

1:1 Coaching Sales for Distance Clients

Best of You Coaching Tutorial

1:1 Coaching Overview

- High-access, high-customization, highest price point
- Industry standard: \$147-297/mth
- Usually includes both nutrition + fitness (one stop shop)
- Deliverables include:
 - Access to you somehow (phone, text, email, etc. – can have a call-in # or Skype)
 - Customization based on them (questionnaire, follow-up schedule, ongoing troubleshooting, etc.)
 - A way to measure results (and for you to eventually get testimonials)
- Optional:
 - Backbone education/modules (can eventually be turned into a DIY)
 - Closed FB group for all 1:1 clients currently paying
 - Additional bonuses/programs as they come up
 - Recommended supplements or supplemental foods

Important Note on Sales

- 90% of the sale happens **BEFORE** the sales page/transaction
- Marketing and sales are becoming one
 - Marketing is the compelling language and the contextual argument that is constantly going on
 - We are always selling *something* - your opinion, POV, philosophy, etc.
 - The sale is just the actual description of services and the ask
- Your mindset and attitude are everything:
 - Confidence
 - Conviction
 - Make them feel safe and taken care of, like working with you is the relief they're looking for
 - Come with the excitement *for* them!


The 5 A's to Marketing/Selling 1:1 Coaching

- Attract
- Accessible
- Applications
- Answer + Ask
- Abundance

Step 1: Attract




- **Define who you are trying to reach**
 - Not demographic so much as pain points (hello, market research)
 - Could be a previous version of you (needs the same transformation you had)
 - Stalk your "superfans"
- **Share your story of transformation clearly and in detail**
 - Before→ Bridge→ After
 - Problem/pain→ Aha moment + tool used→ Now how you go about your life
 - Share the emotions! What *words* describe the pain? Connect. Use their language
 - This is about resonance – they should be able to SEE themselves in your story!
- **Share OFTEN and in different ways**
 - Recommendation: at least once per week on social + in your first follow-up email
- **This is your trust-building work: #CCC**
 - You should be constantly sharing who you are and how you help
 - This is a long game! Your demand grows with time and reach

Step 1: Attract - Examples



Jill Coleman
January 23 · 🌐

IF YOU'VE NEVER HEARD MY DIETING JOURNEY BEFORE ...
Here's the thing, the dieting industry perpetuates fast, quick, easy and shiny.
That's why most of us have spent years and even decades jumping from meal plan to meal plan--Paleo, keto, Atkins, Zone, Weight Watchers, the freaking Master Cleanse lol--and it still keeps not being the thing....
[Continue Reading](#)

165 lbs.

142 lbs.

155 lbs.

👤 9,868 people reached

👍❤️🔥 205

9 Comments 13 Shares

[Boost Post](#)

Performance for Your Post

9,868 People Reached

304 Reactions, Comments & Shares 📊

198 👍 Like	159 On Post	39 On Shares
51 ❤️ Love	44 On Post	7 On Shares
3 😲 Wow	3 On Post	0 On Shares
38 Comments	15 On Post	23 On Shares
14 Shares	13 On Post	1 On Shares

1,830 Post Clicks

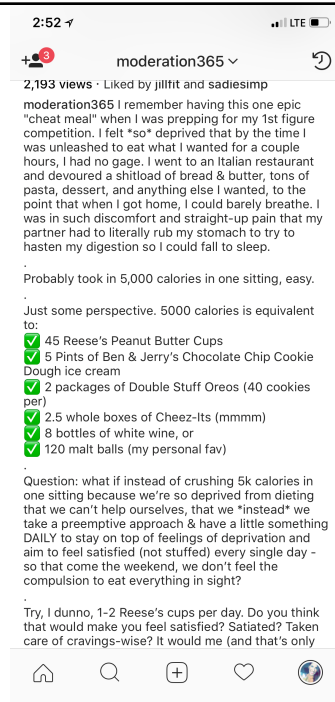
425 Photo Views	28 Link Clicks	1,377 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Step 1: Attract - Examples



Step 2: (Be) Accessible

- **Facebook Groups Strategy**
 - Find groups where your ideal client is hanging out (5 is recommended)
 - Get in on convo, **be a human**, add value, no soliciting
 - Long game but pays off – friend Request + connect on DM
 - Optional: start your own group*
- **DM Strategy**
 - Reaching out to people in a non-salesy, totally-not-expecting-anything way
 - Be a human
 - Respond to all DMs (+ comments with comments)
- **Engagement in general:**
 - Polling at least once a week on FB or in free groups, more on IG stories
 - Get in on the convo, don't wait for people to come to you (IG, hashtags, etc.)
- **Keep a list of candidates:**
 - Spreadsheet: list any/all people who have ever reached out, old clients, etc.
 - Follow-up and keep tabs every 6-12 months (be a human, add value)
 - Prime for private invites later

Step 3: Applications

This is about scarcity, exclusivity and demand

- Wait lists
- Limited spots
- Open/closed cart (with opt-in for WL on sales page)
- No pricing listed
- Prelaunch education and transparency - tell them it's coming
- Looking for the "right fit"

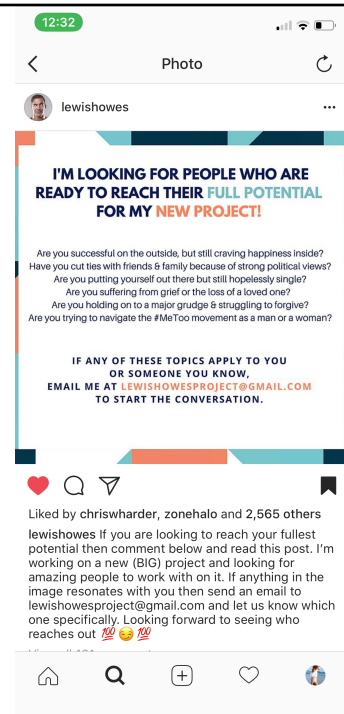
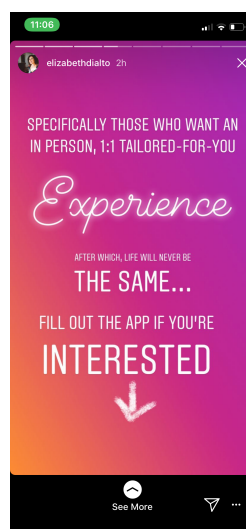
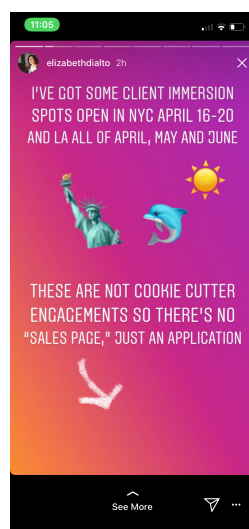
1. Simple questionnaire:

- Be purposefully vague, while also promoting it as something big/awesome/special
 - Cast the net wide
- Wufoo or Typeform
- "If I think it might be a good fit, I'll reach out to hear more about where you're at."
- Call request

2. OR, DM request:

- What's your big goal for the next 3 months, 6 months, year?
- Affirm and then pick up with call request

Step 3: Applications - Examples



Step 3: Applications - Examples

Hey Jill,

You are getting this private invite because at one point you told me you were interested in online business and want to know more ...

... so, hi 🙋🏻🙋🏻🙋🏻

Here's what's happening:

I am going to be working up close and personal with a small group of female health/fitness pros starting in January for 12 months in a first-year-in-online-business mastermind group.

As you know, I love LOVE working with newbies to online business because it's a huge education in what's possible. Overcoming fears, taking a ton of new action and building an online following based on trust, value, impact and yes, income.

Here's the thing: you have an expertise and experience that you KNOW so many more people can benefit, but you feel stuck to take action toward making a bigger impact with those things on the internet because maybe:

- You aren't sure if you're qualified enough for people to pay you online for your services, OR
- You want to build an online business but don't know how exactly and need someone to show you who has done it themselves (and with hundreds of other women), OR
- You know you're capable, but you feel like no one around you "gets it" and you don't feel supported, so you know you need to start connecting with those who also want to create something bigger for themselves using the internet.

If one or more of those things rings true for you, then this first-year online business mastermind might be for you.

So, a quick note today to check out all the info [HERE](#) and apply if you are ready to do big things with me in 2018!

If I think we'd be a good fit, I'll reach out to schedule a call so you can tell me more.

Let me know if you have any questions ;)

Xo,
Jill

[Apply for the Mastermind](#)



Announcing the Jillfit Business Mastermind for 2017!

This brand spankin' new program has been in the works for months (and is fairly full already via private invites) and now it's time to find an additional handful of kickass women who are ready to be actionable AF in 2017.

Apply here -> <http://bestofyoucoachingclub.com/mastermind2017/>

I am looking for a few women to join this elite mastermind for the next 12 months. Some prerequisites to apply include:

- * Those who have been doing online business in some capacity for at least 12 months (social media, email marketing, have a website, a virtual service or offering, etc.)
- * Are in the fitness/health space
- * Have generated revenue online already
- * Who have at least an intermediate understanding of internet business and marketing
- * Those women who are ready to take radical responsibility for their outcomes. I'll be there with

Step 4: Answer + Ask

PART 1: CALL REQUEST: this would happen in a DM or over email once someone reaches out and asks for help or shows interest

- **Acknowledge:** "Totally hear you! That's super common!" etc.
- **Social proof:** "I've actually worked with a ton of women who were feeling the same way!" or "As you know, I've overcome that same thing and man, it's a practice!" etc.
- **Casual ask to chat:** "So what I think would be best, so I can get a sense of where you're at with things, is jumping on the phone for a quickie call, like 5-10 mins and you can tell me everything."
 - NOTICE: No sell, no mention of my offerings, nothing about me
- **Suggested time:** "I am available tomorrow at 2pm EST for a few minutes, lemme know. If not, send me a time that works for you."
- **Give my cell and direct ask to call me then:** "My cell is 555-555-5555, give me a call then! Looking forward to connecting and hearing all about it! Xo"

Step 4: Answer + Ask

PART 2: THE CALL

- **Be a human:** “Okay, so bring me up to speed, where are you at with things?”
- **Let them tell you everything!** Listen, affirm, don’t interrupt
- **Connect on their struggles + social proof:** “Yea, I totally get that, it’s really common, I’ve actually worked with a lot of women on this same thing.”
- **Take control by sharing what you have and what you’d recommend for them:** “Cool, so based on what you’ve shared, I think we can definitely do some awesome work together. I’m actually not really taking on any clients right now, but I know I can help get you some great results, so here’s what I’m thinking...”
- **Tell them you think they’re a perfect candidate** based on where they are
- **Outline all deliverables + how things work** – Be confident! You tell *them*! They want to feel SAFE with you and like you’ve done this a million times!
- **State the price** (monthly + required minimum) and wait
- If they want to wait or check with partner, affirm it and **tell them you’ll email them** the minute you get off the phone with everything you talked about here

Step 4: Answer + Ask

PART 3: FOLLOW-UP EMAIL

1. Reinforce how great of a fit they’d be + how much you can accomplish together
2. Summarize all deliverables and how things work (again, confidently and with conviction)
3. List pricing options and any applicable discounts
4. **URL to a Paypal button:** “If you’re ready to go, go ahead and complete your transaction and as soon as you do, I’ll send you all the follow-up materials and we’ll get started ASAP!”
5. **DEADLINE** by which you need to hear from them, with **some exclusivity language:** “So look things over and let me know by end of day THIS Thursday if you’re in, since I do have a couple other calls this week and I want to make sure that if you’re ready to go, I keep a spot for ya.”

Step 5: Abundance Mindset

Mindset + Action:

- TRUST your value and your capabilities
- Don't pin your hopes or expectations on any ONE client or any one sales call
- "Act like you don't need the sale."
 - You don't have it right now anyway, so you're no worse off
 - Position it as a service TO THEM, an opportunity for them, they'd be lucky to work with you
 - No desperation or urgency or anxiety
- You are confident in your abilities
- You trust that there's more where that came from
- You know that there's enough success, money and clients to go around (online)
- **Keep taking action:** constantly curating ways to have people in the pipeline (See Step 1: Attract)

IN SUMMARY

- People at ALL stages of business have to do this
 - Especially for higher price point programs
 - Access is an expectation now
 - High-touch sales are norm
- Customers are savvy, which means you need to be a real human
 - The 5 Key Needs of the Human Brain: SCARF Model (David Rock)
 - Status
 - Certainty
 - Autonomy
 - Relatedness
 - Fairness
- Every part of the marketing process should be a value-add
- The result should be a win-win
- We never feel like we are trying to trick people into paying us – abundance!

QUESTIONS?