

# Living Brilliance Mastermind

Module 3: Client Attraction & Discovery Calls



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## MODULE 3

# Client Attraction & Discovery Calls

Regardless of what you are selling online and what kind of solo entrepreneur you are, you need to **develop relationships** with your clients and that means you need to move conversation from the online space to the telephone for a more personal connection at some point.

The reason that people choose to do business with you is because **they trust you and they believe you have something that can benefit them** in some way. *They do not purchase from you because YOU believe they can benefit.* This is essential to understand. It is so, so important that you put yourself in your potential client's shoes and take their perspective as the relationship develops.

## RELATIONSHIPS

In any business, you always need a relationship with your prospective client and the larger the deal you are trying to close, the stronger relationship you need.

**Too often we make assumptions about a relationship and we get into trouble.** We think we know where the relationship is at in business and usually we think this is on the personal level. **But the first level of a business relationship is not personal!**

I'm sure you know somebody who you are personally familiar with but you would never do business with right? This is why personal is not the bases here. The first level is **Professional** and it is based on: *If you give your word you keep it and the confidence in the synergy of the value exchange.*

## **There are four levels of relationships:**

Professional  
Personal  
Dependent  
Free

### **PERSONAL RELATIONSHIPS**

Personal relationships are dependent on the like-ability factor – we tend to do business with people we like. We like people who are: similar to us, who pay us compliments, and who are working with us towards a common goal.

### **DEPENDENT RELATIONSHIPS**

In a dependent relationship, you become part of a customer structure and you are treated as an outsourced part of their business like a trusted ally. Your clients depend on you and they want primarily your expertise- not that of your team.

### **FREE RELATIONSHIPS**

At this level, the customer is happy with whomever serves them therefore as a business owner, *you get your freedom*. You can suggest that perhaps your customer work with one of your highly skilled team members and they are happy to work with anyone because they trust the service will be exceptional, regardless who they work with.

You can decide in a business to grow either the *personal relationship* which will become *dependent overtime* or... The *professional relationship* which will become a *free relationship* overtime. As you can see, the dependent relationship eventually limits your growth and freedom in business. You want to be able to hire amazing people and move into the free relationship at some point, in a variety of ways, so that clients are happy with whom ever serves them at some point.

What kind of relationship do you feel you most often develop with clients? **Explain in detail.**

## THE BIG QUESTION IN CLIENT ATTRACTION

*How do you successfully communicate the measurable value delivered to your customers?*

If you walk away from anything on this topic, let it be this: **You really need to first put yourself in their shoes and really understand what is value from their perspective.** You must be clear on this yourself first! In other words, YOU must really know in your inner most self what it is your ideal client wants and whom it is you serve. You need to understand their pain and what they want to feel. Your job is to get your ideal clients form pain island to pleasure island so this is so essential. How do you do this? By really owning your CREDO.

## **WHAT IS YOUR CREDO?**

The following questions will help you get clear on this. It may take you some time to really fully develop a Credo that speaks to your ideal client and that's ok. Take your time and get really clear with this. Run it by your mastermind sisters in the group and get feedback. You will always be refining and adding to this as well!

### **Answer Each in Detail:**

Who am I?

What is the result I assist people to gain?

Who are my customers?

What is the impact of them achieving their results?

You really want to open the door in the relationship so the value that you offer to your ideal client is crystal clear and you never have to pitch! Knowing your Credo and truly being able to put yourself in your clients shoes gets you out of the pitch, and into relationship

## STAYING OUT OF THE PITCH

Really **knowing what your vision is** and what you are doing and who you are serving is the first step here. If you're not clear about that then you will **automatically go to the pitch because you, yourself, are not clear about how you can serve this person.** So be sure to go back and answer those questions and get very clear on who your target market is and how you serve them directly. By doing this you can really communicate the value you provide.

The *value exchange* is fundamental and you need to make it so compelling that the potential client goes nowhere else. You do this by **authentically knowing who you are, what you do and your vision!** In this way, you will never have to pitch! Your Credo, the truth of who you are is the window to the soul of your business! If you are not really clear on this, then you will never be able to articulate value.

**Always ask before you get on a call, am I making this about me?** It is about us really being receptive to the greater good, the source, and the divine. This is ultimately where value and abundance comes from. Get out of your own way and decide that you are going to show up to help and serve. The good news is, it's not really about your business or who signs up for your program. (Pressure is off!) All you have to do is be available for the work and you must trust that you will work with whom you are meant to. Yes the systems are all important and action steps are necessary but for you to have strong confidence about your work, it must come from a **deep understanding that it is not about you.** This is how the fear will dissipate.

So what is your ultimate vision? **Please post it below.**

*Get very clear here. It's not that you sell this or that or what kind of package you offer. It's going much deeper into why you are dedicating your life to this work. You must be passionate!*

# HOW TO TARGET YOUR IDEAL CLIENT

I want to make a clear point here that finding a niche is so, so important in creating a successful business. **So why is it that so many coaches say 'I can coach anyone'?**

Well, if a coach tells me they can work with anyone, my first reaction is that they are desperate for clients or unclear. I lose trust immediately but many coaches believe this expands their reach. It is a dangerous trap and having an energy of desperation is repellent to potential clients.

As a Coach, you could find that there are many issues that your client wants to work on and when you give them **what they think they want they ultimately get what they need**. You start this process by choosing the type of person you feel most connected to serving and energetically aligned with. You target their primary issue (your niche), and then expand for their in your work together.

The only way to know if you have a profitable niche you actually really love is to test it! See how it feels, roll around it for a little while.

And the great news **is you don't have to wait until you have a website or a big list**. You simply need to create a short program on your topic and tap into the opportunity to connect with your ideal potential clients.

For example, I obtained clients from getting some intuitive guidance one morning upon waking up about calling to offer a program specifically for those who wanted to learn my cognitive work at a deeper level. I put the word out, I shared it online and I created the program. I had a few conversations with interested potential clients and a week later had new one-on-one clients. **Outlining your program, connecting with potential clients and having conversations** will tell you so much more about the potential of your niche than you could ever figure out on your own, researching for hours on end in front of the computer.

## EMOTIONAL NICHE

Your niche market is less about the age level or sex or gender or anything like that... It's all about the connection! If you **understand the pain, feelings, emotions of your ideal clients then you speak to their heart**. Get clear on the emotions at point A (which is now) and what they want to feel and experience at point B so that then you can create all sorts of programs in the middle. All of these moments in between are available to create beautiful packages. You are able to connect powerfully and deeply here which is why **your story is so important**. You must know the emotions which translate to the person you are teaching and reaching.

Contrary to what most people believe, it REALLY helps to have an edge in the industry in your niche. How can you be slightly different than the other coaches doing the same thing? Don't worry about getting too detailed with this as we will re-visit is in the branding module, but **really understand here WHO you are talking to**.

Who is your ideal client?

What are their thoughts, fears and emotions?

Does she spent her time and energy the way she wants? If not, why?  
Does she feel for filled? Why not?

Is she clear about her purpose? Does she have dreams she has not achieved yet? What are they?

How does your ideal client compare herself to others? How does she charge her self and maybe others as well?

Is your ideal client seeking affirmation and approval somewhere? Where? With whom? Is she trying to be someone she has not?

Does she spend time in the future thoughts or past? Is she an optimistic or pessimistic person? What does this look like?

Does she take responsibility for her actions or does she remain a victim?

Does she feel like she is enough? Is she a type A overachiever or never tapped into her full potential?

Is she a constant action taker, or is she cautious and holds herself back?

If she clear about what is going on in her world and how she feels about it? Is she someone who goes for something or waits for others approval?

Is she busy or bored or unfulfilled? Is she around others often or often alone? Is she jealous of anyone? Why?

What is she afraid of and what will she do if she does not address the issue or solve the problem? (What is Pain island)

What has held your ideal client back practically and mentally in the past?

What do they read, buy, belong to?

Are there any experts they follow?

**The answers to all of these questions can be used in your copy later and to find your exact clients online.**

For example: Want to fill your online weight loss course? You can go way beyond targeting simple Facebook ad demographic targets like “women” in the “age range of 25-65”.

You can create a Facebook campaign that shows your ad to women who like “Weight Loss Magazine” and belong to the online group “Weight Loss for Mommas” and have been a part of “Weight Watchers”.

List 5 reasons why your ideal client has stayed stuck in their current situation for so long.

List 5 reasons why they’re finally ready to take action and resolve whatever is standing in their way now.

**Paint the picture of how you felt as part of your story:**

For example, "Every day I would wake up and feel totally overwhelmed, checking off my to do list but nothing was happening. I put my stuff out there and try to connect but could not turn it into sales...."

# OWN YOUR ELEVATOR SPEECH

Your elevator speech is a phrase that speaks directly to your ideal client. *It talks to exactly what they want and should excite them when they hear it!* This is something that is used when people ask what you do and it is expanded of course in the copy in blogs, sales pages and your site. When your perfect clients arrive on your website, they need to understand at a glance that they have come to the right place and are ready to get on your email list to learn more. **Be sure to use only 3 adjectives in your description.** These are 3 things your ideal client wants more than anything else.

**For example:** *“ Living Brilliance is for women who want to (1) own their worth, (1) Transform their blocks (2) captivate their audience (3) monetize their unique message.”*

**You are thinking of your client’s hopes and dreams here.**

**For example:**

- *Getting ready for a dream date feeling, hot, sexy and desirable.*
- *Getting excited for bathing suit season because you know that you will find something that looks great!*
- *Putting yourself first because you sleep better, make great food choices, and have a deeper relationship with your partner when you do.*

**Fill in the Blank Below:**

I’m \_\_\_\_\_ and I work with \_\_\_\_\_ who want to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

## DISCOVERY CALLS

There are many different ways to bring potential clients on what we call **discovery or clarity calls**. These are calls that are offered to discover if it is a fit for your potential client to work with you. It is really important that on these calls you are clear about your intention for the call at the beginning and that you explain to your potential client how the call unfold.

At the beginning of a call for example, you might explain to your potential client that you are really looking forward to learning more about them, finding out what they are up to, and if it might be a fit to work together. I will sometimes also say that I would love to know what questions they would like to have answered in order for them **to make a decision that feels good to them** on the call. This way I am having them tell me upfront where they are needing more information.

The most important point to remember is that a discovery call is **all about the potential client on the phone**. If you remember this the call will unfold in such a way that you are really being of service and listening deeply to what is being shared. When you really listen to what the person says and are able to **take their perspective, and clarify their gain** a connection is made that is only possible from being in this space of deep dialogue.

*You are looking to:* **consult, advise, point out missed opportunity, and possibly explain** how your program works or how it is that you could assist your prospect in meeting their goals. It is important not give away a ton of free resources because this has the client consciously or subconsciously devalue and disrespect you and your work and your services. The client will need leadership, clear instructions, direction and solid measures of their own progress so start this boundary right at the beginning.

In order to feel confident on a discovery call, you want to really feel good about who you are and what you offer.

**Answer the following in detail:**

What experience do you have?

Are you good at what you do? Explain.

How much will it cost you to not claim you're worth? Financially and emotionally as well... Physically and for time?

# BOUNDARIES

On discovery calls, **you are the leader**. The prospective client is looking for your expertise. It is important to maintain that leadership energy on the call and establish appropriate and necessary boundaries from the beginning. Regardless of the story the client brings up, **never let their stuff over take your power**. In other words: don't let your client sell you on how broke they are. Any expert knows that if someone wants something deeply enough, they either have a way to get it or will find away.

Another point on boundaries is that you certainly want to give value, but do not actually start the coaching process with them on a discovery call. **You have not contracted yet so if you begin coaching you all have not gotten permission**. When you develop this safe place of leadership with firm boundaries, your clients can really open up and feel safe and connected. Remember you are the expert in what you do and your client wants your specific expertise. Much of this comes down to attitude and simply having full confidence in yourself and your skills as a professional coach.

The final point on establishing initial boundaries here is that every client is different and will need a different amount of time to heal. Nothing is absolute, therefore, it is important to include a disclaimer that every client is different and will yield different results.

How do you feel about being the expert? What would this mean for you and how do you feel about it?

## INVITING TO DISCOVERY CALLS

There are several ways to bring a potential client from the online space to a place of deeper connection and relationship. Now remember that not everyone is meant to work with you but the more people you contact the more YES' you will get!

The following are just a few examples:

### **1. Email Your List**

Reaching out to your list to offer a free discovery call be extremely successful if your list has been well nurtured and you have trust with your readers. This works well with a list that has been offered value over a significant amount of time and the offer comes from a **place of authenticity** and is straight forward and genuine. Its also helpful here to set a boundary around the amount of calls you are open to taking on and letting your readers know that it is time sensitive as well.

## **2. Offer an Evaluation Call**

When you have a new list or feel that you still need to be working on building trust with your readers, this method is a great alternative to directly asking for a discovery call to be booked. You are reaching out to your ideal client here and **offering them an evaluation of their current situation with their primary issue and a 15 minute assessment on their particular problem.**

For example, I offer EA Calls for ONLINE SALES CONVERSATIONS and I give as much value as possible on these calls answering any and all questions asked in the allotted time frame.

## **3. Offer a Complimentary Session**

This is something I only recommend when you are new to coaching as a confidence booster and to start practicing your skills. Offering your services for free is not something you want to do long term but it is a great start as long as you are clear of your boundaries.

This is a call where you will offer 1:1 coaching but you will explain the areas that need more attention as you work on them. For example, if you are giving someone a free weight loss call, you will do an assessment by asking questions and going deeper into their real challenges, really trying to pull out what is underneath the surface problem. **In this way you create a strong connection with the potential client** and you can share what you would work towards if you were working with them (speaking of the benefits). You can offer this call after a webinar or live series as well, so they can really build momentum in solving their problem! You may end up signing them up on that initial call or offering a discovery call after that to see if working together might be a fit. You can also offer to give a free call to another list using a JV partner and leverage the trust already built there!

#### **4. A Paid Offer**

Offering one off sessions for a fee can be great, especially if you are offering to a warm market such as your facebook group, and especially your list. I have done 90 minute laser calls and 120 minute master class, charging from \$45- \$599 as I progressed and was really able to provide massive value with these mini intensives. I have also offered 2 within a week time period and email support in between. There is so much you can come up with to start the connection and have your potential clients have a taste of what it would be like to work with you. It is important to create copy that speaks directly to your niche be it in a social medial post or email and a catchy handle always helps. *It is important to read guidelines in other groups before posting promo's there and its always much better to develop a relationship before creating an offer.*

#### **5. Gift a Discovery Call after Initiating Poll, Interview or Challenge**

It can be a great way to connect 1:1 when you offer a call after receiving information through a poll or interview with your ideal client. For example, I have asked my ideal clients on my email list to answer a survey about their problem, how it affects them, what they feel they need most, and what they would be willing to do to solve their problem. As a gift for helping you out, I offered a complimentary call and directly invited them to talk with me about what they had shared about their immediate issue.

# DISCOVERY CALL SCRIPT

Being your own authentic self and being absolutely present on any call with a client is of utmost importance. Really listening from a deep place and **making it all about them** should be a priority. However, sometimes coaches find it helpful to have a script to follow to stay present and grounded during the call so I have created one for your use below.

**I will use the example of a business coach, but of course you will implement accordingly depending on your niche.**

*Hi... I'm so excited to chat with you today!*

*I'm understanding that you are wondering about working with me in my one to one program, is that true? OK, so the purpose of this call is to decide if we are a good fit to work together – does that sound good? Why don't you start by telling me what is going on in your business right lol now and what you're looking to get out of coaching? ( this is one example – you may use the example of... Tell me what is going on with you with your health right now... Or any other issue.)*

**The second step** in a discovery call after you have introduced yourself and got clear on what the intention is for the call and have them speak on what is exactly going on for them is to really be present to listen and repeat back what you have heard. Be sure that they know you have heard everything and understand where they are at. You will then go into deep questioning about everything that they have shared and even dig a little deeper. Some questions may look like:

*Where are you at?*

*Where do you want to be?*

*Why are you considering my progress am instead of others?*

*What do you want to get out of our work together?*

*How many people do you have on your list?*

*What's the situation now? Where do you see yourself in six months?*

*What support do you have around you?*

*What kind of time do you have to invest in yourself?*

*What is preventing you from getting what you want?*

*What is their number one goal?*

*How is not having that affecting them?*

These are just some questions that you can ask but the main point here is that you must be very thorough. Do not be afraid to go deeper and ask more questions. **The third step** of the discovery call is to really find out what their challenges are. **You want to be really focused and go deep here.** So for someone stuck in business, I might ask if it is about sales that they are really struggling? Are they having a hard time with overcoming objections? Are they not sure how to structure a call?

To use another example, if it was about weight loss, I might ask...

*What they have tried in the past?*

*Why they think they keep getting stuck?*

*What needs to happen so that they don't keep falling into the same challenge all the time?*

\*\*\*Now at this point, most coaches jump into their program and start showing the client that they are the right fit for them. **But I suggest really being careful not to jump into how you can serve them.** I would ask questions instead to really get out where they are at.

You could ask:

*Is this and now thing for you?*

*How important is it for you to solve this problem?*

*Do you think you could do this on your own if you tried?*

At this point I may share a little bit of information about what I have heard and ask for their permission to go deeper and really get out what his underlying the problem.

**The final part of the call** is to ask if they want to invest in themselves and really get rid of this problem for good? **If I have not heard them say that they are 100% committed to this then I will not even talk about the program or money or anything related.** You must really get a yes from them that they are committed and ready to move forward I will do whatever it takes.

If they have said **they are ready to move forward and are ready and willing to do what it takes** then I would move onto suggesting that from what I have heard from them, the following things are necessary for them to move ahead. At this point you can go into talking about your offer. *Don't give them a bunch of options here.* Its best to keep it very simple and really clear offering them exactly what would be best for them.

## YOUR OFFER

Once you are ready to move into your offer on a discovery call, you can start by asking your potential client the following:

*"If there was a way for you to get what you want without it costing you your business, your self-esteem, your weight ( insert pain points), how interested would you be in exploring that way?"*

This give you **permission to talk about your program**. At this point you will focus on the pain points your program corrects, and speak to their hopes and dreams (the ones they have already described to you in the call). You can explain why this program is a fit by **relating what you teach to what they have share they need**. (Of course you only if you believe it to be true. You want to share that you can help them get from paid island to pleasure Island by re-capping what you have herd them share and letting them know you have a solution that will be a fit- but **only once they have shared they are 100% committed** to doing whatever it takes to heal.

Finally, at the end can ask them – *do you believe this program is a yes?(for them)* Do they have any questions? How can you help them? Objections may come up at any time in this process.

## OVERCOMING OBJECTIONS

Again, we will go more into depth on this in the sales section of the course but overcoming objections maybe necessary on a discovery call as well and is part of the process to help clients get clear and free of their old patterns and conditioning that has some stuck.

And here's an example of how I might take the stand for a client who I am on a call with regarding a course.

**Prospect:** I want to be in your course but I do not have the money.

**Coach:** Is that true? Do you really want to be in the course? Why do you want to be in the course and how do you think it will help you? Is it a necessity for you?

**Prospect:** Yes, it certainly is a necessity.

**Coach:** Why is this course right for you? Or... Why is this something your business needs? How do you plan to make ....\$ of money without this course? How much time do you think it will take you to accomplish your goal by not having accountability?

So you can see that I am digging deeper and asking all sorts of questions to help the potential client understand that they may need this course in order to move forward. People are so used to living in denial and not seeing the truth that it is very helpful to point out what is reality. Of course if this is not true – and they do not need your course to move forward then you want to be honest about that as well. In this process, you were asking your potential client **to get into reality** and have them see that you have what they want and that they really need it!

The only way you will feel confident taking a stand for people with their objections is if you **feel confident in yourself and the work that you do**. So it is also important to look at how you might not be playing fall out. Where are you maybe falling short here. You want to be so tapped into understanding yourself that you really understand why you need to do what you were doing in the world. If you were just going through the motions then your potential clients will feel this also. You cannot clear objections if you are not standing in a place of clarity yourself, and you haven't cleared away your own objections for us.

If you are really doing this work because it comes **from a place of deep purpose of knowing**, that every day you come up with deeper reasons to do it you are, that is a reason to get excited! This will have you know that you can serve in a huge way! And quite frankly – this is what will have you bring in the high income and really have you communicating your message in a powerful way. **If you are that connected to your vision then whatever comes up will be easily handled, and the outcome will be perfect every time!**

## DISCOVERY CALL POSTS

When you are offering your services, every post should be like a sales page, especially discovery call posts. **You always want to lead with the pain points then paint a picture of what they will be leaving with after working with you.**

You can then mention the benefits and then of course you also mentioned the *benefits of those benefits* (hopes and dreams of the client).

An example of this may look like:

*A benefit is to make more money and the benefit of this is that the potential client will be able to travel more and buy more for others and save money.*

Setting up an *application form* for discovery calls can also be very helpful. You could also include a scale of 1 to 10 on how committed they are in investing themselves before they get on a call with you. This is optional but some people want to get clear on who is getting on the phone before they spend the time. In this case you would be looking for a nine or above. Another question may follow... If you are less than a nine then why are you only a six or a seven? **These are qualifying questions for people before they book discovery calls with you.** You may not want to do this and just get people on the phone especially if you are learning but I suggest qualifying using copy somewhat in the post that you write. Including copy such as this will have potential clients qualify themselves: *"You are ready to do whatever it takes to get well and come at 100 percent to your own recovery."*

When you are doing things this way, you can even post every other day to offer discovery calls. **Of course I would change the copy and the image for each post.** A photo of you is recommended and it should be on brand and high-quality. I suggest sharing this to other groups at least once a week and email your own list every three weeks for discovery calls.

When I say that you need to take the perspective of your ideal client, this is not only for them but **it is also for you**. The more clear you are on Discovery calls, the more connection you will develop with your potential client. Discover calls are the first sales interaction that is a potential with your prospective client. It is also the **beginning of a relationship that is being built**. Sometimes the relationship will need time to build and other times it may grow quite quickly. Sometimes this happens organically depending on how much desire the client has in moving into solution and the trust they have and you, but other times you will need 5 to 6 points of contact before closing a sale.

It is super important to understand that “pitching” absolutely does not take the clients perspective. In fact, it puts the focus on you. Always take a moment to “get into the zone” before a discovery call so that you stay out of the pitch and more grounded in the present. The more you do this, the more confident you will be and **you will move into the thinking behind their actual struggle**. You will really be able to get out why they feel this way and how to help them feel better and of course action always follows thought so this is so important.

When you are doing a discovery call, it is very important to listen. **Studies show that 68% of lost business is the norm because of poor listening and your clients will feel it**. You must authentically look for what will help them rather than pitching to them. Your mantra is that it is all about them! When I say this, I do not mean in a codependent way – but rather in a way where you were just being present for what is rather than going into story.

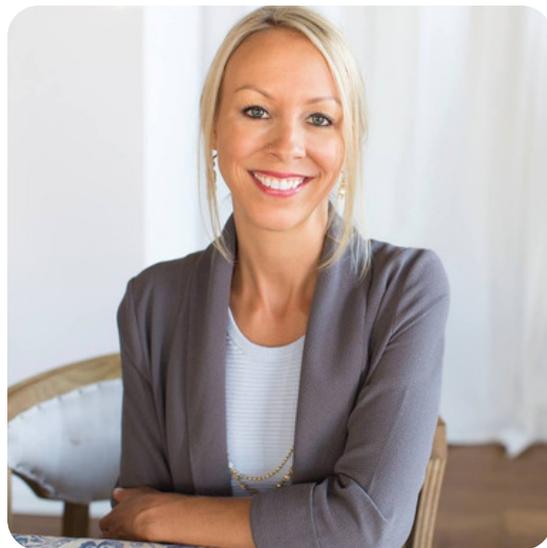
It is also important to remember to continue to ask questions and say what you are thinking after asking permission to do so. Even on discovery calls you can take a stand for them and ask their permission to give a little bit of feedback on what you were hearing. Can your message free them? Is it important for them to hear it? Then it should be said! ☺

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# LIVING BRILLIANCE MASTERMIND



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