



How To Book More Consults

The guide that shows you how to stop chasing prospects
and have clients booking consults



The 5 Easy Steps That Will Start You Booking Consults Now

Have you ever wondered, “How do I get consult calls?” It feels like you’re marketing all the time but it’s not leading to any actual conversations with potential clients. If you’re feeling frustrated because you don’t know what you’re doing wrong, this is the guide for you.

Getting consults doesn’t have to be hard. And it doesn’t require you to go chasing after people either. No more sliding into people’s DM’s or spending hours marketing online.

Having an easy process that you can use anywhere, anytime makes it fun and easy to book consults. And all you need is your brain and a phone.

This is the system I used to scale my business to 6 figures in 8 months while working only 25 hours a week that I teach all my clients.

This simple 5-step guide will show you how to book more consults without feeling salesy or spammy so you can start signing more clients now.

Are you ready? Let’s do this!

Jennifer

STEP 1

Meet as many people as you can.

Most coaches think they have to have a fancy website or thousands of followers on Instagram to start booking consults. So they spend hours a day working on creating content and building their following instead of getting out and talking to real, live human beings.

When you don't talk to people, you can't book consults. Consults are created from conversations with other humans, and the easiest way to do this is to meet as many people as you can.

Get online and start meeting people. You can do this in Facebook groups, on Instagram or LinkedIn, or by joining networking groups. Comment on people's posts and start engaging with people.

Start conversations with people you'd genuinely like to get to know and set up virtual coffee chats to get to know them better. Let them know you'd love to learn more about them and set up a time to talk in the next week. Ask them for three days and times that work for them and set up a call.



STEP 2

Ask great questions.

A lot of people don't prepare questions ahead of time which can lead to a non-productive call. Before you get on the call, prepare a few questions ahead of time you'd like to ask them. Make a list of several that you'd like to be asked and also ones that will help them open up about any challenges they're facing.

Once you get on the call, take the lead and ask your questions. People love to talk about themselves. If you make the focus about them, they'll be more likely to remember you and refer other people to you. Once you've broken the ice, you can ask more specific questions about their challenges.

Example: If you're a life coach, you can ask, "What's been the biggest challenge in your life lately?"

Once they've opened up, ***start listening for cues.***

STEP 3

Listen for cues.

People love having someone really listen to them. Think about the last time you experienced that. If you have, chances are you have a really positive impression of the person who was a great listener.

Be present in the conversation and really focus on what they're saying instead of thinking about what you're going to say next. When you're truly present and engaged, the other person can sense it, even in a phone conversation.

Listen for cues about things that you can help people with. If they mention something that they're struggling with that is your specialty, now you can make an offer to help them.

Example: Jane: "I'm feeling really overwhelmed in my business right now. I don't have any time to exercise anymore."

Now that she's mentioned something that is in my expertise, I can ***make an offer to help her***.

You only need to be a few steps ahead of someone to help them.



STEP 4

Offer to help them.

This is the most crucial step that many people ignore. Instead of telling someone the solution to their problem, ***make an offer to help them***. People are much more apt to listen when they feel like it was their decision to receive it, instead of someone telling them what to do. By simply making an offer to help, they get to decide if they want you to or not.

Here's an easy way to do this: let them know you understand how they feel, then ask if they want help. Here's an easy way to do that:

Me: "It's so hard when you're overwhelmed with all the business stuff- I used to feel that way too. You know, this is exactly what I help clients with. Would you like some help with that?"

Jane: "Really? I'd love that!"

Me: "Great, let's set up a time to talk. What works best for you next week?"



STEP 5

Schedule a consult call.

One of the biggest mistakes people make is to schedule things later via email. Don't do this!

People are bombarded with email every day and you don't want yours to be another thing clogging their inbox. You want to make it as easy as possible for them to schedule a consult call.

Once they've said yes, ***schedule a call right then and there***. Get your calendars out and book the first available time they have that week. If they don't have their calendar, ask them in an email to give you three dates and times that work best and find a way to make one of them work.

Once they choose a time, enter their information in your scheduling software and send them a confirmation email. Best practice is to send them a reminder email 48 hours, 24 hours and 1 hour before their appointment.

Now you're all set for your consult call!





TAKE THE NEXT STEPS

Hi! I'm Jennifer Kim and I help entrepreneurs scale to 6 and 7 figures in 25 hours a week.

As a certified business life coach, I help my clients with sales, marketing and time management. I show my clients how to have financial freedom while working a schedule that they love so they have more time to spend doing what they love outside of work.

If you'd like some help to make this the best year EVER in your business and life, [click here to set up a free consult call.](#)

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