

## Done-For-You “Complete Getting Clients Checklists” By Sample Starter Niche

Learning Objectives:

- Tie Pillar 4, Weeks 1 & 2 together with our done-for-you “Complete Getting Clients Checklists” by Sample Starter Niche

We’ve covered a TON of information in Pillar #4 so far and you’ve been taking it like a CHAMP!!

After the last 2 weeks alone, you have information about building your business that 99% of health coaches do NOT have.

Let’s do a quick recap of what we’ve covered since we began Pillar #4....

### WEEK ONE

How To Make Your First Or Next \$5K As A Health Coach

- 5 benefits of making your first - or - next \$5K - as a health coach
- What does it mean to “launch” your business?
- The 5 Phases of Business Growth
- Overview of Pillar 4 business & marketing training
- The complete guide to getting clients and launching your business
- What you can expect to learn by the end of Pillar #4

How To Choose Your Niche & Describe What You Do

- What is a niche and why do you need one?
- Sample niches for health coaches

How To Answer The Question “What Do You Do?”

- How to create your “elevator pitch” (or as we call it at BHC your “hot hook”)

### WEEK TWO

How To Price Your Programs

- Pricing as a strategy decision
- Sample pricing by Phase of Business Growth
- How your pricing can grow into a 6-figure income

How To Take Payments

- The 3 criteria for choosing how you’ll process payment
- 5 Payment Processing Options

Whew!! That’s a LOT!

I strongly recommend that you return to these training weeks multiple times - you’ll hear new information each time that will be priceless for you as you build your health coaching business.

That said, this is a lot to take in at once, so we wanted to tie it all together for you in a practical way that you can use to help you make your first - or next - \$5K as a health coach.

That's why we created these Done-For-You "Complete Getting Clients Checklists" based on the BHC Sample Starter Niches.

We've watched thousands of health coaches get stuck when it comes to getting paying clients because they don't know:

- Their niche
- How to answer the question "what do you do?"
- How to have a CTD conversation, let alone how to title it
- How to price their programs
- How to create a program
- How to title a program
- How to take payments
- A simple checklist of how to get clients and make a certain level of income each month

Thousands of health coaches have invested up to \$10,000 to learn these strategies from us, IN ADDITION to their investment in their initial health coach certification!

Stinks for them, but the good news for YOU is that you're learning all of this right from the start, so you don't have to be stuck and you can get started with paying clients asap.

Let's dive into the done for you "Complete Getting Clients Checklists".

We'll begin with Sample Starter Niche #1: Anti-Aging

### Sample Niche #1: Anti-Aging

My Starter Niche Is:	Anti-Aging
Doorway/Problem I Solve:	Look fabulous over 50
Who I Solve Problem For:	Women over 50
How I Solve Problem/Sig System:	"Fabulous Over 50: The Total Transformation"
My Starter Hot Hook Is:	"I'm a health coach, and I show women over 50 how to look and feel fabulous, so they can feel young, sexy and alive without surgeries, crazy diets or tons of supplements. Do you know any women over 50 who are ready to look and feel fabulous?"

My Starter CTD Title Is:	The Fabulous Over 50 Breakthrough Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I'll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>
My Starter 14-Day Cleanse Title Is:	Fabulous Over 50: The 14-Day Cleanse
My Starter 90-Day Title Is:	Fabulous Over 50: The Total Transformation
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

### Sample Niche #2: Weight Loss

My Starter Niche Is:	Weight Loss
Doorway/Problem I Solve:	Break through weight loss resistance
Who I Solve Problem For:	<i>Optional</i>
How I Solve Problem/Sig System:	"The Total Weight Loss Transformation"
My Starter Hot Hook Is:	"I'm a health coach, and I help women in their 30s* lose those last stubborn 10 pounds so they can fit into their skinny jeans without starving themselves. Do you know any women in their 30s who are dying to drop that last 10 pounds?"
My Starter CTD Title Is:	The Weight Loss Resistance Discovery Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I'll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>
My Starter 14-Day Cleanse Title Is:	The 14-Day Cleanse

My Starter 90-Day Title Is:	The Total Weight Loss Transformation
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

### Sample Niche #3: Weight Loss

My Starter Niche Is:	Weight Loss
Doorway/Problem I Solve:	Look great naked
Who I Solve Problem For:	<i>Optional</i>
How I Solve Problem/Sig System:	“Look Great Naked: The Total Transformation”
My Starter Hot Hook Is:	“I’m a health coach, and I help new moms* look great naked in as little as 90 days – without dieting, deprivation or military exercise, no matter how much weight they gained during their pregnancy. Do you know any new moms who are ready to look great naked?”
My Starter CTD Title Is:	The Look Great Naked Strategy Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I’ll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>
My Starter 14-Day Cleanse Title Is:	The 14-Day Cleanse
My Starter 90-Day Title Is:	Look Great Naked: The Total Transformation
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

### Sample Niche #4: Energy

Doorway/Problem You Solve:	Double your energy
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem/Sig System:	“The Total Energy Transformation”
Sample DFY Hot Hook:	“I’m a health coach, and I help busy executives* double their energy so they can get more done in less time. Do you know any execs who want to double their energy right now?”
My Starter CTD Title Is:	Double Your Energy Breakthrough Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I’ll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>
My Starter 14-Day Cleanse Title Is:	The 14-Day More Energy Cleanse
My Starter 90-Day Title Is:	The Total Energy Transformation
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

### Sample Niche #5: Weight Loss

Doorway/Problem You Solve:	Transform your body now
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem/Sig System:	“The Total Body Transformation”
Sample DFY Hot Hook:	“I’m a health coach, and I help men in their 40s* transform their bodies now, so they can look and perform better

	than ever. Do you know any guys in their 40s who are ready to kill it?"
My Starter CTD Title Is:	Body Transformation Breakthrough Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I'll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>
My Starter 14-Day Cleanse Title Is:	The 14-Day Cleanse
My Starter 90-Day Title Is:	The Total Body Transformation
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

### Sample Niche Bonus: Weight Loss & Energy

Doorway/Problem You Solve:	Transform your body & your energy now
Who You Solve Problem For:	<i>Optional</i>
How To Solve Problem/Sig System:	"Total Transformation: The 90-Day Intensive"
Sample DFY Hot Hook:	"I'm a health coach, and I help women with digestive problems* lose belly bloat, so they can eat what they want AND put their pants on. Do you know women who are struggling with tummy problems?"
My Starter CTD Title Is:	Total Transformation Discovery Session
My Starter Pricing Is:	<ul style="list-style-type: none"> <li>• Positioning Price: \$1497</li> <li>• Invest in Full: \$1197</li> <li>• Payment Plan: 3 payments of \$499</li> </ul>
I'll Start Taking Payments Via:	<ul style="list-style-type: none"> <li>• Check</li> <li>• PayPal</li> </ul>

My Starter 14-Day Cleanse Title Is:	The 14-Day Cleanse
My Starter 90-Day Title Is:	Total Transformation: The 90-Day Intensive
My Stick Strategies Are:	<ul style="list-style-type: none"> <li>• Welcome Email</li> <li>• Box of Goodies (budget = \$50-75)</li> </ul>

Once you've chosen which Sample Starter Niche you want to use, or you've completed a blank "Getting Clients Overview Flowchart", you're ready to move on to the rest of the Complete Getting Clients Checklist.

We'll review that here, using page 2.

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## The Complete Getting Clients Checklist

1. My 30-day income goal is: \$\_\_\_\_\_
2. The number or range of CTDs I need to generate is: \_\_\_\_\_
3. This month I will choose the following 1-3 Phase One ways to generate CTDs:  
(Circle and/or fill in your choices below)
  - a. Talks & Workshops
    - i. Date #1 Booked For: \_\_\_\_\_
    - ii. Date #2 Booked For: \_\_\_\_\_
    - iii. Date #3 Booked For: \_\_\_\_\_
    - iv. Date #4 Booked For: \_\_\_\_\_
  - b. Networking
    - ii. Networking Event #1 Booked For: \_\_\_\_\_
    - iii. Networking Event #2 Booked For: \_\_\_\_\_
    - iv. Networking Event #3 Booked For: \_\_\_\_\_
    - v. Networking Event #4 Booked For: \_\_\_\_\_
  - c. Referral Partner
    - ii. Meeting #1 Booked For: \_\_\_\_\_
    - iii. Meeting #2 Booked For: \_\_\_\_\_
    - iv. Meeting #3 Booked For: \_\_\_\_\_
    - v. Meeting #4 Booked For: \_\_\_\_\_
  - d. Personal Email
    - i. I'm sending out \_\_\_\_\_ personal emails this month
    - ii. I have sent out personal emails to follow up with potential clients or referral partners within 24 hours of my talks, workshops, networking events and/or referral partner meetings (circle one)  
YES    NO
  - e. Online
    - ii. I have set up my website                    YES    NO
    - iii. I have set up my optin funnel                    YES    NO
4. I'm Making My Success Inevitable By:
  - a. Consistent block scheduling:
    - i. I have set up my block-scheduled calendar using the BHC Sample Health Coach Calendars YES    NO
    - ii. Not stopping when it gets hard or doesn't work
    - iii. I am getting more and more comfortable with discomfort  
YES    NO
    - iv. I keep trying no matter what; I accept that it takes consistency and tenacity to achieve mastery  
YES    NO
  - c. Accountability
    - ii. I used the BHC Facebook page, Skills Labs and Office Hours to ask questions and hold me accountable to my goals YES    NO
    - iii. I have committed to on-going mentorship and support so I can continue to develop mastery in coaching skills, personal growth and business YES    NO



- iv. I am attending the next BHC live training event so I can stay inspired, energized, informed and on track to my goals, and I have registered for my free ticket YES NO

You've kicked BUTT on this week's lesson!!

In the upcoming weeks, we'll be sharing more detailed flowcharts, templates and scripts on how to get clients from:

- Networking
- Referral Partners
- Talks and workshops
- Email
- The Internet

Before we complete, leave a comment and let us know - *which part of this week's lesson was most valuable for you?*