



10 Easy Steps to
Enroll More
Coaching Clients
Fast!

by Rhonda Hess

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and Founder of

PROSPEROUSCOACH



My clients say I have a super power for helping coaches choose a profitable niche that fits their zone of genius.

That's step #1 in a string of strategic actions that bring reliable financial success to your coaching career.

How did I become an International Business Mentor for Coaches?

The usual way ... angels and surprises.

In 2001, I was hired to co-author curriculum for *Coach Training Alliance* and design their certification program. CTA still uses it 2 decades plus later. And while there, I trained 500 coaches!

I quickly saw that, it's the business side of coaching that trips you up. CTA grads naturally hired me, which inspired the launch of my company, ***Prosperous Coach***, in 2006.

You see, most coaches try to sell a certain type of coaching and soon flounder or quit because they don't really know what people want so much they'll invest in help to get it. You too?

But when you *nail your niche* and design your offers & content around that niche, you stand out in the crowd and become the go-to resource for that niche. That changed everything for me and can for you too.

For now, let's get the enrollment call nailed and later I will offer you a chance to be one of the 20 coaches I help each year in my ***5-month VIP Coaching Business Breakthrough program***. I'd love to work with you!





But enrolling clients and selling yourself can feel so awkward.

Too often, after your best sample coaching they say "I can't afford that." It leaves you totally deflated.

I know that painful place! All coaches struggle with this at first.

Imagine no longer trying to CONVINCE people to buy coaching.

Instead, by asking powerful questions in your Discovery Call, you reconnect the person to what they really want and what's been in the way. Then you reveal how you help this special audience get where they want to go.

When you show up confident in your program and price in a way that pays you well, you'll hear "Yes!" more often. And, your confidence grows.

Enrolling more clients with ease is 3 mindset shifts away:

1. Shift from coaching and problem solving in Discovery Calls ... to having meaningful and **fun enrollment conversations**.
2. Shift from feeling nervous and stumbling through your pitch ... to setting up that moment for success with **transparency from the start**.
3. Shift from timidly asking them to hire you ... to **confidently owning your value** and being detached from outcome.

First, ace these mindset shifts. Then, use my 10-step process with powerful questions to **enroll clients who are eager to hire you**. It works!





It's normal to fear rejection when you are asking someone to hire you for fees. You're thinking ...

“Who am I to think I can help this person?”

“Why would they ever pay me this much?”

Rejection fears stem from:

1. Forgetting to own your innate gifts.
2. Attachment to outcome.

Instead of looking for proof of your worth from a 'yes', own your worth no matter what happens.

Flip your mindset and stand in your personal power.

You are more than your accomplishments. Your potential is boundless. You wouldn't be reading this if some part of you did not already know you were meant to be a coach.

Decide right now to own your gifts. This isn't arrogance. It's owning your personal power. You become more authentic and magnetic.

Access your personal power by feeling your feet, sensing into your spine and finding your center. You will feel good in your skin. That will shine through your voice and eyes. Start every Discovery Call in this place.

Now it's time to let go of expectation and worry ...





Bring your personal power to your Discovery Call:

- Enjoy this human being.
- Stand firm in your set fees.
- Trust your IDEAL CLIENTS will hire you.

Interesting things happen when you show up this way ...

- Prospective clients feel that positive power and step into their own.
- They choose what feels right to them without pressure. Beautiful!

You can stop performing, relax and connect.

You need never convince anyone to hire you. And, discounting disempowers both you and your client. They won't fully invest so they may not fully show up and you'll resent the situation. **Negative energy.**

Whatever happens, honor their decision as win/win. Bless and be blessed. You both finish the call feeling good. **Positive energy!**

When I made this shift I felt at peace and that attracted my ideal clients.

Attachment to outcome stunts growth. Detachment is seeing every outcome as perfection. It's freeing!

Set intentions. Do your best. And learn from every experience. Then, invite another Discovery Call as soon as you can.



Hold Back the Goods



Consider making a decision right now to no longer problem solve or coach in your Discovery Calls.

Since making this change, nearly all my Discovery Calls end in 'yes' and at much higher fees than I used to ask.

Prospects respect your boundaries.

While sample coaching sessions help you learn how to coach as a student, they aren't a reliable way to enroll clients for significant fees because:

- Sessions focused on bite size issues leave prospects feeling complete and often without a desire or sense of urgency for more.
- Giving coaching for free keeps you in a student frame of mind. It's time to step fully into the professional role and CEO mindset of your biz.

Raise your credibility and professionalism.

Use a set of powerful questions to evoke an authentic desire for your prospect to invest in their future by hiring you. It's hugely empowering!

Find the 10 steps and powerful questions on the next page. Print them out!

Soon you'll never sweat a Discovery Call and love doing them!



- 1. Set intention.** *“If it sounds good to you, I’d like to learn more about you. Then, I’ll share how I help (fill in your benefit statement.)” “First, how did you find me and what inspired you to have this call with me?”*
- 2. Get a snapshot.** *“Tell me about your day-to-day life right now.—where do you live, who lives with you and what is your livelihood right now?”*
- 3. Reveal their vision.** *“If you could have everything you want (related to the specific outcomes you help them reach) 1 year from now, what would that look and feel like?”* Probe for details related to your niche.
- 4. Connect emotions.** *“How important is (what they just told you) on a scale of 1 - 10?”* If they say 8 -10 it is urgent enough. If lower, ask what would be a 9 or 10 for them.
- 5. Uncover hurdles.** *“What’s been stopping you from (what they told you in question 3)?”* Get to the lynch pin of what’s in the way or missing. Resist coaching them!
- 6. Gather gems.** *“What have you taken away from this conversation so far?”* They will likely tell you how wonderful it is to self reflect and be heard.
- 7. Invite them in.** *“Are you ready to hear how I can help you achieve (their specific desires) and overcome (their specific hurdles.)?”* They will say ‘yes’.
- 8. Light the path.** Explain smoothly and clearly the specific milestones of your Signature Program. Then ask: *“How would having this depth of support help you?”*
- 9. Share details.** Smoothly share your fees and what they get (# of sessions, etc.)
- 10. Help them choose.** *“Are you ready to get started?”* If yes, schedule their 1st session and send your invoice payable in full today. If they want to think about it, ask: *“What exactly will help you decide?”* Set a date in 2-4 days for them to email their decision.

For help responding to “objections”, listen to these 2 *Prosperous Coach Podcast* episodes: [Episode 162](#) and [Episode 355](#).

After your Discovery Call, send an email that reconnects with your prospect about their specific desired outcomes and challenges that includes the details of your Signature Program and, if they’ve said ‘yes’, [on-boarding next steps](#). Attach your intake packet.



Are you ready to attract ideal clients who already know they want to hire you?

Enrolling clients is even easier if you have a strategic and powerful customer journey in place that nurtures your audience and leads ideal clients straight to your Discovery Call ready to invest. That's what I help coaches do.

Let's partner to create that for you! With an audience you'll love, **we'll conduct market research to find out exactly what they want and what's been in the way.**

With those insights, **we craft your Signature Coaching Program, price it well, strategize your content, free offer, web copy & every little thing.** You'll feel confident in your value always. [Read what VIP clients say about working with me here then ...](#)

[Fill out the application for VIP mentoring on this page](#) and I will be in touch to invite you to a Discovery Call.

I can't wait to meet you!

Rhonda



Praise for Prosperous Coach Podcast:

"I enjoy it so much I often binge-listen to many episodes in a row. I absolutely love how open, sincere and generous Rhonda is with her time-tested wisdom in what it takes to build a successful coaching business from scratch."

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