



# Mentoring Program

## Successful Business Building Steps

### Course 10 Module 4 Lesson 4

#### Creating Your First Webpage

#### Work with Me Part 1: Your Initial Consultation

Most likely every session you schedule will include you having a personal conversation with the prospect to see if you're a good fit to work together.

Four things you need to decide:

1. What type of call will it be? (Will it include coaching or will it be more of a discussion?)
2. How long will this call last?
3. Will it be free, complimentary or special pricing?
4. What will you name this conversation?

#### **Type of Call:**

Strategy or Consultation calls are more about evaluation but no work is done. Anything that will include a sample of your skills and talents would be a Session.

#### **Length of the Call:**

Obviously, the amount of time you offer them will be influenced but what you want to accomplish during the conversation. (Notice that "conversion" and "conversation" share root words. The prospect KNOWS you are going to give them an invitation to hire you to help them solve their problem. Yay!)

You can do an amazing strategy call in 20 minutes when you use the **FORM template** (*from Course 3*). Get them talking about themselves and their challenge and they will begin to get in touch with the emotional pain for which they want your help.

The whole purpose of the strategy call is for you to be able to communicate to them that you can help them reduce physical and emotional pain in minutes and they will be the ones keeping score. You don't even have to tell them about what SUDs means for them to get excited about that idea.

Then you can share a testimonial. (Remember, it's not about tapping. It's about how they think and feel after working with you!)

If you want to tap with them, might I suggest you treat it like an **enrollment call** (*from Course 9*) with a brief session. Do all the same steps and it will blow them away!



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### Free or For a Fee?

Once you have decided what type of call and how long it will take you, you'll know what, if anything, you want them to invest in your time together. Remember that we use specific language that honors everyone's time and energy, we never reduce our fees. That implies they get reduced results.

If it is a strategy session, you may offer it as a **Complimentary 15-Minute Consultation**.

If it is a sample session, you may charge up to your full hourly rate for a **60-Minute Breakthrough Session**.

### Additional Hints on Giving It a Name:

You may choose to name it based on the outcome they're looking for:

- Relationships Reboot (if you work with couples)
- Career Jumpstart Consultation or Session
- Feel Better Fast: Reduce or dissolve physical pain in 60 minutes or less
- Clearing Cravings Consultation or Session

The idea is to laser focus on the outcome and result your ideal client is looking for.

### Your Assignment:

Answer the four (4) questions shown at the beginning of this lesson by writing out 2-3 paragraphs that will explain and describe this experience for the prospect.

Add this to your Word document that will be used to write out your "Work with Me" or "Schedule a Session" page.