

How To Generate More Strategy Sessions For Your Coaching Or Consulting Business

In this special report, I'm going to share some of the strategies I'm currently using to generate up to 279 booked Strategy Sessions per month for my Coaching business – and more importantly how you can do it too!

That's 279 perfect prospects who have filled in an application form, answered a series of questions, chosen a specific time and date to talk to my team, and who arrived in our inbox.



So let's get started, here's my top strategies for creating a STREAM of Strategy Sessions:

1. It's essential to have a method of accepting appointments. If you use a tool where people can book themselves straight in, conversion rate is far higher than if you purely use an application form such as Wufoo. My preferred platform is Acuity Scheduling. Make sure you add questions in to qualify people to ensure you get the best qualified applicants. I make sure I ask in questions to carefully qualify applicants, and I also add in a note saying if people skip questions their appointment will be cancelled. You don't have to go that far at first – but you soon will! Who wants to talk to prospects who can't even be bothered to fill in a form? If they don't fill it in properly they clearly aren't very qualified or motivated to work with you – trust me, I've generated thousands of them!
2. Create a variety of "lead magnets" to start collecting email addresses. You'll want each lead magnet to represent you well but don't seek perfection (this is about taking ACTION and getting it out there). I suggest spending a maximum of 4 hours creating your lead magnet with the exception of webinars which may well take double that. For

beginners – start with an easier option such as a checklist or template and build up your lead magnet library slowly. Some examples might be:

- Checklists
 - Special reports such as this one
 - Ebooks
 - Templates
 - Webinars / Automated Webinars
3. Please, please, do make sure you use a professional tool such as Leadpages to get people to opt-in for your Lead Magnet to give a professional look to your opt-in page. You can quickly and easily create a page in less than 10 minutes.
 4. Use a website such as Fiverr to get a professional ebook cover done rather than attempt to create it yourself, you can also use fiverr to get Facebook Ad images created for later steps as well.
 5. Ensure you've included a link to your calendar and an offer to help people at the end of your lead magnet. Simply offering to help is all it takes!
 6. Take action and start promoting your lead magnet wherever you can such as any existing email list you already have, LinkedIn, your Facebook page – get it out there to as many people in your network as possible. Make sure you include a link at the end of your blogs as well, again Leadpages have some tools for this. This should well see some early traction and if done with massive action – will bring in a few applications quickly. This will then pay for your next steps – launching a paid advertising strategy.
 7. The next step and the only one that will ensure a continuous stream of leads from this point onwards – is creating a paid advertising “funnel” to generate a large volume of leads. Some of my lead magnets have generated up to 3957 signups in a single month – as you can see from the attached image.



But remember, you don't HAVE to start off with a huge budget so please don't let this put you off. I recommend that my clients simply start small with a budget of \$5 or \$10 per day and gradually increase as you get Strategy Sessions through and turn them into clients. This is where I suggest coaches and consultants put most focus, ensuring they target their adverts correctly to bring in dozens of signups each week, and ensuring that their lead magnets are converting correctly.

8. Your final step is a strong focus on a follow up email strategy. This step cannot be overlooked as it's where most of the leads will come from once you start building a large list. Send out regular broadcast or "one-off" emails to generate sales leads – for example when you're launching a new program or taking applications for the next time you run a program. Simply create an email asking how people enjoyed your lead magnet, then ask them if they need help. I'm amazed how many people use their email list just for newsletters – your email list exists to bring you in LEADS. So building in a series of regular broadcasts once per month is ideal – but alongside that make sure you take the best performing ones and schedule them in as an auto responder system to your lead magnets. That way, you'll also get a stream of applications coming in each day and you will have a reliable lead funnel generating you applications consistently.

Now just imagine if you had this working in YOUR business....A stream of top quality leads, booking themselves straight into your calendar each week? Would you like my personal help to apply these tactics to generate a non stop stream of Strategy Sessions for YOUR business?

If you're a coach or consultant who needs help creating a lead funnel that generates high quality leads, then simply [book in a time to talk with me here](#)