A special report of top secret strategies for getting clients prepared exclusively for members of Relationship Coaching Institute
The 5 Secrets

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I. Introduction: The First Two Secrets

SECRET #1: Marketing is simply communicating what you do.
SECRET #2: Sell programs, not sessions!

II. Secret #3: The "Strategy Session"

How to Conduct a Strategy Session

Step One: Stoke Their Desire
Step Two: Stimulate Their Pain
Step Three: Share the Solution
Step Four: Get the First "Yes"
Step Five: Get Hired

III. Secret #4: Overcoming Objections

IV. Secret #5: How to Guarantee Your Success

Why did you join RCI?
RCI as a Membership Organization
Helping You Get Clients

V. Conclusion
I. Introduction: The First Two Secrets

Here at Relationship Coaching Institute we are passionate about making a difference in the world by helping singles and couples have successful relationships.

However, we can't help anyone if we can't get clients. Our training, skills, and good intentions won't pay our bills or do any good if we aren't able to effectively market our services and get hired.

For this reason RCI provides exceptional marketing and practice building support, starting with this special report.

First, you must understand the role of marketing and how to market effectively. We provide you the tools and strategies to market your relationship coaching practice and we promise that marketing your services will be easy and fun.

SECRET #1: Marketing is simply communicating what you do

Not many private practice professionals understand that the fundamental role and primary outcome of marketing is to develop prospects; people interested in your services. Marketing, by itself, doesn't create clients. First, you need a prospect, then, the next step is to build your relationship with them and convert them to a client, a process that we call "enrollment."

Enrollment is the key to your success as a Relationship Coach and is the main subject of this Special Report. In the next pages you will learn very powerful, specific strategies for motivating prospects to talk to you about your services (the "Enrollment Conversation") and exactly how to get your prospect to say "Yes!" and hire you.

Before we cover these strategies it's important to mention that your prospective clients do not want to buy coaching! Coaching is an intangible service and most prospective clients don't understand how it's different from therapy or consulting. When you take your car to a mechanic you want results- the car fixed. You don't really need to understand why it's broken or what's needed to fix it, and you're not paying your mechanic by the hour for their time so much as you are paying to have a working car. Your prospective clients want RESULTS and are willing to pay a LOT to get your help to achieve their most important goals. Which brings us to....
SECRET #2: Sell programs, not sessions!

Do not give away "sample sessions" or "free 30 minute consultations." Do not try to explain coaching and how it's different from therapy. The most effective way to market your services and convince prospects to hire you is to have a PROGRAM designed specially to help them get the results they want. A program is structured, tangible, tailored to a particular niche to help them get specific results.

Here at Relationship Coaching Institute we provide you proven, tested, highly attractive, branded (e.g. "Conscious Dating®") programs for singles and couples that include easy-to-follow steps, exercises, client workbooks, etc. These programs are easily adaptable for any niche and you are able to modify them as you see fit.

Now let's get to the good stuff...

II. Secret #3: The "Strategy Session"

Before enrollment can take place you must motivate your prospect to engage you in a conversation that lends itself to discussing their situation and your services. We call this the "Enrollment Conversation." This conversation can be formal, as when a prospective client makes an appointment with you to discuss your services, or it can be informal, a spontaneous interaction with someone. As a coach you are always interested in people and this kind of conversation can naturally and spontaneously occur at any time, so be open to opportunities to be of service and don't hold back because you don't want to appear pushy - people love to talk about their needs, goals, and challenges.

All effective enrollment is the result of a 1:1 relationship and conversation. Do not expect others to be able to enroll for you. Do not expect prospects to sign up for your coaching program on your website or at a speaking engagement without having a quality 1:1 connection and conversation with you.

First, let's cover how to motivate prospects to sign up for an enrollment conversation with you, then we'll cover how to conduct this conversation in a way that gets you hired.

Many practitioners advertise a "free initial consultation" or variation to entice prospects to engage them in an enrollment conversation. This might work on occasion, but there are far
better ways to enroll clients than giving away your services for free hoping they'll be motivated to pay for more.

To motivate your prospects to sign up for an enrollment conversation with you we recommend offering a "Strategy Session" that addresses the top goal of your niche. For example:

"Register now for your free Find Your Soul Mate in 90 Days Strategy Session"

If your niche is singles who want to find their "soul mate," this might be an attractive offer for them. Some guidelines to make this offer effective:

1. **Do your market research** and be sure this is the top goal of your niche, along with the language they use to describe it.

2. **Deliver this offer only at a time prospects are likely to be responsive to it**. For example, during a presentation or seminar, after someone buys your book or audio program from your website, etc. Do not simply advertise this on your website. Static text on a website will not produce your desired results. A live call to action is more compelling and will prompt your prospects to respond to your offer.

3. **Pre-qualify your prospects** so you focus your time and effort upon motivated people that fit your program. This sends a strong message that your program isn't just for anyone. Qualify prospects by having them fill out a short application, questionnaire or assessment when making an appointment, or (later, when you have a full practice) by charging a fee for your strategy session.

4. **Mix it up**; using the exact same offer is repetitious and ineffective, so vary your offer by season ("Find Your Soul Mate by Valentine's Day"), goal ("How to Be Attractive and Happy While Seeking Your Soul Mate"), niche ("Finding Your Soul Mate for the Over 50 Woman"), occasion ("Our First Anniversary Find Your Soul Mate Strategy Session"), etc.

5. **Limit your offer** by providing a deadline and/or limited quantity. Your prospects are more likely to jump on your offer if they have a deadline; the shorter the better. Limiting the number you'll accept sends the message that you're selective, which makes you more attractive. And, the truth is that you can't realistically handle too many Strategy Sessions, you wouldn't have time to work with paying clients!
How to Conduct a Strategy Session

When you meet with your prospective client for their strategy session we recommend the following five steps:

**Step One: Stoke Their Desire**

Help your prospect explore and express their goals. The more they talk about what they want, what their goal looks and feels like, how their life will be different when they've achieved their goal, the more excited and in touch with their passion and desire they will be. Ask them "Why?" - Why do you want to achieve this goal?" "Why is this important to you?" This is a very effective strategy for helping prospects connect more deeply and emotionally with how much they desire to achieve this goal. The more passionate and emotionally connected with their desire your prospect is about their goal, the easier the enrollment. Ask them how committed they are to achieving this goal (use a ten point scale, percentage, etc). Their response to this question will give you valuable information for later.

**Step Two: Stimulate Their Pain**

Explore and stimulate the pain and frustration your prospect experiences about not having achieved their goal. Ask what they've tried in the past, what didn't work and why, what might be getting in their way, what lessons they learned and how they need to approach their goal differently, what it costs them to be where they are, etc.

**Step Three: Share the Solution**

Establish your credibility, inspire hope and confidence, and position your services as their solution by sharing a true story about a former client in a similar situation and how you were able to help them achieve their goal. If you don't have a true client story, use a true story from your own life. If you don't have either, then you're probably not ready for this strategy and need more practice and experience helping people in this niche. You could skip this step and go to the next, it just wouldn't be as effective.

The final two steps include four questions that will result in getting a client.
Step Four: Get the First "Yes"
Based upon the information you learned in the above two steps, your judgment will tell you which of the following two responses is most appropriate:

**Response A:** "I have a highly effective program for people just like you who want (insert their goal here). Would you like to hear about it?" (this is question #1)

(If the first three steps went well, your answer will almost always be "Yes.")

**Response B:** "I don't think you're a fit for my services (explain your reasons), but would you like a couple of resources that I think might be helpful for you?"

(As much as you might like to get a client, don't accept clients that aren't a good fit; it's not in their best interests or yours. It's better to be selective and leave the door open for more qualified clients than to fill your practice with anyone who will pay your fees.)

Step Five: Get Hired

This step involves three questions leading to getting hired. To begin, describe your coaching program, emphasizing the results and benefits that your market research told you were most desired by your target audience. Assume your prospect needs to clearly understand "What's in it for me?" before covering nuts and bolts such as times, dates, costs, etc. Be sure they resonate with the results your program can deliver by asking question #2: " Does that sound good to you?"

Here's an example:

"My Conscious Dating® Relationship Success Training for Singles will help you become absolutely clear about who you are, what you want, and exactly how to get what you want in your life and relationships. I will help you develop a Conscious Dating plan with specific steps and strategies proven effective for singles like you, and I will personally support you to implement your Conscious Dating plan with confidence to be the "chooser," avoid the dating traps, and finally find the love of your life and the life that you love. Does that sound good to you?"

After describing how your coaching program can help them (results and benefits - notice the above example doesn't even mention the word "coaching!") and learning that it indeed sounds
good to them, we suggest asking question #3: "Do you have any questions about this program?"

You might think we're crazy, because obviously we haven't covered the important stuff (that YOU care about) such as how much it costs, how and when it meets, are they ready to sign up, etc. Our reasoning is that we know they have questions and need more information, but we don't know exactly what those questions are and what specific information they need to make their decision, so instead of bombarding them with information, simply ask!

Answer their questions, and yes, most likely they will want to know how much it costs, but when they ask is the best time to do so because they're seriously considering your program and are ready for this information. Mentioning cost too soon, before they're motivated and ready, is the fastest way to blow an enrollment conversation.

After answering their questions, summarize the results and benefits of your program, and ask question #4: "Are you ready to get started?"

This question will either result in your final "Yes!" and you've got a client (congratulations!), or they will start to pull back with another response, which we'll discuss next.

To recap:

Step One: Stoke their desire

Step Two: Stimulate their pain

Step Three: Share the solution

Step Four: Get the first "Yes!" by asking Question #1: I have a highly effective program for people just like you who [insert their goal here]. Would you like to hear about it?
Step Five: Get hired by asking:

Question #2: [Describe your program] Does that sound good to you?

Question #3: Do you have any questions about this program? [Answer their questions]

Question #4: Are you ready to get started?

III. Secret #4: Overcoming Objections

Objections are the statements your prospect makes that are not "Yes" but they're not "No" either. This is one area where selling and enrollment overlap- when a prospective client who appears very interested, attracted, and good fit, pulls back when it seems they're about to say "Yes."

Our diagnosis? Fear. They're simply afraid and have all sorts of self-doubts going through their mind, such as "Will this really work for me?" "Do I deserve happiness and success?" "Can I really do this?" etc. Their fear of failure and fear of success will largely be out of their awareness, and they'll often rationalize their fears by saying "I need to think about this," or "I don't have the time" or "I'm not sure I can afford this right now," etc.

Here's a quote that we like:

"Every client objection can be viewed as the very reason for why they should commit to coaching with you."

--John Bridges, Natural Persuasion Technologies

If you know they really want the result you can help them achieve, if you assume they would gladly pay twice the amount for those results, if you understand that they're simply rationalizing their fears and self-doubts, and, if you believe in them more than they believe in themselves, you will do what you can to support them to overcome their fear and resistance. This might seem like selling, but in this situation we truly believe in the need to be their advocate for what they want and not allow fear to paralyze them.
Fortunately, you have a very simple and powerful tool to help your prospective client overcome fear - desire. In Step One they already told you how much they desired this goal, how important it is to them, and how committed they are to achieving it; all you need to do is back up and repeat Step One. It's that simple.

Of course, there are objections that are factual and not based upon fear, but as a helping professional you should be able to read your prospect's verbal and nonverbal behavior to determine the difference.

For example, if they say "I'd like to, but I can't afford it right now" and you discuss their financial situation and it appears to be absolutely true, you have a variety of possible responses, such as:

A. Refer them to an appropriate low or no-cost support resource (Step Four, Option B above).

B. Offer to stay in touch and set a future date for follow up.

C. Offer them a scholarship for 30 days of pro bono admission to your program (once they start they will want to find a way to continue).

D. Ask "Who in your life cares about your success and would be willing to help you participate in this program?"

All of the above are respectful, viable responses that often will result in your prospect finding a creative solution to joining your program, either now or in the future.

**IV. Secret #5: How to Guarantee Your Success**

Your support system here at Relationship Coaching Institute is the key to your success. No-one is successful alone. We have the experience, the know-how, the tools and resources to help you get clients and build a successful practice, but it's up to YOU to use them! You want your clients to hire you and accept your support, and you need to seek and accept our support.
Why did you join RCI?

Life is all about relationships, whether it is your relationship with a love partner, your family, friends, or business associates. Relationships are the key to being fulfilled and successful in life. As such, relationship coaching is in demand and is one of the top coaching niches. And, unlike all other coaching niches, relationship coaching provides unique opportunities to continue the client-coach relationship over many years, as your clients progress through the various stages of relationship.

Because relationships are universal, no matter what your coaching niche, relationship coach training will always augment your coaching knowledge and skills, making you a better coach.

Founded in 1997, RCI trains and certifies aspiring coaches and helping professionals to help singles and couples achieve their relationship goals. It is the **first and largest international relationship coach training organization in the world.**

We know you already know this, but as a reminder, RCI is a one-stop shop that offers you:

- An **ICF approved Foundational Coach Training program** (60 hour program focusing on ICF Core Coaching Competencies);

- Over **84 hours of specialty Relationship Coach training** that enables you to coach singles, couples, and clients in all walks of life;

- A **32 hour (12 week) Practice Building training program** that helps you develop the marketing strategies and tactics to successfully create your thriving relationship coaching practice;

- **Licensed programs, client workbooks, resource materials** (audios, articles, etc) so you don't have to reinvent the wheel - you can start enrolling and coaching clients immediately, earning income right out of the gate;

- **Ongoing support and mentoring** from experienced, successful relationship coaches to help you build your practice quickly;
• **Listings in our online Coach Directory and our Partner websites** that target singles and couples and showcase our RCI coaches, providing opportunities for them to acquire clients;

• **All training via distance learning over the telephone** so you can participate in our training from anywhere in the world. All training classes are recorded;

• **Specialty Training Tracks** so you can select the most cost-effective training, support, and mentoring you need to achieve your business goals.

**RCI as a Membership Organization**

Remember, RCI is more than just a relationship coach training school – it is a membership organization that provides training, ongoing support and mentoring to it’s members, as well as access to a members-only Knowledge and Resource Bank, with hundreds of audio programs, articles and other relevant resource materials members are licensed to use in their practices. This means our members can begin using these products and tools immediately to generate revenues.

**Helping You Get Clients**

We are committed to effecting positive change in this world by helping **you** develop a successful relationship coaching practice. We provide all the training, support, content, and marketing resources you need, freeing you up to focus on what is really important - growing your business! We do this by:

• Providing a 12 week Practice Building training program that centers on developing **your practice**, including one-on-one support and mentoring from our Founder;

• Providing you with opportunities to promote yourself by publishing articles in our newsletters for singles and couples that reach a worldwide audience of prospects;

• Providing you with an opportunity to participate in our RCI Member Showcase ([www.consciousrelationshipseminars.com](http://www.consciousrelationshipseminars.com)) and present a live tele-class to a world-wide audience. All events are recorded and podcast, giving you instant "expert" status and credibility;
• Providing turn-key materials and resources which you can use immediately to generate income by coaching clients and delivering workshops, classes, seminars and presentations. Materials include:

✓ 2 client workbooks that you can use with Singles (Conscious Dating: Self-Discovery and Readiness and Conscious Dating: Attracting the Love of Your Life);
✓ 2 client workbooks that you can use with Couples (Conscious Relationships for Pre-Committed Couples and Partners in Life for Pre-Marital Couples);
✓ Sample client forms, (intake, coaching contract, assessments, etc) and exercises to help you frame the coach/client agenda;
✓ Copies of David Steele's book: Conscious Dating: Finding the Love of Your Life in Today's World at a special member rate, so you can provide clients with free copies or sell them at your workshops - books can be customized with your personal foreword;
✓ Coach training guide and program syllabus documents for each of RCI's coach training programs that you can use as an ongoing coaching resource;
✓ Leader Guides that provide step-by-step instructions and agendas for delivering workshops, tele-classes, seminars and presentations;
✓ Marketing and promotional tools and examples you can use to promote your services, products and events;
✓ Articles, reports and audios that you can use to provide relevant relationship content for your prospective clients;

For a complete list of all the resources available to members, go to:
www.RCIMember.com

• Listing RCI coaches in our "Coach Finder Directory" that receives thousands of hits a month, resulting in new clients for our coaches;

• Partnering with other web sites catering to singles and couples to promote our coaches and drive clients to them;

• Continually promoting RCI and our coaches to increase awareness about relationship coaching - including our twitter feeds:
www.twitter.com/consciouslove and www.twitter.com/findmysoulmate
V. Conclusion

The above 5 secrets are the specific resources, tools and strategies you need to get clients and build a successful practice helping singles and couples find and have successful relationships. Many years of hard-earned experience and wisdom went into this special report and we sincerely hope that you will benefit from it. Please know that we are always available to support you in any way we can, so feel free to ask and let us know what you need.

Thank you for being a member of RCI and we look forward to a long, prosperous, mutually beneficial relationship.

~ David
Appendix

Selected Resources:

As you build your practice you will need and use many resources. Below are selected resources we recommend, many of which come up frequently during our practice building programs and member support consultations.

- Article Directory (publish your articles)- [www.EzineArticles.com](http://www.EzineArticles.com)
- Accept credit cards- [http://www.BestEpaymentSolution.com](http://www.BestEpaymentSolution.com)
- Shoppingcart with affiliate program- [http://www.BestCoachShoppingcart.com](http://www.BestCoachShoppingcart.com)
- VoIP (can be used with regular telephones)- [http://www.MagicJack.com](http://www.MagicJack.com)