

The 4-Step Intro Session Filling Formula

You can use this template & example to get people clamoring to grab your Introductory 'Breakthrough' sessions, from public speeches, videos, and that all-important Client-Getting Webinar.

Step 1: Name The Session Something Cool

- Not 'a free no-obligation consultation', as this does not sound enticing at all and it seems that only you, the business owner will get any benefit from it.
- Instead, call it something that relates to the topic of your webinar.
- Eg. if your webinar was on 'how to find the man of your dreams', it could be the 'Find Mr. Right' Breakthrough session.

Step 2: Bulleted Benefits Of The Session

- Give people a reason to take up the session by describing what happens in the session & just how valuable this session is, for example:
 - Create a crystal clear vision of the kind of man you'd like to attract & the kind of relationship you'd like to have
 - Uncover hidden challenges that might be sabotaging your attempts to attract a high quality man
 - An inspiring 5-step strategic action plan that you can use to attract the kind of man that might just be future-husband material

Step 3: Clear Call To Action

- Have **only** one really clear call to action, such as:
 - Click the link to my calendar to get a session; or...
 - Write your name, telephone number & email address on the form being passed around; or...
 - Click reply to this email, etc.

Step 4: Authentic Limits

- If you have a million sessions available forever, there's no reason for people to take it up right now. That's why I recommend only showing the next 2 weeks in your calendar and only having 3 spaces available each week.
- For a webinar: "I only have a handful of spaces open in my online calendar, and there are hundreds of people going through this webinar, so if you click the link and it doesn't work, that means all the spots are already taken."
- It's important to only say what is actually true, and to say it in a way that is enticing. This works a lot better than trying to 'fake' scarcity. If you don't believe it, they won't either.
- At an event, I once said, "Chances are, I'm never going to see you ever again, so if you want to get more of this kind of training, get your phone out & go to this web-page to sign up." This worked, because everyone could see it was absolutely true!

Voila! That was the 4-step Intro Session filling formula. It works like a charm. For more on how to get a never-ending stream of clients, go to:

www.NeverEndingStreamOfClients.com