

Get New Clients Now

- I am keeping alert for specific praise and compliments on my coaching from clients, subscribers and other fans, looking for opportunities to:
 - Use these as testimonials
 - Ask them to recommend me!
- I have identified my comfort level in asking for referrals:
 - I am perfectly comfortable asking, when the right opening occurs
 - I am uncomfortable: It make me feel needy, greedy and gauche
- I am counseling myself, as I would a client, with positive self-messages to counteract uncomfortable thoughts and feelings I have identified
- I am sensitive to the right time/opening for asking for a referral
- I am reframing myself to think of asking for "introductions", rather than "referrals"
- I am using positive words in my self-talk that help me reframe "me-based" feelings to how I can help the people I want to be referred to ("client-based")
- I have considered whether or not my type of coaching practice could benefit from referrals gained through:
 - Offering a commission
 - Creating referral forms on my website
 - Sending out emails with the referral form link or a commission offer when I need new clients

- I have made sure that my referral-seeking practices are a comfortable fit with:
 - My coaching field's culture and ethics
 - My coaching organization's rules and/or code of ethics
- My coaching field's culture allows me to use affiliates, so I have set up an affiliate program
- I am contacting former clients to let them know I have an opening and check if they would like further coaching (or know someone who does) via:
 - Telephone
 - Email
 - Other _____
- I am creating new coaching offers as rewards for old clients, including:
 - Tune-up Sessions at special prices
 - New packages I am letting them know about
 - Other _____
- I am setting up a free call offer
- I am setting up a webinar for my target market
- I am increasing engagement by focusing on my clients' and potential clients' current most compelling pain points
- I am making the most of live events by:
 - Offering free, 15-minute sessions—and passing around a sign-up sheet



- Networking
- Carrying and distributing promotional literature highlighting the benefits of what I can do to help clients—and containing details of my packages or other offers
- Other_____
- I am making sure my 15-minute sessions brainstorm and/or solve a particular single goal/problem
- I am committed to putting on a live event (such as a workshop) myself, rather than waiting for one I can join
- I understand that putting on or guesting at a live event can be one of the fastest ways to land clients instantly—but that I need to have something specific to offer
- I am slanting my free call sessions or new packages to my potential market's most pressing pain-points
- I understand that offering a paid session will weed out "freebie seekers" with no intention of signing up, far better than a free call, and I have weighed the pros and cons between free and paid
- I am using pain-point keywords in:
 - My emails
 - My email subject lines
- I have made a list of potential joint venture (JV) partners who:
 - Serve the same market
 - Don't compete directly with what I do



- I have considered what benefits I can bring to my preferred JV partners and their subscribers/fans/clients
- I understand that working with a JV partner confers special benefits, such as:
 - Giving me an instant interview guest spot
 - Giving me an instant guest to interview myself
 - Adding value and interest to what I offer
 - Adding additional products such as interview recordings
 - Growing my network for future referrals
 - Cementing and building a strong working relationship with my JV partner(s)
 - Providing a product or coaching base to both of our audiences
- I have considered offering group coaching for past and existing clients, subscribers and fans via:
 - A new course
 - An exclusive, small membership site or V.I.P Club
- I have considered putting together one-of-a-kind, single events for existing and former clients (as well as new people) by offering high-value, high-price special events such as:
 - V.I.P Days
 - V.I.P/Mastermind Retreats
 - Other_____



- I have considered working with more than one JV partner and putting together—or guesting at—a “Summit” type event
- I have created a specific, upbeat answer to the question “what do you do”, based on who I help and how, designed to alert the right people that I might be able to help them
- I have joined local organizations whose members might benefit from my coaching—or be able to recommend me to people
- I am asking local organization members to recommend me to potential clients, when the occasion seems suitable to ask
- I am donating a free coaching session to a local organization
- I am checking out public institutions like schools, libraries and (if applicable) churches, to see if they:
 - Would like me to put on a workshop
 - Have rooms I can use for my own workshops either for free or for a nominal fee
- I have considered creating and running a peer referral group for other coaches in my field
- I am remembering to actively seek out and show the benefit of client renewals
- I am focusing on and building relationships with:
 - Subscribers
 - Current clients
 - Past clients

- Coaching Peers
 - Industry professionals
 - Fans
 - Group members
 - Local business organizations
 - Other _____
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- I am making a plan to ensure I always have rich sources where I can find new clients at any given time
 - I am taking action and investing regular time on that plan
 - I am changing focus from my own needs, hang-ups and fears to how I can best help clients and what value I can bring/problems I can solve
 - I am reflecting this adjusted focus in how I position asking for clients
 - I recognize the importance of creating and building trust
 - I am looking forward to having a waiting list I can fill gaps from at any moment