Transforming Client Objections:

How to Confidently Handle the Top 5 Reasons Clients Say No

BILL BAREN

Greetings, it’s Bill Baren!

In the over 14 years I’ve been in business, I’ve helped thousands of business owners build their skills of “selling,” in a way that serves their clients.

And there’s one question I get over and over. It’s this one:

“What do I do when a potential client says ‘I can’t afford it’?”

If you’ve also been asking yourself this question, you’re in the right place.

In this ebook, I will reveal 4 important lessons that will help you dramatically boost your success with your consultations – so you’re able to consistently sign up clients:

1. **The Top 5 Reasons People Give For Not Hiring You** – and what to do about them

2. **The MOST important Opportunity In Your Business** that can help you double your income or more

3. **How To Hold Transformation Conversations** that can help potential clients shift their objections

4. **The REAL Reasons People Say ‘No’** – knowing this could be the game changer for you

And a lot more than that!

Most importantly, you’ll learn how to UPGRADE your enrollment consultations and UPGRADE limiting internal beliefs, so that you’re able to hold authentic and valuable conversations where your clients will eagerly say yes to your services.

Transforming NOs into YESes

The ultimate business frustration

I know from personal experience how frustrating it is to be in a conversation with a potential client, when things seem to be going well and you just know you can help… but for some mysterious reason, the person doesn't sign up to work with you.

Guess what… When that happens, you are not the only one who loses out.

Your potential client also loses because they are NOT going to get the help to get what they truly want and are yearning for. And that's a lose-lose situation.

My job is to help you create a win-win.

Are you getting too many NOs?

Many business owners have shared with me how frustrated you are that so many of your potential clients are saying no to working with you.

You get completely stopped when you hear people say "I can't afford it" or "I have to think about it" or any other objection.

Or **you don't get back to people right away** just to avoid the rejection of a potential client.

And some tell me that you're doing a lot to market yourself, but **it feels like a waste of time** because your conversations aren't leading to clients willing to pay the kind of fees that will help you have a financially successful business.

Some business owners tell me that **unless they charge very little or nothing at all**, they feel like they can't help anyone.

They feel like they must choose between helping people or making a living, as if those are opposite choices.

I Know Why You're Here

I know you're here because you're really committed to serving a lot of people.

And serving others starts with doing your best to make sure that your first conversation with a potential client goes well and results in you getting hired.

If you read my last report, then you understand that enrollment is the number one skill that you need to master in order to have the income you desire.

By enrollment, I mean conscious and compassionate selling – basically the opposite of the hard sell.

EVERY successful business owner in your field has had to learn how to get clients through enrollment conversations.

I see this over and over. Those who have mastered the skill of enrollment succeed in business - and those who don't fail.

I am going to do everything I can to help you gain all the confidence in the world that you can get a client ANYTIME you have a conversation with someone who is interested in your services.

So let's dive into specific and practical information you can use to upgrade your enrollment consultations, starting on the next page.

Lesson #1:

The Top 5 Objections: Reasons People Give For Not Hiring You

I want to talk about the Top 5 Reasons people give for NOT hiring you.

Only when you're completely clear on why people are saying no, can you begin to respond effectively.

Here they are:

1. **I can't afford it** *or* I don't have the money

2. **I don't have time** *or* This isn't a good time

3. **I have to talk to my spouse**/relationship partner or business partner first

4. **I need to think about it**

5. **My intuition/my inner voice or guidance is telling me no** or I am not "getting a YES"

Sound familiar???

If you have been in business long enough, you have heard one or two or perhaps even all 5 of these objections.

I know what usually happens is you take what they are saying as a NO.

You simply give up. You get disappointed. Afterwards, you are left feeling deflated and powerless.

And you often feel worse after the conversation than before it even started.

What's Really Going On Inside For Your Potential Client

A crucial thing you should know is this:

When someone wants help, but they tell you one of the 5 reasons above, often times these are polite stories your potential clients are telling themselves and you, as a way to avoid uncomfortable feelings related to changing their situation.

Oftentimes your potential clients want to say yes to working with you, but they are afraid.

You can just FEEL the inner conflict going on inside them.

They may be stuck in the same place with the same problem for years. They may not have any hope or belief that things can change. Their situation may seem overwhelmingly difficult to change.

It's not easy to say yes to getting help from that place. That's where you come in!

This is your opportunity to help your potential clients break out of a stuck or fearful place, and say yes to a new possibility and to a better future.

They want the transformation you offer, but fear, self-doubt, or something else is holding them back.
They actually want your help with transforming their resistance!

In this ebook I'm going to share with you what to do specifically in these situations so that you – and your potential clients – have a COMPLETELY different outcome.

Do Sales Conversations Give You An Upset Stomach??

One of my clients, Annette Mease, who helps entrepreneurs unlock their brilliance, used to get sick to her stomach (and even got hives!) just thinking having a sales conversation.

Annette didn't know how to engage people in a sales conversation, let alone make an offer. She would go to networking events, tell people what she did and hope they would follow up with her afterwards.

As you can imagine, she wasn't getting many sales.

When Annette learned this secret - that enrollment is a system - everything changed.

In her first month after learning my enrollment system, she generated $7,000 in sales. She was thrilled!

The biggest change for Annette: she now knows what to do when people have questions and concerns.

Annette tells me that she uses my enrollment system for every consultation she does because it gives her CONFIDENCE. And she gets consistent results.

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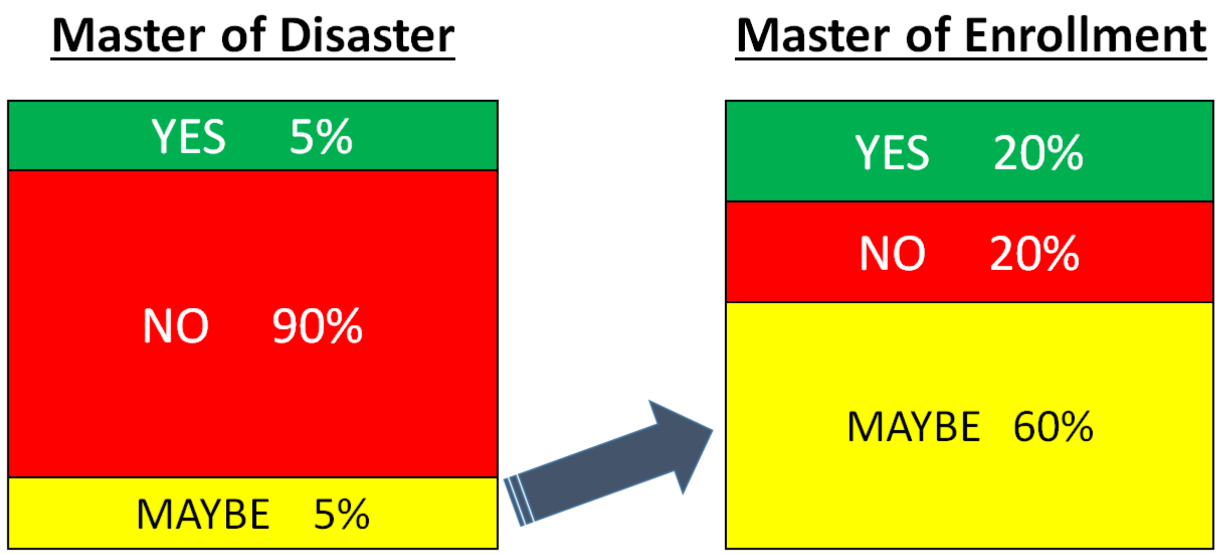
Lesson #2:

The "Maybe" Opportunity:

The MOST Important Opportunity In Your Business Right Now

In the diagram below, I want to show you two real-life situations.

On the left is someone who struggles with enrollment conversations.
On the right is someone who is getting good at enrolling.



As you can see on the left, what happens when you're not very good at enrollment is this: Most people say NO to working with you.

It's usually because you're not following an enrollment process designed to yield consistent results and clients regularly signing up.

Now when you get good at consultations, things are completely different. (See diagram on the right.)

What's great about this situation is that 20% of the people you have a consultation with say yes on the spot without hesitation. What a big improvement!

That's a big benefit of learning a consultation process that increases the number of people who hire you.

MAYBE = A Big Opportunity For You

When you start to get good at enrollment, you now have a LOT MORE people who are actually interested, but something is in their way of saying yes. They are a "MAYBE."

In my experience, about 60% of the people you have consultations with could use some help from you to be able to say yes.

They have questions. They have concerns.

They are up against their own resistance.

Bottom line: They need help from you to get to YES.

When you learn how to get good at working with people's objections and concerns, you can literally double the number of people who say yes to your services.

There's a very big opportunity here for you.

This May Be Removing $4,000 From Your Bank Account Every Month

Let's say you have 4 consultations per month where people are genuinely interested in your services, but you are not able to transform their objections or concerns.

And let's assume each client you're losing would have invested $1,000 in working with you over time (a very conservative number).

This means you're losing out on $4,000 in clients a month. That's $48,000 a year in lost client income.

Not being able to work with objections is very costly; it's likely costing you tens of thousands of dollars every year.

How To Double Your Income

Chances are, there's one thing you can focus on in your business that will make more of a difference than anything else.

And that's for you to get good at helping people who are "interested" to transform their objections. This is because the "maybe" zone is where the majority of your clients are going to come from.

From 'MAYBE' to a Big 'YES!'

A few years back, an awesome client came to me named Dr. Ritamarie, an incredibly knowledgeable health expert.

She was actually doing quite well offering low-priced packages of sessions when we started working together.

Yet she confessed to me that she always got nervous when it came to offering her higher ticket packages. So she wouldn't offer them.

She had learned different techniques for how to move people towards yes in these conversations, but it felt manipulative to her.

After learning the methods I teach - she discovered how to help people shift from MAYBE (i.e. really wanting what she has to offer, but having concerns and questions) to a full YES.

Within 2 weeks of learning my system she had 5 enrollment conversations – and every one of those potential clients said YES to her service packages.

She earned $10,785 in 2 weeks without convincing anyone – instead, she inspired them into the possibility of overcoming their circumstances and achieving vibrant health and well-being.

Here's what she told me: "your blueprint takes the icky feeling of selling people into my programs into a connected, real and enjoyable conversation that's deeply rewarding on both sides."

Lesson #3:

Transformation Conversation Scripts:
The Key To Helping Potential Clients Shift Their Objections

I mentioned in Lesson #1 that there are 5 primary reasons people give for not hiring you. Here they are again:

1. **I can't afford it** *or* I don't have the money
2. **I don't have time** *or* This isn't a good time
3. **I have to talk to my spouse**/relationship partner or business partner first
4. **I need to think about it**
5. **My intuition/my inner voice or guidance is telling me no** or I am not "getting a YES"

Have you noticed that there aren't 100 different reasons why people say no?

Instead, there are just a handful of common reasons that you hear over and over.

Here's a powerful concept I want to teach you, that can completely change your results with enrollment conversations.

If you are completely prepared for all 5 of these reasons, then you're completely set up for success in your enrollment conversations.

And if you get stopped when you hear any of these 5 most common reasons, then truth be told, you're usually going to lose the client. Instead, they're going to go work with someone else who can help them get past their internal blocks.

I know this to be true personally because it used to happen to me all the time.

How To Be Ready For Every Major Objection

See, most people think "I can't afford it" is where the conversation ends.

I like to think this is where THE REAL CONVERSATION BEGINS.

So I recommend that you have "transformation conversation scripts" prepared for all 5 of these reasons why people say no.

Transformation conversation scripts are powerful outlines you can follow that are effective at helping people who want to say 'yes' but are stuck, afraid, or feeling doubt.

When you start using transformation conversation scripts every time you get to the part of the conversation where the client has concerns or objections, you always know what to do.

In my enrollment system, I give you complete transformation conversation scripts for each one of these reasons people say no.

Right now, I want to give you 3 powerful methods of specific things to say and do when you hear things like "I can't afford it" or "I need to talk to my spouse or business partner."

Each of these methods is a part of my transformation conversation scripts.

What I'm going to show you will help you learn how to work with your clients to transform the doubts or fears or blocks holding them back. You can start using these in your consultations right away.

What I'm giving you will help you increase the number of people who hire you.

Okay, here's the first method:

Method #1: How To Avoid Hearing "I Can't Afford It"

When you're at the end of the consultation, and you offer your services, one of the most dreaded things you can hear from a potential client is "I can't afford it." This is probably the objection you hear the most often.

But first, let's look at WHY people tell you "I can't afford it."

One big reason is they haven't seen the VALUE of working with you yet.

So I could tell you what to say when someone says "I can't afford it," and I will in a minute.

But it is 10 times more useful to help you establish the value of your services BEFORE you mention your prices, so that you reduce the number of times you will hear those words in the first place.

I'm going to share one really powerful strategy from my enrollment blueprint right now that you can start using right away.

In fact, what I am about to teach you will be a game changer for you in how you can establish the value of your services during a consultation.

So get ready, this may be a big paradigm shift.

Here's how it works.

You're nearing the end of a consultation which you've done really well. You've asked the right questions and you've gotten to the core of what your potential clients really wants and what their biggest challenges are. You've both gotten really clear on what your potential client needs to do next.

Now you've just offered your service package, and you've walked them through what they get when they work with you.

Next… What if instead of you doing all the work trying to "sell" your services, what if you simply help your potential client to see the value for themselves.

You can do this simply by asking one question at the exact right moment in the consultation. So here's the game changing question:

"What do you see as your benefits of you working with me?"

Here's why this kind of question works so well.

Instead of you trying to enroll someone, you can simply ask them to enroll themselves and let them establish the value on their own.

This way, you're not putting pressure on the potential client with a sales pitch. Instead, they get to explain why the services you've offered are a good fit for them.

Of course, this question works only if the first part of the consultation has gone well.

Doing this will dramatically increase the number of people that say YES to hiring you.

It's simple and powerful. You'll have to try it to see how well it works.

Method #2: How To Respond To "I Can't Afford It"

Okay, here's a second method I want to teach you for handling objections and helping clients say yes to hiring you.

You've reached the end of a consultation with a potential client. You've offered your service packages, and now they say: "I can't afford it."

Not only is this the #1 most common objection, this is where a lot of business owners fall apart and give up!

I want you to not see this objection as the end of the conversation, but rather as the time for you to take a stand for your client getting the results they really want.

So let's talk about how to work with this objection. The first thing to do is to see if money is the real objection here or not:

I recommend asking this question:

"If it weren't for the money, would this be something you'd want to do?"

If they say "yes," then this usually means that they see the value of your offering, and they are perceiving money to be the issue.

When you follow my enrollment blueprint, you are most likely going to get a YES answer here.

Remember that much of the time, money is not the real issue even if they say it is.

Oftentimes, "I can't afford it" really means "I'm afraid of stepping out of my comfort zone" or "I don't believe in myself enough" or "It's hard for me to make decisions" or "I made up my mind not to hire you in advance and I am following assumptions I made hours ago."

So if they are genuinely interested in your services but they are perceiving money to be an issue, here's the next question you can ask:

"Okay, I get that you want to work with me but money is a factor for you. Is it because you don't have ANY money at all, or is it that you don't have the money available for this?"

If they tell you they don't have any money to hire you, you can offer to explore with them where to find the money. *"Would it be helpful if we both do some brainstorming on where you can find the money?"* It's important to ask this question from a place of being on their side, as an ally to help them get what they want.

On the other hand, if they're telling you they have money, but just not for what you're offering, this is where you want to take a powerful stand for the client to get the results they really want.

While you're talking to your client about ways to find the money to work with you, this is a good time for you to tell a story of a past client who had the same concern and who didn't have the money to get started--someone who decided to break out of their comfort zone, find the money, and now their life has dramatically changed as a result.

How I Empowered A Client To Make A Powerful Choice

I once had a client who mentioned that she was saving up for a vacation to Europe.

I simply asked, "Which do you think is a bigger priority for you right now?"

It turned out that investing in my program made a lot more sense for her.

She saw that vacation was an escape for her, a way of avoiding what she really wanted to do.

By asking the question, I let her decide, which feels a lot more empowering and less pushy.

Method #3: “I need to talk to my spouse/partner first”

One of the things that often happens at the end of a consultation is your prospective client says something like, "I have to talk to my husband first" or “I have to consult my partner” or “I have to look at my budget first.”

This basically means that they can’t make the decision right now on the spot.

I want to give you two tips on what you can do in this situation that will maximize your ability to actually come away with a client.

The first tip is all about mindset and the second tip is what you can actually do to make sure to land a client.

Let’s start with a mindset tweak first.

What I often see happen in this situation is that you might have a tendency to give up. You get disappointed. You make up a story or think “Not this again.”

Here I want to encourage you to NOT give up and to do everything in your power NOT to assume that you’re being blown off. Instead, continue to act and feel like you’re talking to a client rather than a blown opportunity.

In the past, as soon as I heard any kind of objection, I got down on myself. I made the assumption they don’t want to work with me. So it makes sense that every “I can’t make the decision right now” resulted in me not getting a client. I was frustrated, and I thought there was nothing I could do about it.

But when I stopped assuming that I had done something wrong and I stood firmly in my own belief that I can help this person, everything changed.

Here’s what needs to happen every time someone tells you that they need to consult someone else.

First, you need to make sure that any other concern or objection they have is handled first so that nothing, and I mean nothing, is standing in the way of saying yes. This is key.

Once that happens, then you can ask this powerful question:

“What can we do to make sure that your husband (or whatever other decision maker) is a total yes to us working together?”

This question helps you become partners in enrolling the other decision maker. This helps the person feel like you are on their side and gives you both an opportunity to brainstorm what can be done.

I can't tell you how many stories I have heard from my students about how effective this approach is.

Now here's the next thing that needs to happen in the "I have to check with someone else" situation. And that's to set up a follow-up call with them on the spot.

Here's why follow-up calls are so valuable. I've personally found that a good percentage of people who show up for their follow-up call say YES!

Follow-up calls can help you get a lot of clients and a big income boost. I probably made $100,000 in one year just using this one method, and not giving up when I heard the "I have to check with someone else" response.

Here's how you set up this call:

First, you ask when they can have the conversation with the other decision maker.

Then you schedule the follow-up call for the day after.

For example, you might say something like, "Andrea, I am really excited for you to speak to your husband about this on Tuesday. Let's schedule a short follow-up call on Wednesday. How is 3 pm?

This creates accountability and urgency to actually have the conversation with the other decision maker. That's huge because left to their own devices, your potential client might avoid having the conversation all together. But now that a conversation with you is in their schedule, they are that much more likely to take action.

One more thing - schedule the follow-up call for as soon as you can so that the decision is being made when your prospect is still inspired by the consultation.

And be sure to be prepared by knowing what you want to say in advance when you're asking for a follow-up call and what to do during the follow-up call as well.

If you aren't using the process I've just described, you're potentially losing out on a significant amount of income.

Meet Alex

I want to tell you about my client Alex.

He was just telling me about a recent consultation where one of his potential clients told him "I need to talk to my wife."

Alex then followed the process I just described and set up a follow-up conversation for 48 hours later.

It was a short conversation – and he got a yes to a $10,000 package.

Lesson #4:

The REAL Reasons People Say 'No'

Okay, now we're going to get real around here.

I want to tell you the real truth behind getting clients in a consultation.

Even though what you hear from your potential clients is "I can't afford it" or any of the 5 reasons I've told you about earlier, the reality is that it is almost NEVER about these reasons.

What I see is this: When someone is truly enrolled… when they have clarity of what they want… when they see something that can truly help them… when they believe in themselves …

Those clients find a way and they DO NOT have to think about. They miraculously find the money and talking to someone else is just a formality.

So here are the 4 REAL reasons why your potential clients will say NO to becoming your client during a consultation:

1. **They don't yet know, like or trust you**

2. **They don't believe your service will actually be able to help them**

3. **They are not committed enough to getting what they want or they don't fully know what they want**

4. **They don't believe in themselves enough**

These are the real reason clients are not signing up with you, and I want to talk about each reason one-by-one. I'm going to give you some great tips on what to do to handle each one of these often-subconscious objections from your prospective clients before they even come up.

Reason #1: They Don't Yet Know, Like Or Trust You

We all know the saying that we buy from people we know, like and trust, but how do you go from unknown to irresistible in less than 60 minutes of a consultation with someone? Is that even possible?

I’ve got to tell you from working with thousands of clients through this process, that it is absolutely possible to create the KLT factor – where your prospects Know, Like and Trust you – by the time you are done with the consultation.

You’ve probably heard the saying – “No one cares what you know, until they know that you care.”

I want to give you 3 tips right now that you can use to create the Know-Like-Trust factor in your consultations.

(A) Your Potential Client Comes to the Consultation Presold

How do you do that? By sending clients materials about you before the consultation that allows them to connect with you.

You can send them a very personable and enrolling bio from you before your consultation. This is less about your accomplishments and more about connection and what you have done for your past clients. If this can be done in a video format, that’s a bonus.

You can send them testimonials that illustrate the results you create.

You can even send informative articles or blog posts you think your potential client may find useful. Everything you send your potential client before a consultation can the nurture series. It’s a series of communication that nurtures them to feel safe and secure in you and your expertise. This has them feeling like they are beginning to know, like and trust you before the conversation even takes place.

Ideally, you have this as a packet of materials you send to every potential client automatically. This is the first step to being enrolling and transforming the first real objection people may have to working with you before it even comes up.

(B) Have Your Client Fill Out a Questionnaire Before the Consultation

It’s ironic that having someone answer your questions before a conversation has the potential of creating the Know-Like-Trust factor, but think about it.

The better your questions, the more they are designed to have your potential client open up, be authentic and vulnerable, and the more connection you are building before you even say one word to your potential client. Your client will feel seen by you before the consultation begins.

(C) Listen More Than You Talk

In a consultation you want to listen more than you talk. Be curious. Be present and be genuinely interested in what your potential client has to say. Dig deep, and find out what they really want, before you offer anything.

If YOU spend most of the time talking, the potential client feels like they're listening to a sales pitch. If the potential client spends most of the time talking, they will learn a lot about themselves and what they want. People have so few opportunities in life to really open up and feel seen and heard about what's important to them. When you give them this opportunity, it's something they will value so much.

When you use these 3 tips, you'll create a connection with your potential client and it will help you create the Know-Like-Trust factor – and transform one of the biggest objections they may have in working with you before it even comes up.

Reason #2: They Don't Believe Your Service Will Actually Be Able To Help Them.

Even if they feel like they know, like and trust you, that doesn't mean that they automatically BELIEVE that your service is going to help them. And that's a pre-requisite for them hiring you.

I see this objection come up all the time.

It's the "Will this work for me?" phenomenon.

No one will ever tell you that's what's happening inside (because it's happening unconsciously), but you can feel the energy of it during the conversation.

Here are 2 secrets for helping create confidence your services will work for them.

The first is to give specific examples of other people similar to them who have gotten the results they want. Then your potential client can see the possibility for themselves… "Okay. Okay. This can work for me, too."

You actually want to say something like this: "I worked with someone that reminds me of you and she was in a very similar situation," and then go on to describe the bottom line results your client has gotten.

You will get extra points if the case study can also be a teaching tool that allows your potential client to learn from it.

Here's the second secret to helping your client create belief in your ability to help them:

Arguably the most important thing you can do for your potential client to trust that you can help is for you to outline the pathway between where they are now and where they told you they want to go.

This can be a rough plan, but the more confidence you have when outlining this plan, the easier it will be for your potential clients to trust that you can help them execute on it.

Some people will absolutely not hire you without you outlining the plan you have for them to get to the result they want.

Real Reason #3: They Are Not Committed Enough To Getting What They Want

You may have people in a consultation with you who are interested in what you do. And who believe in you and your results.

Yet that's not enough.

There are a lot of things that people are interested in, but they only invest into things they are fully committed to getting or at least seriously want to be committed to.

However, it can be difficult for your client to commit to what they really want, because of fears, self-doubt, or avoiding change.

This is normal because hiring you may require your clients to step out of their comfort zone.

Knowing this, it is imperative that your #1 intention during an enrollment conversation is helping your potential clients to commit to what they want.

My entire consultation process is essentially designed to help someone make a clear commitment.

If your #1 intention during a consultation is to get a client, you will ironically fail to get a client most of the time.

But if your intention is to secure commitment, you automatically improve your chances of getting a YES.

Think about it - when your potential clients get crystal clear on what they want and are committed to get squarely on the journey to getting there… what happens?

They get excited and raring to go on their path towards what they want.

When they are in this state, it's a lot easier for them to step up and say YES to getting your help, rather than being stopped by their fears and concerns.

Real Reason #4: They Don't Believe In Themselves Enough

Now onto the last Real Reason #4 why your potential clients say No to you - They don't believe they can do it.

Think of it this way – if the person you're speaking to says, "I don't have the money" – what I find to be most of the time is that they DO have the money, or they can get the money.

Money is not the real objection.

It's their fear that they can't do it. That they can't change. That they might fail or look bad. They don't believe in themselves.

But they aren't aware of it!

Very few people are going to be aware of what's going on inside enough to tell you that they're not signing up for your services because they don't believe in themselves.

Instead, they'll give you one of the 5 reasons I mentioned in Lesson #1. That they don't have money. That they don't have time. Etc.

Your potential client's lack of belief in themselves is one of the biggest reasons why people don't hire you, yet this is not something that is usually addressed at all during consultations.

That's right, your potential clients may not know this is even happening for them.

I find that once you get good at the consultation process, this becomes the only reason left why people say NO.

Let's say someone knows, likes and trust you. They think your service is the perfect solution to their situation. They are committed to getting what they want. This lack of belief can still be a daunting reason stopping them from going for it.

So your top job during a consultation is to inspire your prospects enough that they begin to believe in themselves just a bit more.

The more you believe in them. The more you acknowledge them. The more you demonstrate your expertise.

The more you genuinely care that they will get to achieve the results and the dreams that they came to you for.

And the more you take a stand for them getting what they want, and choosing their vision over their fears...

⇨ **The more likely you are to get hired.**

And the beauty of this is that when you follow these suggestions, you are being of highest service to your prospective client that way.

I believe that helping your potential clients create belief in themselves is possibly the most important task you have in your consultations.

I can't stress enough the importance of doing this.

Okay, so these are the Top 4 reasons your clients do not wind up hiring you. It's important to handle these hidden objections because your potential clients will often not be able to tell you the truth as to why they are not going to hire you.

Instead, they will tell you the easiest and most convenient thing to move on from the conversation. And if you believe their story, you may be helping them to stay stuck where they are.

So the better you get at unearthing the REAL objections and concerns, the more your clients can have transformation right there during the consultation, and the more clients you get Yeses from who started out in the "Maybe, but something's in their way" category as I outlined earlier in Lesson #2.

Who Are You?

I know I've been teaching a lot here about learning how to help people overcome what's in their way in order to say YES to what they really want, when they're talking to you during an enrollment conversation.

I get excited sharing about this because I know you'll be able to make a bigger difference in people lives, while earning a lot more money every time you speak to a potential client.

But now, let's talk about you!

See, the thing I'm most excited about are my students and my clients.

I've seen many of you make incredible journeys...

- From very little money to a lucrative businesses
- From being someone who "sells" with difficulty to someone who "enrolls" easily and gracefully
- From having worries about money, to someone who can generate new clients and new income anytime you want

And being able to help you make this journey totally lights me up!

If you're reading this, you probably fall into one of two categories of business owners...

The First Category is if you're newer at what you do and you want to get more established with your business.

I love helping you avoid a lot of mistakes and make good money right from the get go.

Specifically for you, I have designed what I call the "Enrollment Consultation Formula" which makes it easy for you to make the leap into success with consultations right away.

This way, you can have a lot more conversations that lead to paying clients and income.

Many of my clients begin getting thousands of dollars per client right away. I've seen this happen countless times, even for brand new business owners.

The Second Category is if you've been in business for a while, you're working really hard, and you haven't achieved the business results and income that you want.

For you, it is time NOW to master the #1 business skill that EVERY successful business owner has, bar none.

Doing this will make it so much easier for you to sign up clients, earn great money, and have a foundation for creating financial stability in your business.

The ability to effectively enroll clients is the foundation of every successful service-based business I've ever encountered.

If you're ready to get paid handsomely from your enrollment consultations, you're going to love what I have in store for you.

I'm making it sound so easy and it may seem hard to believe, especially if you have not committed to getting really good at holding consultations.

I didn't at first either.

But now that I have done it and I've seen so many of my clients do it, it's hard for me to stand on the sidelines and watch business owners choose the hard road to success.

I'll give you a really interesting example.

An Established Business Owners Goes Even Bigger

One of my clients, Vrinda Normand, is a very successful 7-figure business owner. She revealed to me that she never really enjoyed sales conversations before working with me: they just felt like hard work.

Yet when she started applying my enrollment system, something clicked for her.

Her enrollment conversations felt natural and easy.

For the first time, she saw how transformational and valuable these conversations were for her potential clients, whether they bought or not.

The day after she learned my system, she enrolled somebody into a $7,000 program.

This woman cried in the conversation with Vrinda because it was so transformational for her.

Vrinda provided incredible value during her consultation by inspiring this woman to take a leap and believe in herself in a way she never had before.

Vrinda kept applying my enrollment blueprint (that I'll share with you next in my video series)...

And she earned $100,000 in one month!

She did this with a series of 1-on-1 enrollment conversations, where she offered high-ticket coaching packages.

So whichever category you're in, whether starting out or more established, you don't need to wait to build a big list, you don't need to work on your website or your branding... you can just get started now with offering highly valuable consultations to people in your tribe.

You're probably just a few enrollment consultations away from having the biggest month in your business.

I can't wait to hear your story, 2 months or 3 months or 6 months from now, about how you've been able to take off by boosting your enrollment consultation skills.

What's Next

Coming up next is my third video (and downloadable blueprint) called "The Yes Blueprint: Your Step-by-Step Method For Turning Conversations Into High-Paying Clients."

You are going to love it. I think it's the best video in this series.

I'm going to walk you through my enrollment blueprint – it's great stuff.

You're going to get the basic structure of everything you need to hold successful consultations.

You'll have more clients saying yes. You'll earn more consistent income…

… all while delivering amazing value and transformation for your clients – during the consultation, and while you're providing your paid services.

You'll learn how to have an amazing skill you can use for the rest of your life.

So be on the lookout for an email from me in your inbox about that video. You don't want to miss it.

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.

If you liked what you've read, please share a comment or a "like" with me on Facebook – it keeps me going to hear from you! If you have a comment, let me know at the page below.

Watch the training video here and share your comments:
www.billbaren.com/videos