

Get New Clients & a Full Datebook in the Next 21 Days!

5 Day Challenge

Day 1 ~ Getting Leads -*Go Talk to Strangers*

We learn as children not to talk to strangers. Yet in business, we are told often to “get out of our comfort zone and talk to everyone we meet.”

What is your comfort zone? And what has made you think that?

Sometimes, we need to experience discomfort to move ahead in our business, our health, our family, etc., i.e. loss of income, health issues or even weight gain. What can you do in advance to prevent discomfort and hurt? (proactive vs. reactive)

What is the one thing that holds you back from talking to people you have not met yet?

What “Bad” things can happen while talking to strangers?

What “good” things can happen while talking to strangers?

What are your 6 key identifiers when talking to strangers?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Declare Ownership: Create your dialog for talking to strangers. Make it your own words from what you learn today.

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Day 2 ~ Getting Leads - *Vendor Events*

If you are willing to do an event, be sure you are willing to be “present” at the event. That means minimum cell phone time, zero time spent with your nose in an electronic device or a book. It means lots of standing and eye contact, the entire time at the event.

Set up for Success: What 4 steps should you take with your display?

1. _____
2. _____
3. _____
4. _____

What is your goal for the event? (sell on sight, new clients, exposure, etc.)

What is your Call to Action? (CTA)

What is your detailed follow up CTA?

(Take the time to design your form here) Remember to keep it short, around 4 questions.

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Day 3 ~ Getting Leads- Build your Business Based on Referrals

The absolute cheapest way to build your business is based on referrals. Think about it; there is little to no advertising expense here, and let's face it, it is the biggest compliment you can get for what you do. If someone is willing to send their clients, friends and family to you, well that is a trust you shall never take advantage of. Be sure to show your gratitude.

Building your business based on referrals is different for each industry.

Main Street Business (Brick & Mortar)

Develop the "Ask"

Referral Punch Card

Workshops

Develop the "Ask"

Guest Lists

Referral Game

Direct Sales

Develop the "Ask"

Guest Lists

Referral Game

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Day 4 ~ Getting Leads- *Hostesses come from Hostesses*

Be extremely grateful and generous when it comes to your hostesses. I would even suggest to over and beyond what some companies promote. After all, she is your “Event Coordinator” She is creating your audience. In my opinion, she had the hard job.

Parties, Classes and Workshops are great ways to build your clientele fast and take less of your time than doing all those individual appointments. It can also lead to successful individual appointments as well.

Hint: Ask your Hostess if she would be willing to be your “Event Coordinator” for a series of workshops and offer SERIOUS hostess gifts, discounts or cash compensation.

Design Your Event Coordinator “ASK”

Design your Workshop, Class, Party Series? (Limit each series if more than one)

How many will you allow (cap) at each workshop, Class or Party?

Design your "Allow Friends" Dialog and form (First Name, Last Name, Phone, email, preferred method of contact)

dialog

"Allow Friends" form

Design your gratitude Program (How will you thank your event Coordinator?)

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Day 5 ~ Getting Leads- *Lead Tracking & Formulas*

Businesses Track! It is important to know your ROI (Return on Investment) Yes, your time is an investment too. I recommend tracking weekly and monthly. If you only reevaluate at the end of the month, you have no way of going back and changing the last 30 days! When we reevaluate the last 7, we can change the remaining 21!

Create your prospect list: (Layout the mandatory things you need to know, you can use your "allow friends form" as a starting point)

Example:

First Name / Last Name / Type of contact / Interested in / (R) = Referral (E) Event Coordinator

How many appointments do I need each week? _____

How many must I have per month? _____

How many faces do I need to be in front of each month to see my ROI? _____

What Days of the week will I hold my appointments/ Workshops, Classes/ Parties?
(Remember Workshops, Classes and Parties take a little longer)
