The 5 Conversations to Attract and Enroll Your Ideal Clients

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Selling BY Giving

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The 5 Conversations to Attract and Enroll Your Ideal Clients or Patients

The #1 Problem In Our Industry

For most coaches, counselors, healers and conscious entrepreneurs, their single biggest, most frustrating problem is they don't have a reliable map they trust to get them from where they're at to where they want to be.

Without knowing the precise steps to take, and in what order, most people either dive in and try to master everything at once – which is overwhelming – or they try random things one at a time, hoping something will stick. Or they go back to school, to try and get even more degrees and certifications, hoping that if they develop enough value, at some point they can **have** a successful business without having to **build** a business.

The Fast Path to a Full Practice solves this problem. If you're starting, stuck or stressed – in just a couple of hours, you can learn what it took us ten years to figure out the hard way.

If your calling is to make a difference in the world, while also making a great living, doing the work you love, we're here to help.

In the first piece of the training, you learned The 7 Stages of Practice Building. These are how you measure the journey – they're like the mile markers that show how far you've gone.

Then the second piece was where you discovered The 4 Keys to Unlock Your Practice. These are the four – and only four – things you have to do to create a full, abundant practice. Where the 7 Stages describe the path, these are the essential things you have to do to walk it.

If you try to jump over one of the 7 Stages, you're going to struggle. If you're missing one of the 4 Keys, you're going to have a really hard time. But when you know what stage you're working on and what keys you've mastered, the path becomes much, much easier.

Then in this third piece, you're going to learn how to turn all that "business stuff" you probably don't really want to do, into 5 Conversations. Instead of needing to become a master of complicated marketing, or trying to find the right way to "pitch" your services, you get to slow down and fill your practice through simple, invited, enjoyable conversations.

The One Thing that Changes Everything

In the 4 Keys video and workbook, you learned why traditional business doesn't work for selling transformational services, and why it's so much easier to be successful once you learn how to do each of the 4 Keys in a new, more conscious, more invited way.

On a scale of 1-10, where 10 is a lot and 1 is just a little, how much **intimacy** do your services require? Do they involve holding sacred and private space (a 10) or are they an impersonal commodity (a 1)?

Similarly, on the same scale of 1-10, how much **integrity** do you need to have with your work? Is it critical for you to provide value to each person you work with (a 10) or are you willing to do anything to make a buck (a 1)? So here's the thing.

The more intimacy your services require, the more intimacy your marketing requires. You wouldn't choose a heart surgeon because of a coupon you got in the mail, right? It's a very intimate service, so you'd probably want to have an intimate and trusted referral.

Similarly, **the more integrity you require, the more integrity your approach to selling requires.**

And the easiest way to create the level of intimacy and integrity you require is to shift each piece of your business from being a **pitch** to a **conversation**.

You don't like being "pitched" on something, do you? And you don't like "pitching," right?

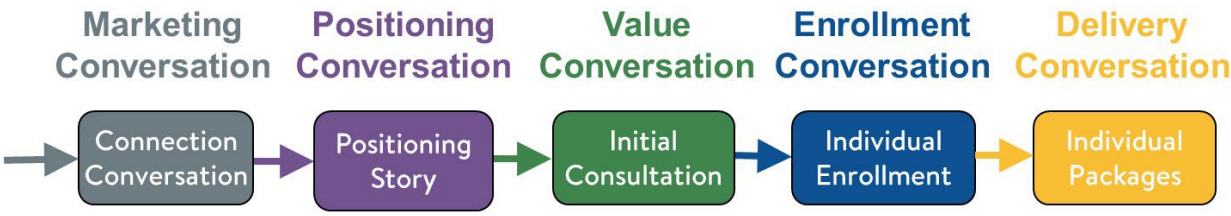
Well, you don't need to. And you're about to learn what to do instead.

The Five Conversations

Where the 4 Keys are **what** you have to do to fill your pratcice, the 5 Conversations are **how** you do it, in clean, conscious, effective ways, so that you can build the business you want in ways you truly love.

Now, this whole "in ways you truly love" thing isn't some nice to have, fluffy, woo woo, wish list kind of thing. It's the core requirement of your business. It's non-negotiable. Not knowing how to do so is one of the top reasons why so many amazing, gifted practitioners quit and fail. So pay attention, all right? Smile.

Here they are. You'll notice that 3 of the 4 Keys translate directly into 3 of the 5 Conversations. Then the 4th Key (Conscious Value and Pricing) is so important (and wildly,



almost universally misunderstood) that it turns into the two remaining conversations – the Value Conversation and the Delivery Conversation.

1. The Marketing Conversation. This is how you create connections with new people who you might be able to serve. Of the 5 Conversations, this is the most complicated one to do, but it still can be simple to learn. The key is to start with the most direct, most imtimate, most easy to learn types of conscious marketing, and then grow from there. There are four types of marketing conversations: Connection Conversations, Referral Conversations, Promoter Conversations, and Partner Conversations. These are covered in more detail below.
2. The Positioning Conversation. This is how you describe what you do in ways that people know exactly who to refer to you. This is NOT an elevator pitch. It's a story you tell about your ideal clients or patients, why they come to see you, and the value they receive. There are two types of positioning conversations: Positioning Stories and Authentic Branding.
3. The Value Conversation. This is the heart and soul of conscious business. It's the simplest of the 5 Conversations – and by far the most widely misunderstood. This is where you talk with people about the value they want to receive, and give them tastes of value – easy to digest, self contained experiences (such as what you're hopefully receiving with this workbook). As you start to master this conversation, it often includes helping people find and take ownership of the goals that really matter to them – what we call Yes Yes Hell No goals. It can also include helping them create concrete metrics to measure the value they want to create. This conversation includes Initial Consultations, Gift Certificates, Signature Speeches, and List Building.
4. The Enrollment Conversation. Of the 5 Conversations, this is the one people have the most conflict over, because of how averse most of us are to being "sold." So we often feel stuck between "Hard Sales" and "No Sales" – and neither of these work. But enrollment isn't about pitching anything. It's about knowing what questions to ask, when, to help your ideal clients or patients find and commit to the value they want to create and the support that will best help them do so. This is about learning the "third way" of enrolling clients, where you're cleanly helping them get clear on whether or not your services are a fit. This conversation includes Individual and Group Enrollment.
5. The Delivery Conversation. This is the most comfortable conversation for most people. It's where you're working with a committed client or patient, delivering value over time. There's still a lot to this, particularly around continuing to talk about and/or measure the value they're receiving. It involves learning how to work with the clients or patients that are in your comfort zone, and also how to support those that really stretch you. This conversation includes Individual Packages, Group Programs and Group Products.

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It's Like Learning to Dance

There are a few reasons why this all can feel complicated and overwhelming at times.

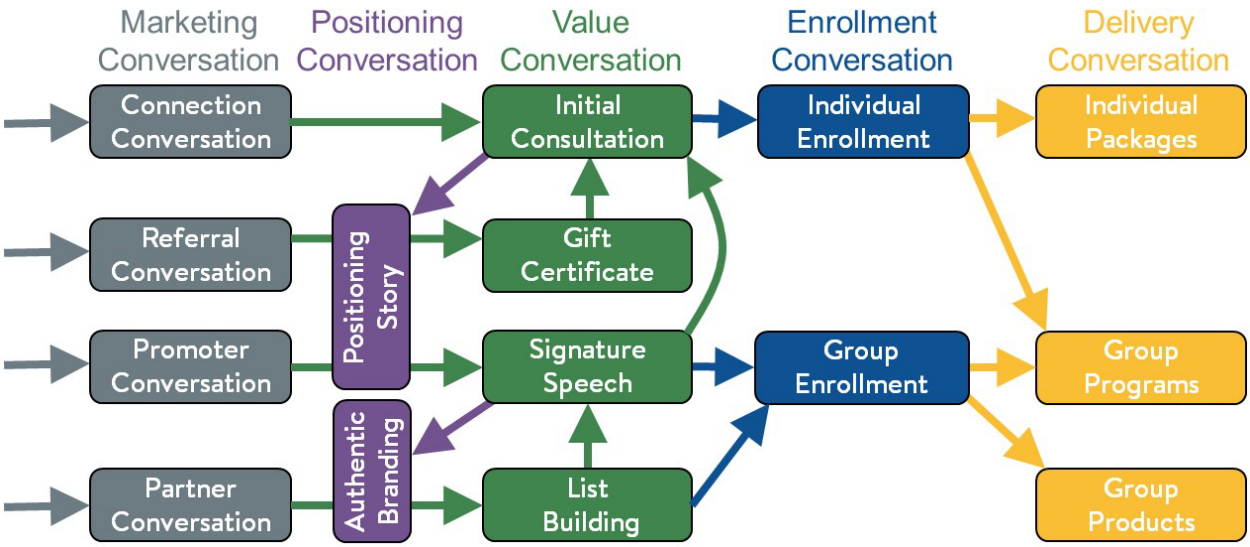
1. The 7 Stages – most people don't know where they're at on the path to authentic success, so they don't know what goals to focus on for that step.
2. The 4 Keys – most people don't know what the 4 Keys and 5 Conversations are, so they don't know what the essential competencies are for them to focus on.
3. Conscious Business – most people don't understand that traditional business doesn't work for marketing and selling transformational services, so they don't know how to find ways to build their business that will really work for them.

As you'll see in the picture below, there are a number of pieces to this puzzle. In it, each box represents a piece of your business you can learn how to do, and each arrow is an invitation you can make to see if people want to move to that next step.

The key is that you don't have to learn them all at once.

Remember. **The bigger the vision, the smaller the steps.** Creating a conscious business is like learning to dance – first you learn the basic steps, then you add some extra moves, and only THEN do you start in with the flips and tricks.

So with the rest of this workbook, we're going to go through the 7 Stages, and show you which dance steps are important to learn for each. Notice how each stage builds on the one before. Once you've got a reliable map, and learn how to take each step in a conscious way, things get so much easier! These are the steps we teach people to follow in our one year Practice Building Academy, and it's why those graduates have increased their incomes by an average of $42,000 a year (starting from an average of $19,000 a year – a 3x jump).



Stage 1: Student (Red Belt)

At this first stage, there's only one thing you need to learn: how to provide value to individual clients or patients. That's what you go to school and get certifications for.

- Individual Packages (Delivery Conversation) – Develop your skills, modalities and competencies, as a coach, counselor, healer or conscious entrepreneur.

Stage 2: Intern (Orange Belt)

At this second stage, your goal is to find your first clients or patients and get the experience of delivering value to them over time, usually for free or a partial fee. With this step, it's all about learning how to have powerful value conversations with people, so you can actually talk about, measure, and get specific feedback about the value they want to receive and that they do receive.

- Direct Connections (Marketing Conversation) – Build relationships with people you come into contact with, in clean, invited, on purpose ways.
- Initial Consultations (Value Conversation) – Help people get clear on and own the value they most want to receive. This may involve helping them claim their Yes Yes Hell No goals. It can also include giving them one or more tastes of value in the form of a direct experience of your work.

Stage 3: Apprentice (Yellow Belt)

At this third stage, your goal is to enroll and deliver value to your first handful of fully paid clients or patients.

- Individual Enrollment (Enrollment Conversation) – Help people find and commit to the value they most want to receive and the support that will best help them get it. This is one of the richest and most interesting pieces of the dance. As you learn how to shift from "Hard Sales" or "No Sales" to Conscious Enrollment (what we call Selling By Giving) enrollment becomes an enjoyable, invited gift.

Stage 4: Practitioner (Green Belt)

At this fourth stage, your goal is to grow your practice to the point where it can consistently cover your basic monthly expenses. Once you've finished this stage (which can usually be done part time) then you're ready to quit your job and go full time.

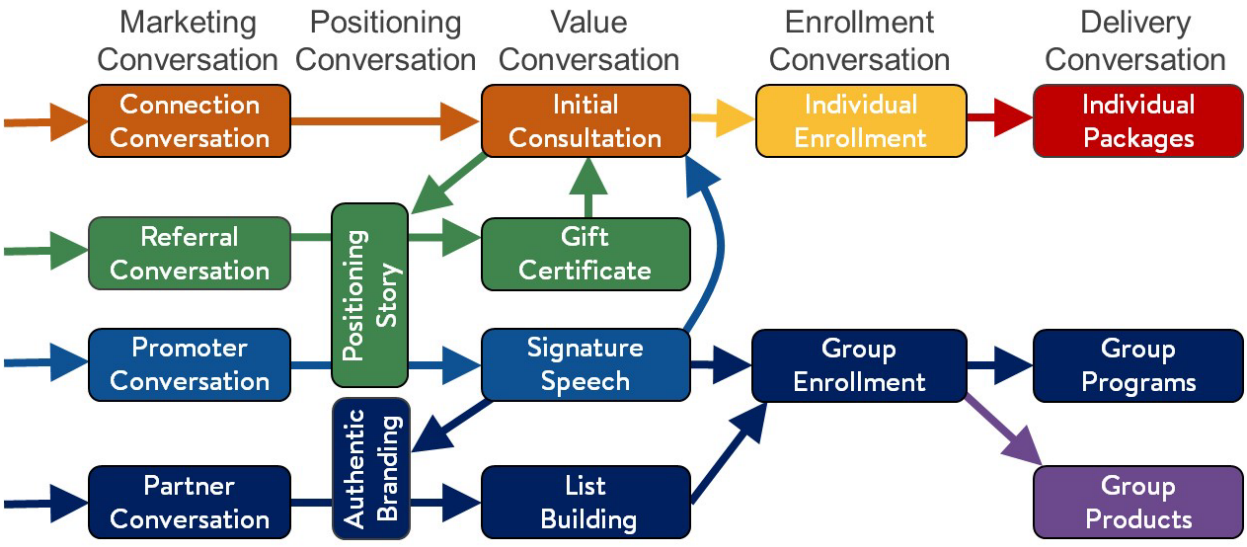
- Referral Conversations (Marketing Conversation) – Instead of sitting back and waiting for referrals its time to learn how to cleanly and consistently create them instead.

- Positioning Story (Positioning Conversation) – In order to do so, you have to consciously find and pick your niche, in ways that honor your calling and purpose, your value and gifts, and the realities of your particular marketplace. This is not about creating an elevator pitch, but of learning how to tell the story of your ideal clients or patients, why they come to see you, and the value they receive.
- Individual Enrollment (Enrollment Conversation) – While you started learning individual enrollment in stage 3, now it's time to really master it.

Stage 5: Master Practitioner (Blue Belt)

At you complete this fifth stage, things really start to get exciting. Now you've got a full practice and possibly even a waiting list. You may be starting to do some group work. You're making a great income. Time to take that vacation you've been dreaming of!

- Promoter Conversation (Marketing Conversation) – There tends to be two types of people in our industry: promoters and providers. You're most likely a provider – you love working with people directly and providing them with value. Promoters are organizers – they bring communities together. But they're not providers – that's your job. Promoters love providers just like providers love promoters. So find out where your ideal clients or patients hang out (which you got clear on with your positioning story) and them talk to the organizers of those groups. And if it's a fit, offer to put on a small workshop, speech, webinar, or other way of providing value to their group. This is usually a much easier way to connect with new prospects than building a big community or email list of your own.
- Signature Speech (Value Conversation) – People tend to either love speaking in front of groups, or feel scared by it. The thing is, there's a very specific structure to follow, for how to deliver transformational value to a group, even if you're not a great



speaker. It's simple, proven and powerful. Once you learn it and use it to craft your Signature Speech, you'll be amazed what you can do.

Stage 6: Teacher (Indigo Belt)

With this sixth stage, now it's time to start building a brand and a tribe. If you've been dying to do lots of internet marketing – now's the time! Now, you can still build a successful business as a teacher without doing a lot of internet marketing, but you're probably going to need to do at least some. The good news is that by taking things one step at a time, you've built up the money and expertise to start hiring people to do the things you don't want to do. But before you can do so effectively, you need to learn at least the basics of what you're going to pay them to do, so you can know how to qualify who's really a fit for each position.

- **Partner Conversation (Marketing Conversation)** – You know about Joint Venture partners, right? It's a lot of what you see modeled in the industry. With this piece, you learn how to create win/win/win relationships, and how to decide who's a good fit for you to partner with and who's not.
- **Authentic Branding (Positioning Conversation)** – This is how you authentically connect with and communicate to your ideal clients or patients in non-verbal ways. This includes graphics, values, colors, images – it's how you stand out from the crowd, so your tribe will find and resonate with you, without feeling like you need to shout to be heard.
- **List Building (Value Conversation)** – Creating a community or tribe is all about knowing who you're speaking to and what the value is they want to receive – and then giving them tastes of that value in invited ways. It's about building relationship and giving experiences of your value, in a broader way.
- **Group Enrollment (Enrollment Conversation)** – This is how you cleanly and effectively enroll groups of people at a time, such as with a webinar, workshop or speech. If you try to jump right to this, it can be really difficult. But if you've learned all the steps that come before it, and then find a conscious approach that works for you, it can be fun, easy and highly effective.
- **Group Programs (Delivery Conversation)** – When you've run out of space for individual clients or patients, it's natural to want to start doing group programs. And since at this point you've had lots of experience serving your ideal clients or patients, creating new programs is natural and relatively easy – you're just systematizing what you've been doing one on one. Again, if that feels overwhelming, there are simple, proven approaches for how to do this in easy and enjoyable ways.

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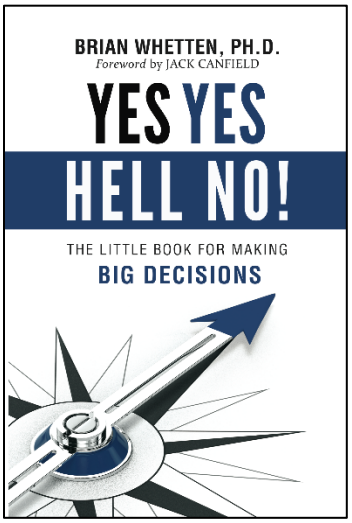
Stage 7: Leader (Purple Belt)

Wow! You did it! That big vision you had, which you were scared you'd never be able to do? You've done it – one step at a time. At this stage, you're building a business that's bigger than you. You've already learned most of the steps in the dance – now it's time to build teams where the people who work for you are learning the steps too. As you do so, you get to the place where your business can keep running without you – even if you take a few months off to travel. Hallelujah.

- Group Products (Delivery Conversation) – A group product is something – like this three part video training – that provides value without you having to be personally involved. Now, you can create group products before the leader, just like you can start offering group programs before the teacher stage. It's just that before this stage, they usually function as tastes of value, which you use to grow and build your tribe. Then at this stage you can turn them into something that makes both an impact and a good income. All those people who told you to "stop trading time for money" and to "create passive income"? Well – now you're able to do so. All because you slowed down and took small steps towards a big vision. One step at a time.

Willingness not Worthiness



When they first learn the steps to this dance, and see how simple the path can really be, some people feel hopeful. Some feel scared. Some feel relieved. Some feel excited.

And just about everyone feels unworthy.

"Who am I to do this work?" "What if I fail?" "I'm not worthy!"

If you have insecurities or fears come up for you when you think about walking this path, or when you connect in with what you're called to do – congratulations! It means you're going the right way. You're experiencing a Yes Yes Hell No – keep going!

If there's one thing I've learned in the past ten years, both through my own journey and in supporting others with theirs, it's this.

It doesn't matter if you think you're worthy. All that matters is if you're willing.

Are you willing to serve? Are you willing to grow? And are you willing to walk your path, one step at a time?

If so, you will find yourself growing, changing and serving, in ways that will astonish you.

So jump on in! The water's fine.

Visioning Exercise

Now that you know where you're at with the 7 Stages, the 4 Keys and the 5 Convesations, you may be feeling a sense of hope and optimism. If so, it's time to expand your vision.

Stretch yourself. If you had total trust that you truly could build the business you want in ways you truly love, 12 months from now, what would that business be? Specifically:

What does your business look like? How many clients or patients are you seeing? What types of results are they receiving? How much are you making a month?

What does your business feel like? How do you feel about showing up to "work" every day? How do you feel about serving your clients or patients? How do you feel about the other pieces of your business?

How has your life changed? What vacations are you going on? What are you most excited about? What is your business allowing you to do?

How have you changed? What is different in the way you show up in the world? How has your confidence or self-love changed? How have you grown in terms of your authentic leadership?

What belt have you received? What's the highest stage you've completed?

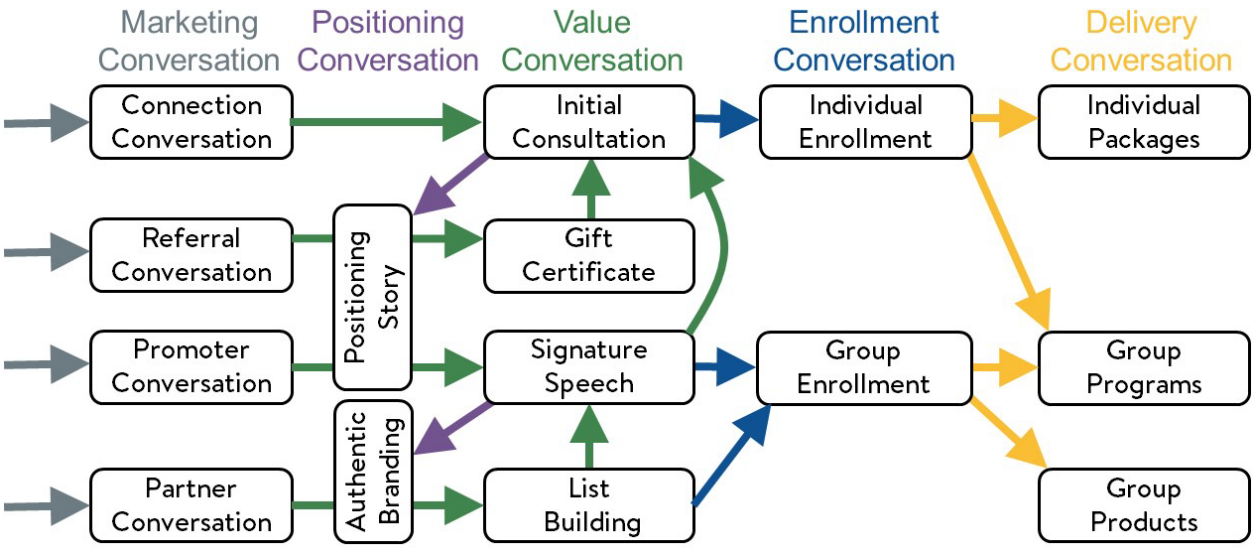
What's next? What's your vision for the next 12 months, now that you reached your first level goals?

Planning Exercise

Got your vision? Great! Now let's help you create a simple, step by step plan to get there.

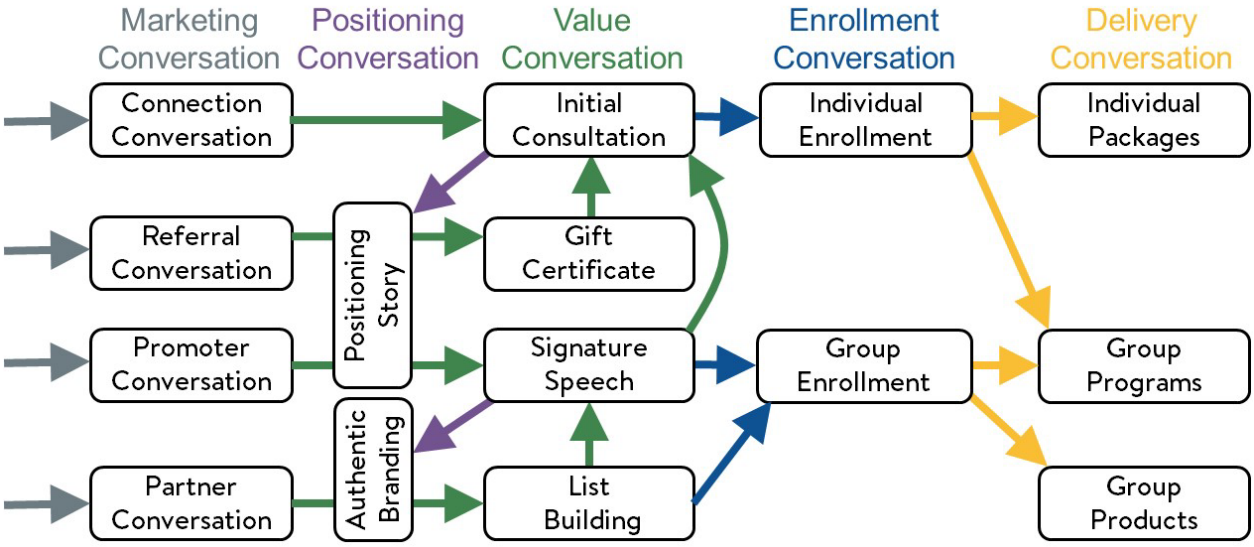
Pull out a crayon or highlighter, and in the picture below, color in the steps of the dance you've already developed a least a basic competency in.

Steps You've Learned



Steps You Want to Learn

Well done! Then in the picture below, fill in the steps you need to learn and practice, to reach your 12 month vision. If there's more than 4 or 5 of them, pick the first 3 that are most important for you to focus on. (The picture on page 6 can be really helpful for this.)



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