

7 Day Challenge To Get One New Paying Client!

Day 1: Your Offer

The first step in getting more clients is to make sure your offer is a 'no brainer'. A 'no brainer' offer is something that your ideal client will *jump on without hesitation* because it's what they really want.

What is the package you are offering AND does it solve an immediate need/want/desire? Can you help them get a result now? Also, don't forget that this problem or frustration is something your ideal client is willing to pay for so they can get rid of it once and for all.

The Micro Offer

Instead of putting together a 12 week, 6 month or longer program, think small and specific. I've always had success right off the bat by offering something specific for \$99 or \$199. I wouldn't go any lower in price.

Is there something that comes to mind for you?

Action Step: Do some research and make sure you understand the problems, frustrations, desires of your ideal client. If they want to lose weight....why!? Under cover the reasons why they want to lose weight (ex. it will make them feel better, happier, have more energy).

Pick ONE problem you can solve. Create your offer around that. Make sure your offer is also based around what you LOVE doing too. The key to a no brainer offer is to get really specific ...narrow it down. What result can you get your client?

Then put up a simple sales page that shows them how you can get the result they desire. Include a way to book a free session with you, communicate the result they will get, and add testimonials.

Don't over think it. Get an offer up, basic sales page, and application form (so you can get people on the phone to chat about your offer - I use Typeform for my basic application form). You can tweak it all later.

If you already put together an offer, tweak it to make sure it has the elements above.

Day 2 - Low Hanging Fruit

If you didn't finish getting your offer put together you can finish it up today. Remember your offer doesn't have to be perfect. It will mostly likely change a little more as you get to know your ideal client even more.

Okay, the next step is to start spreading the word! Days 2-7 will definitely be focused heavily on marketing your offer.

Free Discovery Call + Message

Before we get into today's task, I wanted to write a little more about the discovery call. I do suggest setting up a free discovery calls or a free 30 minute sessions especially if your offer is higher in price (maybe \$500+). Although if you are getting out there every day, growing your tribe and sharing your message then it's not unheard of for people to buy without a discovery call.

But getting on the phone or Skype with someone about your offer is a GREAT way to get potential clients to say HECK YEAH I want to work with you.

Set up a short application form and use a scheduling tool (typeform, vcita, calendly, etc.). You'll want to promote your free call instead of sending people straight to your offer.

What I usually do is create a freebie for the call (which is free lol)...so a freebie for the freebie. So instead of promoting your offer, you are promoting your freebie so you can build your email list and have the ability to follow up with people in the future.

Content Creation

It's important to note that you should be getting content out there every single day during this challenge. You'll want to create content that shows off your personality, establishes your expertise, and allows people a chance to get to know you.

Speaking from your heart is always the best way to go. Think about creating an audio, a video, webinar, teleseminar, or even do live broadcasting on Periscope (ask me about this in the group if you don't know what it is). OR repurpose old content that is related to your offer.

One thing that works great for me is to create a webinar or teleseminar on a hot topic and then ask for people to apply for a 30 minute mini session or discovery call with me during or at the end of the presentation.

We will talk more about freebies tomorrow....for today....let's look at low hanging fruit!

Low Hanging Fruit + Today's Tasks

First, I want you to think like this (if you don't already). ***I'm AWESOME at what I do so why wouldn't people want to work with me!?*** Your mindset is CRUCIAL to your success. If you really are great at what you do then it's time to OWN IT.

Now armed with that mindset...the fastest way to find a new client is to look around you. Where can you find low hanging fruit...the potential clients that are easiest to reach? Here is what you can do right now:

- Create something from the heart related to your offer that ends with letting people know you have 5 spots open for a 30 min discovery call - send it out to your email list, post it on social media, and on your blog
- Send personal emails to your connections and ASK if they know of anyone that could use your services (or if they could use your services)
- ASK friends and family to refer you to people they may know that are looking for your services
- Follow up with past clients or people who have shown interest in the past

Recap:

- You will set up your application process for free calls if you don't have that already
- You are going to reach out to everyone you know (including past and present clients)
- Create one piece of content that you can distribute across all channels (make sure the topic is related to your offer AND add a call to action (a sentence at the end of the content that lets them know where to sign up for a free session)

You got this!

Day 3: Your Freebie Offer

To get new clients you need targeted leads coming in all the time. Think of your freebie offer(s) as little machines working for you to bring in new potential clients.

Your freebie offer is usually the first point of contact your ideal clients have with you. So it must be compelling and persuade them that you know what you're talking about!

A good freebie leaves people feeling like they want to know more. Think about your paid offer and then think about what freebie you could offer that leads them to your paid offer.

Truth be told you actually have to sell your freebie. I know it sounds crazy, but if you don't make it as irresistible as your paid offer what incentive does your ideal client have to sign up for it?

I've put together a free small course on mastering your lead magnet. [Get access here.](#)

Today's Task

Create a free offer and let the world know about it so you can start building your list. Don't forget to add a call to action (let them know how they can hire you)!

Keep Rockin' It!

Day 4: Let's Get Visible

By now you should have a great offer - both free and paid. Are you showing up every day and getting your message out to the world? Did you find any low hanging fruit?

Keep looking around you and asking people if they need your services. The only way you will not get a client is if you STOP doing what you need to do.

Today is all about how to increase your visibility. The more visible you are to your ideal clients the better the chance to book discovery call and get paid clients.

[Watch the training on visibility here!](#)

Of course this is not something you can do only once. You have to pick the things that you love doing and do them consistently!!

Day 5: Booking More Discovery Calls

I mentioned a little bit about Discovery Calls, but I didn't talk much about how to book them. Getting pre-qualified leads (meaning they know about you and your programs) on the phone is the FASTEST way to get a new client.

I do several calls a week and I love them! But I used to hate them. I'm a digital gal who felt like I could do everything hiding behind my computer. :) If you are like me and don't want to go out to local events then getting on the phone or Skype is the next best thing.

So how do you get people to apply to get on the phone with you?

[Read my short PDF on how to book 2-5 discovery calls every week!](#)

You rock!

Day 6: Networking In Groups

We are heading toward the finish line! How's it going? Did you get a client yet? Don't feel bad if you haven't. *You are planting seeds and when people are ready don't be surprised if you get 5 clients in one week!*

I want you to circle back to the low hanging fruit. Is there anyone you forgot to contact?

Action step: Send a few more emails out today.

In addition to that, today's task is all about networking in Facebook or LinkedIn groups (in a VERY non-spammy way). Be of service, ask questions and answer questions. Try to move people into a private message (PM) so you can build more of a relationship. If the conversation is going well - invite them to get on a Discovery Call!

Action step: Pick 2-3 groups where your ideal clients are and post 2 times per day every day...give helpful advice on most and at least a couple posts each week should be a promo post. Just be sure you are allowed to create that type of a post.

Continue to do these simple tasks even after the challenge or repeat the challenge for another 7 days.

Tomorrow we are going to do something to put our list building on steroids.

Day 7: Build Your Email List With Facebook Ads

Woohoo! You made it!

But the work is NOT over! Continue to do the things we talked about consistently and you'll get more clients in the coming weeks.

When I really think about how I get clients most of them come through my email list. So make sure that you are always thinking about how to build your email list.

Building your email list starts with an irresistible offer. What can you create right now that your ideal clients would crawl over glass to get LOL?

Here's one hint - teach them how to do something and they'll love you forever!

After you create a free offer you have to get it out to your ideal clients. I use Facebook ads to do this. It's doesn't have to cost a lot when you first get started. You can find out what pages your ideal clients like and then target those pages in your ad. Start with just \$5 a day.

Start small, tweak as you go.

Today's Tasks

- Start building your list fast by setting up a Facebook ad.

- [Watch this training!](#)

Repeat these tasks again for another week! As you do these tasks over and over again you will get clients. If you didn't get your first paying client yet and you need help let's chat! [Book a call with me](#) to see if private one-on-one coaching is for you.

