



## Skill Builder – Week 10-12

### *The Introduction Session*

The introduction session is a critical session, because it's one where you get to determine whether you want to work with the potential client and vice versa. It also sets the ability for your client to determine the value they'll get out of it, which makes it easier for you to set your price.

To start off with, the introduction session does not stand alone in the marketing and sales process. It's part of a process or structure that allows you to funnel potential clients into introduction sessions with you, so that ultimately you build a client base.

This skill builder sets out to help you visualize and adopt a sales and marketing process for yourself, and to become kick-ass at your introduction session.

- 1. Choose your niche: What problem are you solving for your clients?**
- 2. Your marketing and sales funnel**
- 3. Your daily to-do list**
- 4. The introduction session: The 5 steps sales process**



## Choose Your Niche

Source: <http://www.thesolopreneurlife.com/how-to-create-a-successful-niche-business/>

Unless you have unlimited startup funding, a niche business is a “must” for a solopreneur. Serving a well-defined niche requires fewer resources, reduces competition, and increases your odds of success. Take marketing, for example. Niches make marketing infinitely easier. When you have a niche, you know who your ideal customer is. You understand their wants, needs. You are able to develop products and services that meet their needs.

In this article I will look at: what a niche is; characteristics of niches; and how broad or narrow your niche should be.

### *Definitions of a niche*

- A niche is: 1. a situation or activity specially suited to a person’s interests, abilities, or nature: “She found her niche in life.” 2. a special area of demand for a product or service.
- A niche is a focused, targetable portion of a market.
- Your niche is not the same as the field in which you work. For example, a retail clothing business is not a niche but a field. A niche would be “cold-weather gear for deer hunters.”

Niche businesses cater to highly defined markets that are often overlooked, underserved or disenfranchised by larger competitors.

A good niche has five qualities, according to Entrepreneur.com:

- It takes you where you want to go — in other words, it conforms to your long-term vision.
- Somebody else wants you have — these will be your customers.

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- It's carefully planned.
- It's one-of-a-kind, the "only game in town."
- It evolves, allowing you to develop different profit centers and still retain the core business, thus ensuring long-term success.

**A true niche is well-defined and specific**, according to marketing expert Jay Ahret. There may actually be no one else doing exactly what you do, he says.

**Seth Godin says** that the secret to being the best in the world is to make the "world" smaller — to narrow your niche. Godin tells the story of Alan Scott, who was the best community-focused artisan pizza-oven builder in the world. It was a niche that didn't exist before, but it spread, it engaged people, it created a tribe that supported him. Alan was passionate about his craft and wasn't shy about sharing it. He trained others and turned it into a movement.

Godin's point: It's possible that you will choose a niche that's too small. But it's much more likely you'll shoot for something too big and become overwhelmed. "When in doubt, overwhelm a small niche," Godin says.

**Your niche is too narrow if there's not enough potential business for you to reach future goals. Your niche is too broad if you don't have a clear picture of who your customer is and what they want and need.**

**Here are 10 reasons to go very narrow**, from Val Nelson of ValNelson.com:

1. Research about going narrow shows you'll get better customer loyalty.
2. People pay better attention when they can visualize what you're describing.

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3. You can easily become the go-to person on your area of expertise for a small audience.
4. It's the fastest way to grow your business and credibility.
5. It won't take long at all to become a known expert on a subject where very few have specialized.
6. It's easier to rank higher in a web search for unusual search terms.
7. Not only are more people finding you with a narrow niche, more of them are ready to sign on because you're "the one" in their minds.
8. People are more willing to pay for your expertise.
9. Your brain is more able to focus on one audience.
10. You'll be more able to truly understand their needs and how to best serve them. Focus is a powerful force that feeds you more and more over time. You won't have time to stay current on multiple topics.

In finding your niche, ask yourself the question who you'd like to work with most and what problem you'd like to solve for them. This is directly related to your sense of purpose of mission in your life, your skills and affinities, and if there is money in it.

I knew for a long time that I wanted to bring color to the world. I am a strong believer that everyone deserve to live their purpose, their heart's desire. At the same time I love teaching the skill of coaching and benchmarking. In fact, while I was looking for my niche I was unaware that in attending the ACMC as a team leader I was already doing what I both loved and am great at doing! In December 2012 it suddenly dawned on me and that's how Subscribe to Change was born! It was perfect: it fits with my mission, my skills and what I love to do, and there is also a real need.

In choosing your niche, you'll want to bring those elements together. Do you know the answer to these questions?

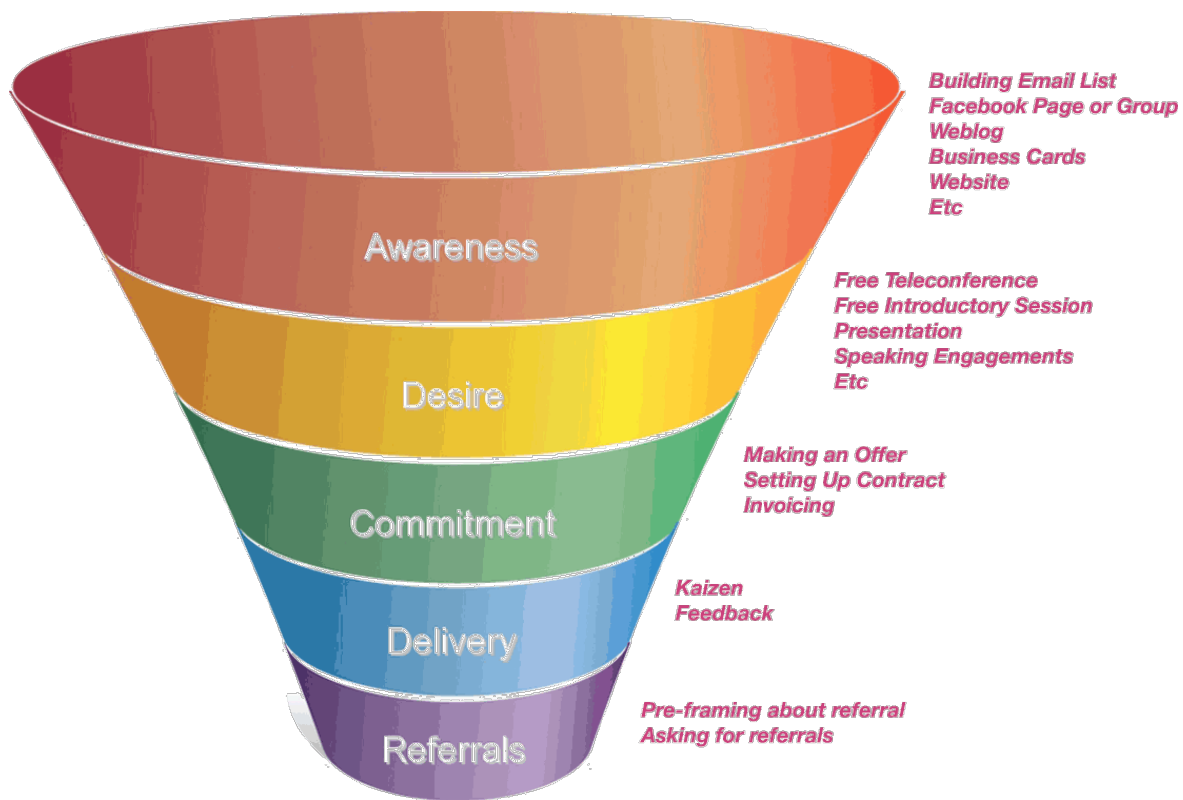
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1. What is my mission?
2. What am I great at doing?
3. What do I love to do?
4. What problem needs to be solved and for whom?

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## fYour Marketing and Sales Funnel

Getting clients is focused on building relationships, which coincidentally is exactly what is needed for coaching. Your client



needs to feel he can trust you. And you already know how to create that environment of safety for your client. Knowing where your client is in the marketing and sales funnel, is a great way to determine what your next step is.

Depending on your niche and your products, your marketing funnel will have activities on it that are appropriate and effective in funneling your ideal client to an introductory session (creating desire), so you can make him/her an offer.



You'll see in the image above that it all starts with awareness. People need to know you exist! What kind of ways fit for you and your product? Is that writing a weblog? A facebook page or twitter?

Probably the easiest place to start building awareness is with people you already know. Once you have your niche and a picture of your ideal client, who in your community do you know that fit this picture? Those are the ones you'll want to contact first!

As you create awareness, what's the next step? In my experience, giving something of value (though not too much) away is a great way of giving people an experience of who you are so they can discover what you can do for them.

This is where you move to creating desire. You can do this through an introductory session, which is great for those who are interested in getting coached. I like to start with a free training call, because that's what my ideal client needs and wants. What would that be for you? What will you give away for free, that leaves your client wanting more?

A key principle here is to give them just 1 thing, and at the same time open them to the possibility of getting more.

Once you've gone through the introductory session and you have uncovered a need, you can ask for a commitment. We'll get into the introductory session and the art of making an offer a little bit later.

When your client decides to work with you, that's when you take action within the next 24 hours to prepare the contract and invoice. After that, you'll go through the coaching program.

Do a great job, and you'll get referrals through your clients. You'll need to learn how to ask for that as well.



## Your Daily To-Do List

In leading people down your marketing and sales funnel, you may be tempted to spend a lot of time on creating your website, taking care of your facebook page, working on content, etc. However, you may be doing a lot of “backend stuff”, but that’s not going to get you the money!

So here’s a daily to-do list that will get you the money the fastest!

1. What gets you the money today (3 things)
2. What gets you the money tomorrow (3 things)
3. Back-end of your business (things you enjoy doing)

Once you’ve done that, you can repeat the process.

Personally, this has made a huge difference in building my business. Every day I start out with brainstorming what my number 1 task will be. That may be as simple as sending out an email to someone interested in one of my products or scheduling an encourager session with someone. It could also be scheduling a free training call. It all depends on where potential clients are in my funnel. The lower down the funnel, the higher the priority they’ll have on the list. And I want to at the same time make sure that I continuously have people entering the funnel as well, to create continuity.





## The Introduction Session

*Five Steps Sales Process -- Tad James*

OK, so you've led your potential client through the funnel and he's booked an introduction session with you. Now what?!

One of the most important frames that I hold in the back of my mind, is that I DON'T have to make the sale. It's important to me that there is an actual need, that I can actually help, and (last but not least) whether I want to work with this person.

What I do in the introduction session, is take my potential client through the WFO funnel. I establish the big, audacious outcome that they want to get out of a coaching program. Essentially, what you want to do is make your potential client aware of the gap! Let's take a look at what I mean by that. Tad James created the 5 steps sales process:

1. Establish Rapport
2. Ask Questions
3. Find a need and establish value
4. Link the need, personalize the solution
5. Ask for the sale



### **Step 1 - Establish Rapport:**

Remember, people who are like each other, tend to like each other.

Match & Mirror:

- Physiology
- Tone of voice
- Representational systems
- Meta-Programs
- Breathing
- Key words

### **Step 2 - Ask Questions:**

What I do is go through the WFO model, and use testing, clarity, checking, exploration and meta-questions to get an idea of the coaching program that is needed.

### **Step 3 - Find a Need and Establish Value:**

No need? Stop here. Find another client. There are plenty out there.

- The WHY questions is very powerful here in establish value. Is this important to you? And what difference would that make for you? Also: How much would it cost you if you didn't make this change? Anchor it—anchor it!
- Conditional close



#### **Step 4 - Link The Need and Personalise The Solution**

When you've taken the potential clients through the WFO, you'll have identified some or all of the steps to be coached on, what the outcome is and why that is important. This is where you can use your skill of making a lengthy acknowledgement. You'll simply feed back everything they'd said about their desired state and present state, and what to do to bridge that gap.

Then ask questions like "Would that be valuable for you?", "How valuable would that be for you?", "Can you afford not to make this change?" (See the axis of motivation here?) Then, "Would you like me to help you achieve this outcome? Here's what we I can do for you."

#### **Step 5 - Ask for the Sale (Close)**

- If no: (go to #3)
  - If yes: Future pace. Fire reassurance anchor. Get referrals.
- Resistance to your message indicates lack of rapport. If that happens at any point, build more rapport.

### **Dealing With Objections**

After you've established value, and your client is excited about the change, you may still run into objections. You'll want to prepare for these objections by taking the lead and helping them out.

Most signals and feedback from your clients at this stage will come back down to a limiting belief that they don't have enough of one or more resources. Most often these resources can be generalized as time or money. Your mission, should you wish to support and help your clients moving beyond this limiting belief, is to give them a different meaning to their thinking....



**‘I don’t have enough money’ or I don’t have enough time’**

1. ‘I can understand how you \_\_\_\_ (see, hear, feel, know) that you don’t have enough money right now, and that really is the very reason why you need to do this program isn’t it’?
2. ‘We have determined that the only thing that is really stopping you is your belief that you don’t have enough time, isn’t it? Because you know you are in charge of your thinking, I guess there really is not anything holding you back from signing up to change your life today, is there?’
3. ‘It sounds like you don’t have enough time *not* to be doing this course’
4. ‘Has there ever been a time when you really wanted to do something, and you found the time?’
5. ‘Think about the amount of time you are wasting *not* doing this course in July’
6. ‘Think of the time/money you will save by doing this course in July’
7. ‘If you really want to do this course, we can work together to find you the time, can’t we?’
8. ‘How important is it for you to prioritize time to work on \_\_\_\_\_? What will happen if you don’t prioritize your time and money to do this today?’
9. ‘Ultimately if you continue to \_\_\_\_\_ and \_\_\_\_\_ this will lead to you experiencing \_\_\_\_\_ won’t it? When you look back on your life in 2 years and see yourself still experiencing this, how will you

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think and feel about not doing whatever it took to find \$\_\_\_\_ now?’

10. ‘Because you don’t have enough time to work on this, X and Y will ultimately continue and possibly end up costing you \_\_\_\_\_, won’t they? Wouldn’t it be better to make some time now and save a lot of time and pain later?’

11. ‘How much money is it costing you, not having enough time to pursue your \_\_\_\_\_? (health, career, relationships etc)

12. ‘If you experience more \_\_\_\_\_ in your life, what will this lead to for you?’

13. ‘And as you experience \_\_\_\_\_ that will then lead you to having more \_\_\_\_\_ won’t it?’ Is that what you want?

14. ‘We often notice in the field of NLP that people allocate their time and money to what they most value in life. What do you prioritize as more important than \_\_\_\_\_?’

15. ‘If you did not experience a lack of money and a lack of time, you wouldn’t need to do this course would you?’

16. ‘Who would you be if you were able to have enough time and money?’ How would your life change?’

17. ‘You have said that you and your family are important to you, how does it serve your family, not allocating enough time or money to \_\_\_\_\_ in your lives?’

18. ‘What stops you from finding enough money/time?’

19. ‘When you think of not having enough time and money, as a simple result of your thinking, how does this change things for you?’



20. 'You know... I spoke to a man, in a similar but slightly different situation to you when I did the program ...he and his wife also thought they did not have the money, his wife had just lost her job and they were both really worried about their financial future. He was so pleased that he borrowed the money from his sister, because they have both strengthened their relationship and doubled their income by doing the course. He paid his sister back by sending her to the course this year.'

21. 'What forces you to think this way?'

22. 'You probably feel like you don't have enough money because you have been focusing on paying for \_\_\_\_\_, haven't you? What if you focused on *finding* a way to pay for the weekend, I guess you would probably find enough money, just like you did to pay for \_\_\_\_\_, wouldn't you?'

### **'NLP is manipulative'**

1. Yes it is, it provides us a way to "handle" (manual, "to use one's hands") things -- mostly, running our own brain, and managing our own states and knowing that about ourselves enables us to be more influential.

2. Yes, Thank God... now we can take charge of our own responses and invite others into more resourceful states.

3. Yes and No. It is just a tool-- People manipulate to their own benefit when they play Win/Lose Games and for mutual benefit when they play Win/Win games-- what games do you want to play?



4. There's no choice about not manipulating; every word, every sentence, every behavior -- influences or manipulates. The only question is whether it is mutual (Win/Win) or egocentric (Win/Lose). Which do you prefer? Wouldn't you want to be able to recognize Win/Lose manipulation more effectively and manipulate the other into a Win/Win position?

5. To not be able to see and respond to manipulation means you can only BE manipulated and cannot manipulate for higher purposes.

**'Your trainings are not government accredited and certified.'**

1. Most fields are 10 to 20 years out ahead of Colleges, Universities and Government approved programs. It takes a decade for the cutting-edge of any field to get into the books and be accepted by the old paradigms. If you want the old stuff-- please get Government Accreditation or wait until we take the time to jump through all those hoops.

2. People who are out in front in their fields don't wait until the newest and most cutting edge gets broad approval -- they are the early adaptors.



## Skill Builders

***1. Beyond the process and skills involved in sales and marketing, your attitude towards it makes all the difference. Here's a few questions to assess what you might want to get coached on:***

***a. What are you procrastinating on that you know you need to do for your business?***

***b. What words or concepts within marketing and sales rattle your cage? (ask yourself meta-questions about these words and concepts)***

***c. What limiting beliefs do you have about yourself, sales, marketing?***





***2. After reading this skill builder, what do you realize now about your niche? Have you answered the four questions on the niche?***

***3. Given your niche, brainstorm what your marketing funnel will look like. What activities will you do for each of the steps in the funnel?***