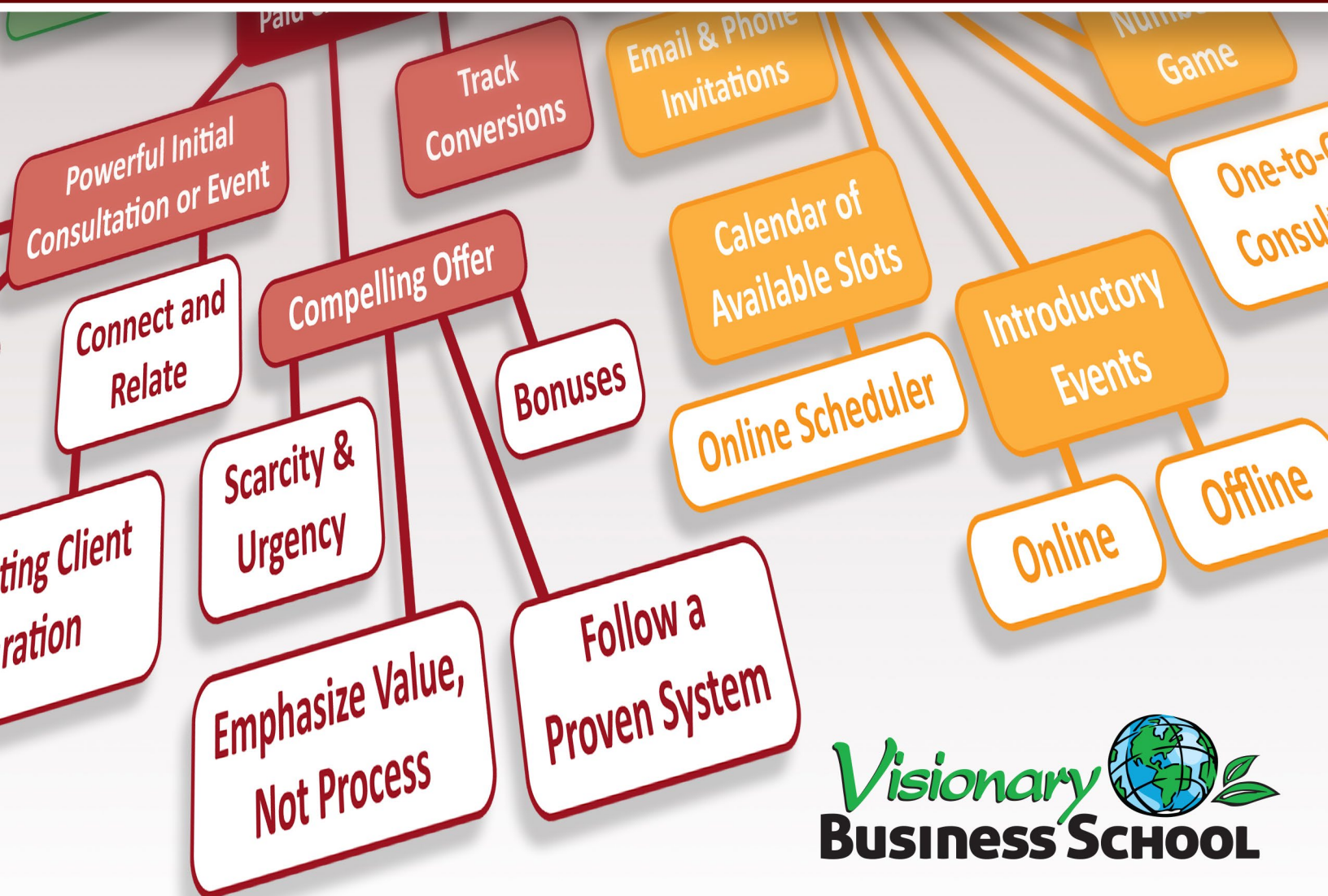




# Client Attraction and Enrollment Mind Map

BY RYAN ELIASON



## Print this Document and Take Notes While You Watch Video #3 in My 4-Part Video Series.

This downloadable PDF is intended as a supplement to my new video which walks you step-by-step through **The Client Attraction and Enrollment Mind Map.**

I recommend that you print this out and take lots of notes while you watch the video below.

This video will only be up for a short time, so be sure to watch it today...



***Click here to watch Video #3:  
The 5-Stage Client Attraction and Enrollment Formula***



([www.visionarybusinessschool.com/clientattraction/](http://www.visionarybusinessschool.com/clientattraction/))

## The Proven 5-Stage Client Attraction and Enrollment Formula

I've used this formula to grow a business that has generated millions of dollars while empowering hundreds of thousands of visionary changemakers from over 112 countries.

My clients have used the 5-stage system to generate tens of millions of dollars in additional income while growing many types of businesses that make a profound positive difference for their clients and the world.

So it works!

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## The Complete System

This client attraction formula is one part of a holistic 3-part system called **The Visionary Entrepreneur Blueprint**.

I introduced you to this integrated and holistic approach in the last video.

The beautiful thing is that you only need to master these three essential foundations if you want to be a highly successful visionary entrepreneur:

1. Being The Change
2. Time Mastery
3. Client Attraction and Enrollment

Once you get these three areas handled, your business and your life will never be the same.

You'll no longer feel overwhelmed and confused by all the things you think you need to do to attract clients and build your business, and everything will actually get a lot simpler, clearer, and easier.

In essence, you'll become an unstoppable force for good, and you'll surprise yourself with just how far you take your business.

## How to Use the Two Diagrams Below

There are two diagrams in this document:

### 1 – The Client Enrollment Diagram

### 2 – The Client Attraction Mind Map

Attracting and enrolling clients is a critical skill set you need to master if you want to turn your passion to serve the world into a lucrative career.

These two diagrams illustrate my 5-stage formula for attracting, enrolling, and retaining all the perfect-fit clients or customers you could possibly want.

These visuals will give you a powerful at-a-glance formula for attracting clients. However, in order to fully understand how to apply this formula to your business, be sure to [watch the video before it comes down](#).

The video goes into a lot more depth!

The first **Enrollment Diagram** on the next page shows the progression a potential client goes through on their journey to becoming your client or customer.

Then, the **Mind Map** on the following page outlines many of the best possible strategies for supporting potential clients to progress through each of these stages.

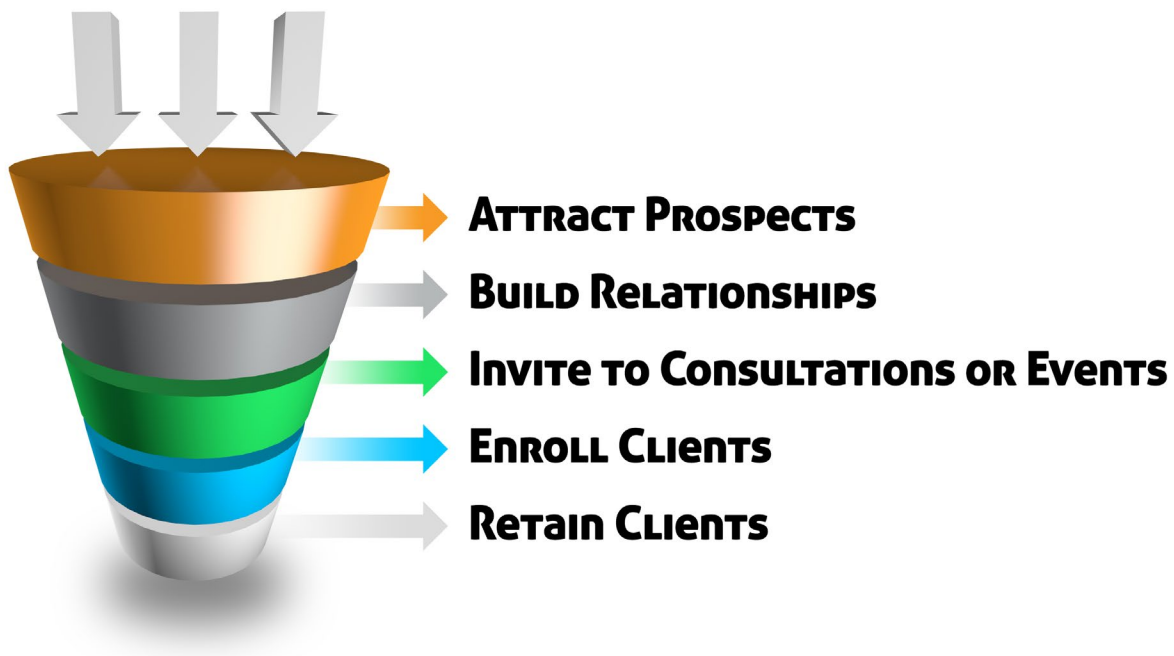
This is certainly not a comprehensive outline of possibilities, but it should be enough to get your creative juices flowing.

Also, I feel it is important to emphasize that you don't have to implement everything shown on the Mind Map in order to successfully build your business.

In fact, it's usually more effective to choose only a few strategies, and to fully devote yourself to optimizing those strategies. However, you'll want to be sure that you have strategies in place for each of the five stages, because your system is only as strong as its weakest link!

## Client Enrollment Diagram

The more prospects you can bring into the top of the funnel, the more clients you will have at the bottom.



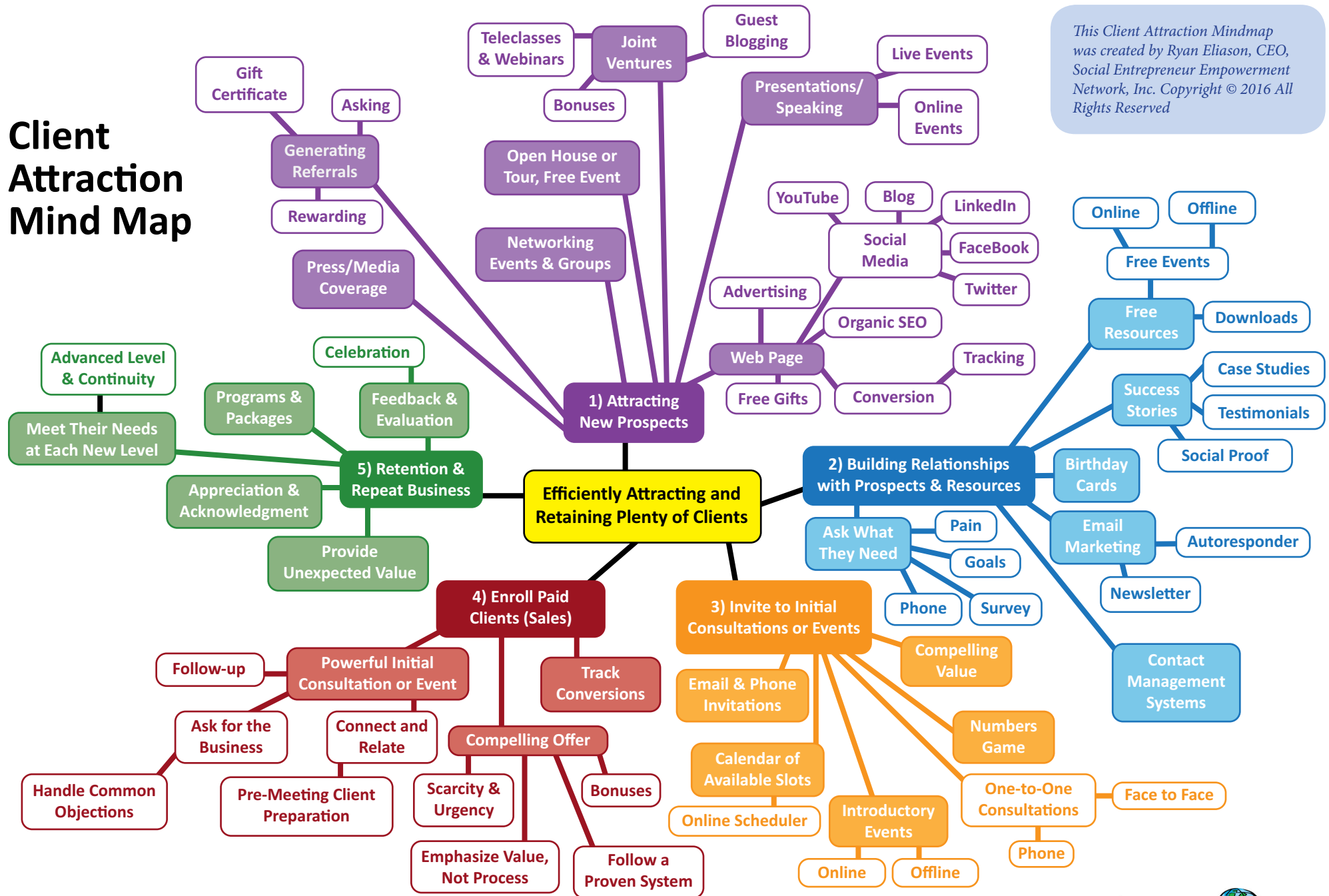
At each level a certain percentage of people will progress to the next stage. It is important to put your follow-up system in place and focus on getting your conversion rate as high as possible between each stage. Only after you have optimized each stage, should you put a lot of time, money, and energy into the “Attract Prospects” stage. Most new business owners make the mistake of focusing mostly on stage one in the beginning, while neglecting to optimize stages two through five.

If you have 100 new prospects enter the top of the funnel, and 50% of them say yes to an initial consultation (that is 50 people) and if you convert 25% of those into clients, you have 12-13 new clients. However, if you increased your conversation ratio from 25% to 50%, you would have 25 new clients. You just doubled the results by focusing on improving only one of the five stages. Optimizing each stage can dramatically improve your results.

*This Client Enrollment Diagram was created by Ryan Eliason,  
CEO, Social Entrepreneur Empowerment Network, Inc.  
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## Client Attraction Mind Map

This Client Attraction Mindmap was created by Ryan Eliason, CEO, Social Entrepreneur Empowerment Network, Inc. Copyright © 2016 All Rights Reserved



## Optimizing All Five Stages Changes Everything

Once you've optimized all five stages, your client attraction and enrollment will be surprisingly effective.

If you work with clients privately one-on-one, you will definitely have as many clients as you want, and you'll have a waiting list.

You'll be able to be very choosy, and you'll only take on perfect fit clients you genuinely love working with.

You'll be able to charge what your services are truly worth, and people will happily pay your rates, no matter how high they might be.

If you offer group programs or products, they will be filled to capacity.

You'll have the ability to scale your business and serve hundreds, or even thousands, of people.

You'll be making a profound positive difference for your clients and the world, finding and living your soul's purpose — your personal mission that you are uniquely designed for.

You'll be making great money which empowers you to thrive and to live life on your terms.

You'll be able to give generously to the people and causes that you care about most.

You'll have the time, spaciousness, and support you need to fully enjoy your life.

Sounds nice doesn't it?

Many of my clients used to believe those kinds of things would never happen for them.

Then, when they focused on mastering these five stages, doors of possibility opened up that had previously been closed, and the impossible became possible.

So, if you have some doubts, it's okay. It's only natural to feel some doubts when you focus on the bigger vision of what's possible.



The truth is, it's never been easier to build a business that contributes to a better world and allows you to do what you truly love.

You have a unique role to play at this critical time for planet earth, and your perfect-fit clients are waiting for you to step out of your comfort and play the bigger game you're meant to be playing.

When you show up more fully and authentically, your clients will also show up too, and they'll absolutely love you.

You have a unique role to play at this critical time for planet earth, and your perfect-fit clients are waiting for you to step out of your comfort zone and play the bigger game you're meant to be playing.

Your bank account will thank you, your family will thank you, and your clients will definitely thank you.

You'll be running a business that empowers you to express your highest potential self – the visionary entrepreneur you are meant to become.

Now that you have this information in your hands, it's up to you to decide what to do with it. You've seen how **The Visionary Entrepreneur Blueprint** and **The Client Attraction and Enrollment Formula** can revolutionize your business. You've seen the kind of results that come from applying this complete and proven system.

I know some enterprising people will take the information from these videos and get started right away, and that's wonderful!

Other people may realize they want to go all in, and have accountability, support, coaching, and step-by-step help implementing this approach to business, and all of the benefits that come with that kind of support and coaching.

So if you've enjoyed this training and you want to go deeper, I would love for you to join us in Visionary Business School.

In the next video I'm going to tell you all about the program and if you want to, you can register right there on the spot.

You might want to because I only do this once per year, and the program has sold out every year for the past several years.



Registration will only be open for a few days, so be sure to watch the next video so you can make the best possible decision for yourself.

The other reason you're going to enjoy the next video is because you're going to hear several more incredibly inspiring stories from people just like you that have grown amazing visionary businesses doing what they love.

I know you are going to love hearing these stories, and we'll have time to go a bit deeper in the next video when I reveal the complete 8-Step system for growing a socially conscious business.

You can check to see if the next video has been uploaded for you to watch yet.

Just click here:



**Learn the Complete 8-Step System for  
Growing a Socially Conscious Business**

<http://program.visionarybusinessschool.com/>

If the video hasn't been uploaded yet, keep a close eye on your email over the next few days as I'll be sending you a link as soon as it's ready.

I can't wait to see you in the next video!

Until then, keep going for your vision because the world needs that unique contribution that only you can make.

~ Ryan

P.S. As you know, I created a video where I take you through **The Client Attraction and Enrollment Formula** and go much deeper than this Mind Map goes.

If you haven't watched it yet, you can do so by clicking the link below. Also, if you have any comments or questions about this Mind Map, please let me know at the page below.



## Watch the video here and share your comments!

[www.visionarybusinessschool.com/clientattraction/](http://www.visionarybusinessschool.com/clientattraction/)