



Top 5 Reasons Calls Don't Convert

1. They can't afford your fee. There's nothing you can do about that besides give them really amazing referrals. Everyone deserves quality care so make sure your network includes those that take different insurance, sliding scale, and private pay folx whose fees are lower than yours.
2. You are attracting people who can't afford you. I hear people worry that they've done this one more than I've actually seen it. And I get asked constantly how to attract more financially resourced clients. The truth is, with few exceptions, people across the financial spectrum experience the same problems. It may be at different rates, but you don't need thousands of clients; you only need a couple dozen. Don't get in the weeds about the income of the clients you attract. Make sure your website looks modern and clean. Make sure you show up to networking events like yourself instead of wearing a "I'm a professional" costume and you'll be fine.
3. You aren't clear about your fee online. I get asked often if I'm pro-putting your fee on your website or not. Yes. Very much so. It's true that if you get on the phone with someone who can afford your fee you have a chance to "sell" them on your services better than if they are just cruising from one website to the next. There are a few reasons I think you should put your fee on there & the most important is that the person seeking your services may have been reticent to set something up. They may have been begged by their loved one to get some help for the last 6 months. They finally have the strength or the courage or the rock bottom to finally call. If there's no way they can afford you, it further demoralizes them when they hear what sounds to them as an unreachable number. It certainly happens that clients don't look closely enough on your website, but that's on them. We can do what we can to help clients choose us or move on.
4. You haven't already proven your expertise. People who can, are usually willing to pay out of pocket for therapists that have proven through their marketing that they're experts at what they do. If they've reached out they're at least partly convinced it may be you. Your task in that phone call or email is to show them how great you are by focusing on them. Ask what they are coming in for and let your response prove that you know what you're doing. Listen well and respond compassionately. If you connect well and they're on the fence between others and you, you're likely to be chosen.
5. Your phone conversation is weird. Clients need us to be the confident ones in that phone call. They need us to guide the conversation, prevent it from being a therapy session while getting a good enough idea about if the client is a fit. I've always been a big fan of scripts. I have the phone script I've honed over the years for my practice in the What to Say When Course in the Abundance Party. I convert 80% of the people who call with this script. You can join us in there at Abundanceparty.com