

Get Clients Now!

**1-2-3 STEP
PROGRAM**

With Shay Wheat

Your First Steps to Starting Out and Getting Clients

Get Clients Now! *With Shay Wheat*

Hello and Welcome!

I couldn't be more excited to support you with "Getting Clients Now".

In this easy 3 step process you will go from "no idea of who your clients are", or "knowing what their pain is", to understanding how to best support them by creating a program/offer as a way to get them out of their pain and suffering while starting to build your clientele and community within your business!

We have all undergone a year that we never expected and many business owners found themselves riddled with anxiety, stress and fear, while others thrived and took their lives to the next level. The difference between these two groups is how quickly they took action.

The great opportunity here is that this past year has shone a light on where we might have gaps, so we can now close them and step into our potential in a way that we may not have considered before. This guide will go deep with you on closing any gaps when it comes to gaining clients and offering a way to support them through your own group program or 1:1 coaching. You will see, through the process I take you through, opportunities open up that you hadn't seen before.

Make the "Get Clients Now!" program a huge priority these next few weeks. Do the Graceful Market Research, ask your audience the hard questions, listen to their pain, find the common threads, create the offer that will get them results and then make the offer to Get Clients Now!

You have nothing to lose and everything to gain.

Get Clients Now!

Program Steps

1ST STEP

GRACEFUL MARKET RESEARCH

Inside Step 1 – you will learn what your clients want. You will stop guessing or assuming what they need, and you will actually be able to provide the solution to their pain. Even better, you will know the key words to use so they hear you!

2ND STEP

OFFER CREATION WITH EASE

Now that we know what their pain is, what solutions they want to fix it and what the common threads are from each interview, your next step is to create a program that meets them where they are at and show them how you will get them to where they desire to be.

3RD STEP

MAKING THE OFFER & GET CLIENTS NOW

Now that you have the Knowledge of what your clients Need and Want AND you have the Program outlined to support them in getting the outcome they desire, you are ready to make the offer and Get Clients Now!

Program Step 1

Graceful Market Research

*"If I had asked my customers what they wanted, they would have said a faster horse."
~ Henry Ford*

Know What Your Clients Want - Don't Guess what they want or assume what they need.

We want to know what language they use for the pain they are in. Have you ever connected with someone and felt "Wow they really just get me" or "How did they know that is exactly what I was thinking or feeling?" THAT is the power of Graceful Market Research.

We want to ask the tough questions, to get the real answers of where they are at, where they want to be and then use that to support them in taking the next best step for them. If we market to them what they NEED before we know their pain, in their words, they may be looking for a bandage to fix a gaping wound.

Often, they don't see it as a gaping wound, but you as the expert can see how deep it really goes. So the Graceful Market Research allows us to join them "where they are at" so we can support them in getting to "where they want to be".

Homework: Conduct Interviews

Graceful Market Research

1. Who do you know that is in your niche?

2. Reach out & ask:

Ask if they would help you by answering a few interview questions (No longer than 30 minutes). Complete this script to help you open the conversation: Would you be open to doing me a favor? I'm doing some market research about _____ (your niche) and _____ (specific context/topic), and I would love your thoughts around it. Would you be open to a 20 to 30-minute conversation?

Example: Would you be open to doing me a favor? I'm doing some Market Research about women and aging gracefully and I would love your thoughts around it. Would you be open to a 20-30 min conversation? Great! I've got time tomorrow and the next day, what day works best for you? Great! Is 2pm or 4pm better? Perfect, I will send you a link to zoom for our interview. Thank you so much and look forward to connecting with you further.

Graceful Market Research

3. Schedule Your Interviews

You want to schedule 10 interviews in the next two weeks.
This may mean you need to call 20 people to get 10 people scheduled.

Scheduled Interviews

★	_____	★	_____
★	_____	★	_____
★	_____	★	_____
★	_____	★	_____
★	_____	★	_____

4. Conduct the Interviews

During the interview: Host the call on zoom and record or use a service like <https://www.freeconferencecall.com/features> where you can send them a link/phone number for your interview and you can record the audio from the call.

Use the Interview questions below by answering a,b,c below:

a. Specific Group of People/Niche you support?

b. Specific Problem you solve?

c. Context/Topic for Interview Questions:

When it comes to _____

(fill in the blank with their problem then finish the rest of the Market Research question).

Ex: When it comes to Losing Weight...

Ex: When it comes to Hosting an event...

Ex: When it comes to being a Speaker...

EX: When it comes to Aging Gracefully...

The fill in the blank above is how you will reference the questions below.

Graceful Market Research

Interview Questions

1. What do you do in your free time?
2. What are your guilty pleasures?
3. What teachers or experts do you already follow?

Now ask questions as it pertains to your fill in the blank from above

1. When it comes to _____ What is your single biggest challenge?
2. What are your biggest areas that stress you out?
3. What are your 3 biggest frustrations?
4. What do you wish would just go away?
5. What do you want more of?
6. On a scale of 1-10, how important is this for you to handle right now?
7. What would you like to change or make better?
8. What excites you?
9. What do you want to learn more about?
10. What's the single biggest result you want to have?

Graceful Market Research

Interview Questions

11. What did you like best about programs/ products that you've purchased in the past?
12. We're considering creating a _____ program, on a scale of 1-10 how interested would you be in it? What would make it AMAZING? And what would you want that to include?
13. What primary emotion do you feel at the exact moment you're about to buy a product or service? What are you saying to yourself in your head? What specific words and phrases are you using? What story are you telling yourself?
14. What's the OMG, I can't believe that exists "dream solution" that you'd pay almost anything for?
15. What would I need to say right now that would cause you to pull your credit card out this very instant and invest in a program like this?
16. What do you secretly fear may be true about your situation?
17. What do you worry about? What keeps you up at night?
18. What do you not look at because it triggers too much fear?
19. What's the worst case scenario?
20. Where will you lose power, influence and control in your life if things don't change or if they get worse?

Graceful Market Research *Interview Questions*

21. What do you hope is actually true about your issue/ problem?
22. If it could happen perfectly, how would that story go?
23. What will you be able to do, get or achieve if your fantasy situation comes true?
24. Where will you be more powerful and influential in your life if your fantasy situation comes true?



Program Step 2

Offer Creation with Ease

Now that we know what their pain is, what solutions they want to fix it and what the common threads are from each interview, your next step is to create a program that meets them where they are at and show them how you will get them to where they desire to be.

Use your expertise, your training, your background and your skillset to develop a group program or a 1:1 program supporting them with the issues they've outlined so beautifully for you. You will create the promise of the program using the language they shared with you.

The development of the program and modules are up to you but remember to use the Graceful Market Research and the Promise of the program to deliver the results. Your potential clients may come to you for one thing (such as wanting to get their finances right, but they think they do not have money to pay for a bookkeeper) and you KNOW that part of their problem is that they are not aware of the importance of Mindset around finances. This is where you can incorporate the Modules they want AND the Modules they need.

This is a Beta program, so you will be generous by offering a discount to get them started. Keep the discount the same for all beta clients while standing in the value you bring them, the promise of the program and "what's in it for them". Let them know it is a Beta program but you are committed to their success AND when they get results you look forward to their testimonial.

Homework: Create and Price Your Program

Offer Creation with Ease

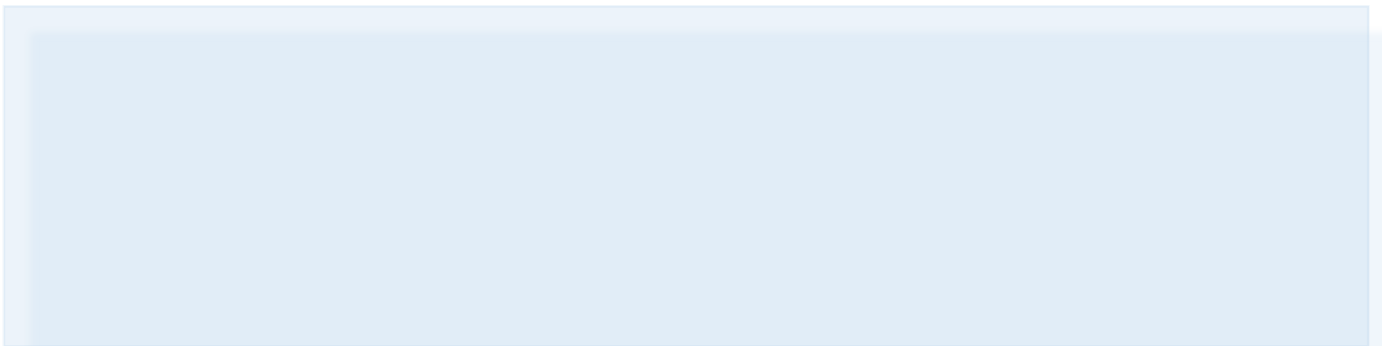
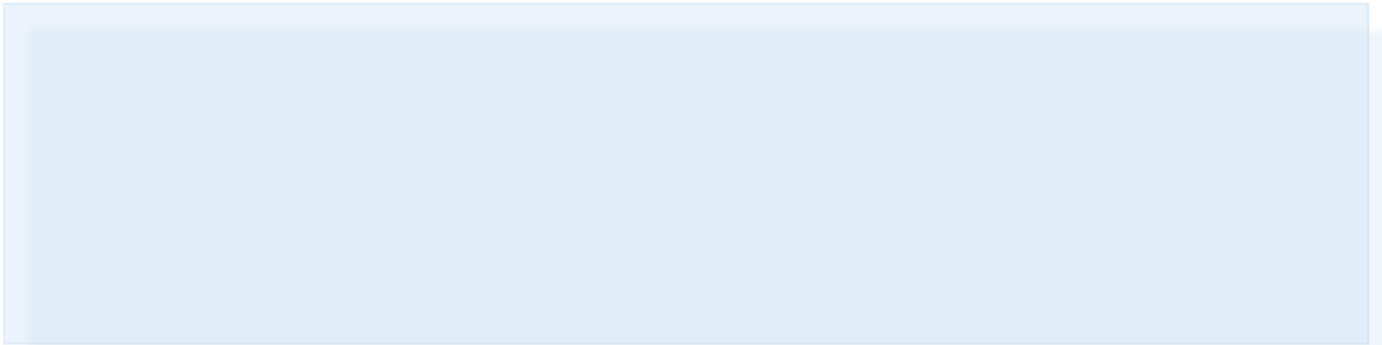
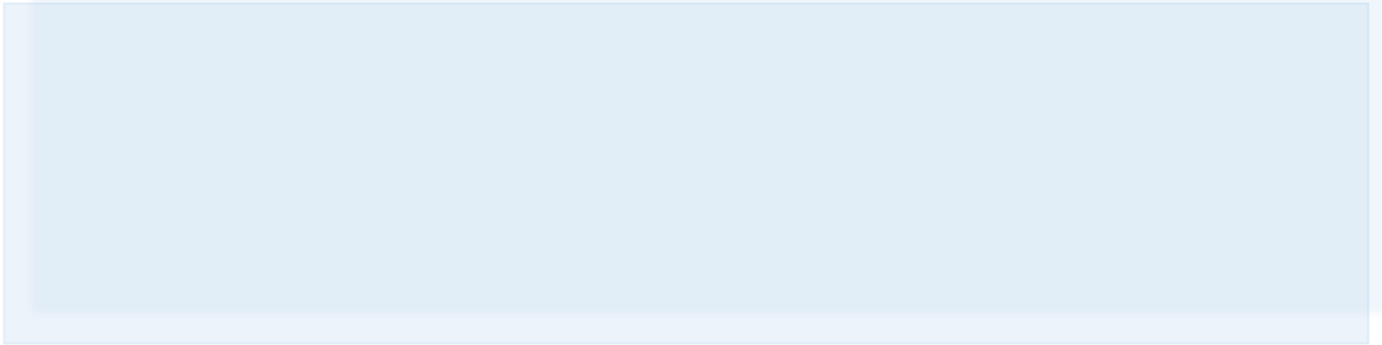
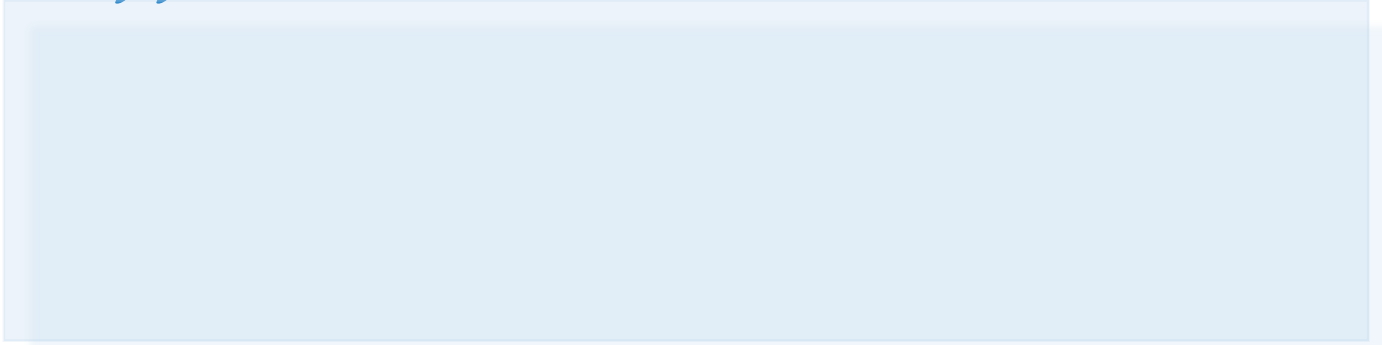
1. Compile the Results

Looking at each question from the 10 interviews, highlight the answers you see that are the same or similar. This will help you uncover 1) the pain your niche is in, 2) what problem they want solved, and 3) how you can create a program/package to support them. You can also use their words in your marketing vs your own words.

When I did this for my business, I found out my niche said they hated “figuring out the details and the planning. What they really wanted to do was “just show up and do my thing”. THAT is the power of these questions.

Hint: Upload your meeting audio files to a transcription service like Rev.com to get the meetings transcribed. You can use their base services and get really great quality reports back for Upload the audio recordings to a service like <https://www.rev.com/automated-transcription> that will transcribe your audio for a little as 25 cents/minute. If you have a 30 min conversation it will be \$7.50 per interview.

Offer Creation with Ease

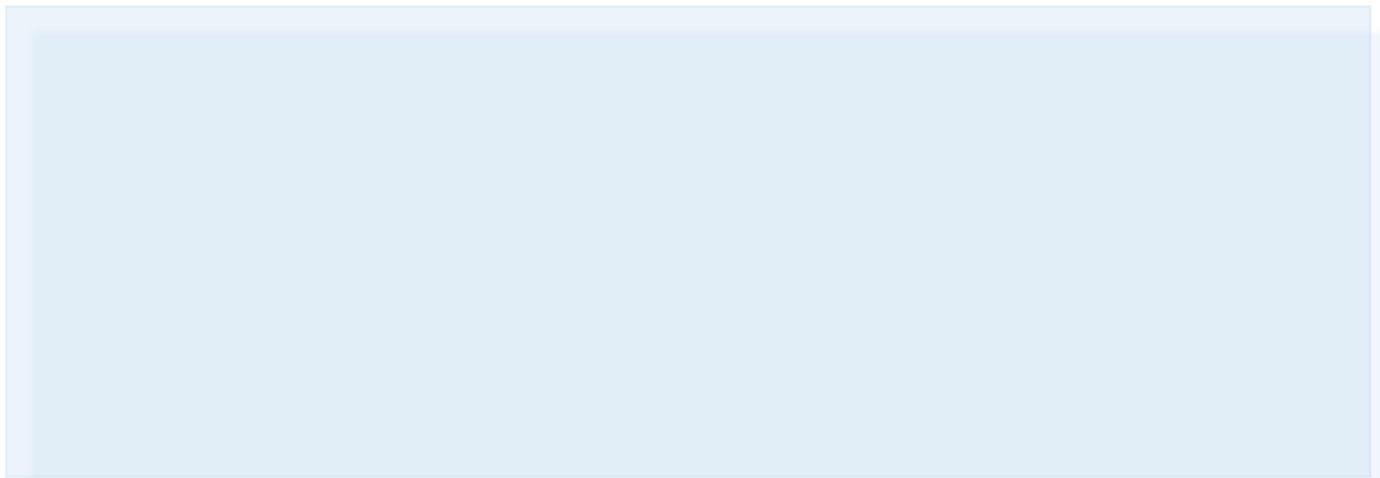


Offer Creation with Ease

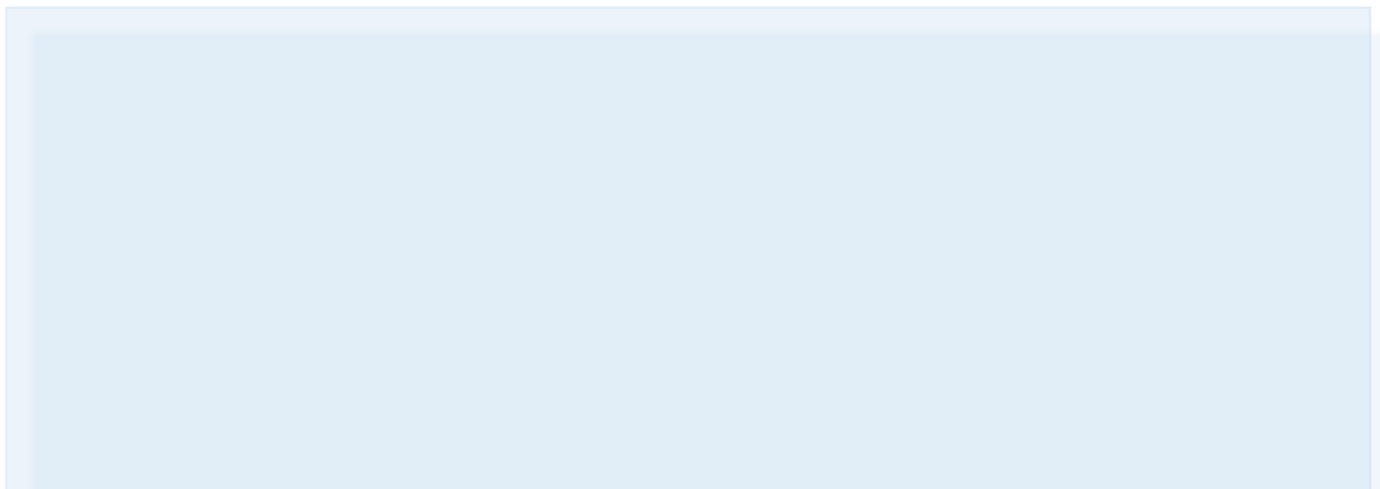
2. Program & Package Creation

Nailing the Promise of the Program using the language that your interviewees provided is a key component to creating a program that sells. In this section you are going to review the specific answers to key questions and then create your program's promise and name. Let's start by looking at the answers to specific questions:

Single Biggest Result (Question # 10)

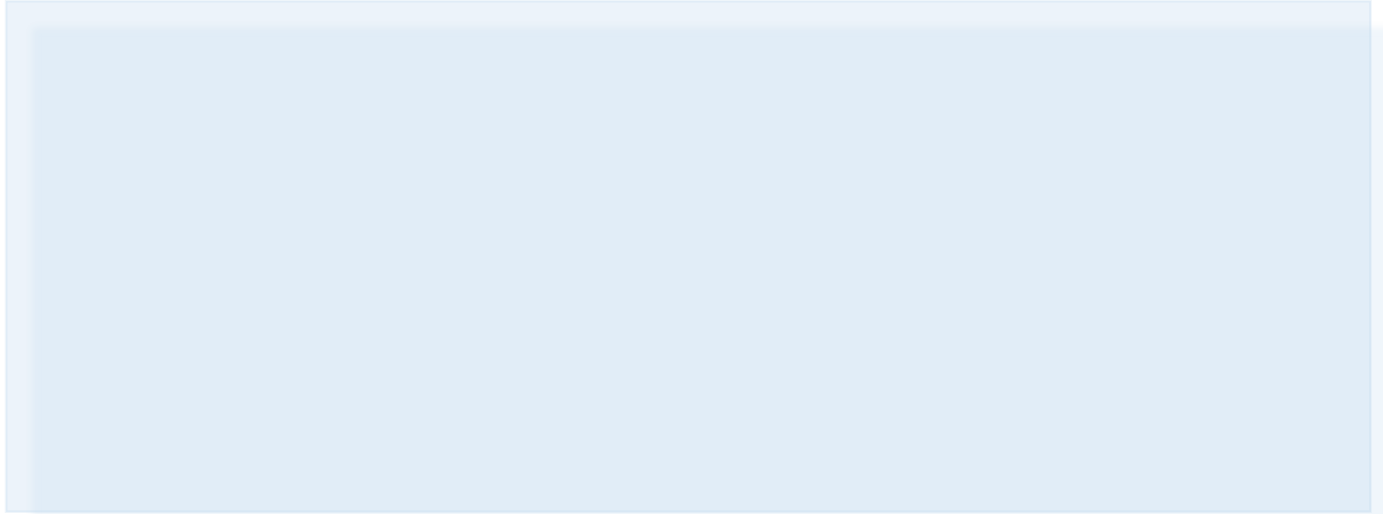


Dream-OMG Solution (Question #14)

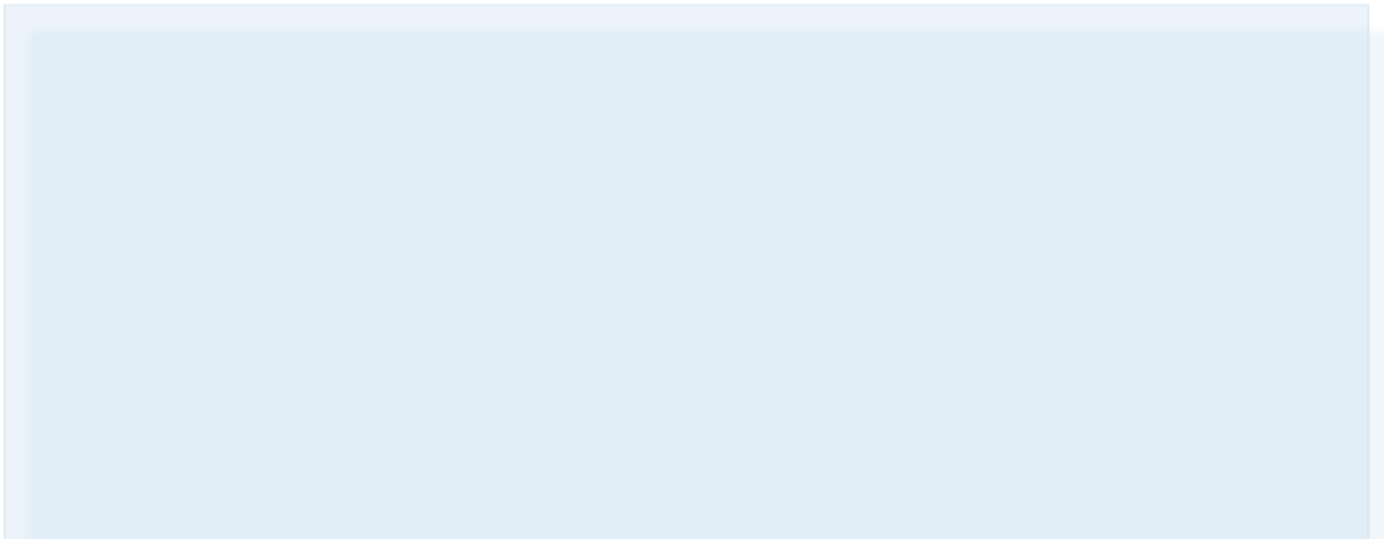


Offer Creation with Ease

Do, Get, Achieve If Solution Came True (Question #23)



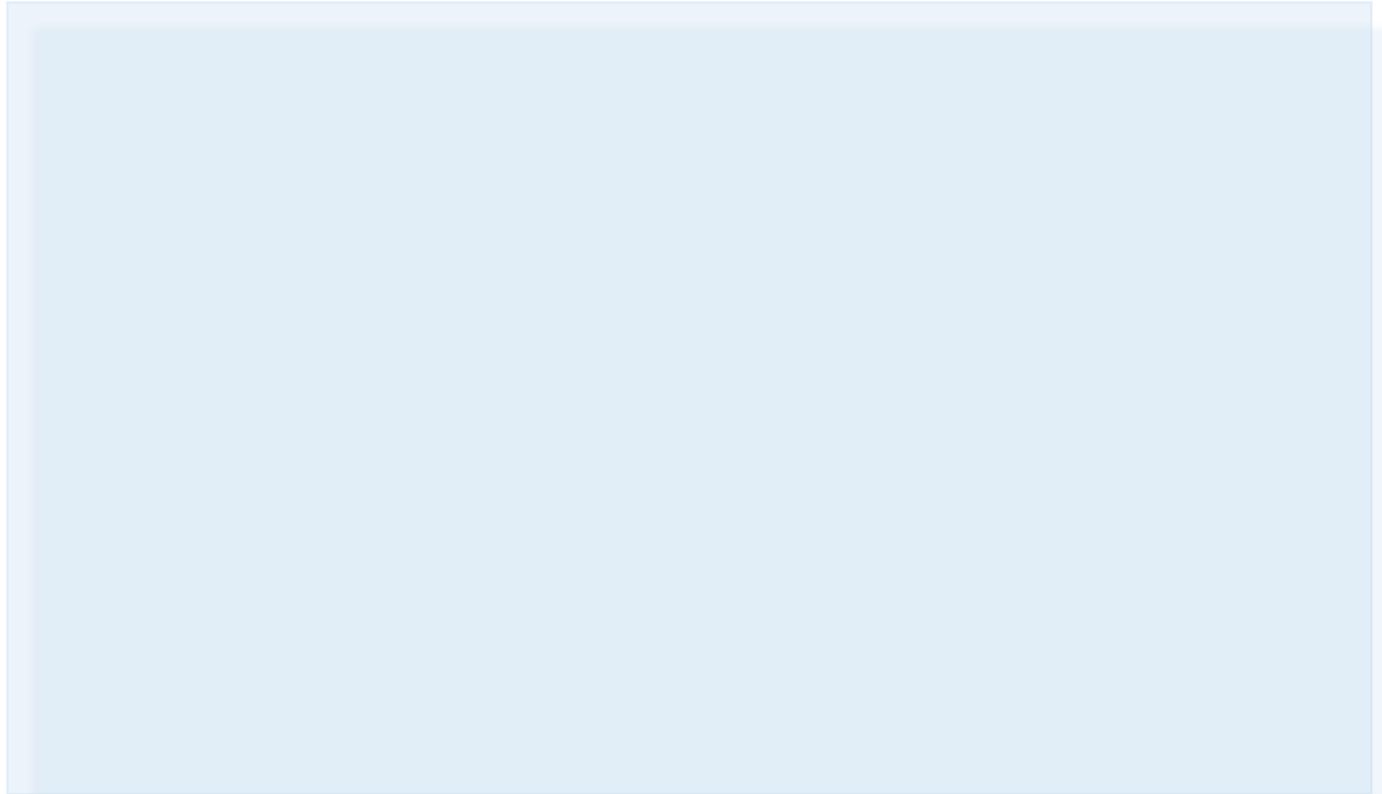
What Do They Want to Learn More About (Question #9)



Offer Creation with Ease

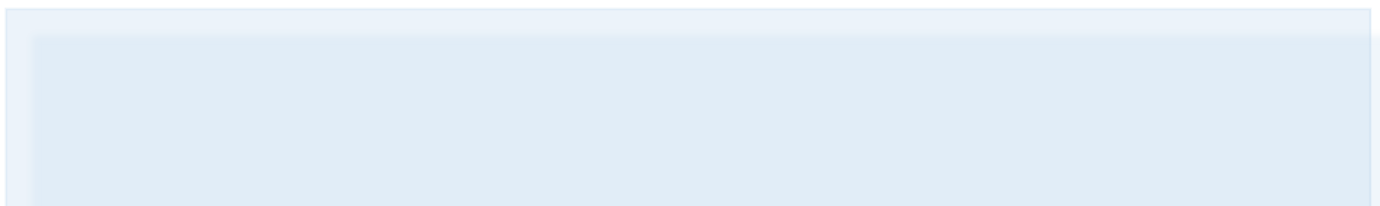
Promise of Program:

Pull from your Market Research answers above to create a 1-2 sentence Promise of your Program.



Name of Program:

Now create the name of your program from the Promise you crafted above.



Type of Program (circle one):

Next determine the best way to develop the promise.

90 Day Group

6-month Group

1:1 Coaching

Offer Creation with Ease

Group Program

You can create six modules for your group program by breaking down the key components that will deliver the promise of the program.

Keeping with our Finance example,

Module 1: Money Mindset

Module 2: Time Freedom Mindset

Module 3: Hiring the Right Bookkeeper

Module 4: Creating Systems

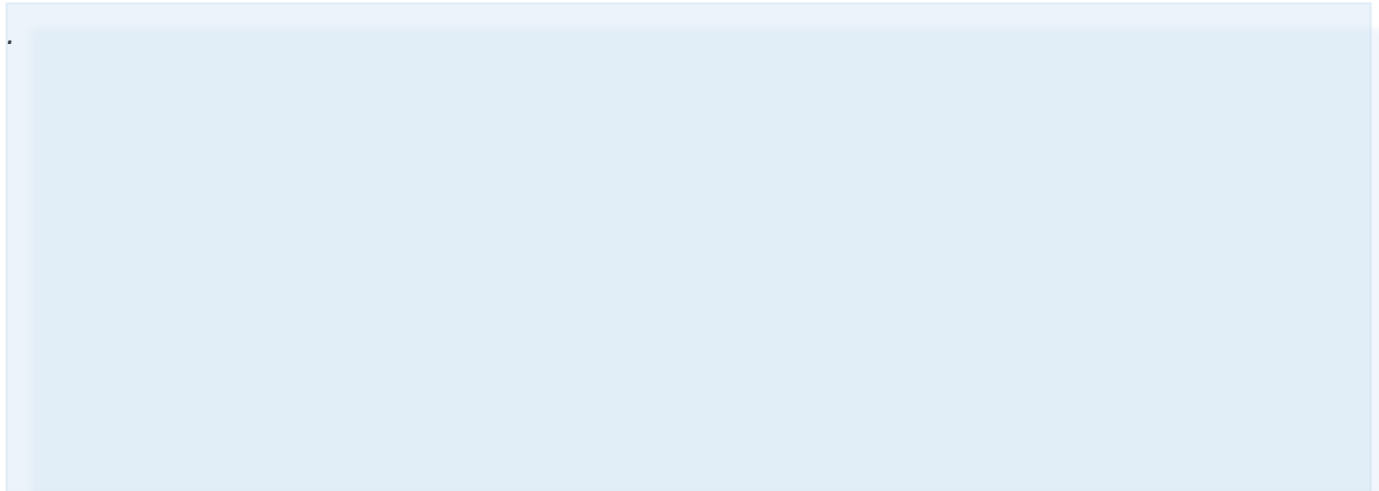
Module 5: Key Financial Indicators

Module 6: Being the CEO

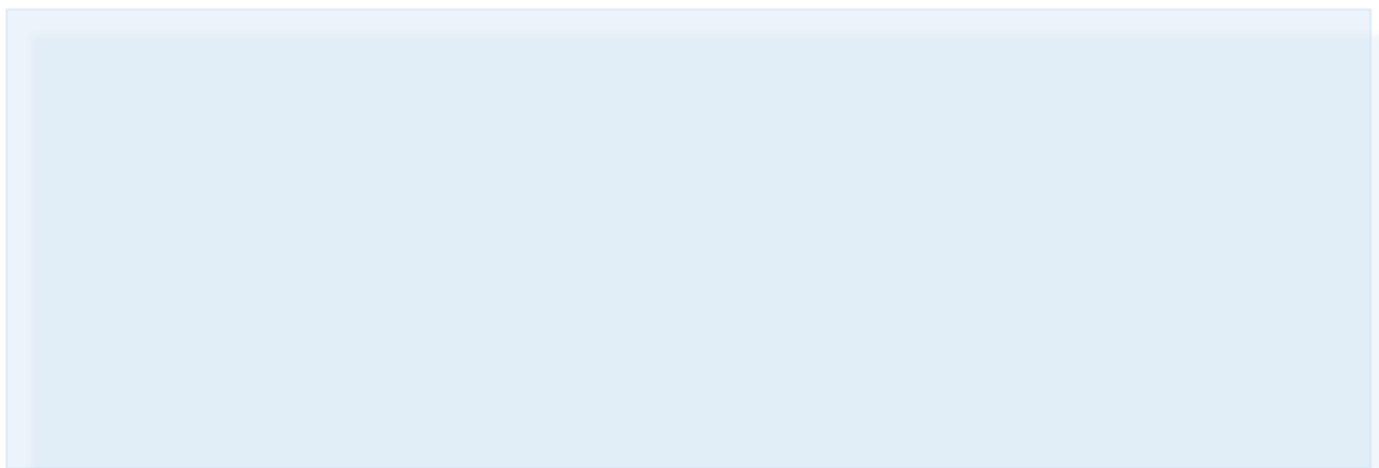
And then add two monthly Group Q&A calls (clients can send in questions ahead of time).

Hint: Lead LIVE first time and record, clients get recording after that.

Module 1



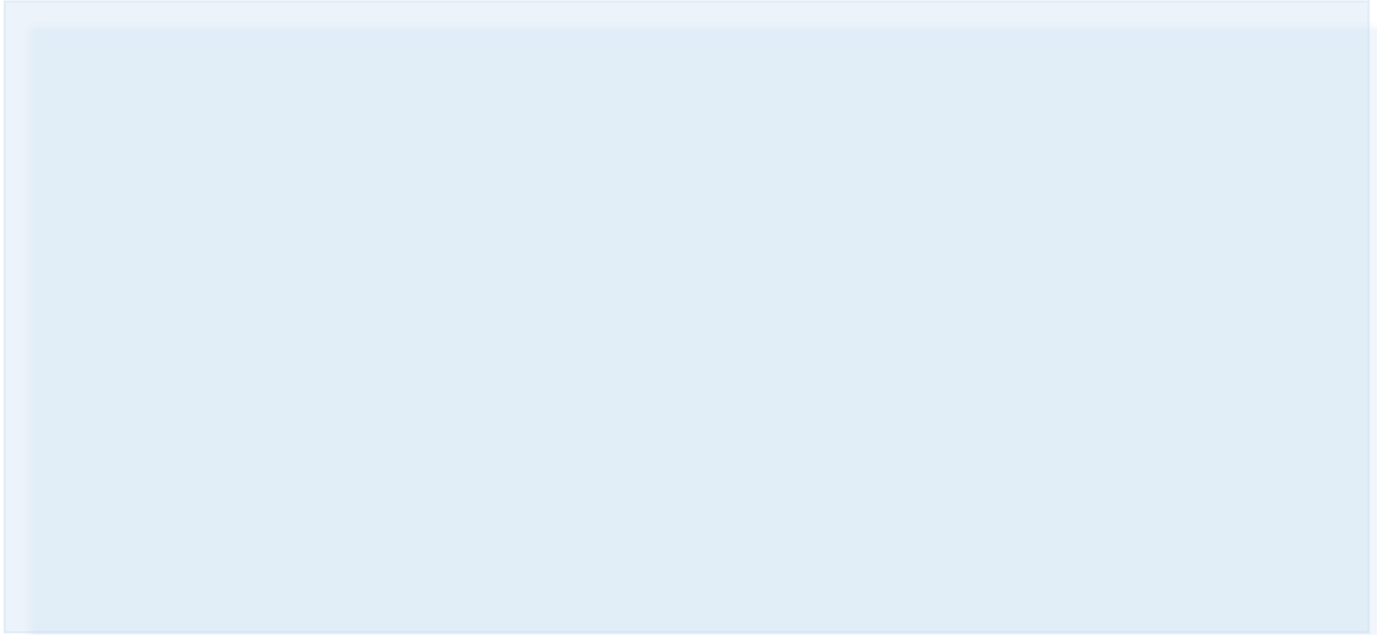
Module 2



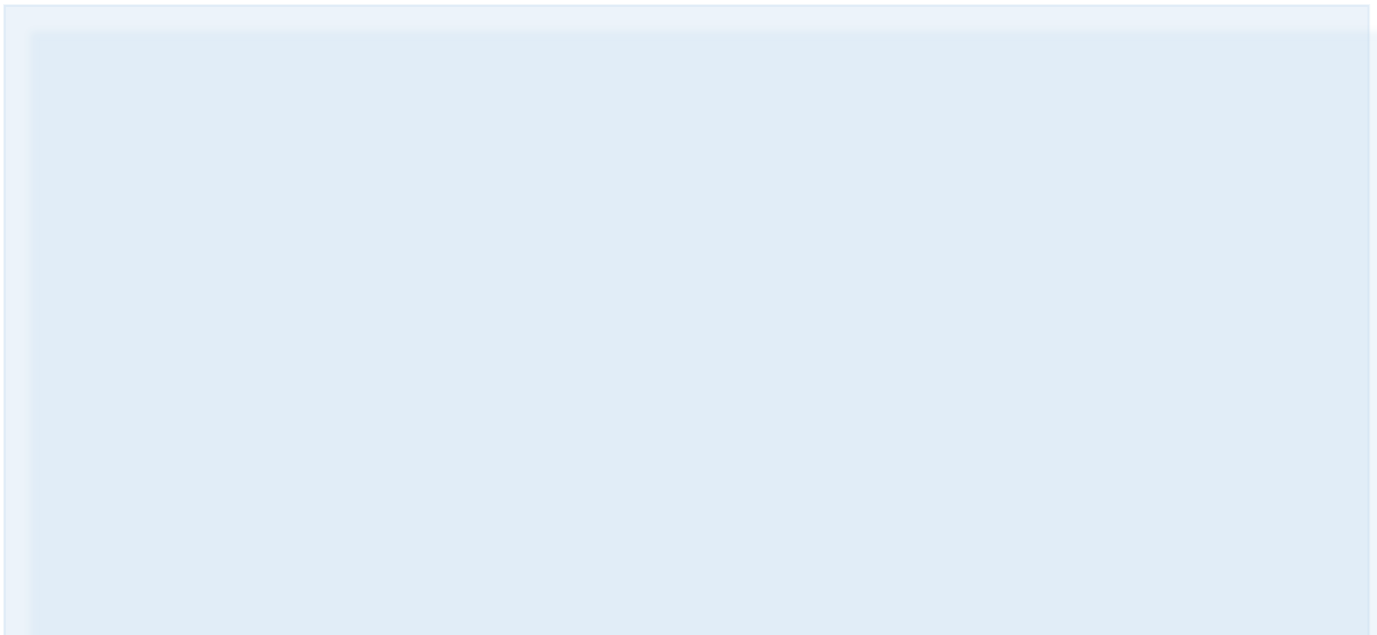
Offer Creation with Ease

Group Component Continued

Module 3



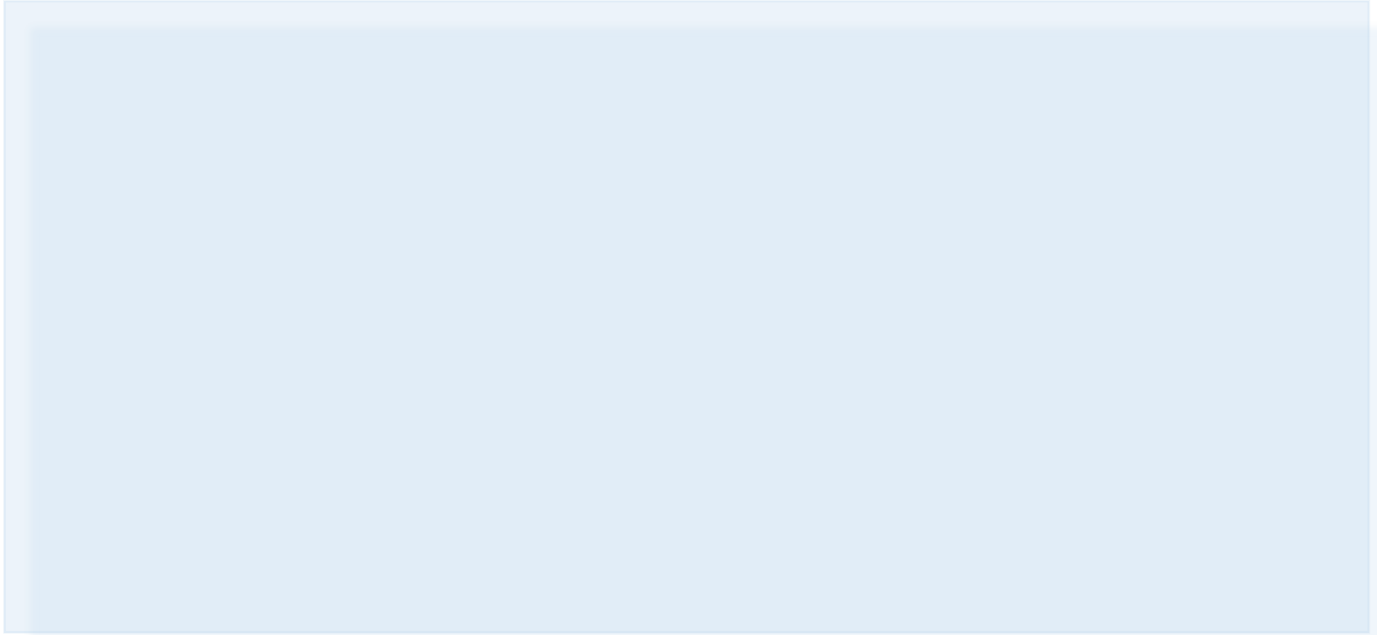
Module 4



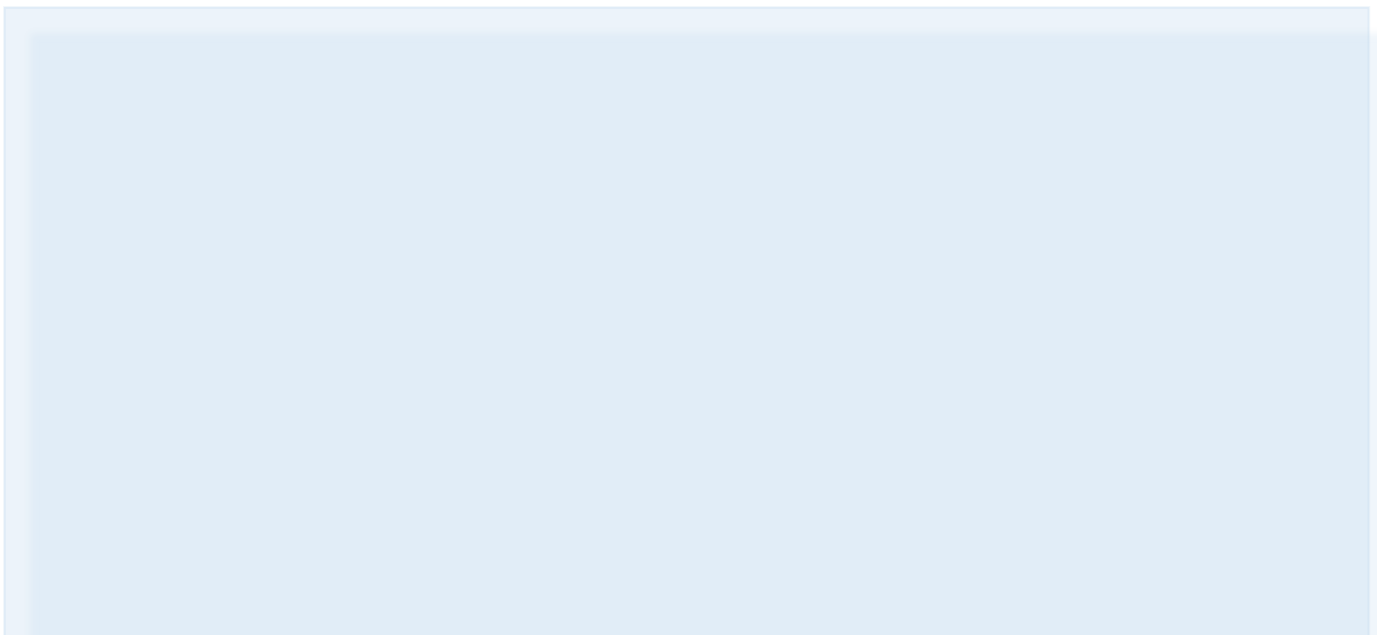
Offer Creation with Ease

Group Component Continued

Module 5



Module 6



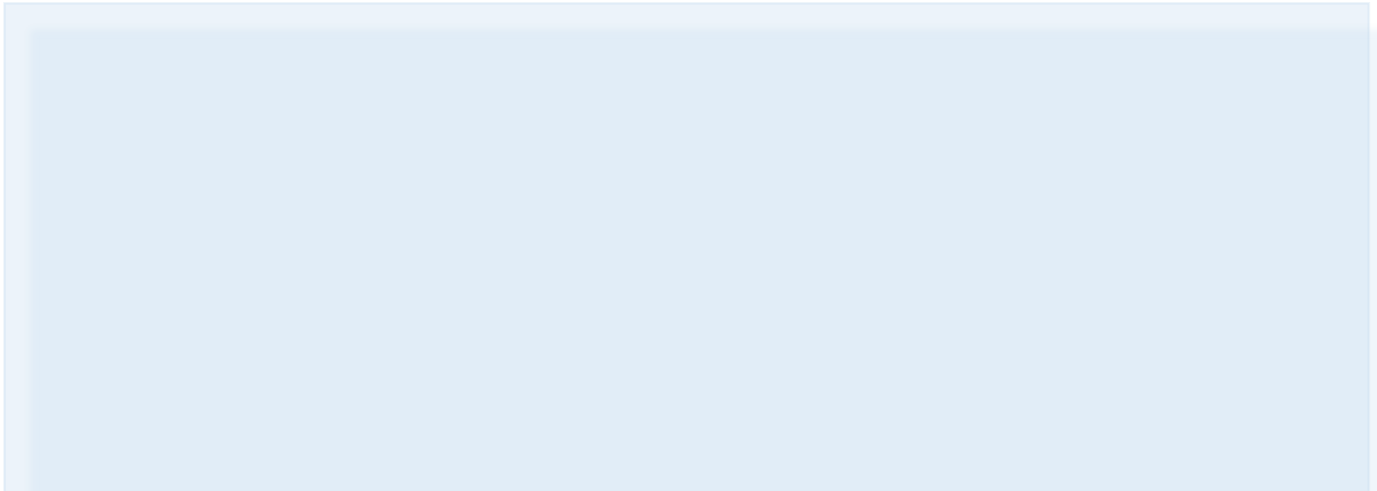
Offer Creation with Ease

1:1 Program

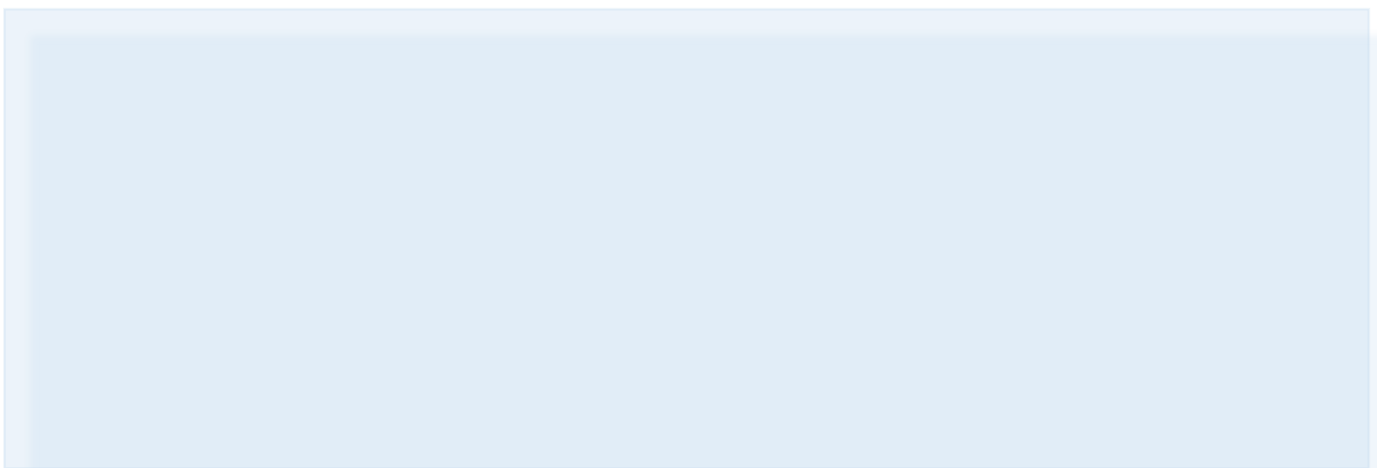
If you choose to do 1 on 1 coaching instead of group coaching you can still use the Graceful Market Research and Promise above.

Typically you will still create a path to success or a process that you use to support your clients through individualized coaching and focused attention. While these are not normally labeled modules, they have many of the same characteristics. Focus on creating a process that you know will support your clients, but leave enough room for your clients to identify the topic that they need covered in your sessions.

Process 1



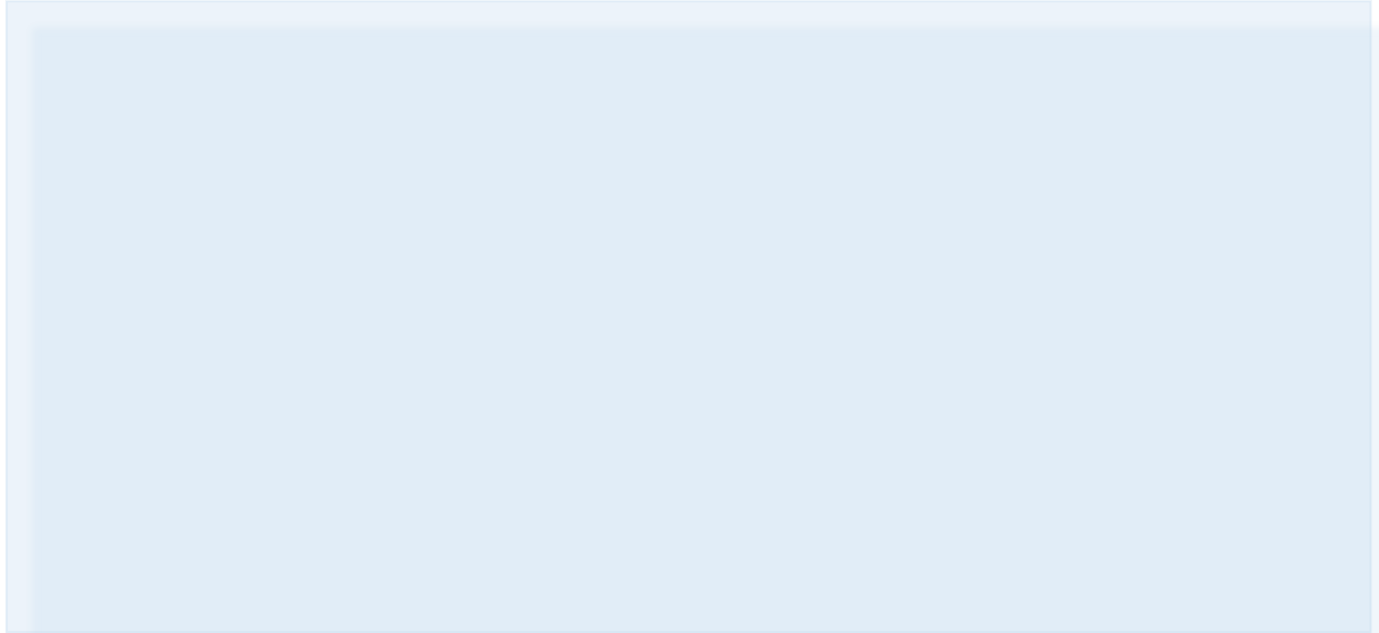
Process 2



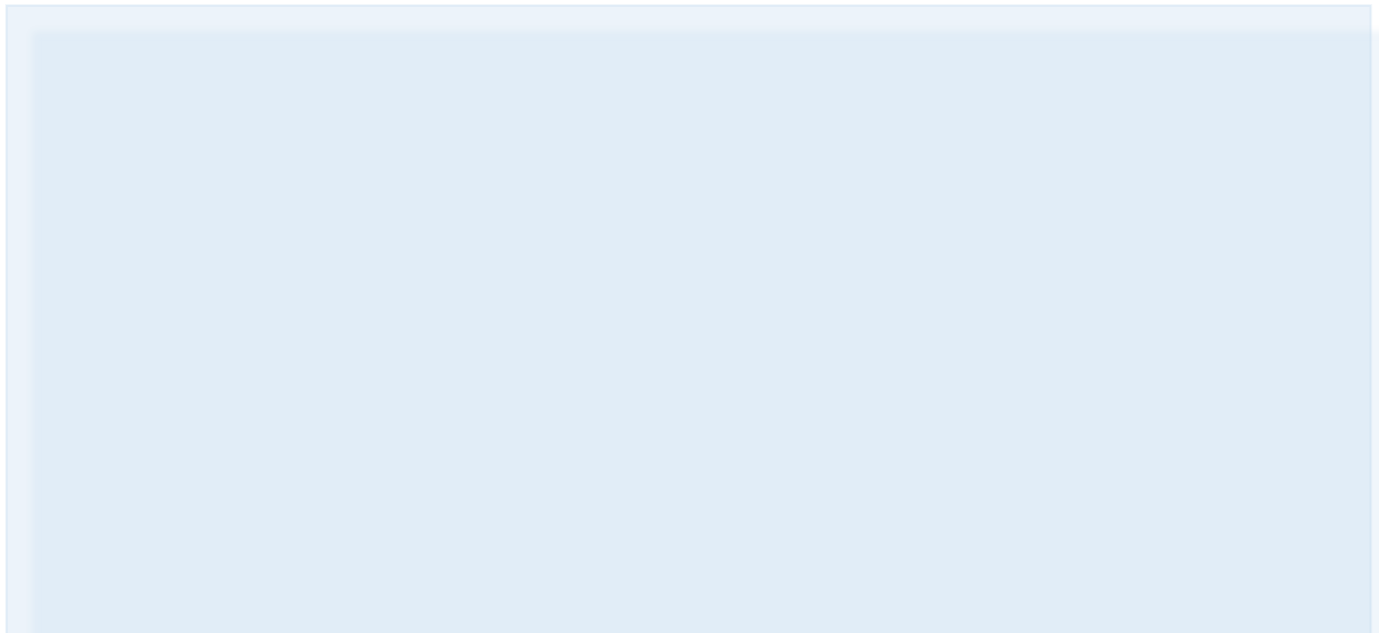
Offer Creation with Ease

1:1 Program Continued

Process 3



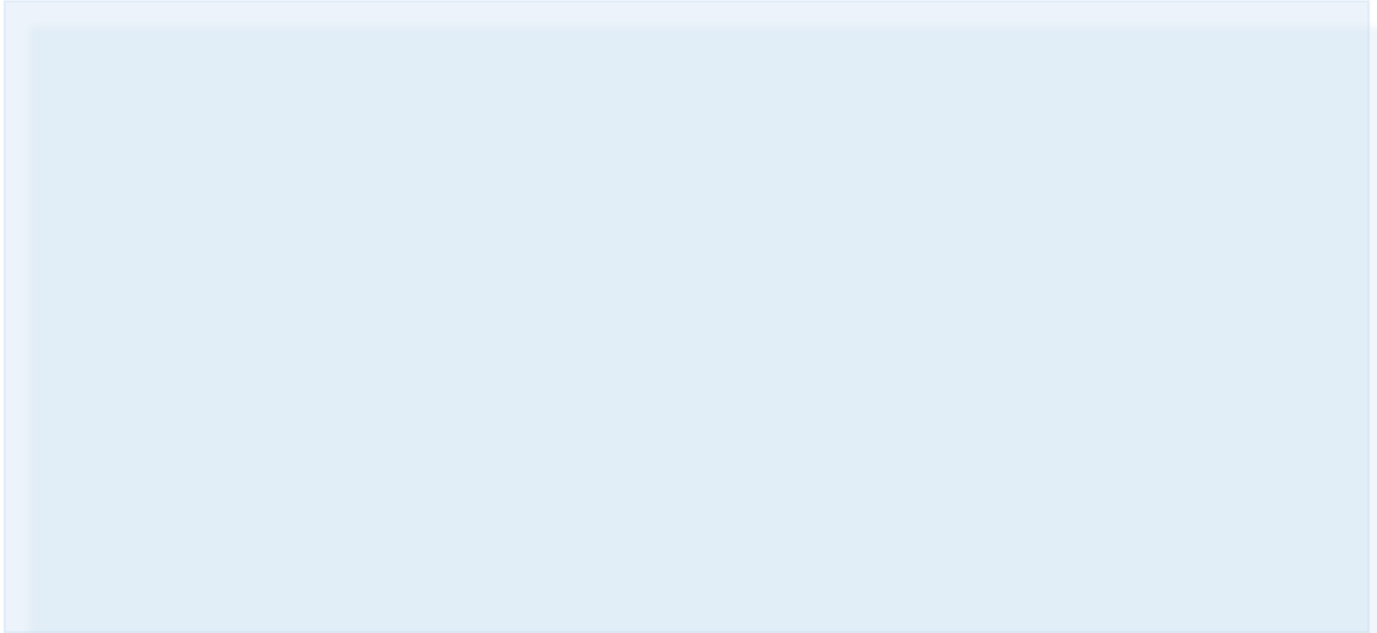
Process 4



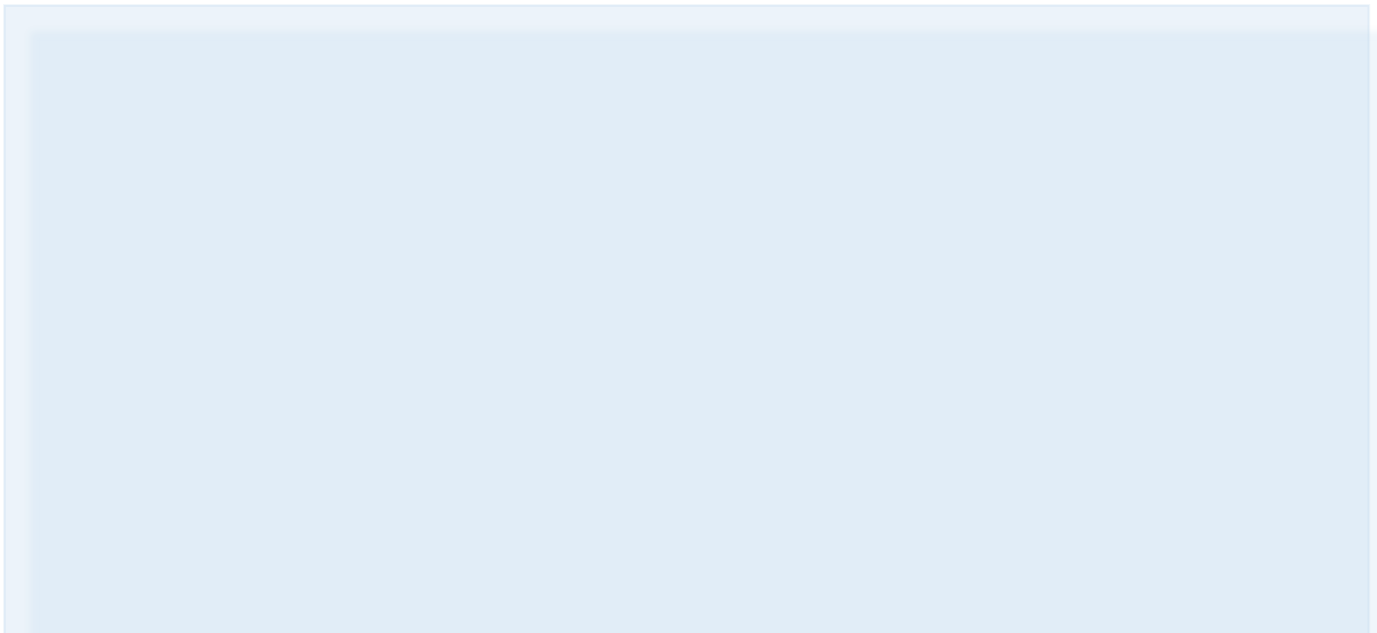
Offer Creation with Ease

1:1 Program Continued

Process 5



Process 6



Offer Creation with Ease

Program Pricing: This is a great starting point for Group or 1:1 coaching.

Regular Investment Price:

Beta Group Discount Price:

Payment Plan Price

2 Pay:

3 Pay:

4 Pay:

Example:

Regular Investment Price: \$3000

Beta Group Discount Price: \$1500

Payment Plan Price:

2 Pay: two payments of \$750

3 Pay: three payments of \$500

4 Pay: four payments of \$375

**10 Clients @ Beta
Pricing = \$15,000**

Program Step 3

Making the Offer & Get Clients Now!

Now that you have the Knowledge of what your clients Need and Want AND you have the Program outlined to support them in getting the outcome they desire, you are ready to make the offer and Get Clients Now! You get to go back to your interviewees and offer them an opportunity to move forward with addressing the problem they said they had. You get to make the offer, and stand for them to solve their pain point.

Congratulations you now have CLIENTS! Celebrate that huge win and accomplishment, then go out there-fulfill upon the program, get them Crazy, Awesome Results then repeat the process of offering...just now with the Regular price of the program. :-)

You've got this!

I'm excited to hear your results and how you are supporting all your new clients.

Homework: Make the Offer!

Making the Offer & Get Clients Now!

1. Make the Offer

After you create your program, call up your interviewees and ask them if they are interested in your program. You will offer them a discount for being in your “beta” group and all you ask in return is a testimonial after you get them results.

Remember to stand in your value as an expert!

In the example above, (the beta pricing suggested for a 6-month program) the client is only paying \$250/month.

Keep in mind if you are able to deliver upon the promise of the program and they

-can get their finances in order and save \$500/mo

-age gracefully

-lose 10 pounds in 6 months,

-have their events handled so they can show up and do what they do best,

Is it worth it to them? What is it costing them not to fix this? Remind them of their answers to the Graceful Market Research questions if needed and how they told you they want their life to change.

2. Process their Payment

Collect and process their credit card information, CELEBRATE you have a new client!!!

3. Get them Crazy, Awesome Results

Get them Crazy, Awesome Results in your program and Collect their testimonial.

Beta Group Members

★	_____	★	_____
★	_____	★	_____
★	_____	★	_____
★	_____	★	_____
★	_____	★	_____

4. Invite More People, Rinse & Repeat

About Shay WHEAT



Shay Wheat is a Certified Event Producer™ & Creator of popular programs such as “The Powerful Event Process” and “The Ultimate Event Planner Certification Program.”

Producing events as large as 1,000 attendees, and collaborates with many well-known celebrities such as Dr. Oz, Martha Stewart, Bill Baren, Lisa Nichols, and many others. She assists Speak-to-Sell clients to be extremely profitable with their events: generating over \$2 Million dollars in one LIVE 3-day event. And just recently, a client added \$790K to the books in her VIRTUAL Live event. In fact, since March her clients have made over \$2.8 million in revenue, which is an average of over \$400,000 per client.

Grace & Ease Productions, Inc. handles all planning, execution, and implementation of Virtual LIVE and In-person events to create experiential, revenue-generating, and exciting events for attendees.

Jump into Live Events with Shay on Social Media:

