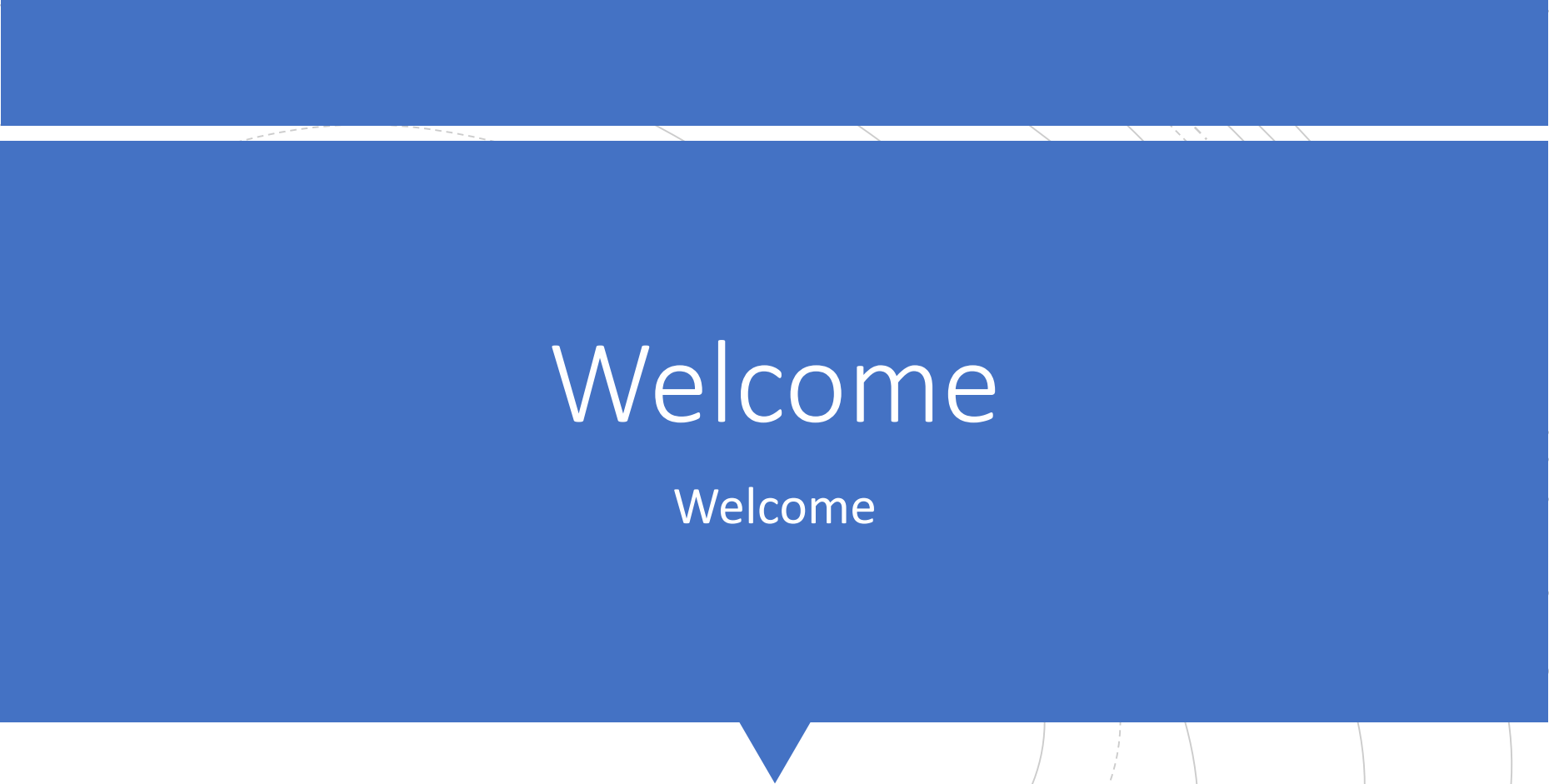




Booking Clients Module 1

Sherikayehoff.com



Welcome

Welcome



Questions

Questions

Overview

- Module 1: Define your optimal client. Discover what your client really wants and how to deliver a message that leads to bookings.
Module 2: Learn how to generate traffic with your lead magnet. Refine or create your lead magnet that speaks to your optimal client (it is easier than you think).
Module 3: Create a strategy/session that does not feel like selling and offers that convert your prospects into paid clients.
Module 4: Power up your client attracting mindset, line your mindset up with your pricing. Create confidence in your offers and your system.

Module 1

- Module 1: Define your optimal client. Discover what your client really wants and how to deliver a message that leads to bookings.

- USP
- Examples
- I work with divorced women who struggle managing their money and building wealth, I help them to build an investment strategy that takes care of their money needs now and in the future.
- I work with business owners who don't have enough time to get everything done, I save them time and money by managing their technology and admin so they can focus on effectively growing their businesses.

Optimal
Results

Optimal Results

- Examples cont'd
- I work with creatives who struggle turning their talent into profits, I help them with a clear path so they can focus on creativity and make money.

Who is your person?

Demographics

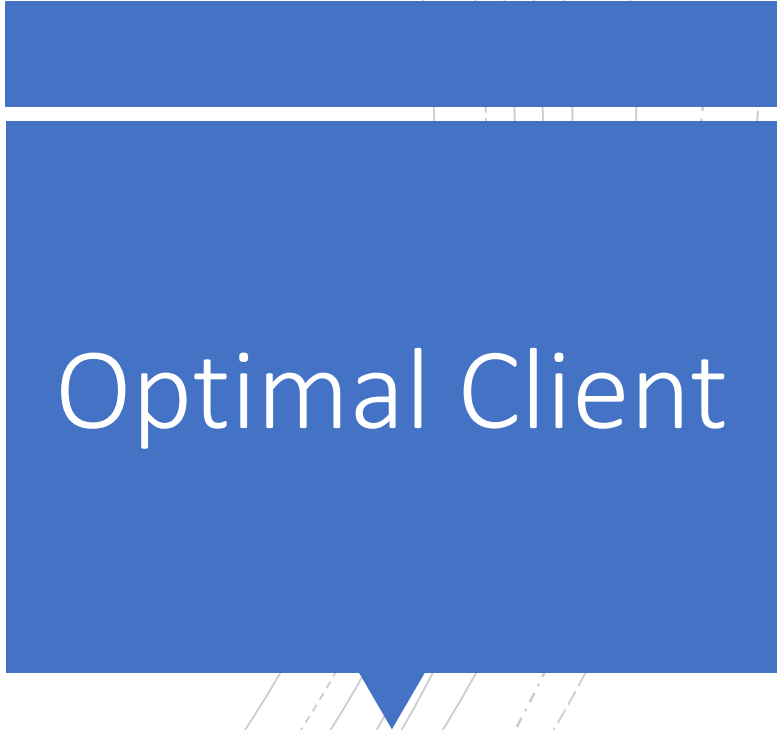
Behaviors

Lifestyle

Where do they hang out?

Personality

Wish list



Optimal Client

Messaging

- What do they really want? Not need, want?
- Simple, simple, simple
- Benefits not processes
- Do you believe you?
- Do they believe you?
- Really about trust
- Transfer of trust into money.

Why are you so awesome?

Get confident in what you offer.

Exercise: Make a list of 34 or more benefits that you bring to your clients. Your assets. Your personality traits. Your skills. Read it and even video yourself saying your list.

If you haven't already- create a video intro offer about 30 seconds to 90 seconds. Get really comfortable with video. Practice.

Ask your clients for video testimonials.

Trust

Trust is related to time.

Time matters- prospects need time.

Objection- hey I just met you.

Slow down- even people who want to buy right away- truth.

Tell the story.

Be relatable

Have some successes to earn their business.

Connect the dots

- Put it all together.
- Are you really posting and promoting in all the places you can?
- Do you tell people you are accepting new clients?
- Do you have an application process? A scheduling process?
- Do you have time available in your schedule for these sessions?
- Are you offering your free sessions? (We will go over the perfect free session format in another module).

Application process

Purpose- Screening

Help them
overcome their
own objections.

Be willing to
address the
elephant in the
room.

For forms-
jotforms.com



Questions

Questions

Thank you

- Thank you

Sheri Kaye Hoff
enjoy every moment. 