

Conscious Client Attraction

TRANSFORM YOUR SINGLE SESSIONS INTO ONGOING DEEP-DIVE CLIENTS



Module 1

Talking Your Walk ~ *What Do You Do?*

Does this question strike a kind of fear in your heart? Like, this person will *never* get it, ~ OR maybe you do think they could be your ideal client and, gosh, which of the hundreds of things that I do, *do they need to hear* most (and so you're kind of shuffling in your mind to come up with just the right lines) so that you will convince them you can help them?

Finding just the right words is actually *really important*.

We usually have many ways of explaining what we do, but, we are usually not focusing or using our words in a way that the prospective client can really hear them. By not crafting our message in a way our prospective clients can hear us we leave a lot of money on the table.

Here's the thing... When someone is trying to find out what you do, they aren't really asking you what tools you have in your toolbox, what certifications you have or what specific techniques you use.

A person looking for help only wants to know if you can get them results.

What they are really asking you is **"Who do you serve?"** "What are the results that your work offers?" And the question underneath the question is.. **"Do you serve me?"** Do you serve my situation, my world, my hurt, my problems, and also do you know my hopes and dreams? Do you know what I've already been through to try to solve the problems I have? Talking your walk is really about talking *their walk ~ in their words*.

The supporting chapters in this Module will help you get clear on who your Destiny Client is, and guide you to write your Destiny Client Directive.