

the client magnet

MODULE THREE WORKBOOK

Skills, beliefs, and strategies my clients will need to master

| Skill/belief/strategy | Benefit | Benefit of the benefit |
|-----------------------|---------|------------------------|
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Simplification into higher level categories

| High-level categories | Higher level benefit | Higher level benefit of the benefit |
|-----------------------|----------------------|-------------------------------------|
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Number of sessions and time container

| Number of sessions | How long I want/need to work with the client | Additional support |
|--------------------|--|--------------------|
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Naming Your Programme

| Words that reflect the results my client desires | Powerful, magical and/or superhero type words | My programme name ideas |
|--|---|-------------------------|
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Sense check

| How does the number of sessions, time frame and additional support commitment make you feel? | Does the title make sense? | Would your client be happy to be associated with it? |
|--|----------------------------|--|
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Pricing Your Programme

| Result | Value of Result/Cost of Not Having Result |
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| TOTAL VALUE OF PROGRAMME: | |

Bashing the Money Mind-Monkeys

| The thoughts and beliefs that bubble up when I think about charging this amount of money for my coaching programme... | The ways in which I can prove these thoughts and beliefs are false... |
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NOTES AND QUESTIONS TO ASK

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