

## Confidence to Practice!

**12 weeks practical training to confidently selling your services and filling your practice with ideal clients.**

This training is designed to be very hands on and practical. Each week between sessions you will be expected to complete exercises or tasks, so you are practically implementing your learning as you go. When you finish, you will have:

### **(WIDE LENS)**

- Set your own 1-3 year goals for your practice – including financial goals – and have a clear plan to support you working towards your goals.
- A clear understanding of what marketing is, and what a ‘marketing funnel’ looks like for a Therapist/Health Coach/Nutritionist. Yes, you **MUST** have a marketing funnel!
- Choices around who your ideal clients are, what you offer them and how you are going to communicate this to them.

The ‘wide lens’ learning is the underlying foundation and energy that will motivate you to do the tasks and take the actions needed to succeed.

So we’ll also be doing some mindset work, challenging limiting beliefs and overcoming any internal blocks or barriers you have around selling, charging money for services and putting yourself out there to market and grow your practice!

### **(NARROW LENS)**

- A website that clearly articulates what you do and who you do it for best (your ideal client).
- Two ‘lead magnets’ which will help bring clients to you.
- An online calendar and a sales process for your initial consultation/discovery call – that is **NOT** sales-y or pushy!
- Ability to create your own marketing materials using Canva and ChatGPT
- A ‘signature program’ that will be your core offer and service to clients.

The ‘narrow lens’ learning is the practical stuff! When you have the technical basics and some simple systems in place, it makes life a LOT easier for both you **AND** your potential clients to engage and agree to work together.

Where attention goes, energy flows. If you try to ignore the fact that you are running a business, and must engage in both marketing and selling in order to succeed, you will be in a constant financial and energetic struggle with your core desire to help people.

You cannot help the poor if you are one of them!

## **TRAINING CURRICULUM**

### **Week 1      Setting goals for your business**

In order to have a successful practice, you need to have goals to work towards. Then we work backwards to implement the steps and tasks needed to get you to your goals.

#### **In this first session, we'll cover:**

- Readiness to Practice
- Barriers to success in your practice (and in your own mind!)
- Setting long term goals, and reverse engineering them into to short term actions to take, in the right order. These include skills goals, financial goals and career progression goals, as well as your preferences on how you want to work to ensure you don't burn out AND get paid properly for what you do.

### **Week 2      Defining your ideal client**

You may already know about the 'ideal client avatar' and have done this exercise in some form already, but our process goes deep!

First, you need to know what you love to do most, who you really want to help and what works best for YOU. Coaching and therapy are two way processes, both parties win when there is true alignment.

Then, the better you truly KNOW your ideal client and their biggest challenges, the easier your communication with them will be – from your website to your lead magnets AND on your consultation/discovery calls.

#### **In this session, we'll cover:**

- What's your coaching or therapy superpower/sweet spot?
- Your Ideal Client worksheet
- The DDS Method

### **Week 3      Your Signature Service**

Before you can confidently sell to your Ideal Client, you need to know what you are selling them! Many health professionals struggle to a) niche down and b) sell a package or program. However, leaving everything open for the client to drive weekly is actually frustrating and often not productive for clients. (Yes, I know this flies in the face of non-directive, person centred therapy guidelines!). The reality is that clients want to know what you are going to do with/for them, how long it will take and how much it will cost. Make it easier for them to say yes to working with you by meeting these needs/questions.

- What's your superpower (2)?
- Putting together a signature program/service
- Connecting the dots between your signature program/service and your ideal client
- Not just 'Ideal', who is your EASIEST client?

### **Week 4      Choosing YOUR best marketing channel and options**

Online marketing and putting yourself out there on Insta or TikTok is NOT the only way to attract clients! There are several strong and successful ways to communicate with and bring in clients to your practice – it really is a case of different strokes for different folks!

- Marketing yourself online – Where and what works best for you?
- Marketing yourself locally – What and who works best for you?
- Your Marketing Plan – setting up a realistic marketing plan that you can consistently follow.

### **Week 5      Let's Get Marketing! (1) – All About Websites**

Whether you already have a website or need to set one up, we are going to do a deep dive into your website, how you speak to your ideal client, what your lead magnet(s) can be and how clients contact you to book that all important consultation/discovery call!

#### **Practical implementation session**

- getting a 1 page website set up (we will help you!)
- Or
- existing website review, and what's needed to ensure you are speaking to your ideal client and making it easy for them to connect with you!
  - Setting up an Online Calendar for your Initial Consultation/Discovery call

## **Week 6            Let's Get Marketing (2) – All About Social Media**

Social media can be a minefield! How many platforms to be on, what to say/do, how often... it can be overwhelming, and it can also often feel like whistling into the wind – nobody hears or responds to you!

- Unpacking social media myths
- Creating good content for your channels and/or website using Chat GPT and Canva
- Referring back to your Marketing Plan from week 3 – Reality Check!

## **Week 7            Catch your breath!**

This week we step back and review what we've covered so far. You'll have a break from new learning to finish out any earlier implementation tasks you have not yet finished (or started!), and take a beat to decide if you are still on the right path for you. After all we've covered, you may want to change your goals, focus or direction – and that's okay!

## **Week 8            Overcoming Imposter Syndrome!**

Ahhh, imposter syndrome – who hasn't got a healthy dose of it as a coach or therapist?! This week we work on your ability to step into confidence in what you do, how you do it and how you communicate that to both other professionals AND potential clients.

- Setting up and participating in a referral network
- PR – blowing your own horn!

## **Week 9            All About Lead Magnets**

This week we are going to cover the most common types of 'lead magnet' you can use to attract clients to your service. A Lead Magnet is simply a way to allow clients to get to know, like and trust you before they commit to handing over their hard earned money to you, and the better they are, the easier it will be for clients to take the next step and book that consultation/discovery call.

- Webinars and Masterclasses – live and 'evergreen'
- Downloads, Checklists and quizzes
- Free or low cost "challenges" and mini-courses
- Free or low cost communities

## **Week 10      Selling with confidence and feeling confident about what you sell!**

The dreaded 'S' word – SALES. However, if you already have most of what we've shared in place, the selling becomes a lot easier – because it's not sales-y or pushy. It's a conversation between two people who already know they are aligned.

- The consultation/discovery call process
- Objection handling
- When you are confident about what you do, the client is confident in contracting with you!

## **Week 11      All About Email Marketing – filling your funnel and staying 'top of mind'**

Email is still one of the most powerful marketing tools we can use. This is a system you can set up, and then have a realistic schedule for how often you send an email to people who subscribe to your email list.

### **Practical implementation session**

- Choosing the right software and setting it up for email marketing
- Get clever – how to 're-purpose' content across your marketing channels
- Understanding the power of email marketing over time.

## **Week 12      Catch your breath and pat your back – we're done!**

Our final week will be dedicated to reviewing all you have achieved, identifying the areas you may need to spend more time on, and ensuring you have all the basics in place.

There'll also be time for 'ask us anything' to ensure you have everything you need to keep going after this final session.

Please note this last live call will be 90 minutes long to ensure everyone can feed back and get the final input and guidance they need.

### **Important Notes**

There will be a 20-minute induction call ahead of the first week of self-directed modules unlocking. Here we will introduce our team, show you where to find everything you need on your Learning Portal and invite you to our dedicated Slack Channel for your training group.

Your self-study and implementation time requirement is minimum 2.5 – 3 hours per week, plus your weekly live group call which is 60 minutes in duration.

We expect everyone to attend the weekly live calls – at a minimum attend 10 of the 12 calls live, as a key element is "showing by doing" and live coaching in-session. Calls will be recorded so you can also re-watch and follow the guidance again as you continue to implement any practical tasks in your own time.