



Shel McNamara Coaching

Live Life UN-censored

Fearless Business Coaching

How to get YOUR first few PAYING clients with ease:

***If you are a paying client you will also have the Client Attraction Formula to utilize while creating these types of posts or sales pages.**

I. Pay What You VALUE

Slightly different than Pay What You Can. It's literally putting the power in the client's hands. Often when I am offering such a service I will ask for a nominal retaining fee: \$27 or \$47 and then I coach my heart out and send them a bill allowing them to Pay What They VALUE. If they think it was worth way more, they can pay more. If they felt that the value was not that great we can chat about what they felt it was worth and often I simply refund them what they desire. Happy clients are referrals & potential clients down the road.

2. Limited time offering: For the month of _____ I am opening up 2 slots for affordable/compassionate priced coaching. This is a 4 week coaching package at: \$197 and I'm even throwing in payment plans...Whoohoo! \$100 down and \$97 30 days later. I've done this pretty much every month for 2 years and it always fills with a waiting list that I can choose to offer discovery calls too. And once on the

phone for a discovery call I can choose to create an offering just for their needs.

3. Pro-bono work is always something I enjoy and offer it randomly to someone either I have already had contact with and would benefit from it or I have watched the struggling in groups and KNOW that I could help them. I simply reach out and offer a FREE month of services.

4. NEW ONE: Just started trying this in the last few months. C

Create on demand what the clients needs are. I create an offer that says exactly that. Not sure what you need or how long let's chat and figure a custom offer that fits where you are, with what you have. It's been working out really great because it fits the client's budget, time frame & my time frame. We work out a good fit for everyone involved.

Those are 4 simple ways that I have been retaining new clients and experimenting with outside of the lines custom client packages to inspire NEW client connections.