Check List Marketing

Life EMPOWERED Institute

Power • Purpose • Mindset

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The ‘Create Results NOW’ Checklist:

Actions to Take, Immediately, to Get the Right Things Done now

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Do you ever sit down at your desk and think, “What should I do today?” Or, if you’re feeling really specific, “Which tasks can I complete today to actually get results?”

Whether you want to grow your list, book sample sessions, or generate revenue, this resource, The ‘Create Results NOW’ Checklist: Actions to Take, Immediately, to Get the Right Things Done, can help!

I often hear from new coaches—who spend so much time on their business in what I call “busy- ness”—that they aren’t getting the results they want. Interestingly, this happens to coaches at various stages of the business-building process.

If you’re in the hustle, day after day, and you’re not getting results, you probably understand what I mean when I say it can be pretty darn frustrating.

And while you may realize that you’re spending your time on things that aren’t effective, you may not know what you should be doing.

I struggled with this situation when I first started my coaching business, and I received some awesome guidance about how to be more productive and effective with my time and energy expended.

In general, the guidance is about working ON your business—and this ‘Create Results NOW’ Checklist gives you advice on how to do that, effectively.

GET STARTED BY FIRST ANSWERING THE FOLLOWING QUESTIONS:

QUESTION 1: Do you have enough leads and/or contacts on your list, so you can reach out and do follow-up to get sample sessions booked?

If you do, that's great! Go on to Question 2, below.

If not, then read and complete the items on the checklist under Section 1.

If you are, then go to Question 3, below.

If not, then read and complete the items on the checklist under Section 2.

Do you have enough leads and/or contacts on your list, and are getting sample sessions booked consistently? QUESTION 2:

If you are, then what's the problem? Just wash, rinse, and repeat! ;)

If not, then read and complete the items on the checklist under Section 3 – these are the items you MUST have in place in order to easily convert prospects to paying clients.

Focus on the section that applies to where you are now, and do ONLY the items on the checklist. Everything else is a potential distraction.

Once you've gone through this checklist, I am confident you'll find that when you sit down at your desk and ask yourself what you should do each day to get the results you want, you'll have the answer.

More importantly, you'll create the results you really want!

Do you have enough leads and/or contacts, and you're getting sample sessions booked, and you're converting those prospects into paying clients?

QUESTION 3:

Get Into Action – Checklist

No names on your list? Take these actions to increase **awareness.1**

Have names on your list, but not doing sample sessions? Take these actions to build and nurture your list. 2

Collect your existing contacts Send Dear Jane letter Be clear on your niche / target market Pick two marketing strategies to generate awareness, consistently work those two strategies Complete and practice your 5 Part Conversation Identify top 10 strategic referral partners Schedule connection conversations with your referral partners to identify specific actions you can take to support each other Develop Lead Magnet / Free Gift Create opt in page for your Lead Magnet / Free Gift Create auto responder series to go with your Lead Magnet / Free Gift Create content that you can repurpose inside of your two marketing strategies

Create organized contact list Review and analyze your Lead Magnet / Free Gift for it's usefulness in seeding, teaching, and converting Review the call to action in your Lead Magnet / Free Gift Review the call to action in the follow up auto responders for your Lead Magnet / Free Gift Review the subject lines in the follow up auto responders for your Lead Magnet / Free Gift Preview your Lead Magnet / Free Gift thank you page Have blocks of time for sample sessions set up on your calendar Take a look inside for mindset issues, limiting beliefs, or villains who could be blocking you from easily booking sample sessions Review how you are engaging with people Review how you are using testimonials and client comments inside of your follow up communications Review how you are nurturing your list Review your keep in touch marketing sequence

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Review the Converting Checklist and practice and review the 3 C's before your sample sessions Review the Ten Part Enrollment Conversation Role play enrollment conversations with a coach Once you are comfortable with the role play conversation, create a script of the call Use the script you create to continue to practice enrollment conversations Before each enrollment conversation make a T-Chart of potential Pain Island and Pleasure Island points for your potential client Review and practice handling the four common objections – Money, Time, I need to talk with my spouse, Fear After each enrollment call that you do answer the following questions i. What worked well? ii. What didn't go so well? iii. What will I do differently next time? Reflect on your enrollment conversations and make sure that you are not giving away too much coaching in the conversation Make sure your packages are created and available in your TCC System Be able to review your pricing just like you would say, "pass the salt."

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