



- OPPORTUNITIES FOR OFFERING -
STRATEGY SESSIONS



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



OPPORTUNITIES FOR OFFERING STRATEGY SESSIONS

Networking Meetings: When you meet someone you can serve, offer them a Strategy Session! If you don't have privacy and feel you can't offer the session while at the networking group, then take their card and call (or email) them about it when you get home.

MeetUp.com Groups: This is a great online resource for local networking groups and events.

At a Training or Workshop you attend: You'd be surprised whom you might meet amongst fellow attendees at a training or a workshop. Don't be shy to offer your Strategy Session if you feel you can help.

Offer Your Own Free Class: Publicize and promote a Free Workshop of your own. Promote it to your email list, friends, family, acquaintances, etc. and ask people in your "circle" to email the people in THEIR address books about it too. Put up signage in appropriate locations. Then, plan to upsell Strategy Sessions at the event.

Through Local Referral Partners: Find people who already have a database of your ideal clients, and offer a special free event in collaboration with this partner.

For example, a coach specializing in helping women during and after divorce might decide to team up with local lawyers and mediators who already had a database of divorced women. They would promote a free event at their office to their entire database with my client as the special guest speaker, something like "8 Simple Steps To Reclaim Your Power And Thrive After Divorce."

Of course, this makes the lawyer look pretty special and generates great word of mouth – how many lawyers offer free personal-growth style events with guest experts for their clientele? And then at the event, this coach



would upsell Strategy Sessions, and for each one who turned into a paying client (via her VIP Day or her 6-Month Private Program), she'd provide a 10% referral fee back to the attorney.

This strategy could work well for any number of professionals or specializations such as health practitioners, personal trainers, hair salons, Med Spas, or even colleagues who do similar work as you. Who has a database of your ideal clients, and how might you partner with them?

Through Non-Local Referral Partners: This system works with a referral partner who is not local, too. Just have them host a “free teleclass” just for their database with you as the special guest speaker. Upsell Strategy Sessions on the call, and for those who turn into paying clients, again providing a referral fee of 10% to your partner.

Associations or Membership Groups: What groups do you belong to where you could offer Strategy Sessions? Alternately, are there any Associations where your ideal clients gather? Could you attend one of their events to mingle and offer your Strategy Sessions?

Your Own Free Webinar: You can design and promote a free webinar on a topic of particular interest to your niche. Again, ask everyone you know to help you promote it by emailing the folks in their address book about it. Post information about your call on relevant websites, bulletin boards, and chat rooms. Post about your free call on Facebook, and tweet about it on Twitter, and again, ask others to do the same. Then, offer a limited number of Strategy Sessions during the free call and give instructions on how to apply.

Referrals: Let your friends, family, former colleagues, acquaintances, and others know that you are offering a limited number of Strategy Sessions for your particular target market and ask whom they know that they would refer to you.

Social Networking: Post a “special offer” for a limited number of Strategy Sessions on Facebook, Instagram, or Linked In or other platforms where your



ideal clients are hanging out.

Public Speaking and Talks: Look for opportunities to do public speaking. Create an easy, interactive workshop that's ideal for your clients and shop it around. Tell networking groups that you have this special workshop and see if they'll schedule you as a special event. There are also opportunities for speaking at libraries, bookstores, continuing education centers like "The Learning Annex," etc. What's great about public speaking is that seeing you in person greatly enhances the "know-like-trust" factor, and from there it's easier to get people to take you up on a Strategy Session (and sign up to work with you).

Sending an Invitation to your Email Database: Once you've amassed a reasonably sized email database, send out a special invitation that you have "x number" of Strategy Sessions to offer. Direct those interested to a short questionnaire to apply for one of these sessions. Make sure the offer has urgency – you only have "x" slots and once they're gone, they're gone.

Have a Friend/Fan Host a House Party: Ask a good friend to host a party at their house and invite 12 friends (in your target market) to come where you'll lead a private workshop for them on "x" topic. Make it fun! For example, a friend of mine who is a spiritual life coach for women hosts a monthly event where they drink some wine, socialize while she facilitates some inspiring life coaching stuff, and then at the end she offers each of them a strategy session. **NOTE:** in this case, I suggest offering a strategy session to each person there who'd like one. Make it clear that you don't usually do this, but you'd be honored to in this case.

Offer a Strategy Session As A BONUS To Someone Else's Program or Service: This can work well if you have a colleague who services your same ideal target market, but in a different way than you, each person who signs with that colleague could also get a "bonus" strategy session with you. For example, if you are a nutritionist, you might team up with a successful life coach and for each client who signs with him/her, they get an "Empowered Eating" strategy session with you.



NOTE: This idea works well when your colleague is doing a group program (i.e. group webinar classes or support groups, etc.) versus than signing individual clients. If they've just signed an individual client, they're not likely going to want that person to do a session with you and then be offered another 1:1 package with you. However, if your colleague is doing a group class that runs a few hundred bucks, and can offer a strategy session with you as a bonus because they're not looking for 1:1 clients, there's a good chance that their folks could also afford to sign up for some private work with you. Offer the 10% commission as appropriate.

Have A Booth Or Table At An Expo or Conference: Look for lower cost opportunities to do this and be sure the event is going to attract your ideal audience, and that the attendance they expect is large enough to make it worth your while. Then, talk to people at the event, and when appropriate add, "I'd love to talk to you more about this. I have some ideas and tools that I think would be helpful to you in terms of _____. I'd be happy to grab a phone call with you to find out more about what's going on with _____ and share some thoughts, but let's set up a phone call where we can really focus outside of here. Would you like to do that?" Then, pull out your calendar and get it scheduled right on the spot. Also get their name, number, and email so you can send them a reminder the day before.

NOTE: In this scenario, I didn't call it a strategy session, though you certainly can do so.

NOW IT'S YOUR TURN.

Which 2-3 strategies resonate for you?



What are 1-2 strategies you are ready to commit to and WHY?

A large, empty light blue rectangular box intended for writing the answer to the question above.

What ACTION steps are required to make this a successful endeavor?

A large, empty light blue rectangular box intended for writing the answer to the question above.

What is the TIMEFRAME for implementation? Start from the end date and work backwards.

A large, empty light blue rectangular box intended for writing the answer to the question above.



Other comments or ideas:

A large, empty rectangular area with a light gray gradient, intended for providing additional comments or ideas.