

get clients workbook

Christian Mickelsen

Author of the bestselling
Get Clients Today

Get Clients Masterclass

Lesson 1: Get Clients Today
3 Simple Strategies That Get High Paying Clients
Lining Up Around The Block To Work With You

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ABOUT ME

Hi, I'm Christian Mickelsen. If getting clients has been challenging for you, has kept you up at night, stressed you out, or even made you want to cry - I can totally relate.

My first few years in coaching nearly bankrupt me and crushed my spirit.

Today, I'm a 5-time #1 best-selling author, winner of the Inc. 5000 award for being one of the fastest growing companies in America 4 years in a row, and friends with a lot of well-known celebrity experts.

But 20 years ago, back when I first got into coaching, I thought if I could just make \$35,000 a year as a coach (which was the most I ever made at my job), be my own boss, do what I love, do something that actually matters, and help a lot of people, that would be great!

At first, I didn't think it would be difficult to get going in my coaching business. But, I ended up really struggling.

First of all, I didn't know how to get people to hear about me, or where to find clients that would pay big fees. And second, I didn't know what to say to them to spark their interest to potentially work with me.

All this made me doubt if I was "good enough" as a coach and had what it took to be successful at coaching.

Finally, I cracked the code and clients hired me to coach them to grow their coaching business.

The first 5 coaches that hired me grew their businesses to over \$100,000 a year within 18 months. And one of them did it in just 72 days. Since then, I've helped



hundreds of thousands of coaches get clients and generate a great living doing what they love.

In fact, I've helped my students get MILLIONS of clients in over 82 niche markets, from over 108 different countries!

I share all of this with you so you see how possible it is to grow a successful coaching business. Inside the Get Clients Masterclass I'm going to show you how to get clients fast, and how to create a highly profitable, highly rewarding coaching business you can be proud of.

I'm on a mission to get the world coached. And while that may be my mission, I can't reach everyone. So the best thing for me to do is help YOU be the best you can be at getting clients.

So, if you're serious about getting clients and having a successful coaching business, be sure to show up and take lots of notes!

Print out this workbook, grab a pen, and follow along during our live training session.



The coaching industry is the _____ industry behind the IT industry.

Coaching is a _____ industry.

Once you learn how to _____, you'll always know how to get clients.

Generally speaking, you only need 2 things to have a coaching business. Those 2 things are...

1. The ability to do the coaching
2. The ability to _____

What are the two keys to position yourself as an expert?

Key #1: _____

Key #2 Teach people _____

When you first explain your coaching to a prospect, you should focus primarily on the _____
_____.

The #1 thing that pushes clients away than anything else is _____.

When describing your coaching, it's better to be more _____
_____. This allows people to really understand how your coaching will help them.

_____ clients x _____ a month = _____ a year.

_____ clients x _____ a month = _____ a year.

5 power beliefs you can adopt to create unstoppable confidence as a coach are...

1. The structure and _____ of coaching makes a difference
2. Your _____ makes a difference
3. Destiny brought us _____
4. Results are _____
5. People _____ having a coach

Given what you learned inside this training today, how would you explain your coaching to a potential prospect so that they're excited to hire you?
