



**Double Your
Clients in
30 Days:
Discover Your
Magic**



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Welcome to Double Your Clients in 30 Days: Discover Your Magic

The idea for this workbook came from listening to my clients and their need to find a reliable way to attract clients of their own. A way that didn't cost too much or take a lot of time.

Most energy healers I've talked to practice their healing modality part-time — Either in the evenings after work or when their children are in school. What they all would love to do is turn their part-time passion into a full-time practice.

- To make that happen, they need to know that they'll be able to generate a steady, reliable income from their healing practice.
- And to make *that* happen, the first step is to double their clients in 30 days.

That's when clients turn to me.

And that's why I put this workbook together. For energy healers, just like you, who want to attract new clients in 30 days or less.

At *Your Healing Business*, I teach a simple, 3-step process to double your clients quickly and cost effectively.

It doesn't matter if you're just starting up — by the time you've worked your way through this workbook, you'll have a list of 20 clients and will know what to say when you contact them.

It doesn't matter if you already have 10 clients — by the end of this workbook, you'll have tripled your client list.

Sound good?





To make that happen, *Double Your Clients in 30 Days* will teach you the 3-step process I teach all my one-on-one, private coaching clients. It's a tried and true approach that works.

Step 1: Discover Your Magic — In this step you'll discover exactly what it is that clients like about you. It answers the question:

“What’s the best way for me to introduce myself and talk about what I do to potential clients in a way that emphasizes the benefits to them?”

Step 2: Create Your Introduction Session — In this step you'll develop a short, free session that will give your potential clients a ‘try before you buy’ experience. It answers the question:

“Who can I help and what can I solve in 15 minutes?”

Step 3: Build Your Contact List — In this section we'll be building your new client contact list. We'll talk about fast and slow responders and I'll have ways for you to encourage both. It answers the question:

“Where do I find new clients and how do I best keep in touch with them?”

By the end of this *Double Your Clients in 30 Days* workbook, you'll have a contact list, a ‘try before you buy’ script that will resonate with your new clients, and the confidence to turn your part-time passion into a full-time practice.





Step 1: Discover Your Magic

“What’s the best way for me to introduce myself and talk about what I do to potential clients in a way that emphasizes the benefits to them?”

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When I ask energy healers why it is that their clients keep coming back, almost all of them say it’s because of their training, techniques, and skill.

While that may be part of the reason, it isn’t the main reason.

While clients appreciate your education and training, that isn’t the main reason they book a session with you.

What do you think it is?

The main reason is because of your ‘magic.’ That “je ne sais quoi” — unique quality that can’t be described or easily named.

We all have ‘magic.’

Let’s discover yours.





Discover Your Magic: Discovering

Discovering your magic is fun! It's a combination of self-observation and doing a little research with your regular clients.

Begin by tuning into your best experiences with clients. The times you were in the healing zone. Notice what's going on when you're working with each client. Pay attention to feelings, sensations, and what you see and hear. What sticks out as you replay the session in your mind's eye?

- Then ask yourself, "What are the key benefits my clients receive when I do my magic?"
- Also ask your clients, "What keeps you coming back?"

Here's an example that Glenna, a Quantum Touch practitioner, discovered after going through this exercise.

"I noticed that it was very easy for me to tune into my client's core issue quickly. This was natural for me. When I asked my clients why they kept coming back, I discovered that my 'magic' was a combination of being able to tune into them quickly and provide healing accurately. That was an eye-opening discovery for me!"

Glenna figured out that she did this by being aware of the present moment, tuning into her intuition, and adjusting the amount of channeled energy for optimal client results.

Now it's your turn.

Let's find your magic.





Discover Your Magic: Feedback

Self-Observation

What keeps your clients coming back?

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Discover Your Magic: Script

When you begin offering your free sessions (we'll talk more about this in the next section), it's helpful to have various scripts to work from so you can deliver your message effectively. The script you'll develop in *Double Your Clients in 30 Days: Discover Your Magic* uses a format that clearly communicates what you do, and engages people in the magic and reason for why you became a healer.

The first step is to give your magic a title.

As a basis for your magic title, use the notes you took above along with your passion for healing. Make it a cool title that is not too beyond your clients' comfort zone.

Next, explain the core benefit of your healing work and the mission it helps you fulfill.

Use the next page for your notes.





Discover Your Magic: Give it a Title

What's your magic? Give it a title.

Glenna's Title: Your Wellness Boost

What's the core benefit of your healing work and the mission it helps you fulfill?

Glenna's Passion: increase my clients' energy, vibration, and wellness





Your Magic Script: How You Do What You Do

Next, describe the 3 steps you'll use to do your magic and what that benefit will be to your client.

Using Glenna's example from page 3. She developed these steps:

- 1) Being aware of the present moment so I can tune in to your core issue quickly;**
- 2) Tune in to my intuition so I can focus the healing energy where its most needed; and**
- 3) Pay attention to your energy so I can adjust the amount of energy channeled.**

Step 1

Step 2

Step 3

The next page contains a script template. Use it as a basis for writing your script.





Script Template

Put everything you've developed so far into a script. Use the template below as a guide.

Here's Glenna's completed script:

"Hi, I've created an innovative wellness journey that I call: *Your Wellness Boost*. How it works is I use a 3-step process that includes: 1) Being aware of the present moment so I can tune in to your core issue quickly; 2) tune in to my intuition so I can focus the healing energy where its most needed; and 3) pay attention to your energy so I can adjust the amount of energy channelled. This allows me to do what I am passionate about, which is to increase my clients' energy, vibration, and health."

Now, it's your turn. Fill in the blanks with your script.

**"Hi, I've _____ a _____ called
_____ ."**

How it works is using a 3-step process that includes:

1. _____ so I can _____ .

2. _____ so I can _____ .

and 3. _____ so I can _____ .

**This allows me to do what I am most passionate about, which is
_____."**





Re-Write Your Script from Your Clients' Perspective

Now that you know what it is that you do, we'll next re-write your script so that you can communicate with your prospective client in a way that communicates the benefits to them.

Theodore Roosevelt was fond of saying, "People don't care how much you know until they know how much you care."

That's what we'll be doing in this section. We'll be showing your clients that it is all about **them** and the benefits they'll receive from you.

Here's what Glenna's statement sounds like from the clients' perspective:

"I'm excited about an innovative wellness journey at the forefront of energy medicine that I think you're going to love.

Although you're probably aware of the benefits of energy healing for health, stress reduction and improved energy levels, what you may not know is that now you can reach these benefits far more rapidly, tap into a deeper wellspring of energy, and dramatically accelerate your wellness.

It's called *Your Wellness Boost*, and I think you'll love the benefits! You'll receive core issue attunements that will help you rapidly increase your energy and health levels."

I'm excited to let you know that I am going to unveil this innovative wellness journey, at no charge, at (time and place).





Step 2: Create Your Introduction Session: Offer a 'Try Before You Buy'

"Who can I help and what can I solve in 15 minutes?"

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Offering a 'Try Before You Buy' session to potential clients is an effective, low-cost way of attracting new clients to your practice. Use the magic script you just created to introduce what you do to people and then offer them a free session. This helps you avoid the pushy, 'salesy,' inauthentic process energy healers don't like.

As you think about creating your Introductory Session, remember to keep it short and sweet. You want to give your client a taste of what a session will be like with you. A taste of the benefit they'll receive, in full, when they book their next session with you.

A taste of things to come: Not the whole meal!

To help you keep the free session short and focused, on the next page you'll describe:

- Your ideal client
- The main problem they have that you'll transform with your 'magic.'
- What benefits they'll receive by enrolling on the healing journey with you.

Remember, it's all about your client. Not about you. So focus on what they want and need.





Planning Your Free Introductory Session

Describe an ideal client.

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Describe a problem they're having that you'll provide a healing service that will be of benefit to them.

Which healing service package will your intro session convert to?





Using the Introductory Session to Convert to Your Healing Services Package

The purpose of offering a 'Try Before You Buy' session is to demonstrate, to your potential client, the benefits they'll receive from working with you. The next step is to offer your potential client your healing service package. To offer your ongoing services, without coming across as 'salesy,' you need to ask these 3 questions of each person you see:

1. "What do you want regarding your health?"

The answer to this question lets you know whether your potential client has long-term health goals and how motivated they are to achieve them. It also lets you know if your healing package is going to be a good fit for their needs.

2. "Where are you now in relation to where you want to be?"

The answer to this question lets you know how close or far away they are from achieving their health goals. The further away they are, the more likely they'll want and need your help.

3. "What blocks have been getting in your way from achieving your health goal?"

The answer to this question elicits the information you need to show how working with you will help them overcome their blocks and finally achieve their health goals.

You can adapt the following templates for use during your free session. Don't memorize them. Instead, repeat them several times so you can easily use the main talking points during your free sessions.





Template During the Introductory Session

1) The first question you want them to answer is: "What do you want regarding your health?" A key to getting them to answer that question is to have them project themselves into the future with this question:

"So imagine yourself walking down the street 12 months from now. Now, imagine yourself bumping into yourself with all your health goals achieved. What's different? How do you look and feel?"

Next, dig a little deeper and ask them about the specific health changes they'd like to see? In what areas?

2) That sets you up nicely to ask the second question: "Where are you now in relation to where you want to be?"

3) To get them to reveal what blocks are keeping them from achieving their health goals, ask:

"What do you think has stopped you from creating this already?"

4) Now repeat back to your client what they've said.

- "Ok, so it looks like you'd like _____
- And are at this point in relation to where you want to be _____
- And haven't yet gotten there because of _____
- Does that about sum things up? Is there anything else you'd like to add?
- Ok, would you like me to share my recommendations?"





Template For Ending an Introductory Session

At the conclusion of your 'Try Before You Buy' Introductory Session, you'll want to close your time together with an offer of continued services. You'll do that by:

- 1) Affirming and capitalizing on the benefits they received from your short time together.**
- 2) Setting them up for their next appointment.**

Here's an example of how to do this:

"So, if we did some more work together what we'd do is this...." (Explain your healing services package).

"We would first focus on _____ so you'd get this benefit_____.

Next, we'd focus on _____and you'll get these benefits_____.

Finally, at the end of our wellness journey you'll have the health goal you want and this will make the positive impacts on your life in all these other areas_____."

To test your clients' readiness to take action, ask: "How does this sound so far? Good?"

If they're ready to take action then book their next appointment with this question: "Next week, what day and time works best for you?"





Handling Objections

If they say, “No” find out what’s keeping them from taking action.

When a potential client says they’re not ready to take action, no matter what excuse they give, it always comes down to one of these two objections:

- Not enough money, or
- Not enough time.

Here’s how to handle those two objections:

MONEY OBJECTION: “I really want to do this, but I can't quite afford that.”

Response: “Is money the only thing holding you back from getting started today?”

“If it were 100% affordable, would you like to get started today?”

“What if I could make this work financially for you, would you like that?”

Offer: a Monthly payment plan with your 100% satisfaction or their money back guarantee.





TIME OBJECTION: "I would love to do this, but I don't have the time."

Response: "Is time the only thing holding you back from getting started today?"

"On a scale of 1 to 10, how important is it to you that you get relief from _____?"

"Is there a way for you to carve out just 1 hour in your week to get relief from _____?"

"Wouldn't it be worth it?"

"What if we could help you to prioritize your health?" (Now discuss what they can do and how easy your program is going to be to implement. Talk about how it will easily integrate with what they're already doing. Show them how, by just changing a few things that they already do, that this will work for them).





Step 3: Set-up Free Events and Build Your Contact List

“Where do I find new clients and how do I best keep in touch with them?”

The next step to *Double Your Clients in 30 Days* is to meet potential clients and schedule free sessions with them. Here are 8 ideas for meeting potential clients:

1. Make a list of family, friends and acquaintances who you think could use your services. Then call or email a few people every day and invite them to a free session.
2. Offer free sessions in public locations: libraries, parks, the farmer's market, the beach, metaphysical fairs, yoga studios, etc.
3. Team up with other wellness practitioners and organize 'wellness fairs' where you can offer free sessions.
4. Offer free sessions to local celebrities — people in local media, business, health and education.
5. Volunteer at local hospitals, and senior centers. And if your healing practice focuses on animals, volunteer at animal shelters, and veterinarian offices.





6. Combine your healing practice with a service that is already well received in the community. This will be an add-on service of 10 to 20 minutes. It can be provided by you or by a partner practitioner. Examples: yoga, massage, chiropractic, facials, pedicures, etc. Offer your add-on service for free and then leave a business card.
7. Create a referral system where it becomes a routine to ask clients for referrals.
8. Give a presentation at a wellness center or holistic fair.





Contact List

Contact List

Name	Email
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____
5 _____	_____
6 _____	_____
7 _____	_____
8 _____	_____
9 _____	_____
10 _____	_____

Name	Email
11 _____	_____
12 _____	_____
13 _____	_____
14 _____	_____
15 _____	_____
16 _____	_____
17 _____	_____
18 _____	_____
19 _____	_____
20 _____	_____





New Contacts — Fast and Slow Responders

Now that you've had several free events, you now have at least 20 new potential clients. Congratulations! You've doubled your clients in 30 days!

While there are a lot of people needing your services, not all of them will think now is the right time to commit. Try not to take their lack of action personally. They may postpone taking action for a number of reasons:

- Now is not the right time.
- Money is not in the budget.
- Might need more contact with you to get to know you.

The wellness industry average is that only about 10% of new contacts become clients right away. However, don't throw the other 90% of the contact information away! Experience shows that it takes some people a few weeks to a few months to commit to a new service.

By knowing that you'll have fast responders as well as slow ones, you can develop a way to stay in touch with the slow responders without appearing pushy. You do that by asking them: "Would it be all right if I keep in touch with you with my newsletter?" If yes. Sign them up for your newsletter. Then at the end of your newsletter include a special coupon or promotion to entice new clients to take action.





CONGRATULATIONS! Some of you have doubled your clients while others have tripled!

You are well on your way to generating a steady, reliable income. And from turning your part-time passion into a full time practice!

Now that you've completed this *Double Your Clients in 30 Days: Discover Your Magic* workbook you have:

- Discovered your 'magic' and created a script that introduces what you do to potential clients in a manner that emphasizes the benefits to your potential clients.
- Developed a 'Try Before You Buy' experience that solves one problem for your ideal client in about 15 minutes.
- Adapted and used the conversion templates to help your potential clients understand how you can help them achieve their health and wellness goals through enrolling them in your healing service package.
- Offered several individual or group free sessions and have enrolled the fast responders into your healing services package.
- Maintained communication with the other 90% by signing them up for your newsletter that helps them get to know you better and includes a coupon or special promotion to entice them to take action.

Here's cheers to you!





The Next Step

Now that you've doubled or even tripled your clients in 30 days, the next step is to learn the secret to advertising your practice in an easy, cost effective manner.

In the next step, I'll teach you how to do that on the Internet and in your community. It's easy to do. It doesn't take much time and best of all . . . you'll get your name out there in an attractive and lucrative manner.

Here's how!





Ready for the next step?

FREE Masterclass Opportunity



I'm putting together a new Heart Gate Client Attractor Guide class soon.

Since you'll be debuting this brand new masterclass, I'm giving everyone who asks a question a FREE ticket!

Click [here](#) for info on how to access your FREE ticket and to find out how this heart centered approach to attracting clients would be beneficial to you.

