



Shel McNamara Coaching

Live Life UN-censored

Fearless Business Coaching

Client Connection Formula

It's time to ditch the chasing, seeking & searching for clients. This is the exact formula that I have used to get 20+ discovery calls every month for the last 2 years of my business.

Discovery calls are the simplest way to convert clients to a paying program or package. Much easier than even No-brainer sales, affordable membership programs & one off sessions.

So....off we go! Let's get you started connecting & attracting clients by the dozens!

***This formula can be used for Facebook posts, Sales pages, website copy and anything you are feeling inspired to utilize in client attraction.**

It all starts here:

- I. **The PROBLEM:** Sounds pretty simple right? It actually gets made so much more complicated than it has to be. We dig too deep.

We write posts about underlying issues that our clients are readily seeing at this moment in their lives. Rather than digging deep and wanting to help our potential clients to see those issues, lets just stick with what they already know. The OBVIOUS. It usually comes down to what their top 3 headaches are!! What are the biggies that really keep them tossing & turning all night long? What do they wake up thinking about? Figure out what your potential clients top 3 problems are and you will know immediately what to start your conversation with. They know they have this problem, that's where you start!

2. **The PAIN:** I'm not a fan of pointing out what people already know is painful but it is the most direct & profound way to get them to step up and admit they don't want this problem anymore!! For me personally I try not to linger too heavy on the pain. I feel their pain. I acknowledge it with relatable stories and validation. Which in turn brings me to number 3...
3. **The PASSION & COMPASSION:** Most often our clients are where we were a few years back. It's too hard for us to validate their pain, feeling stuck, overwhelmed & confused. I use this opportunity as space to open the door to understanding & being relatable...because I've most likely been there! I support them with my words, stories & examples of triumph.....which in turn leads to my favorite step.
4. **PARADISE:** I take them to a space that they can envision. Not necessarily where I am today but where they can be 3 to 6 months from now. Don't be so far ahead of your potential clients that they can't imagine getting there and all you are doing is adding overwhelm & self doubt to their plate. Show them a little further down the road. Use emotion, vision & probability. Go so far as to break it down in bits & pieces. One

month you could be here, two months...just imagine! 3 months...Wow, whole NEW beautiful and amazing life & business. You're leading them on a journey into a space that looks ridiculously DOABLE! This is where the magic can begin to blossom & their heart begins to open to new possibilities and choices!! Make it delicious. Mouth water. Irrisistable.

5. **The PROLONGED PAIN:** Sigh..... A little re-visit. Why because it's necessary to show them not only where they have the potential to go if they choose to work with you, it's also equally important to show them what happens a year from now if they choose to stay where they are and do nothing. Visit that space. Ask open ended questions that allow them to look into the despair & sadness they will feel if they don't step up, own it and choose to change it.
6. **PARADISE** once more: Leave them with a feeling of strength, courage & open possibilities. Show them their own power and let them ask to work with you. Again, open ended questions put the power in their hands. How would it feel to lose 35 pounds? What would an extra 3k a month mean to you & your children? Do you feel committed to taking the next steps to really making this happen? What would it mean to you to see your dreams a reality? How would your life change? Are you willing to do what it takes? Put the power in their hands and let them decide if they are up for the work it takes to really choose paradise over their problem.

When I am writing my posts, blog posts, sales pages etc. I incorporate as much emotion, passion, power & fuel as I can to trigger a response. I want my potential clients to leave feeling moved...whether it's to work with me or not. I want them to feel

inspired to take steps & create change. I want them to realize that at every given moment life is about choosing and they have the opportunity every second of the day to choose another direction. It's that easy!

This is my full proof formula for creating targeted, client attraction content. Whenever I am done writing anything that is for client attraction I go back over this outline and make sure I have nailed all my points with emotion, vulnerability, validation & relatability! This is the key to being where your clients are right now. This is ALL they can see and if we keep it simple they will easily see themselves in our posts, as well as see the opportunity to where they can go.

Hope this helps you create MORE client attraction in a way that feels natural & organic to you!!!

I'd love to hear how this is working for you.

Please feel free to email me at: shel@shelmcnamara.com

Warmest wishes,
Shel XO