

Yes!

A Revolutionary
Approach to
Conversations
That Sell and
Transform

BILL BAREN

What you'll learn in this report

Greetings! It's Bill Baren here.

If you are offering free consultations (or discovery sessions or strategy sessions), and you're not seeing 80% of your potential clients sign up with an enthusiastic YES, then I want to show you how to turn that around in this report.

When you discover how to have conversations with potential clients so that

- they practically enroll themselves into working with you (if it's a good match)
- they feel great about the enrollment process

Then you'll find it easy to attract as many clients as you want.

Do any of these sound familiar?

- Your free consultations aren't turning into paying clients
- You even avoid offering consultations because you have a fear of rejection or bothering people
- You feel like you don't know what to do to get a potential client to say yes
- You're close to giving up because you keep hearing no from potential clients
- You only offer small packages to potential clients because you don't have the confidence to offer a higher ticket package
- Bottom line: You aren't earning the income you want

If so, you're definitely not alone.

I see far too many business owners struggling to have conversations that lead to paying clients.

The real cost of NO

Let's not forget what happens to the people who say NO to your services. It's not just you who loses out on the opportunity to work with a client.

Your potential clients lose out, too. They are still left with the urgent need or problem they came to you with!

They stay stuck, you feel rejected. Nobody wins.

However when you do a consultation well, you get a new paying client to share your talents with, and they get their most pressing needs met. That's magic!!!

I'm here to tell you - no matter how much you've struggled with consultations, you can get better results surprisingly fast if you know what to do. That's what we're here to talk about.

The woman who rescued my business

When I first started out, it took me almost five years in business to be able to simply pay my bills. 5 YEARS.

I had drained all of my savings and borrowed money from everyone I could.

I couldn't take any more rejection and financial stress, so I was ready to quit.

I remember driving to see my business coach, preparing to end our work together because the only option I saw was to quit. Tears were running down my face as I knocked on her door.

She heard my story and then gave me a knowing look and said: "You simply have a big gap in your skill set as a business owner."

Her words felt like a slap in my face. They were a wake-up call. She was absolutely right.

"Whatever you think about, you bring about"

I suddenly realized: by avoiding learning about sales, I was creating the reality of not having sales.

It was time to actually learn about sales, rather than avoiding it.

It was a huge relief to discover that sales is simply a skill - one that with training and practice, I could learn.

So I dedicated myself to mastering the skill of selling.

The turning point

One day in the midst of a consultation I had a huge “a-ha” moment – it wasn’t sales I hated! It was the cheesy sales techniques people teach. Things like “closing techniques” or “assume the close.”

None of them resonated with me, as a heart-based entrepreneur who values consciousness, connection and being of service.

So I took it on as a personal challenge to create an enrollment process that felt good to me AND to the people I was speaking to.

Why should you listen to me?

I went out and gave hundreds of free consultations.

And as I began to hear yes after yes in these consultations, I looked backed at everything I was doing in these conversations and turned it all into a system I could use again and again.

My business started to grow like gangbusters, and my client list filled up.

I had to bring 4 high quality coaches into my business – just one year after I thought of quitting – to handle the overflow of clients.

I got to the place where 8 out of 10 potential clients I speak to become clients.

In the last few years, my business has generated over \$5 million dollars through successful consultations, and I have taught thousands of clients around the world my enrollment blueprint.

It’s amazing how quickly my business changed with learning this one skill!

Ready to have a “selling” breakthrough?

If you’re someone who really dislikes selling, yet you have something to offer that makes a difference in the world, I have something that will completely revolutionize your sales conversations.

My solution for you is on the next page.

Introducing

Enrollment Conversations: A Revolutionary Approach To Conversations That Sell

Traditional “sales conversations” often place the emphasis on closing the sale at any cost. Lots of pushy and uncomfortable tactics are used.

But we are now at a different point of consciousness in our society. People are waking up and becoming more discerning about how they want to be treated.

The time for the old school hard sell is over.

Now is the time of the new paradigm of enrollment.

Enrollment is about helping people say YES to themselves and what they truly want first and foremost.

Sales is about getting the money.

Enrollment is different:

- ✓ Enrollment is about helping people **commit** to getting what they want.
- ✓ Enrollment is about **inspiring** and **transforming** your potential clients' lives.
- ✓ Enrollment is **supporting others** to make **wise choices** that will leave them in a much better place having made those choices.
- ✓ Enrollment conversations are designed to offer your services in a way that's **authentic** and **empowering** to EVERYONE you speak to.

Selling is something you DO to people. Enrollment is something you do FOR people.

Shifting from “selling” to “enrolling” is an essential mindset you need to both *enjoy* and *be more effective* in your consultations.

The key to financial freedom

After years and years of financial stress, I finally have amazing peace of mind that I never have to worry about money again.

I've discovered that mastering "enrollment" is THE key to financial freedom because I can get clients any time I want.

When you are good at enrollment, you know that a flow of new clients into your business is practically guaranteed. And because of that, you get to make the kind of difference you are here to make.

More important than the money is the knowing that you get to help your clients in a deeper and more significant way.

And every time someone says YES, they're really not saying yes to you or your services. They're saying yes to changing their life or business in a major way. They are saying YES to themselves and what they want.

I want you to have the peace of mind of never needing to worry about your financial future.

I want to take you on a journey to a whole new world of operating in your business.

A journey to the world of YES

Imagine a world where people say YES to you wherever you go.

You do not have to try to get clients. You do not have to convince anyone to work with you.

Instead, people are convincing you to make room in your schedule to work with them. They say YES to you before you even ask.

You are the YES person. The Universe is conspiring to bring you more YESes, more opportunities and more goodness.

You move through life with an inner confidence that you'll have all the clients and the money you desire.

The more people that say YES to you:

- The more people you can help
- The more lives you change
- The better the world is as a result

This is not a pipe dream. This is my world. This is the world of so many of my students and clients.

Are you ready to have this too?

Let's start by looking at the 2 key mindsets you need to adopt (on the next page).

From No Mojo... To Her First \$10,000 Month

A nutrition coach, Janet, came to me a few years ago.

She completely lost her mojo after hearing no after no. She was sick and tired of the constant rejection.

When I taught her my enrollment system and she started to apply some of the mindsets and methods I teach, she started getting clients.

She finally had her first \$10,000 month and felt relaxed for the first time since she started her business.

Her biggest breakthrough?

She now loves having enrollment conversations because of 2 mindset shifts I'm going to share with you now.

Here are 2 essential mindsets you need to boost your success with enrollment conversations

Mindset #1

Enrollment Is Not About Convincing (Or Pushing Or Manipulating)

A lot of business owners have some resistance, discomfort or lack of confidence when it comes to sales conversations.

It makes sense that if you think you need to hard sell, convince or manipulate someone to buy from you, you're not going to be very excited.

I can totally relate! My body used to tense up and my energy dropped before a consultation. I didn't want to be pushy.

And then I realized something that changed everything.

Your job in a consultation is NOT to convince someone why working with you is a good idea.

Your job in a consultation is to help potential clients make a commitment to moving toward what they truly want. Once they make this commitment, it's much easier for them to choose to work with you.

“Enrolling” means allowing potential clients to see the opportunity to get what they want.

When you shift to “enrolling,” there's zero pressure, and it is actually easier for someone to choose to work with you.

No convincing and no cajoling are required.

If you've been avoiding consultations because you didn't want to go into convincing mode, there may be one big thing you're doing wrong...

Are you making this mistake?

I want to share one of the big mistakes some business owners make with their free consultations.

That's offering "free sessions."

You may be offering free sessions as a sample of your work, hoping people will get a taste of what you do and sign up as a client.

In fact, the opposite happens.

Now that your potential client has a bit of relief or direction, their motivation to invest in a service like yours immediately plummets.

**Your potential client thinks they have the solution,
but it's really just 5% of what they need.**

So they do not hire you.

They go off feeling pretty good about what happened. But because all they got was a Band-Aid, the problem resurfaces soon after.

This is a classic lose-lose: You didn't get a client and they didn't get what they ultimately want either.

This mistake may be costing you thousands of dollars of missed opportunity.

And it's costing the people you are meant to serve, too.

The antidote to offering free sessions with a bit of help (a lose-lose conversation) is to offer enrollment conversations that sell and transform (a win-win conversation).

Mindset #2

Enrollment Conversations Offer A Lot Of Value

A lot of business owners tell me they avoid consultations because they feel they are wasting their potential client's time (especially if there's a big sales pitch).

When you follow my enrollment blueprint, you give your potential clients a TON of value, whether they sign up or not.

You can hold conversations that uplift people by helping them realize that something they thought was difficult or even impossible is actually possible and totally within reach.

Let me give you an example...

Last week I received a thank you note from a client after a 1-on-1 consultation with me.

She saw these 45 minutes with me as a gift. She was no longer stuck and paralyzed with inaction. She left our call with clarity, restored commitment and a definitive next step to take.

And she signed on to work with me so it was a gift for me, too. I have a new awesome and very committed client.

Your intention in every consultation is to leave EVERYONE you speak with in a better place - feeling clear, inspired and ready to move forward.

Imagine people being grateful for the transformational experience they're having with you in your consultation, instead of feeling slimed with a sales pitch.

**Enrollment conversations are transformational
AND extremely effective in getting clients
when they are done correctly.**

Ready for a raise?

Earlier I shared how mastering enrollment is the key to financial freedom.

Over and over again my clients share stories with me of how learning my enrollment system helped them double – and sometimes even triple – their income, have their first \$10,000 month and gain the financial security they were seeking.

I want this for you, too!

When you work for yourself **YOU** are the only one who can give yourself a raise.

So I want to share 3 secrets with you to giving yourself a BIG raise.
Starting on the next page....

Achieving Financial Security... And A \$12,000 Month

Angela Minelli, an emotional eating coach, took a leap of faith 6 years ago when she left the security of a full time job to start her own business.

She was excited but terrified! She wondered if she could really do it on her own.

When she started using my enrollment blueprint, she realized she could.

Putting into practice what she learned she had one of her biggest months ever – over \$12,000!

Mastering enrollment gave her the financial security she was looking for.

Here are 3 secrets that will give you a big raise, and help you have more success with enrollment conversations

Secret #1

All Roads Lead To Consultations

When I first started my business I had no idea how to get clients.

I was networking. I was writing a lot of articles. I was speaking. I was involved in all these marketing activities but they weren't leading to any clients.

My phone wasn't ringing.

That's when I heard a marketing expert say...

“Don't focus on getting clients with your marketing... instead focus on getting consultations.”

I felt 10 light bulbs go off above my head!

The clarity and focus of that was Aaaah, a relief. THIS finally felt doable!

I had been expecting my marketing to lead directly to clients. I had been trying to impress people right away and secretly hoping that they would call or email me telling me they wanted to work with me. But it just wasn't happening.

As soon as I re-focused my marketing efforts on this one thing – getting consultations – I started to have a LOT more consultations.

This is the simplest and yet most important advice you will ever hear from me.

I can't tell you how often business owners don't know or forget that when you're at a networking event, or doing social media, speaking, meetups or webinars or any other activities to get a client – everything needs to lead to a consultation first.

Every marketing activity you do needs to lead potential clients to a 1-on-1 consultation with you.

My 6-Figure Client Attraction System

So, how do you set up your business so all roads lead to consultations?

Follow my 6-Figure Client Attraction System to set your business up for success:

Step 1: Set up all of your marketing to lead to a consultation

Whether you're networking, speaking, or delivering teleseminars: offer a free consultation.

Step 2: Offer an irresistible consultation with clear and attractive benefits

Offering a "15-minute free consultation" is not going to be attractive to potential clients. That's clearly a sales call with no value other than to get money.

But something like a "Get Your Ideal Body Breakthrough Session" is more like it, because it clearly offers a benefit that your audience really wants.

Even though your consultation is free, your potential clients need to see enough value in it to invest their time.

You want to make your consultation super attractive to the right people, the kind of people interested in hiring you.

(I show you how to do this in my upcoming webinar.)

Step 3: Deliver your consultation following a proven consultation process

To have success in your consultation, you need 2 things:

- The first is to **follow a proven and reliable consultation process that is designed to deliver the value** of what you've promised in the consultation offer.

- And second – **your consultation process needs to be designed to reliably and consistently enroll clients.**

When you do this consultation well, it leads your potential clients to want to say YES to one of the service packages you offer.

Step 4: Celebrate your new client

This leads to my favorite step – celebrating a new client who you are excited to work with and help. Voila!

This very simple 4-step system allowed me to break into a 6-figure income by attracting all the clients I wanted.

Now a few years later, thousands of business owners have used this Client Attraction System to make a lot more money and touch many more lives than they ever thought possible.

6-Figure Client Attraction System In Action

This system created a breakthrough for my client Kim Reddington, a business coach, speaker and trainer.

By having an irresistible consultation offer to provide at her speaking engagements, and a step-by-step structure for her enrollment conversations, she had a whole new level of success with her business.

She started by offering free consults when she spoke.

The first time she did this, half of the audience signed up for a free consult with her.

Then half of those consultations turned into new clients, resulting in over \$5,000 of income from one small speaking gig.

She continues to use this same system over and over again as a way to bring new clients into her business. She loves having consistent, predictable income.

Secret #2

Double Your Income Without Putting In More Effort Or Marketing

I want to ask you a question:

If you have 10 consultations, how many people say YES to becoming a paying client?

Choose 1 of the 3 boxes below.

If 6, 7, 8, 9 or 10 people say YES:

This is awesome news!

This also means you are seriously undercharging for your work.

MY RECOMMENDATION: Double your fees, because you're probably undercharging.

When you double your fees, you'll have to improve your enrollment skills.

But what will happen is you'll earn a lot more money with every client you work with. You'll leverage your time a lot better.

And you'll only need a small number of clients to make a great income.

If you're not doing consultations yet:

This is also great news! You can learn a better way of enrolling clients before years of bad habits set in.

MY RECOMMENDATION: Follow my enrollment blueprint so you can have success from the very beginning.

□ If 1 to 5 people say YES:

This is a huge opportunity for you. By focusing on improving your enrollment skills, you can DOUBLE the number of clients saying YES to you and double the income you're generating.

You can essentially give yourself a raise without any extra effort and without doing any additional marketing.

MY RECOMMENDATION:

- Commit to working on your enrollment skills
- Learn how to DOUBLE your results
- Simply enroll more of the people you're already having conversations with

How to create a 6-figure income with enrollment conversations

Imagine yourself 1 year from now:

- Number of potential clients you have consultations with in a year: **60**
(just 5 consultations per month)
- Enrollment success rate: **60%** *(6 out of 10 say YES)*
- New paying clients per year: **36** *(just 3 clients a month)*
- Package price: **\$4,000**

(With powerful enrollment skills, you feel more confident giving yourself a raise and offering your higher ticket package.)

- **Annual revenue: \$144,000**

The secret to a 6-figure income is being able to successfully enroll clients who pay you well.

When you can do that, you only need a relatively small number of consultations and clients each month.

What I am describing here is absolutely possible for you. All it takes is dedicating yourself to getting better at enrollment and then simply practicing.

Life Is Good In The World Of Yes.

The easiest way to double your income

Now let's look at a specific example of how you can give yourself a big raise without any more marketing...

<u>Example 1: Low Enrollment Rate</u>	<u>Example 2: Double Your Enrollment</u>
<ul style="list-style-type: none">• Number of potential clients you have consultations with in a year: 60• Enrollment rate: 20% (2 out of 10 say YES)• Total number of new paying clients per year: 12• Package price: \$2,000• Annual revenue: <u>\$24,000</u>	<ul style="list-style-type: none">• Number of potential clients you have consultations with in a year: 60• Enrollment rate: 40% (4 out of 10 say YES)• Total number of new paying clients per year: 24• Package price: \$2,000• Annual revenue: <u>\$48,000</u>

Here's the big A-ha: without doing any more work in your business, you can double your income by just being more successful with the consultations you're already having.

Secret #3

Enrollment Is A System

It's very difficult to get better at enrolling clients if you're not following a consistent enrollment system.

What's an enrollment system?

An enrollment system means that every time you hold an enrollment conversation, you are simply taking people through a process that consistently yields results.

This takes the guesswork out of your conversations. You know what to say at every step. And your potential clients love that you know what you're doing.

Without a system, your results are "random"

When I first started doing consultations, I loved winging them!

I formed great, heartfelt connections with people, and people loved spending time with me. Yet hardly anyone actually signed up to pay to work with me.

I didn't have any idea why clients weren't hiring me.

And when they did sign up to work with me, I had no idea what I had done "right" in the conversation so that they said yes.

It seemed completely random.

I am not a systematic guy by nature. I've always considered myself more of a creative person.

**But after a while I couldn't deny....
when I followed a system, I got clients consistently.**

Only **1 or 2** out of 10 people used to sign up with me without a system. But **8 out of 10** people started saying YES to me when I followed a system.

These results had me become a believer in following an enrollment system.

3 biggest benefits of having an enrollment system

Things will be really different once you have a system or a process to follow in your enrollment conversations:

1. You **give a lot of value** to your potential clients every time because you actually have a process designed to do so.
2. You **get consistent results** with clients signing up.
3. You **are a lot more relaxed and present** during the conversation because you have a familiar process. You never have to worry about what to say or do next.

If you don't follow a system or process, you have a lot of consultations that are a big waste of your time.

An example of how to systematize your enrollment conversation

I want to give you one specific example of how you can systematize 1 piece of your consultations (so you can get the same results I do).

I start every enrollment conversation the same way. After connecting with the person, I always **establish the agenda**.

Here are the exact words I use to do that:

“I'd love to get started. Can I share with you an agenda for our conversation that I have found to be extremely effective?”

The potential client almost always says YES.

You want to start in this way for 2 reasons:

1. You are letting your potential client know that you know what you're doing and that you have an effective process.
2. Then your client can relax and let you lead and be the expert.

It's really hard to be successful with consultations when your clients are in charge and interviewing you.

If you're not sure what to do or say to have a client say YES to hiring you, consistently, you're missing an effective enrollment system.

Imagine picking up the phone for your next consultation and having a plan to follow that works every time.

Wouldn't that make consultations a lot more fun?

I'll be sharing my enrollment blueprint with you soon.

He Tripled His Income With This Effective & Enjoyable System

When Steve Juetten, a Certified Financial Planner, started using my enrollment system, his business took a huge leap.

He finally had an enrollment system that was effective, efficient and enjoyable.

And he felt good about being able to deliver a lot of value to his prospective clients in these conversations.

Over the past 5 years, Steve's business income has tripled, thanks to having a repeatable enrollment system that his team uses to get great results.

8 out of 10 of their potential clients say YES to working with them.

The other 2 walk away with a lot of value and most often, say "Thank You."

What's Next?

You CAN do this!

If you are serious about helping a lot of people, while making a great income, this is the #1 business skill you must learn!

I hope you learned something from this report... and you are seeing the wisdom of learning the art of enrollment.

In my next report, I'm going to give you specific and practical advice on how to work with objections like "I can't afford it" and "I need to think about it."

So that you can help clients say YES... and you can earn the income you desire while making a deeper impact with everyone you talk to.

I look forward to "seeing" you in our next training.

Warmly,

~Bill

P.S. I created a video where I take you through the material in this report step-by-step! You can watch it using the link below.

And if you have any comments or questions about this report, let me know at the page below.

Watch the training video here and share your comments:

www.billbaren.com/videos