

Magnify Your Messaging for Coaches

1. When and how to explain coaching.

Stranger: you know _____ about them

Suspect: you suspect they could _____ .

Prospect: they are _____ or have _____ - _____ as wanting your services

Client: someone who has _____ you

2. Create your magnetic 30-introduction so your ideal clients quickly say, "I need you!"

Start your introduction by answering these questions:

1. _____ do you work with?
2. How do they _____ right now?
3. What is their main _____?
4. What surface _____ / _____ do they want?
5. What deeper _____ / _____ do they want?

Put it all together...

I'm hired by _____ (1)

who are _____ (2)

with _____ (3)

and who want _____ (4)

so they can _____ (5)

And *practice...*

I'm hired by _____ (1)

who are _____ (2)

with _____ (3)

and who want _____ (4)

so they can _____ (5)

I'm hired by _____ (1)

who are _____ (2)

with _____ (3)

and who want _____ (4)

so they can _____ (5)

I'm hired by _____ (1)

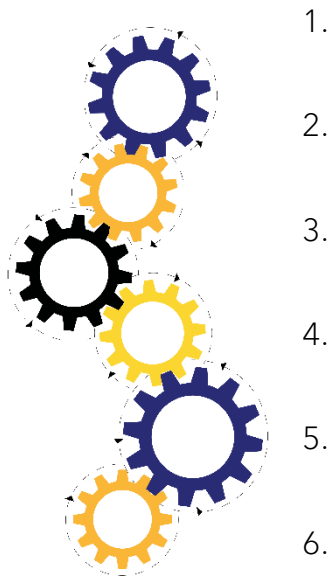
who are _____ (2)

with _____ (3)

and who want _____ (4)

so they can _____ (5)

3. The 6 essential elements of an effective client generation system.



Create Lasting Impact

- 1.
- 2.
- 3.