



GET YOUR DREAM CLIENTS AND CUSTOMERS ON THE PHONE AND EAGER TO LEARN MORE ABOUT WHAT YOUR OFFER

MODULE 11

Signing Clients

VISIBILITY

+

TRUST

+

DISCOVERY CALL

+

MAKING THE CONNECTION



VISIBILITY IS KEY

Are you consistently showing up online?

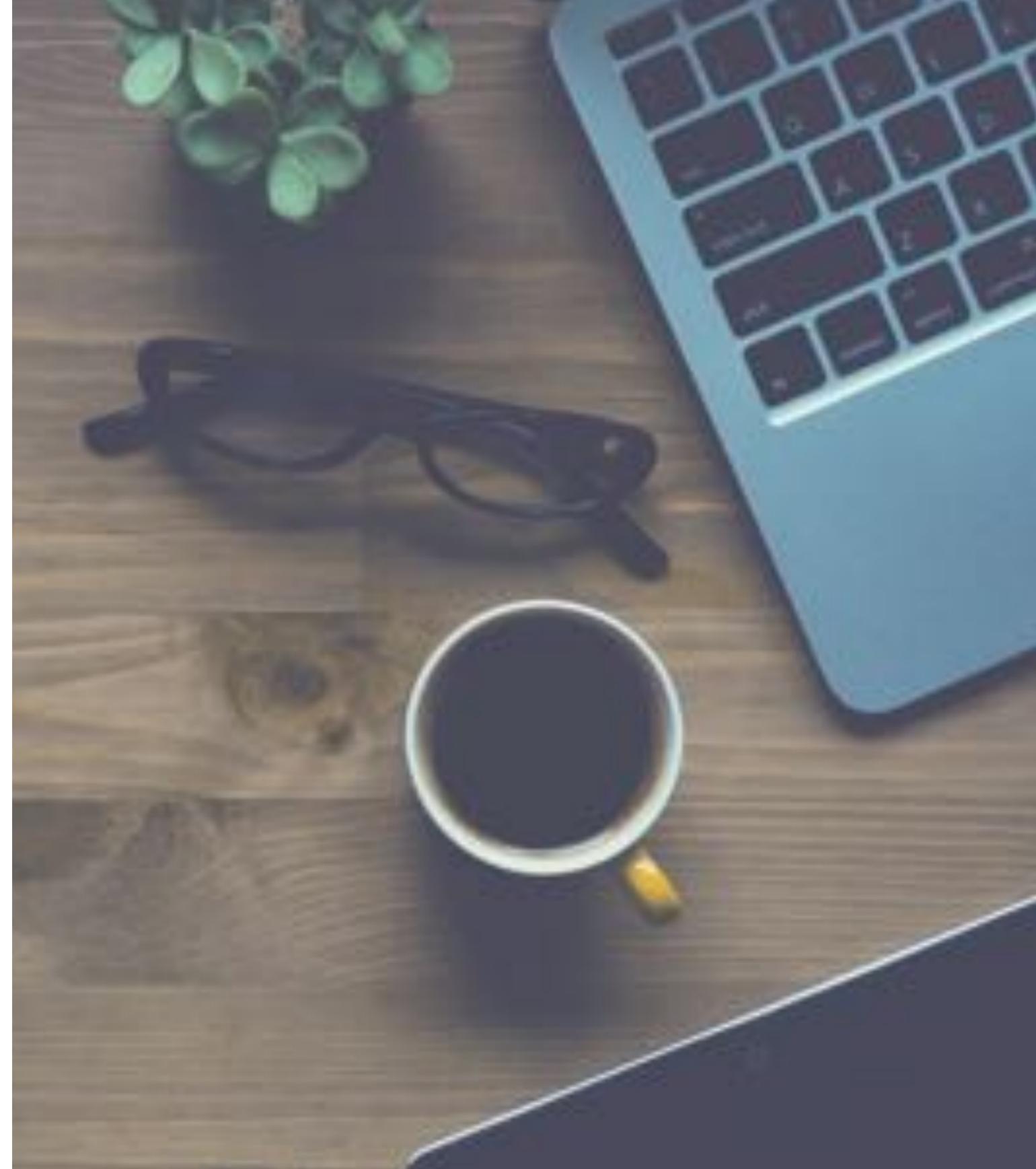
Are you sharing your story?

Are you staying on brand & on message?

Are you speaking directly to your client?

VISIBILITY RECAP

- Training and Webinars
- Posting in FB Groups
- Creating Your Own FB Group
- Multiple Social Media Accounts
- Consistent Blogging
- Challenges
- Facebook Ads
- JV Partnerships





BOOKING DISCOVERY CALLS

Be consistent with offering your Discovery Calls.

I suggest offering DC's two to three times a week and scheduling them in your Content Planner.

I've included my Top Six Ways below.

#1 FREE ASSESSMENTS

- 20 minute assessment
- Give value (have them walk away with things to implement)
- Share how this ties into your program
- Pitch a DC to talk further (either on the same call or in a few days)



#2 FREE SESSION PRIZE

- Host a challenge, contest or give a survey and offer a free session as a prize.
- 30 - 45 minute free coaching session
- Mention next steps (i.e. working with you at the end)
- Pitch Discovery Call



#3 SOLO MAILER TO LIST

- Pitch a Discovery Call to your list or private FB group
- Show the benefits of the call and then pitch the call
- BONUS: Offer a special pdf, resource, etc... to the first few people who sign up



#4 OFFER IN FB GROUPS

- Offer your free assessment in other FB groups
- Create a ladder post asking your ideal client one specific question and answer with a link to schedule your assessment
- Offer it on Freebie specific posts



#5 IN YOUR FUNNEL

- Offer an assessment that correlates with your free offer as a next step (typically email #2 or #3)
- Offer a Discovery Call for your program at the end of the funnel
- Offer a special bonus for anyone that signs up during the funnel



#6 JV PARTNERSHIP

- Do a group swap with another entrepreneur and offer your Discovery Call/ Assessment at the end of the video
- Offer a Discovery Call at the end of a live training with a partner
- BONUS: Have your Discovery Call be a bonus for a partners program



Discovery Call Must Haves

DISCOVERY CALL APPLICATION

- Create a form on your website either through Squarespace or Wordpress OR through your scheduling service (note: this is only a feature in some, but Acuity Scheduling does offer this. After they complete the form route them to your scheduling platform.

1

DISCOVERY CALL SCHEDULE

- Before you start accepting Discovery Calls or Assessments it is important to have both options created in your scheduling platform. You want to confirm the availability dates are correct and any vacations or busy times are taken into account.

2

APPOINTMENT REMINDERS

- Another important piece of the puzzle is that your Discovery Call participant show up. To help with busy schedules it is important to set up reminders in your scheduling platform so they automatically get notified of their appointment and all the details 24 & 1 hour before.

3

PAYMENT OPTIONS

Paypal

Stripe Payments

Square

**Use an invoicing service like
Dubsado or 17Hats

Up next
Discovery Call Form...