

Become A Health Coach Certification

Pillar 4: Proven Marketing & Business Systems

Week 5

How To Get Clients From Personal Email

Learning Objectives:

- How to get clients using personal email strategy
- What is the personal email strategy
- Why is the personal email strategy effective?
- Discover the flowchart that walks you through each step of the personal email strategy
- How to “audit” your personal email so you can make it better each time you use it

What is the personal email strategy?

- Email sent 1-1 with a CTA (“Call To Action”) inviting a prospective client into your Closing The Deal conversation

Why is the personal email strategy effective?

- Many worry: “Is this too simple to get results? Will this really work?”

Personal Email is effective because:

- It only takes one conversation to get a client
- It's personal and thoughtful, so it gets people's attention
- It can be used repeatedly
- It's low-tech
- It's no-cost
- It's a simple way to introduce your new career to your current network of colleagues, friends and family
- It's an easy way to follow up with prospective clients
- It has one specific Call To Action ("CTA")
- It works for every Phase of Business Growth

Talks

Networking

Referral

Anyone
You Meet



"BRIDGE"

Personal Email with CTA ▶ CTD

"BRIDGE"

Prospective Client Books CTD

You Send "Prepping for Your Session" Email

Send Session Email Reminder

Review Client Intake Form

Deliver CTD

Invite to Program #1 or #2

Process Payment

Stick Strategies

Deliver Program

Give Next Offer

How many times can you use personal email strategy?

As much as you want!

What is an “audit”?

- It's a way to evaluate new marketing techniques
 - Ask yourself or your coach
 - What went well?
 - Where is the opportunity for improvement so it can work better next time?

Why is it important to audit any new marketing technique you try?

- We often assume that the first time we try a technique, we're doing it right (which means that if we don't get the result we want, we assume that the technique doesn't work)
- Not true!
- It often takes several tries to really dial in a marketing technique
- You **MUST** be willing to try a technique, audit it, and try it again - and to repeat that process over and over
 - If you're not willing to do that, then being a business owner is not right for you

- When you go to audit something you tried, you might not be sure where the opportunity for improvement is
- That's totally normal!
- And that's when your mentors and coaches are for
- Use Stacey & I in Office Hours and your BHC Success Coaches to ask “what can I improve so the next time I send a personal email I get a stronger result?”
 - (We encourage you to ask us the same question for every marketing technique you try!)

Recap!

- How to get clients using personal email strategy
- What is the personal email strategy
- Why is the personal email strategy effective?
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What's next?

Right now, we strongly encourage you to review P2, W2 – the entire lesson about Closing The Deal the Personal Email Strategy.

We deliberately kept this week's training short so you can have time to do that.

I guarantee that when you listen to that training again you'll hear all kinds of things you didn't hear the first time, and you'll be super inspired to use the Personal Email to invite people into your CTD conversation!

I encourage you to make the decision that you are going to review Pillar 2, Week 2 training lesson in the next 7 days, I want you to schedule a time in your calendar to do so right now.

Next week we'll show you how to get clients online!

You're going to LOOOOVE this lesson – and it will save you thousands of dollars in additional training in internet marketing!

Before you go, leave us a comment below and let us know
– ***what date/time in the next 7 days are you putting in your calendar right now to review the Pillar 2, Week 2 training lesson?***