THE YES BLUEPRINT

Your Step-by-Step Method for Turning Conversations into High-paying Clients

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By now you know, when you offer free consultations and hold successful enrollment conversations, you can create the fastest and clearest path to lots of clients and consistent income.

The first step to having a high-paying new client is always a one-on-one consultation. This is the foundation of a financially successful business.

Introducing My Client Enrollment Blueprint

Today I'm going to walk you through an overview of my step-by-step blueprint to effortlessly conduct a consultation that will get you new clients.

I know you are going to love it because it works!

I use it myself every time I have a consultation. And I've had hundreds upon hundreds of clients tell me that they keep my full blueprint on their desk ready for use for their enrollment conversations.

I've spent the last six years teaching my enrollment system to thousands of clients.

And I've helped people in over 42 countries around the world boost their income every month through learning to enroll new clients.

NOTE: I've helped clients with almost every type of service business under the sun learn my enrollment blueprint. Most likely including your type of business too!

You Are Here To Make A Difference

You do NOT have to choose between making good money and doing good.

For you to make the difference you are here to make, you deserve to be able to make a living – actually, a great living – by doing what you love.

Your enrollment conversation is an act of service and a profound source of transformation for you and for your clients.

It's about creating change and possibility any time you have a conversation with someone.

People Will Actually THANK You...

Oftentimes, your potential clients will actually thank you for the enrollment conversations, whether they sign up or not… and most WILL sign up.

I've had this kind of experience with clients over and over again. And I want you to have this kind of miraculous experience with your clients.

For you as a business owner, the first step to making a difference in the lives of others is improving your enrollment skills. When you do this, you'll become someone who is powerful and confident in offering your services so that others can be served by you.

On the other hand, when you choose to NOT work on your enrollment skills, a lot of people will be losing out on the opportunity to be served by you.

Close Your Eyes And Imagine...

Imagine looking at your schedule and seeing 5 conversations scheduled for next week.

Imagine having a deep knowing that at least 3 or even 4 of those conversations ARE going to turn into clients.

And imagine being able to count on $3,000, $4,000 or even $10,000 of new revenue in a single week as a result.

This is not a fantasy - this is actually doable when you follow a proven enrollment system and you continue to improve your enrollment skills.

The key to consistent clients and consistent income
= being able to get results with consultations consistently.

The Secret Is In The System

If you've been following my videos and reports, you know that enrollment is a skill, and not something you're born with.

The better you get at this skill, the more clients you get, the more reliably you can charge the premium fees you really want to be charging, and the more natural and confident you can be in your business.

Here's the big short cut: The easiest way to build your enrollment skills quickly is to follow a proven enrollment system.

The best thing about a system is that it's REPEATABLE. You can use this enrollment system every time, and consistently sign up clients.

What if you had the systems and scripts in place that made you look forward to meeting with prospective clients, because it is a foregone conclusion that they would say YES to working with you?

Wouldn't you have a completely different business?

I've got to tell you, it is a lot more fun and fulfilling when you know exactly what you're doing in your consultations, and almost everyone you talk to says YES to hiring you – and to paying you handsomely..

Let's Get Started

I'm going to walk you through my Client Enrollment Blueprint, which gives you a step-by-step process to follow in your consultations. It's repeatable and it's effective.

Having a blueprint like this to follow will transform your consultations and skyrocket the number of clients who are going to hire you.

This blueprint takes guesswork out of your conversations with potential clients, so that you know what to do in every consultation.

Learning, using, and getting better at this enrollment blueprint will be the difference maker in your business.

And I feel so strongly about how effective this is that I'm on a mission to share this with every service-based entrepreneur I can.

So now, let's roll up our sleeves and look at enrollment consultations in more detail.

IMPORTANT: Every Step Counts

This blueprint breaks the consultation into a series of 7 steps that are essential to guide your potential clients through in order for your enrollment conversations to be a success.

Here is the most important thing to know about this blueprint:

Every one of these steps needs to be followed and done well in order to have enrollment success.

Imagine following directions to your destination in your car. Even if you get one turn wrong, you will get lost and not make it to your final destination.

It is very similar in a consultation with a potential client. If any of these steps are missing, your client will get lost and they will not arrive at their final destination.

It just takes one missing step to get your clients moving in the wrong direction and away from hiring you.

When you begin to use this blueprint, the number of *potential* clients that will become *paying* clients will immediately increase.

And then the more you practice it and the better you get at each part of the blueprint, the easier it will be for you to have consultations that lead to clients.

And we can all stand to create a bit more ease in THAT department.

This “blueprint” has helped me and my students generate over $3 million dollars in new clients.

<u>OVERVIEW</u>

Client Enrollment Blueprint: 7 Essential Steps To Enrolling A New Client

What you have in your hands is an overview of my Client Enrollment Blueprint, a key piece in my comprehensive enrollment system.

Below you'll be acquainted with the 7 essential steps to follow in your consultations, so that clients will want to enthusiastically sign up for your services.

#1

STEP 1: Create Pre-Consultation Credibility

The first step of a successful enrollment consultation happens before you even have the conversation.

It's the connection and credibility you create with your potential client before the consultation even begins.

You want your potential clients to come into a consultation with you already presold on what you can do for them. And you want your potential clients to feel like they are beginning to know YOU.

It is vital to have a repeatable process that you follow before every consultation. For example, I send my bio written in a specific way that increases my credibility and at the same time creates the Know Like and Trust Factor.

I call this the "nurture email sequence" that's designed to inspire confidence in me, and it creates anticipation for how the consultation will help potential clients get what they want.

#2

STEP 2: Establish a Connection

Okay, now we're starting the consultation! You want to make sure your potential client feels at ease and a strong connection is established. People will often feel a little nervous at this stage. Or perhaps a little wary about being sold to.

There's a saying, "People don't care what you know until they know that you care."

In fact, if the connection is not established, or is broken in any part of the consultation, you will not get the client.

Remember, this conversation is not just a transaction. Your goal can't be just about getting the client. People have a natural resistance to being sold to, so when you make the connection the primary focus here, it's easier for your client to say YES down the line.

STEP 3: Set The Agenda

After you've established a connection, it's time for you to take the expert lead in the consultation. You do this by setting the agenda for your time together.

In this part of the consultation, you let the potential client know what to expect.

You're establishing that you're the person leading what happens during the consultation.

I have a specific template I take people through every time I'm setting the agenda that starts things off powerfully. One of the things I do to set the agenda is that I'm transparent that I'll be offering my services at the end of the consultation - but only if I am 100% certain I can help them.

If you do this, then you don't have to worry that there's going to be a negative reaction at the end of your consultation when you make an offer. Because you've already let them know in an elegant way that serves them.

If you don't have a process for setting the agenda, you will spend the consultation (1) getting interviewed or (2) being asked questions that will leave your potential clients feeling like they got what they wanted to know and NOT wanting to hire you.

STEP 4: Establish The Gap

Okay, you've established connection and credibility and you've set the agenda. The potential client has relaxed into this conversation. They feel that you're leading, you're a professional who knows what you're doing, and you're leading them through an established process. It feels good to your potential client so far.

Now you're at Step 4 of your consultation – "Establishing the Gap."

I want to highlight the number #1 reason that people aren't signing up with you during your consultations.

<u>You're not establishing enough value.</u>

So in this part of your consultation, you need to take your potential clients through a process so that they have a very exciting picture of the value or the results they'll get from working with you. It's important do this before you offer your services.

I have a method for doing this that works virtually every time. It's the key to turning these consultations we've been talking about into lots and lots of clients for you. This is the back bone of your consultation.

Your goal is to inspire your potential client to have a vision for their business, their health, their relationship, or their spiritual and personal development, that's bigger and more inspiring than they have now.

If you're getting a lot of people saying no to your services, then it's probably this step that's not working. People aren't understanding the value of working with you.

This is arguably the most important step of the consultation, and it's the step that you need to spend the most time on. This is when you actually enroll the client without selling your services at all.

Here's why this step is so important. If your client isn't feeling excited about where they want to go, it doesn't matter what you offer in the next step. They're not going to be interested.

It's not your service package that's interesting to your potential client. It's the result they can get, or the problem they can have solved, that's desirable to them.

I spend a lot of time training my clients on how to do this step because this is so important. I've done tons of practice consultations with my clients, and this is the critical piece most people don't do correctly.

If you don't establish the gap in a big way, you haven't established enough value for people to want to pay for your services, and the rest of the consultation just falls flat.

When you do Establishing the Gap correctly, you significantly increase the number of people who say YES to working with you. You're able to continue to increase your fees and have a great income. You need to have fewer consultations to have the income you desire. Life is good!

#5

STEP 5: Closing the Gap

This is the step where you offer your services, and when you follow the "Closing The Gap" method, you sign up a client on the spot.

In fact, when this step is done well, potential clients will be asking YOU how you can help, before you even offer your services.

You start by showing your potential clients how your services can get them to where they want to go.

Think of it this way: You are the captain guiding your potential clients to a destination they are passionate about.

You know the way. Your service packages are the boat and they are designed to make that journey.

Your testimonials and case studies are tales from other travelers who have made the journey with you.

Here's the thing – your clients aren't interested in the boat.

If you spend the whole consultation trying to sell your boat, which is your services, it won't be very appealing to your client. They actually don't care about the boat at all!

Instead, you want to help your potential client get excited about the destination they're going to.

When you conduct your consultation this way, there's no force. There's no pushing.

Instead, you're creating excitement. You're helping a client create a vision and a commitment to a new possible future.

When you follow my blueprint, you quickly learn to have confidence. You can look someone confidently in the eye and offer your services and your pricing.

#6

STEP 6: Transform Their Objections Into Opportunity

Now that you've offered your services, your potential client may have some concerns or questions that need to be addressed before they can fully commit and say YES.

This where you can help them Transform Their Objections Into Opportunity.

It's natural for people to have some fear or self-doubt when they're considering saying YES to making a change. Change can be uncomfortable.

And when they say they can't afford it, it's not about you. It's often their fears and self-doubt coming up.

I'm here to tell you, that a lot of the time, even when people voice concerns or questions, they are actually interested in the possibility of working with you!

It just means you need to be skillful at handling this part of the conversation. And this leads you to answering any questions and transforming any objections your potential client may have to working with you.

You'll want to be prepared in advance for each of the 5 most common reasons why clients say no, so that you actually know exactly what to say and how to support your potential client in having a transformational conversation.

1. I can't afford it
2. I don't have time
3. I have to talk to my spouse/partner first
4. I need to think about it
5. My intuition/my inner voice or guidance is telling me no

In my advanced training on enrollment conversations, I'll give you the tools (templates, scripts, and systems) so you know exactly how to respond to each of these common concerns. I call these "transformation conversations."

What I think is exciting about this step of the enrollment process is you get to help people believe in themselves. To dream big. And to take a bold step forward in their life and business toward something they really want.

#7

STEP 7: Get Started With A New Client And Help Them Stick

If you do every step of the process correctly, there's usually a VERY good chance that you are now ready to be celebrating a new client. And we all love that!

Once a new client has signed up, there's actually one more step left in your enrollment process.

When a new client first says YES to something big, they can begin to have fears and self-doubt about whether they made the right decision.

Your job is now to support them in not shrinking back and changing their mind.

There is nothing worse than getting a new client only to find out they have disappeared or have changed their mind.

The excitement of getting a new client gets replaced with the disappointment of losing them.

That's why this last step is such an important step of my enrollment consultation blueprint.

With this step, you want to address the 3 key things clients need to do now to stick with your program and get started successfully.

When you start your client engagement successfully, your client is engaged, your client has paid, and you avoid having situations where your brand new clients change their mind.

Putting The Blueprint Into Action

I hope you can see how all of the pieces of the consultation seamlessly flow into one another and lead to new clients flowing into your business.

My whole enrollment system is about respecting people, showing them that you care, and holding them as powerful beings.

In many ways, it's not about you at all. In fact...

You're not trying to get them to say yes to you.

They're saying YES to something bigger for themselves. When you show up as your best self, this enables them to show up as their best self.

Consistently following each and every one of the main steps in the Client Enrollment Blueprint will help you plug up any leaks in your process of landing clients during the consultation.

And you can think of these leaks as places where your potential clients may slip through and not become your clients. That's why plugging up all leaks is such an important part of the process.

Following this blueprint will help you be confident and relaxed in your one-on-one consultations because you are using a proven, road-tested process that works so that you never have to worry about what to say or do during a consultation again.

How To Invite A Potential Client To Join You For A Consultation

Now I want to change topics a bit and share with you an answer to a question business owners ask me all the time.

“Bill, how do I invite someone to have a consultation with me in a way that’s attractive but without me coming across as pushy?”

That’s a great question!

I want to show you how to have someone be excited to speak with you about how you can help them. This process will feel good to you and to your potential clients, too.

Right now, I’m going to give you an example of how to invite people to a consultation when you’re networking or meeting new people one-on-one. (Another time, I’ll show you how to invite people to a consultation from a speaking engagement, a teleseminar or webinar, and from social media.)

Let’s say you’re having a great conversation and really connecting with someone who is a fantastic potential client for you, and you could say:

“I really think I could help you, I’d like to offer you a free one-on-one consultation.”

Do you think that works?

Usually not…

Mentioning the words “free consultation” in a networking situation sounds like you’re selling something. This would most likely break your connection with that person and would have them put up their super-duper protective anti-salesperson shield! You know the one I’m talking about – you probably have one, too.

Instead, you might want to try this:

“I’ve really enjoyed talking to you. I have some ideas on how I can help you. I’d love to arrange a 5 to 10 minute phone call to chat about that. Can we get out our phones and schedule that?”

You can see how easy it would be for someone to say YES to that…

Then in the short phone call, you briefly investigate if the person is a good match for your services. If they are, then you can schedule a full consultation.

I’ve used this in countless situations where I meet people - at networking events, at conferences... I’ve even used this at parties. This is a super easy and graceful process you can use to invite people who are interested in your work to a consultation.

From Newbie To “On Her Way” In One Month

One of my clients, Cindy, had just started her business as a love coach, so she had no paying clients yet.

I asked her to go to 5 networking events and talk to people about their relationships. I told her, if it feels like they can use your help, then schedule a follow-up phone call.

So off she went to attend 5 different events.

She struck up conversations and steered them towards the relationship topic. And in one week, she scheduled 12 follow-up short conversations.

Those 12 conversations turned into 7 official consultations.

And 4 of those became clients!

Cindy went from zero to $5200 worth of clients in two weeks.

Most people take a year or longer to get past the $5000 per month mark.

Cindy was able to do this because she learned 2 skills:

1. First, how to offer consultations.
2. And secondly, how to hold those consultations that lead to clients.

I really want you to take this example to heart. When my clients decide to focus their business on offering consultations, they see quick and dramatic increases in the number of clients they’re getting.

One thing I want to highlight – you don’t need to hold tons of conversations to get a good number of clients and begin to make great money in your business.

I had a similar experience to Cindy – when I shifted my marketing focus to inviting people to consultations, I was able to create a business generating almost $200,000 in less than a year.

Overcoming The #1 Thing Holding You Back From Success With Your Consultations

Can you guess the biggest obstacle that gets in the way of getting new clients for most service business owners, especially ones that deeply care about their clients?

It's Fear of Rejection.

This fear can be <u>paralyzing</u>.

It affects people in powerful ways.

- It can cause you to **avoid marketing** your business.
- It can lead you to **not offering your services or your pricing** during a consultation.
- This can lead to you **completely avoiding consultations** altogether! Which means no clients coming in.

I know what this is like. I remember having lots of consultations, but when it came time to actually offer my services and pricing to my potential clients, I would chicken out.

I definitely remember agonizing over offering consultations at the end of a speaking gig. When it came down to making that offer, my voice would change, I would literally feel stiff and paralyzed in my body. I was so afraid of being pushy that I would rather not even try at all. It was awful!!

So now I want to tell you what shifted EVERYTHING for me.

It's the knowing that what I do and how I do it is not a match for everyone. Not everyone in the world and not everyone I speak to needs to be my client.

In fact, the more I am able to be myself, the more the people who have a natural resonance with me want to hire me – and the more the people who don't resonate with me are thinking: "NO, not for me."

So the big shift for me was being totally okay when I am not a good match for someone.

In that moment, my experience of offering my service turned from feeling like I was selling to being a matchmaker.

I am exploring the match and not selling.
I am not pushing my service to people who don't need it. That's not what it's about.

I am making sure that what I am offering and who I am is a match for the fundamental need of my prospective client.

And when I see that it is a total match – I am completely connected to how working with me is the best thing they can do to get what they want.

And I let my potential clients know it. And they really appreciate it.

Two Subtle But Really Important Mindset Shifts

Here are two really important mindsets that can help you as you're following my enrollment system.

MINDSET #1: If the person you're having a consultation with knew how to solve the problem they came to you for, they would have already solved it.

But they're stuck, and perhaps they are going to stay stuck and frustrated, possibly for years, unless someone like you comes along to hear and fully understand what they want and why they don't have it, and be the one to finally help them get there.

However, when you get really great at enrollment, it then becomes even more important to make sure you are responsible with your enrollment powers.

I love the line from Spiderman: "With great powers comes great responsibility."

MINDSET #2: It's vital when you're using an effective enrollment process that you do not enroll anyone who is not a good match for you.

This will allow you to feel great about offering your services and it will help you feel excited about all your clients.

Because when you work with someone who is not a match it just feels hard.
You want to be totally excited to work with someone.

And for your clients, when it's not a good match, they'll feel frustrated and perhaps even taken advantage of.

So when you use your enrollment powers for good – your business grows, your clients are actually giving you energy rather than robbing you of energy, and your clients are actually getting the results they came to you for.

It really is magic.

What’s Next...

My intention is that no matter where you are in your journey, you are now inspired to build your enrollment skills and to follow an enrollment system in your own business so that you get consistently excellent results.

However, I want to help you avoid some of the BIG mistakes people make when it comes to holding Enrollment Conversations.

So I invite you to join me for an upcoming webinar with me called:

“The ‘Closing The Gap’ Method: Avoid The 3 Costly Mistakes that Business Owners Make That Keep them Hearing No after No after No”

Reserve your spot here:
http://www.billbaren.com/4-webinar

I will be doing LIVE Q&A and coaching at the end, so be there to get your biggest questions and concerns answered!

The Client Enrollment Blueprint: Summary

These are the 7 essential steps you need to guide your potential clients through in order for your enrollment conversations to be a success. You'll know exactly what to say and do to consistently sign up clients and generate income for your business.

1. Create Pre-Consultation Credibility

Create connection and credibility with your potential client before the consultation even begins.

2. Establish a Connection

Your job is to make sure that you establish a connection right from the start of the consultation. Begin the consultation by helping your potential client feel at ease and get to know, like, and trust you.

3. Set The Agenda

Take the expert lead in the consultation by setting the agenda, and secure agreement to guide the potential client through your professional consultation process.

4. Establish The Gap

Perhaps the most essential step of the consultation – this is where you establish the VALUE of working with you. Done correctly, your potential client will be chomping at the bit to work with you.

5. Closing the Gap

This is the step where you offer your services, and when all goes well, you sign up a client on the spot.

6. Transform Their Objections Into Opportunity

Support potential clients who are interested in working with you in transforming their fears and self-doubt into a YES to your services.

7. Get Started With A New Client & Help Them Stick

Address the 3 key things clients need to do now to get started successfully (and not change their mind or disappear!)

Learn more:
http://www.billbaren.com/4-webinar