry about money again. I know that I will never NOT be able to pay the bills again because I know exactly how to attract consultations and I know exactly what to do during a consultation to get new clients.

Even if I change my niche or my business focus in the future (and I have done this), I know I have the one essential skill that will make my business a success – the ability to enroll clients.

**How you can become a Master of Enrollment**

More than anything, I want you to have the peace of mind of never needing to worry about your financial future because you know - you just KNOW in every part of your body - that a flow of new clients into your business is practically guaranteed.

One of the most frequent questions is this:

"I'm very good at what I do... so why aren't people hiring me?"

Is this happening with you?

**Having the skills to get more clients whenever you want is the most powerful lever you can master for your business, because:**

**Clients are the lifeblood of your business.**

In order to be a Master of Enrollment, there are 3 steps you must take:

1. Get in front of people, and create opportunities to enroll your ideal clients
2. Invite your ideal client into your world
3. Make it irresistible for them to say YES to you.

This ebook is broken down into three sections corresponding with these steps. The first breaks down a list of places you can go to get in front of your clients, and the mindset to have when choosing avenues for getting in front of clients.

The second section covers how to invite your prospective client into your world, so they are inspired to say “yes” to a consultation.
And, the third section explores what it takes to make it irresistible to say yes to you. Included here all the 4 different barriers standing in between your client and their “yes”, as well as the biggest ways that you may be holding yourself back from having successful consultations.

Now lets break down each of these steps more in depth!

### Step 1: Get in front of people and create opportunities to enroll your ideal client

We are constantly bombarded with messages that tell us what to do, how to be and even how to think. It started in childhood with our parents and now continues through friends, culture at large, marketing and even through experts on various subjects (yes, including me).

And as important as information, advice and viewpoints are from the outside world, the most important point of view is YOURS.

Any opinion and every teaching point can illuminate only part of your path. The rest is your job.

*Only you know what you truly love. Only you hear messages from your higher self. Only you can translate your own experience into your way forward.*

**Do not ever mistake “A WAY” with “THE WAY”...**

You do not need to market in any way that doesn't feel right. You do not need to do anything you don’t have the potential to love. You do not need to sacrifice yourself to create a business you want. You do not need to compromise your integrity to succeed. Your accomplishments will mean nothing if you don’t enjoy the pathway of getting there.

I sometimes fall prey to this myself when I do, not because I truly love it but because it will get me the outcome I want. And whenever I do that, I feel depleted, not fulfilled.

At the end of the day, remember to check in with yourself when choosing a marketing strategy. Ask yourself,
“What way feels good for me to market my service?”

You only need to choose one or two different channels and stick to it.

Some of my favorites are speaking engagements, networking, and teleseminars.

Here’s a list of some of the different ways that you create opportunities:

- Meet ups such as networking events
- Friends/Family referrals
- Yelp
- Teleseminars/Webinars
- Speaking engagements

And here is a more in depth list of places you can go to create speak opportunities or network:

<table>
<thead>
<tr>
<th>Professional Associations</th>
<th>Churches</th>
<th>Women Entrepreneur Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Associations</td>
<td>Spiritual Communities (Buddhist Centers, Etc.)</td>
<td>Business Professional Networking Groups</td>
</tr>
<tr>
<td>Local Conferences</td>
<td>Mommy Groups</td>
<td>Entrepreneur Networking Groups</td>
</tr>
<tr>
<td>Meetup Groups</td>
<td>Guitar Store</td>
<td>Cooking Schools</td>
</tr>
<tr>
<td>Foodie Groups (Vegetarian, Paleo)</td>
<td>Local Sporting Goods Store</td>
<td>PTAs</td>
</tr>
<tr>
<td></td>
<td>Rotary</td>
<td>Running Groups</td>
</tr>
<tr>
<td></td>
<td>Elks</td>
<td>Iron Man Groups</td>
</tr>
<tr>
<td></td>
<td>Masons</td>
<td>Yoga Studios</td>
</tr>
<tr>
<td>Social Groups</td>
<td>Alumni Associations</td>
<td>Fitness Groups</td>
</tr>
<tr>
<td>Dance Communities</td>
<td>Country Clubs</td>
<td>Team In Training</td>
</tr>
<tr>
<td>Singles Groups (And Singles Events)</td>
<td>12-Step Programs</td>
<td>Gaming Groups</td>
</tr>
<tr>
<td>Tech Groups</td>
<td>Non-Profit Professionals</td>
<td>Entrepreneurial Groups</td>
</tr>
<tr>
<td>Charities &amp; Fundraisers</td>
<td>Groups Devoted To A Cause</td>
<td>Women’s Circles</td>
</tr>
<tr>
<td>Book Stores &amp; Book Clubs</td>
<td></td>
<td>Men’s Circles</td>
</tr>
<tr>
<td>Personal Development Groups</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Where to Research Places to Find your Ideal Client Online

- Google
- Meetup.com
- LinkedIn
- Facebook
Now it's your turn…

Brainstorm A List Of 5 Ways You Can Engage With a Potential Client

1.
2.
3.
4.
5.

Once you have decided how you are going to get in front of people, you're ready for the next step.

Step 2: Invite your prospective client into your world

One day I attended a talk at my local networking group with a great speaker. And he said something that caused a huge light bulb to turn on in my head.

I can still remember how time just froze for several minutes while what he said sank in, and the molecules of my brain rearranged into a new formation. That's what it felt like.

Here's what he said:

Stop networking and marketing to "get clients." Start doing everything possible to "get consultations." And then learn how to go from consultations to clients.

Wow - it was beautifully SIMPLE!

I was trying so hard to get clients directly from my networking. And I was really wanting people to hire me directly from my website. Every time I spoke, I was secretly hoping that somebody would come over to me afterwards and hire me on the spot.
In that magical moment I decided that I was going to simply focus on signing up potential clients to a consultation.

And when I made this the #1 focus of my business, I started to get really good at booking consultations. And having this focus on consultations made it me notice how much time I was spending on “bright shiny objects” that were a distraction. I let those things go.

Here’s what I realized too – even if you make a great impression on someone networking or during a teleseminar, that might not be enough to get them so say to you on the spot, ‘I want to work with you.’ You actually need to add one more step in the process to make it work.

What this does is to take the pressure off you of feeling too sales-y or desperate. Imagine you are doing a teleseminar and instead of trying to sell something during it (which isn’t always easy) you enroll people into your irresistible consultation. And then during the consultation you land the client.

Here’s what it looks like in action

I had a speaking gig a few years back that went incredibly well. I even got a standing ovation. Yet, because this was the first time anyone in the audience was seeing me, only 2 out of 20 people bought my Time Mastery Program. But because I got everyone’s contact information, 17 out of 20 people actually signed up for a consultation. And that resulted in 7 clients for the coaches in my organization. Had I not signed people up for consultations, I would have earned $600 as a result of that speaking gig. But because I had people sign up for a consultation, this one speaking gig to 20 people resulted in 7 new clients. And since the lifetime value of a new client for my coaches is over $3000, it resulted in over $21,000 in revenue.

Your turn: How you can use networking to get consultations

Offering your services too early is like going in for the kiss on a date too soon. Your date might not be ready for a kiss. In the same vein, your prospects may not be ready to hire you before you have a consultation.

Let’s say you’re having a great conversation with someone who is a fantastic potential client for you, and you say to them, “I really think I could help you. I’d like to offer you a free one-on-one consultation.”
Do you think that will work?

Usually not – because you suddenly slipped into sales mode. It would probably break the rapport you’ve just built up, and cause the person to put up their *anti-salesperson protective shield*! And guess what? You have lost that opportunity.

Instead, try this: “I’ve really enjoyed talking with you, and I’d love to arrange a ‘get to know you’ lunch where we can talk about this in more depth.”

Now doesn’t that sound a lot more appealing, a “get to know you” lunch? Or “get to know you” phone call? This is a really good way to arrange a consultation at a networking event.

Similarly, if you’re doing a teleseminar or speaking engagement, offer your consultation. It will feel like a warm invitation, not a sales pitch, and you’ll love the number of people who will happily sign up to connect further the conversation.

I really want you to take this to heart because it really works.

When my clients have decided to focus their marketing on offering consultations, I see so many of them getting a dramatic increase in the number of clients who say yes to them.

More on Enrolling Clients - Next Steps

Even though I kept getting better and better at attracting clients to a consultation with me, I still had very few new clients because I had absolutely no clue how to sell during those consultations.

The reality is, if you offer expertise-based services in your business, then it’s very unlikely that someone is going to go to your website, click on an “order” button and buy your service. Most of the time a potential client is going to want to talk to you first before they say YES to your services and before they pull out their credit card.

In fact, I would often chicken out and never even tell my prospects about my services. I was that afraid at being rejected.
The worst thing was, I was great at getting the freebie clients or the clients who wanted to trade services, but not ones who wanted to pay me.

At one point, I was so down on myself that I seriously considered quitting my business, giving up the coaching that I loved so much. It was painful to want it so badly and try so hard and still not be able to succeed.

And yet, this struggle led to my next huge breakthrough.

It came during the lowest point in my business during a session with my coach, when I told her I was starting to think about quitting.

I remember she had this sly smile when I said that. She then told me that to give up now when I had so much to share with the world was silly.

She said that I simply didn’t have the one important skill I needed to make my business work. And that when I committed myself to being masterful at enrolling new clients during my one-on-one consultations, than my business was going to take off.

I didn’t want to hear it, but I knew she was right.

While I was getting better and better at attracting clients to a consultation with me, but I wasn’t increasing the amount of people that were saying YES to my services. I still landed very few new clients, because I had absolutely no clue as to how to sell during those consultations.

This realization let me on my path to become a Master of Enrollment. As I talk about this important next step, you’ll see why I have spent so much time studying and teaching how to conduct a winning consultation so clients will say YES to working with you.

Step 3: Make it irresistible for them to say YES to you

“So what do you think, will you take me on as a client?”

I get this all the time, and its still music to my ears ever time I hear it.

When this happens, I know I’ve really touched on the deep needs of the my prospective client, and they can see the value in saying yes. So much in fact, they’re not waiting for me to ask them if they want to work with me!
To get to a place where you get a resounding “YES” with a client, you must first uncover the NO that stands in the way.

There are 4 top reasons a prospective client may say NO. These are important to address to get to YES during a consultation:

- They don’t know, like or trust you yet
- They don’t believe your service will actually be able to help them
- They are not committed enough to getting what they want
- And the last one - They don’t believe in themselves enough

I’ll talk about each one, and give you some great tips on what to do to handle these often-subconscious objections from your prospective clients – before they even come up.

**Reason # 1: They don’t know, like or trust you yet.**

We all know the saying that we buy from people we know, like and trust, but how do you create that in a less-than-an-hour conversation? Is it even possible?

It *is* absolutely possible to create the “KLT” factor – where your prospects know, like and trust you in just one consultation.

Here are 5 tips taken straight from my Master of Enrollment System that you can use right away to increase your “KLT” factor:

- Make sure your prospect has seen a personable, well-written and accomplished bio from you before your consultation. Your prospect will come into the consultation already feeling like they know you a bit.

- If at all possible, have the person fill out a questionnaire prior to the consultation. Now, here’s the interesting part: when they fill out a questionnaire, especially if it has the right powerful questions, it can create the KLT factor because they are connecting with you from the questions you have given them.
• During the consultation, be authentic and natural. The more you can be yourself, the more you will be liked. Do not try to be anything other than who you are. Do not try to be an expert. If you can let go of the trying, there’s a greater chance you’ll be liked. Simple advice to understand and not so simple to pull off when you’re in the middle of a consultation, right? Practice, practice, practice, and over time it will become much easier to do.

• Put emphasis on the personal connection with the person on the other end of the conversation. Be engaged. Be engaging. Consider that it’s a human being that you’re talking to, not a prospective client. There’s nothing that breaks the personal connection more than when the person you’re consulting with begins to feel like a prospect rather than a human being.

• Listen more than you talk. Be curious. Be present, and be genuinely interested in what the person has to say. The more they talk, the more they will understand themselves and what they want. The more you talk, the more they think. And the more they think, the easier it is for their “monkey mind” to talk them out of working with you.

**Reason # 2: They don’t believe your service will actually be able to help them.**

Even if a prospective client feel like they know, like and trust you, that doesn’t mean they automatically believe that your service is going to help THEM. And for them that’s a prerequisite to hiring you.

Here’s what you can do:

• As much as you can during the consultation, insert case studies of clients that you have helped before. It helps if those case studies are of clients who started out in a similar situation to the person you’re speaking to. And make sure to outline the bottom-line results your client has gotten. It’s important for the case studies to flow into your conversation naturally, so they don’t come off sales-y or boasting in any way. You get extra points if the case study can be framed as a teaching point so your prospect learns something from it.

• Outline the rough plan of what you can do to help your prospect get from where they are now to where they want to go. The more confidence you show, the
easier it will be for them to trust that you can help them execute it. Some people will absolutely not hire you if you don’t get this step right.

**Reason # 3: They don’t believe in themselves enough to fully believe that anything will help them, so why should you or your service be any different?**

This is one of the biggest reasons why people don’t hire you, yet this is not something that is usually addressed at all during consultations. And it is often an unconscious objection – that’s right, they may not know this is happening for them.

So your #1 job during a consultation is to inspire your prospects enough that they begin to believe in themselves just a bit more. The more you acknowledge them, the more you believe in them, the more you genuinely care that they will get to resolve their issue or get their need met, the less resistance they will feel to hiring you.

And the beauty of it is that when you inspire people to believe in themselves, you are being of highest service to them. I can’t stress enough the importance of being there for them in this way.

**Reason # 4: They are not fully committed to getting what they want.**

A prospective client in your consultation may be interested in what you do. But that’s not enough.

There are a lot of things people are interested in, but they only invest in the things that they are committed to or want to be committed to.

So your job is to have your clients commit that much more to what they want. And that’s the beauty of the Master of Enrollment System – it is actually designed to help you do this.

**What else gets in your way of having a successful consultation? Here’s the #1 thing that stops most business owners in their tracks.**

It’s a four letter word. F-E-A-R.
Fear is one major factor that can get in the way of having successful consultations. Especially when it comes to offering the potential client your services and then asking them to pay you money.

This fear can be paralyzing and can even stop you cold in your tracks.

Let’s take a look at this:

When you go to a networking event, do you follow up with all of the potential clients you’ve met right away and with enthusiasm? Can you say “I just can’t wait to follow up and set up a one-on-one consultation?”

Or do you experience a lot of resistance or reluctance? Or do you consistently procrastinate or put off following up with potential clients, even if they’ve expressed interest in hearing from you again?

If this sounds like you, then our familiar partner – FEAR – is playing with you.

The good news is that it’s OK. If you didn’t care about your business and service, you wouldn’t be having the fear experience.

Having fear is not a bad thing unless you allow it to get in the way of getting what you want, which is a successful business with lots of ideal clients who love working with you.

So you want to…

1. Make sure that fear doesn’t get in your way of setting up consultations.
2. Make sure that fear doesn’t take all the wind out of your sails when it comes time to offer your services.

I’ve talked to a lot of people who simply stay away from doing consultations because they don’t want to have to make an offer and get rejected. Or they don’t even offer their services in most of their consultations, so they don’t get rejected! Or they’re unconsciously pushy or sales-y as a reaction to the fear. Remember my story – I did most of these things.

Ask yourself honestly, if you’re not having success with doing one-on-one consultations, is fear or resistance getting in the way?
If you can minimize the effect of your fears, even just a little bit, it will make a big difference in your consultations. Because here’s the truth: it’s not just what you say in your consultations, it’s HOW YOU ARE BEING that creates your success. The way you show up and the emotions you display can make a big difference in whether or not your potential client feels confident about working with you.

So let’s see what we can do to transform those fearful emotions so you can show up in your consultations feeling more powerful, courageous and, most importantly, as a person who’s enthusiastically ready to serve your potential client.

**The Fear Factors**

Here are the three fears I want to address:

1. Fear of not knowing enough or being good enough. It’s feeling like you’re a fraud.
2. Fear of being pushy or sales-y or that you’re going to bother or pester people.
3. Fear that you don’t know what you’re doing during the consultation.

You may notice that I am not mentioning the dreaded fear of rejection. To tell you the truth, most fears are on some level a fear of rejection.

**Fear Factor # 1: Not knowing enough or being good enough. It’s feeling like you’re a fraud.**

- Do you find yourself preparing a lot for a consultation?
- Do you sometimes feel like you’re not going to deliver enough value once you get the client?
- Do you ever think, who do I think I am charging all this money for what I do?
- Does the thought “I am not good enough” sometimes or maybe even often cross your mind?

If any of this sounds like you, then do something for me: Think about the #1 result your clients want to get.

For example, do your clients want to lose weight? Do they want to make more money in their business? Do they want to get over a deeply painful divorce?
When you know what result your clients get from working with you, is it likely that you have more experience or expertise helping people get to that result than your prospect does?

You don’t need to know everything.
You don’t need to be the world’s greatest expert at delivering that result.
All you need to do is be a couple of steps ahead of your clients and that will be enough to get them on their way.

So I’m going to say that you already know enough and you’re good enough to help those people.

Think about it: your potential clients are coming to you because they are totally stuck.

They are sick and tired of their current situation, and they’ve decided “enough is enough” and it’s time to get help. They’ve realized they don’t know how to solve their problem or challenge themselves, and they need someone who knows more than they do.

For example, when I have neck pain do I need someone who knows everything there is to know about medicine and the human body?

Do I need someone who has their own TV show, and is the best-known expert in North America?

No, I need a local person who is really good at dealing with neck pain.

I’m here to tell you that most people I talk to have more than enough expertise to help clients RIGHT NOW.

Because here’s the thing: If you have a talent or a service, then it is a complete disservice to the world to keep it hidden and rob people of the gift of having their needs met with what you have to offer. And remember, the more you show up in service to your clients, the more expert you become so you can offer even more.

Fear Factor # 2: Being pushy or sales-y or that you’re going to bother or pester people
Perhaps you are afraid of being seen as manipulative or slimy, so you choose to err on the side of offering your services with less confidence.

This is a big one, so let’s dive right into it.

One of the reasons you have this fear is that you’re more focused on whether you will “close the sale” than serving the person you are having the consultation with.

I want to give you a different way to think about your consultations that can really shift your thinking.

Your consultation cannot be just about getting the sale. It’s always about exploring whether there’s a match between your prospect’s current genuine need and what you’re offering. When there’s a match, it’s magical. And when there isn’t, it’s about you pointing your prospect in the right direction so they can find the right match for themselves.

If you put less pressure on yourself, and on them, to force the issue then it’s more likely that the exploration during the consultation will result in a match. This is when your service is exactly what your prospect needs.

As we talked about in the last section, think about connecting with them and exploring what’s in it for them. The less you think about yourself and what’s in it for you, the less fear you will have and the more successful your consultations will be.

You’ll get a powerful place of connection with your prospective client where there’s no oxygen for the fear to exist.

The other antidote to being pushy is to learn to be totally OK with the NO. If your service is simply not a match for their need – then the NO is a good thing. You want to only work with clients whose need you meet and who you’re going to enjoy working with. So if you have done your consultation successfully, the person who says NO has made a good decision for both of you!

And when your service will be just the thing to take your client’s pain away or move them toward the result they want, when your passion is coming from a place where you’re excited about how you can help your client, they will feel your passion and excitement too.
And that’s a consultation that’s far from a place of fear.

**Fear Factor # 3: You don’t know what you’re doing during the consultation.**

This fear is really about not knowing what the basic steps are and what to cover during the consultation.

Just like any other skill, first you learn the steps, then you practice, and over time you get better and better.

The good news is I’ve developed a [Master of Enrollment System](#) that takes you deep into understanding the art and science of how you can conduct a winning consultation.

I have a resource that breaks down this system, and how you can use it in your consultations.

You can learn more about it here.

Once you learn the system, you will never again have to fear that you don’t know how to do it.

**A Bonus Tip**

I want to tell you about a situation that often happens, which can leave you in a position of having to convince your prospects that they should hire you. Let me just say that this rarely works. So I am going to let you in a little secret that will turn those situations into you getting a client almost every time.

Here’s the scenario:

You get a phone call from someone who says she is interested in your service. You get excited --- Ooooh, a great prospect! I just might get a client.

Then your prospect starts asking you all kinds of questions about what you do, how you do it, why does what you do work, how much is it, how are you different from others, etc… Your prospect basically wants you to sell them on yourself and your services.

You give very convincing answers and are pretty happy about how you handled it.
You believe this is a hot prospect – she called you, she wants to hire someone and she seems pretty anxious to do it right away. But it doesn’t work out – she never calls back. It’s because this sort of interview-like situation rarely results in a client signing up.

Here’s what you can do to make sure this scenario doesn’t ever happen to you:

- You establish rapport first. So even though the prospect wants to ask you the questions, you ask a couple of questions first. Take control of establishing the rapport.

- Answer a few questions to make sure your prospect knows what you’re talking about.

- Let your prospect know that in your experience the best way for her to fully understand what benefits she can receive from working with you is to go through an exploratory consultation.

- Immediately schedule the consultation.

- Then you can use our Master of Enrollment System to make sure you land the client during the consultation (This link takes you to a resource that goes more in depth about the Master of Enrollment System).

There are several great reasons why this approach works better.

1. If you want to come off as someone who really knows how to best be of service to your clients, YOU want to be the one leading the process. This way your prospect will learn a lot more than they thought about the benefits of working with you. Frankly, your prospects most often don’t know the best questions to ask (even if they think they do - that’s why you’re the expert they need). So if you let them lead, your answers will be limited by their questions.

2. Scheduling a consultation allows you to use a proven system of how to get clients. And instead of shooting from the hip, you have time to prepare for and really focus on the conversation you both need to have.

3. Remember the KLT factor we talked about earlier, and that you don’t want to kiss too soon on the first date? It is more likely that you will get hired from your
second conversation than the first. Therefore, make that second conversation a consultation!

So the next time you get a call from an interested prospect, you now know exactly what to do to make sure your prospective client becomes an actual client.

Translating your Enrollment Conversations into Money: Creating Your Ideal Income

Now that you’ve seen what it takes to bring someone into a successful enrollment conversation, let’s see what it would look like to you follow this system and generate your income goals.

First decide: what income level do you want to make in your business?

For the sake of this example, I’m going to use $100K as a target income goal. Yours may be more. It may be less, adjust as you see fit.

Let’s take a look Example #1 below.

I want to show you how you can use your Master of Enrollment skills to generate an ideal income for your business:

EXAMPLE #1:

Create A 100K Income With Enrollment Conversations

- Average Investment Your Clients Make in your Service = $3,000
- How many new clients do you need to bring in $100k in revenue?
  \[ \Rightarrow \frac{100,000}{3000} = 34 \text{ new clients per year} \]

We start by assuming that your average client invests $3,000 into your services.

So you would need 34 of these clients to reach an income of $100K in a year. That amounts to 3 new clients every month.
So you only need to get 3 NEW CLIENTS each month to have a $100K income!

And when you are masterful at having enrollment conversations, signing up 3 new clients a month doesn’t take much work.

Now we started out this example assuming that your average client invests $3,000 into your services.

This is a fair investment to ask for when you do work that brings life-changing results to your clients, right? For example, if you help your clients grow their business, lose weight, cure a challenging health condition, find their soul mate, double their income, find a job in 30 days, get pregnant, etc.

When you become masterful at one-on-one consultations with potential clients, it become much easier for you to charge fees that you deserve for the work you do. You can confidently stand in your value and the results you deliver.

Bonus Chapter: Introducing The “How To Enroll New High-Paying Clients Without Doing Any Selling” Training

I appreciate you taking the time to read this eBook. Thank you.

If you’ve enjoyed this material and you’d like to deepen your mastery of one-on-one consultations, so that many more high-paying clients will say YES to hiring you for your services…

Then I invite you to join us for my training:

“How To Enroll New High-Paying Clients Without Doing Any Selling” webinar.

This webinar will guide you through my proven step-by-step formula for having one-on-one consultations that lead to paying clients... without doing any selling.

Just think of all the new clients you can consistently enroll when you finally have a method that you can use EVERY TIME in your enrollment conversations.
Are you ready to invest just a few hours into learning how to enroll new high-paying clients anytime you want, for the rest of your life?

For More Information Visit:
Get More Client Without Doing Any Selling

My wish for you is to be simply confident that you can enroll new clients with ease. So even if you ever decide to change your niche or business direction… even if you decide to move to a new city… your enrollment skills are your guarantee of a lifetime success by having all the clients you want.

The next steps are up to you. My goal is this book would show you my process I’ve used to attract clients, and create a thriving business. I’ve also seen this work over and over with so many of my clients.

The key is to keep on going. Take one foot in front of the other, and keep on making magic happen.

Wishing you all the best with masterful enrollment conversations,

Bill Baren
Bill Baren is a nationally recognized business coach, and founder at Bill Baren Coaching (www.billbaren.com). He has coached hundreds of small business owners towards creating time and financial freedom since 2001.

Bill love working with small service-oriented business owners who are now ready to increase their income AND the positive impact they are making in the world (including independent professionals, coaches, consultants, holistic practitioners and many other diverse clients).

He has dedicated himself to helping business owners who want to make a difference in getting new clients and growing their business in less time. He’s the founder of Bill Baren Coaching, and has co-produced many sold out live and online programs including The Client Mastery Blueprint, the Big Shift Experience, The Ultimate Entrepreneur Toolkit, the Big Shift Coaching Program, and Master of Enrollment.

Bill is also past President of San Francisco Coaches, and 2008’s Excellence in Coaching Award winner in San Francisco. He has been featured in the Rolling Stones, Spin Magazine, Fine Living Network and What’s Your Time Worth TV show.