



LIVE WORKSHOP SERIES FOR LIFE COACHES

How To Become A Wildly In Demand Life Coach

Attract unlimited clients. Get them transformational results. And earn great money. Even if you're brand new and nobody's heard of you yet.

Welcome!

This is your Workshop Guide we will complete together for the How To Become A Wildly In Demand Life Coach Live Series Workshop.

The live training and replays take place in the Connect & Convert Facebook Group. Check the group for time the workshop schedule.

And of course, subscribe to my weekly podcast to hear the latest tips and advice to help skyrocket your life coaching business.

Earn More As A Life Coach

x,
Victoria



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Session 1: The Perfect Offer To Start With As A Life Coach

IN THIS SESSION, I'M REVEALING THE NUMBER ONE MISTAKE MOST LIFE COACHES MAKE WHEN LOOKING TO GET THEIR FIRST SET OF CLIENTS, AND THE NUMBER ONE METHOD THAT MAKES YOU A BETTER LIFE COACH WHILE YOU EARN MORE REVENUE.

The real problem is that you haven't got _____ that you can get started with even if you're just getting started.

Once you have this, though:

1. You're going to have complete control over who you work with, how will you serve them, and the prices you command.
2. You're going to be able to attract your first set of clients by using marketing that fast-tracks your authority and credibility in your market while adding massive value to your audience.
3. You're going to realize that confusion about what to charge and what niche to pick can be resolved, allowing you to step into the confident life coach that you long to be.

The Bottom Line

If there's one thing that I need you to know...there are 3 Big Roadblocks you need to overcome to be a wildly in-demand life coach and make 6-figures a year (at least) while working less and getting better amazing results for your clients.

And I'm going to walk you through the FIRST of these 3 roadblocks today... and that is _____

My specialty is helping coaches like you create _____ and give you a process to share it that does the selling _____.

Session 1: The Perfect Offer To Start With As A Life Coach

It does all the heavy lifting, all the work of getting new clients in the door.

The process establishes your authority and enables you to make sales on-demand, and bring in the perfect clients each and every month.

And they can give life coaches like you the path to more

-----.

There are 3 common roadblocks that come up time and time again.

Roadblock #1

Losing momentum as you -----

Clients you offer your services to ----- are the LEAST likely to get BIG results -- because it creates a

-----.

But more than the importance of CHARGING for your coaching, you also want to think about creating ----- with your offer beyond hourly sessions.

And the first step in creating ----- is by being clear on the ----- you can help your clients create.

And that's about solving a ----- for your target market and being clear in your message to those people.

When you can zero in on this, it drives up the value of your coaching and allows you to move quickly to ----- that are delivered -----.

You can further leverage your coaching with a -----.

Session 1: The Perfect Offer To Start With As A Life Coach

You may have been told the best thing is to start with
_____ to get more practice, but there are 3 key
problems with that:

1. There is a lack of _____
2. If you are successful you _____
3. You ask _____, instead of taking charge.

But when you have _____ you can grow with unlimited
clients, because there is no ceiling on how many new members you can
welcome.

You can charge a win-win rate. You get to _____ what it's like to
start earning your own money.

That is a _____ milestone in your business. It proves to you,
your family, your friends that you can really make a _____
out of this and so you don't want to delay this.

Now tomorrow, you must join me as I share the second big roadblock
new life coaches face when building their business and how to
overcome it with one amazing marketing tool.

Session 2: The Simple Shift To Attract Clients Who Are Pre-Sold

ELIMINATE THE NEED TO CONVINCING YOUR PROSPECTS OF THE NEED FOR LIFE COACHING AND WHY YOU'RE THE PERFECT COACH FOR THEM, AND INSTEAD ATTRACT A STEADY STREAM OF THE PERFECT CLIENTS LINED UP, CREDIT CARD IN HAND READY TO INVEST AT PREMIUM PRICES.

Yesterday, I shared the perfect offer you can get started with to quickly reach your income goals without sacrificing results for your clients and that is a _____.

But what doesn't work is the inevitable money and partner objections that arise, the awkward invitation to invest and the feeling like you're wasting your time.

And that brings us to the second big roadblock many new life-coaches face in growing their business and that is:

Chasing clients instead of attracting clients who are already _____ on you

So many life coaches are told to just start having conversations and connect and this will lead to clients, but where do you find the people to have the conversations with?

But wouldn't it be so much easier if there was a way you could warm your prospects up and allow them to self-identify as a perfect client without any awkward conversations.

And the good news is that there is a way, and it's using a _____

_____ is the most powerful way to:

Session 2: The Simple Shift To Attract Clients Who Are Pre-Sold

1. Establish a _____
2. Demonstrate your _____ and _____ to solve your clients' biggest problems.
3. Position yourself as an _____ by giving your audience _____ for free.

Let me show you a better way to approach your marketing as a life coach. Here's the truth:

- You don't need a blog.
- You don't need to post every day on social media.
- You don't need a podcast.

Instead, _____ can replace all of those things, and can do it in a way that DIRECTLY gets you life coaching clients almost immediately.

Here is the exact process I have used to get coaching clients for 10 years and is the simplest process that still works today:

1. You run _____
2. People _____ and go to a _____.
3. They _____.
4. They reach out to become a client already warmed up and pre-qualified.

And it works even when your target audience has never heard of you.

So, yesterday I talked of one offer, then this is your one marketing process to create and master. This leads us to overcoming the third roadblock to attracting unlimited clients as a life coach, which I'll reveal to you tomorrow. Make sure you join me there.

Session 3: The Traffic Secrets Of Top Life Coaches

WANT TO BREAK RECORDS OR TURN UP THE HEAT ON YOUR SUCCESS? THEN YOU NEED TO MASTER THESE TRAFFIC SECRETS.

I've been running Facebook Ads for myself and my coaching clients for a decade now and I've learned some things along the way, the biggest of which is _____.

That's why I want to share with you the foolproof steps to get started with Facebook Ads to grow your life coaching business and show you how other life coaches are using them to successfully drive traffic, leads and sales to quickly grow their business.

The Different Types Of Facebook Ads You Need As A Coach

There are only 4 different types of ads I would recommend you use as a life coach, so let's take a look at those.

1. _____ Ad

Engagement ads should lead to _____ and _____ and you can even use _____.

They can be a _____ or a _____, depending on _____.

2. _____ Ad

A _____ ad gives you the best chance to collect online leads that you can follow up with either by email or phone and can be used even if you don't have a fancy marketing funnel. In fact you can get started with a single ad, even if you don't have a website and Facebook will collect email addresses for you.

All the ad viewers need to do is _____ and it will _____ so they can _____.

Session 3: The Traffic Secrets Of Top Life Coaches

3. _____ Ad

The Facebook Ads that get clicked on the most are _____ ads. Just get started with a _____ and turn it into an ad that inspires and gets your potential clients to pay attention.

Targeting

It's easy to get clicks on your Facebook ads, but you want to get the right kind of clicks, particularly seeing as you're paying for them. Facebook does an amazing job at getting into the hearts and minds of its users, and as an advertiser, you get the opportunity to access all of this to find your perfect people.

Not only can you target your audience based on _____, but you can also target who your ads are shown to based on _____.

But the _____, generally the more you'll end up paying for your ad as the Facebook algorithm will have to work even harder to get to the right people who will take action.

Specifically some great targets to use for life coaches can be found on this go-to list:

COACH Co.

Facebook Ad Targeting Ideas For Life Coaches

Brene' Brown	5 Love Languages
Elizabeth Gilbert	Lisa Nichols
Marianne Williamson	Mindvalley
Caroline Myss	Danielle Laporte
Byron Katie	Glennon Doyle Melton
Dr Josh Axe	Mark Hyman
Martha Beck	Gabby Bernstein
Bob Proctor	Louise Hay

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4. _____ Ad

The rise of _____ has given coaches an amazing opportunity to create highly personalised communication with new prospects.

You can create an ad that asks for _____ and then have the opportunity to _____.

This is the perfect way to _____ and move them forward to invest with you.

It's possible to attract your first set of clients as a life coach using organic marketing and networking, and that's great if you're naturally confident or a dedicated extrovert.

But what if you aren't?

What if your social media follower numbers are dismal and you have only just set up your accounts?

That's where Facebook ads come in.

They fast-track your connection with your ideal clients and get people watching your webinar. And don't forget, all of this happens without you having to show up live to connect or post endlessly on social media.

And in tomorrow's session, I'm going to show you how to bring all of this together to dramatically multiply your success as a life coach, even if you're just getting started.

Make sure you join me there.

Session 4: Multiply Your Impact As A Life Coach

DISCOVER HOW TO BREAK AWAY FROM THE THEORY OF COACHING AND ACTUALLY GET OUT THERE AND COACH MORE CLIENTS IN A WAY THAT IS LEVERAGED AND LUCRATIVE SO YOU CAN STAY ON MISSION AND MAKE MONEY.

So here's a quick recap of the past 3 days in the Wildy In-Demand Live Workshop:

At this point, we've learned a few things:

1. We know we have to create _____ for _____ in order to create better results for our clients and ourselves.

2. We know that creating a _____ is essential to attract a steady flow of pre-qualified clients who are ready to work with you. This means that you don't have to go out and find coaching prospects and then waste time convincing them to work with you.

3. We talked about how you can _____ without posting endlessly on social media or having a fancy website by fast-tracking connection using _____ and how you can get started with these to fill your new coaching program.

The one thing we haven't talked about yet is what to do with _____.

Once you get your clients into your _____, how do you leverage your time and scale your business without _____?

That's what we'll cover in today's session.

You need to _____.

Session 4: Multiply Your Impact As A Life Coach

Right now, if you're seeing clients one-on-one for \$100 an hour, your time and your income are linked.

In other words, the more time that you spend working with clients, the more money you make.

The less time you spend working with clients, the less you make.

So, here's the key question:

What can we do to set things up so that your income stays the same or goes up, regardless of what you do with your time?

To do this, you must break free from _____.

There are two things mentoring brings into your business that are irreplaceable:

1. _____
2. _____

What You Need to Win

1. _____
2. _____
3. _____
4. _____

If you just do these 4 things, you will experience an exponential, massive growth in your life coaching business.

If you want to experience real success in your business...
Make those shifts as quickly as you can.