

# Conscious Client Attraction

TRANSFORM YOUR  
SINGLE SESSIONS INTO  
ONGOING DEEP-DIVE CLIENTS

Four Week Group Coaching Container  
Online  
w/ Cathleene Cienfuegos

Hi, I'm Cathleene,  
I help Healing Arts  
Professionals create  
energetically  
aligned and  
financially abundant  
businesses!

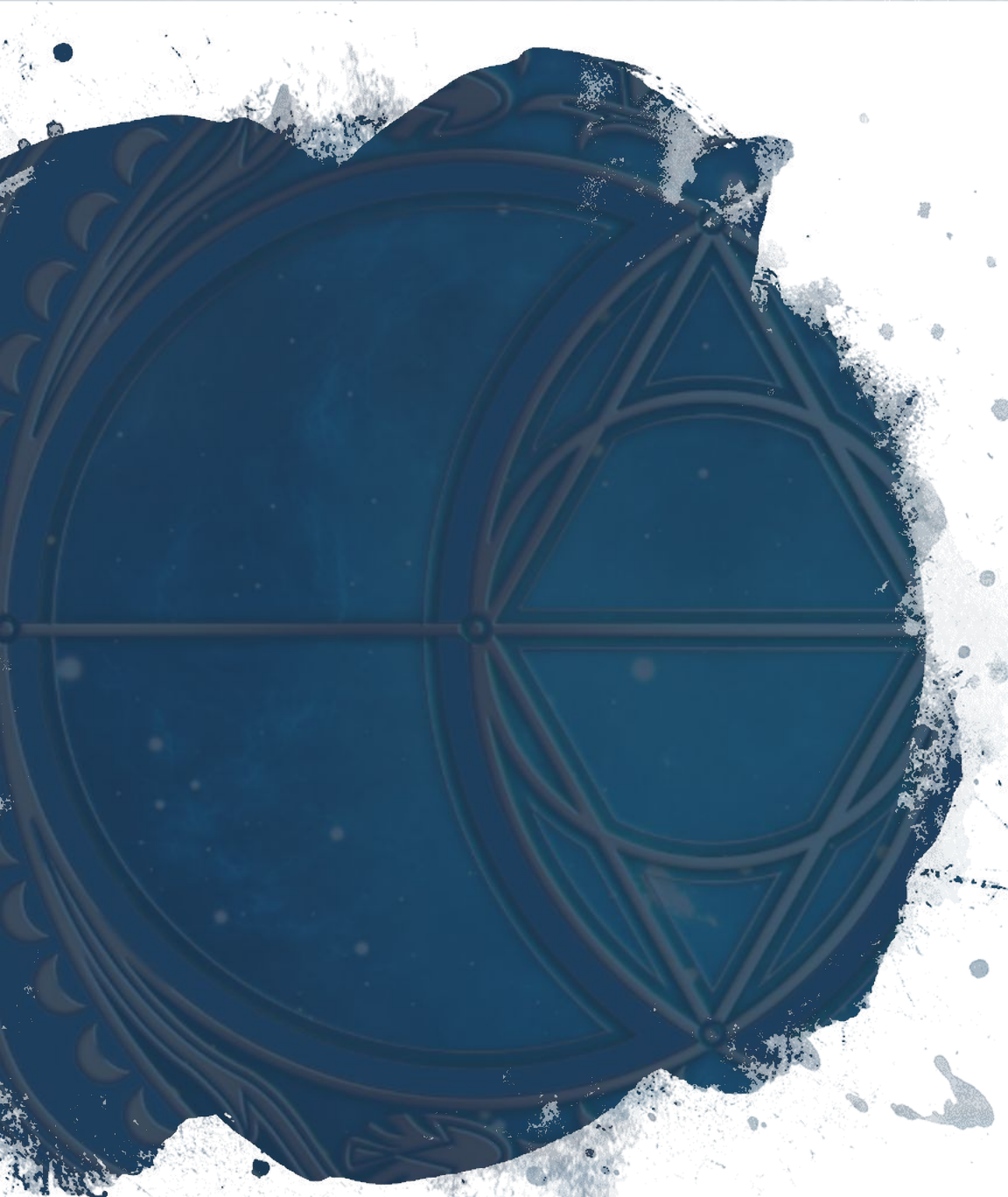




# Welcome!

*I am so excited you are all here.  
I know you are all masters practitioners!*

**I truly believe** that you can get real results for your clients. I know you've all done massive inner work to be able to do the work you do...



I know where you are in your business... ***I've been there!***

- ***I've been brand new*** ~ figuring out where to find clients and how to do sessions
- ***I've been a Tantric massage person*** ~ figuring out how to widen the scope of my sessions to include all my gifts and talents
- ***I've been a person doing tons of one off sessions*** ~ realizing that that kind of hourly time for money exchange has a cap -there's only so much time, only so much money.

Each one of these was a **quantum leap** for me and *I had to get more help and more info to go to the next level...*

I know you're here  
because you need  
some frameworks  
that will **help you  
organize and grow  
your business!**

*Also some part of my  
messaging resonates  
with you...*





When I took the leap  
from doing one off  
sessions to inviting  
deeper dives  
*I ended up in a container  
that really really  
challenged me to  
stretch\*...*

But the frameworks that I learned there are **tried and true!**

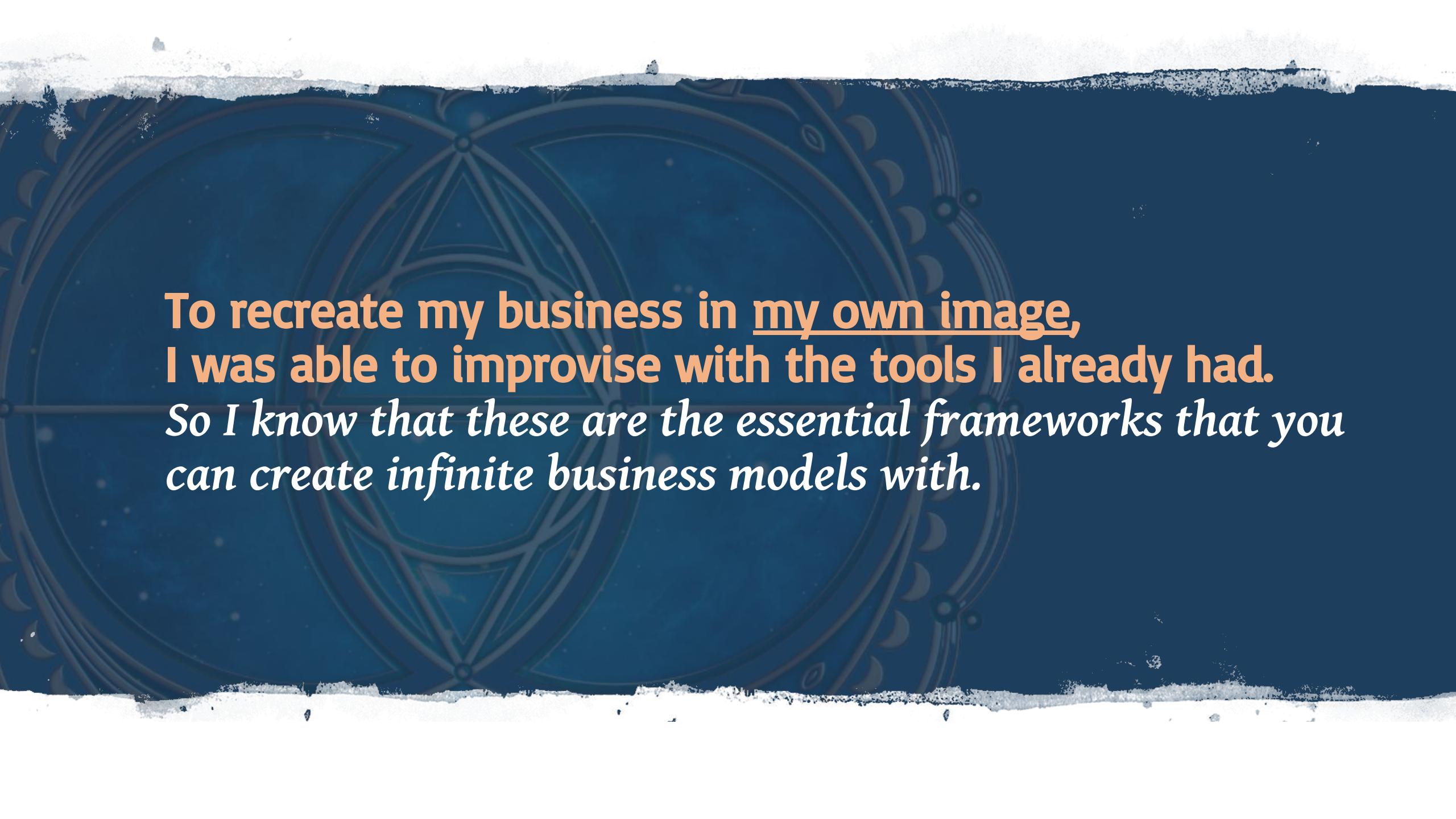
**And the ones I still use today...**

*I just use them like they are notes on a piano and I make up my own songs with them\*.*

~ I've spent the last 3-4 years really looking at this *and studying what I can do to increase my income, my sphere of influence, and to make a real change in the quality of my life.*

~ I've seen the ultra masculine way of doing it *and have now surrounded myself with the voices of women in business*

~ I've also had to slow down myself these last couple of years ~ *I've really really needed an income that was gentle on my nervous system, and energetically compatible\**



**To recreate my business in my own image,  
I was able to improvise with the tools I already had.  
*So I know that these are the essential frameworks that you  
can create infinite business models with.***

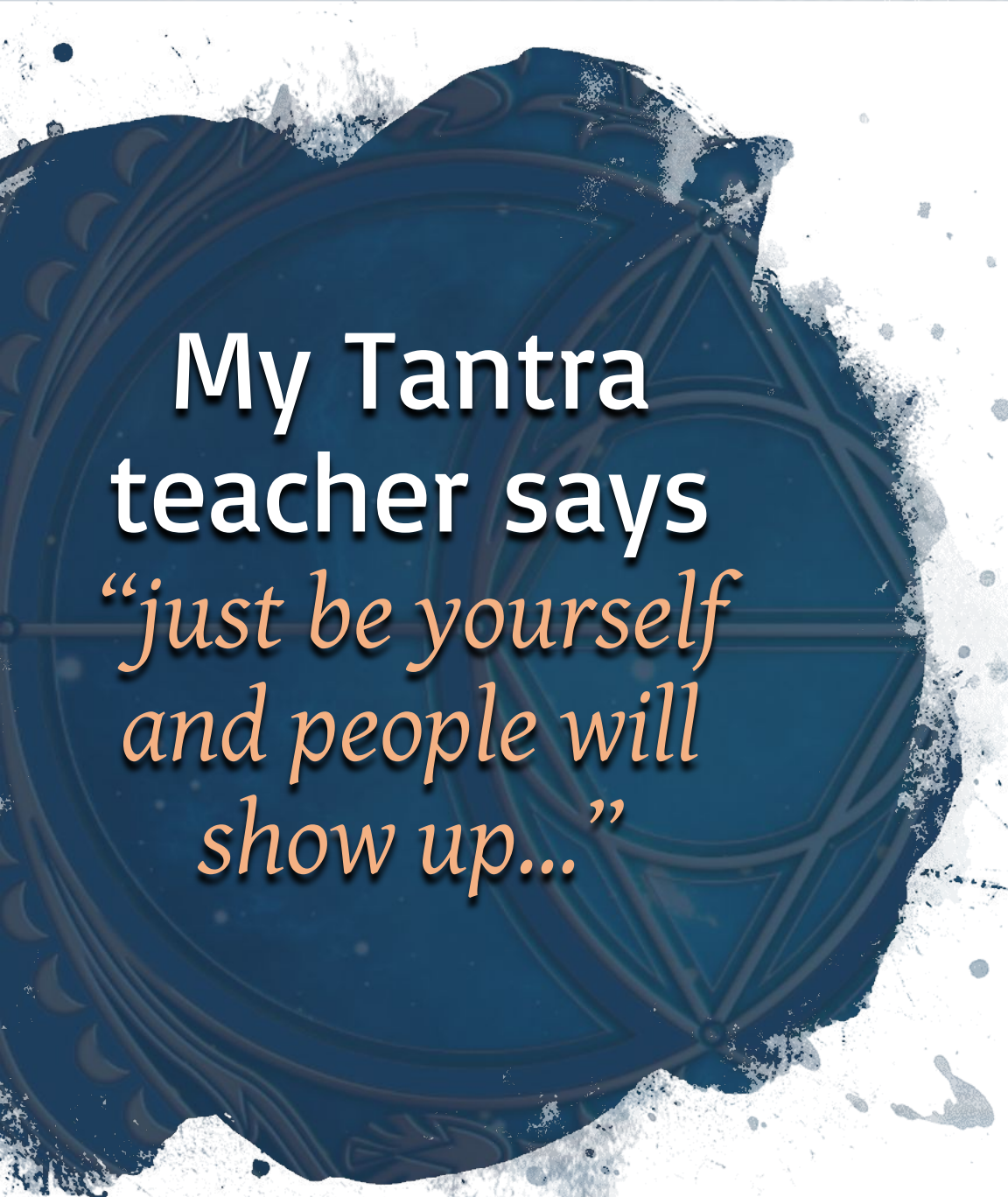


But I know that  
when we wake up  
to our *big gifts and  
energy, and the ways  
we can help people,*

**the last thing we  
think about is...**

*now I need to learn  
Sales & Marketing.*





**My Tantra  
teacher says**  
*“just be yourself  
and people will  
show up...”*

*Ok this is true, AND...*

**...the more congruent you are with your offer, the easier it is to magnetize or attract your destiny clients**

*AND it does take some conscious attention to get really congruent and to feel effortless in making your offers to higher paying clients\*.*

**So the very first thing we're going to do is get our words congruent with:**

- how we help people
- who we're here to serve, and
- the offers we're creating.

*Finding just the right words is actually really important, so this first week is all about **MESSAGING!***



# Talking Your Walk

Great messaging is about saying what you do in a way that's easy to understand and also *attracts and helps* convert your ***Destiny clients.***

*“Great messaging is the sweet spot between your life's passions and what people are eager to invest in.”*

*~ Sage Lavine*



I call this Talking your Walk...

If you want to invite people into deeper dives with you...

*You need to get very clear on how you can help people AND*

*Who your client is.*

**The first part of this module is a Personal Inquiry**

*Get Clear on Your Unique Genius*

So that you are very up to date with what is it you have to offer...

**The second part of this module is about Them**

*Get Clear on Who You Help*

They need to know you really understand you get who they are\* ...

What you DO is not about  
who you are,

*it's about who They are...*

When someone asks you  
What do you do?

*They are asking you Who do you serve?*



Talking your walk is  
really about *talking*  
*their walk*

*in their words\*...*



## So Let's Create Your Destiny Client Directive!

*The Destiny Client Directive has many names...*

*Elevator speech, Target Marketing Statement, Million Dollar Message.  
All mean the same thing.*

**It is a short, easy and understandable sentence that relays  
the essence of “what you do”.**

*Which really answers the question Who do you Serve?*



# Messages *I've Used*

“I help conscious women move beyond the pain and hurt from the past so they can have the sex and relationships they REALLY want.”

“I help coaches, healers and powerful women have the sex and relationships they want so they can feel confident and successful from the bedroom to their business.”

“I help Healing arts practitioners turn their Sacred healing sessions into wildly abundant coaching careers.”

# Messages used by Others

“I help women business owners achieve more by saying yes to less” *Cat’s Coach, Joy Evanns*

“We help coaches and experts enroll dream clients, at premium prices, with unshakeable confidence and total congruence, so they can amplify their income and impact.” *Congruent Coach Collective, Alex Moscow*

“I help men overcome the addictions and distractions of the modern world and experience flow and peak productivity.” *Pathway of Power, Kai Van Bodhi*



# Messages used by *Others*

“We help business owners and entrepreneurs craft copy that inspires people to take action.” *Conscious Copy & Co, Jennifer Hudye*

“I help women become the sexually confident people they’re meant to be.” *Amy Jo Goddard*

“I help Soul Venturers get out of their job and into their calling.” *Soul Venturers Robert*



# Reaching YOUR Destiny Clients

*The ONLY way to sell high  
ticket Programs or Courses  
is to create a Specialized  
Offer to a small portion of  
your larger community,*

*Otherwise known as  
creating a Niche*





# Niching

*Niching can seem challenging for many transformational coaches\**

*Some of the things that can come up are...*

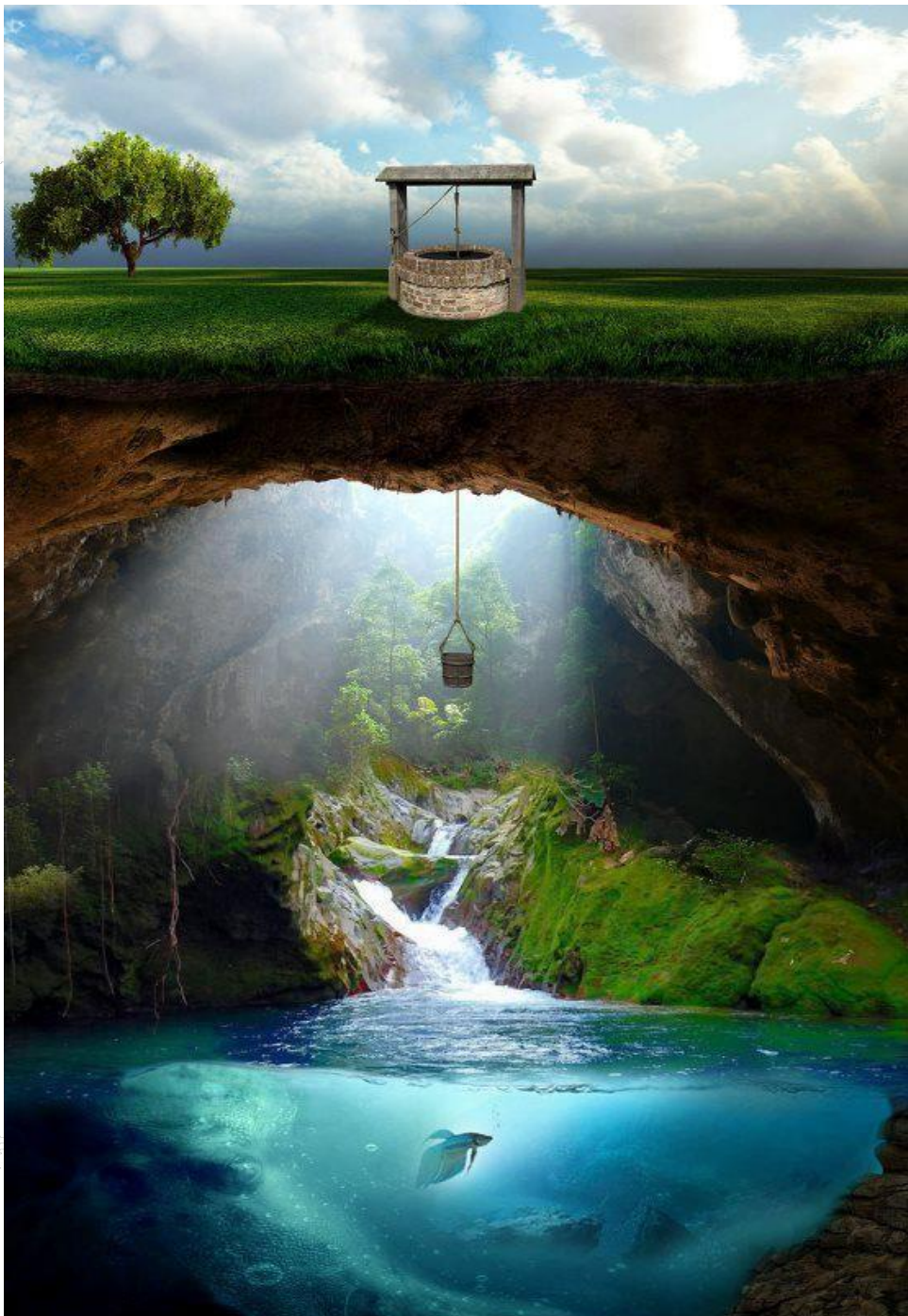
1. If we're new practitioners or coaches we may not know who we are here to serve yet. And that's ok! *You can still create a Destiny Client Directive*

*But if we are already serving people...*

2. We feel that we are somehow limiting the help we can offer
3. We feel like we're leaving people out
4. We feel like we're leaving money on the table

The opposite is actually true  
though...

*In the back rooms of marketing gurus, they use the phrase “niche is rich” and any other way is called the “spray and pray method”*



Imagine that you are trying to dig a well. You wouldn't dig a bunch of 6ft. holes hoping that one brings life giving water. *You dig one hole down 20ft.*

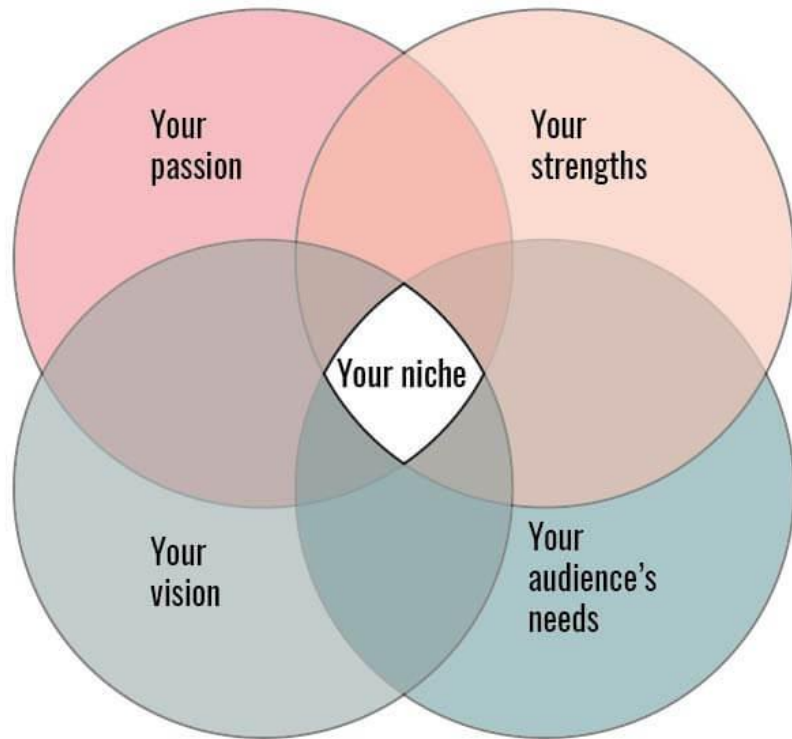
*This is niching!*

The only way to get clients to go deep with you is for them to get that *you understand them deeply.*





# A Niche is a NEED.



It's as simple as that.

Your message relays the need, problem or thing your client wants to have or needs resolved the most. *What does your client desire most?*

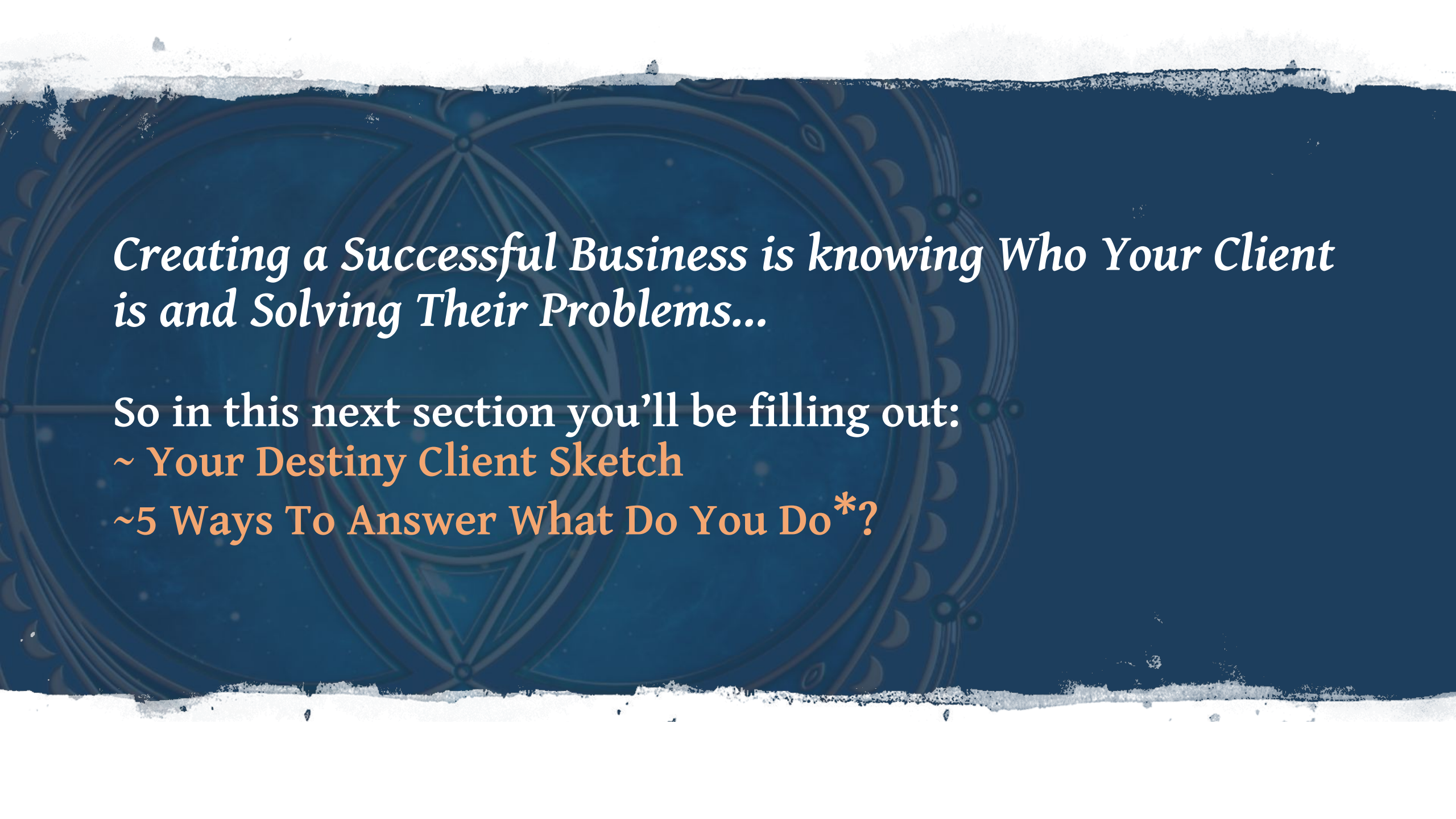
Specializing helps you create an Expert Brand and allows you to *do what you love the most, every day.*

# Answering ~ What do you do?

Knowing who you serve is the ONLY way to create *clear and powerful messaging*.

How you say what you do is the one thing that's going to *attract your Destiny Clients* and get your prospects closer to signing with you than anything else\*.





*Creating a Successful Business is knowing Who Your Client  
is and Solving Their Problems...*

So in this next section you'll be filling out:

~ **Your Destiny Client Sketch**

~ **5 Ways To Answer What Do You Do\*?**

# My coach Alex used a golfing metaphor:



Your messaging gets them on the green, so that when you get on the phone with them the ball is near the cup... *you just have to “putt” to get them in the hole.*



The more specific we can get about where our client is now and where they want to be, *the better.*



# 7 Components of *Great Messaging*

1. Saying who you serve.
2. Meeting people where they are at (How would THEY say it?).
3. Understanding their problems.
4. Being clear about the specific results, insights and breakthrough they will get.
5. Strikes an emotional chord.
6. Entering the conversations that are already going on in their minds.
7. Saying what they want better than they can say it themselves.

## ***Bad Messaging***

“I help people take their business to the next level.”

## ***Great Messaging***

“I help conscious business women scale their business so that they can have more money and time for themselves to do the things they love.”

## ***Bad Messaging***

“I am a life coach that helps people get their lives together.”

## ***Great Messaging***

“I support people to get out of overwhelm, and create smarter strategies for daily tasks so they can fall in love with their lives again.”

# The Simplest *Messaging Formula*

I (help, mentor, train, coach guide, serve) \_\_\_\_\_ who struggles with (painful thing) \_\_\_\_\_ so they can create (desire, dream, good outcome) \_\_\_\_\_ so they can (happy emotional result).

I (help, mentor, train, coach guide, serve) \_\_\_\_\_ so that they can have (great results) \_\_\_\_\_ in (timeframe) \_\_\_\_\_ without the (struggle, pain, annoyance) of \_\_\_\_\_.

# *~Soulwork~*

## *Module 1 - Talking Your Walk*

1. Your Destiny Client ~ Find Your Tribe & Love Them Hard
2. Destiny Client Directive
3. Good Messaging





Questions?



“Results  
don’t take time,  
they take  
*courage.*”

~Alex Moscow

“The difference between  
content and copy:  
The goal of content is for  
*people to understand you.*  
The goal of copy is for  
*people to feel understood.”*

~Jennifer Hudy





“Achieve more by  
saying *yes* to  
*less.*”

~Joy Evanns