

“How to Find Hidden Opportunities to Make Yourself Irresistible to New Clients and Where to Find Them So You Easily Sell More of Your Programs”

Hello and welcome, everybody. I'm Bonita Richter of www.BonitaRichter.com. You are on the first call of the *Breakthrough Secrets ~ How to Become Irresistible to Clients: Proven Strategies How to Enroll 1, 3, 5, or 10 Clients, Whether You're a Seasoned Entrepreneur or New in Business*. I am very excited you are here joining me live, Saturday, April 16, 2011 for this extremely valuable call.

Today's call, call number one, is titled, *How to Find Hidden Opportunities to Make Yourself Irresistible to New Clients and Where to Find Them So You Easily Sell More of Your Programs*.

In the Breakthrough Secrets program, you're going to learn my proven, step-by-step system to enroll new, high-paying clients, quickly and easily. My goal for you is to enroll new clients to reach a Bold Money Goal, in 30 days or less. I know for some of you, you just may have had to catch your breath when I said this, but it is entirely possible to do with the system I am sharing with you in this telecourse training series.

To reach this goal of getting new clients in the next 30 days, it is necessary for you to take action and implement what I am going to teach you. One thing I've done is when I learn something new, I try it out and put it to the test right away—I implement. This way, the program material I've learned sticks in my brain better, and I get a quick return-on-investment for the program investment. That's awesome, isn't it! So, I am encouraging you to do the same with what you learn in this training series. Take action and get a quick win and return on investment!

One thing I want you to also remember is why you are in business, it's not only to create the lifestyle of your dreams, it's also to help other people realize their dreams, through your gifts you offer the world.

What we offer is much larger than ourselves, we have a deep purpose to fulfill in our lives. This is a big reason why it's important for you to get new clients, so you can have a greater impact to those you help.

I also want to acknowledge you for saying “yes” to this program, and showing up. Whether you're with me live, listening to the recording, or following along on the home study program later, it takes a lot to be here. It takes an investment of time and financial resources, and it takes commitment. I read an interesting statistic the other day that out of all the contacts we have on our list, only 11% are statistically going to be active participants in our programs, and become clients. The other 89% are voyeurs; they hang on the sidelines, and never truly get involved. So, I acknowledge you for being part of a very special group of people who take

action, and success in your businesses seriously. Thank you for being here with me, I am humbled that you chose me to help be your change agent in this process.

Before we get into the content, and we are soon at that point, I want to do go over with you how the program is going to flow, and how to get the most out this program!

If you are participating in the live program with me, I would encourage you to attend all three content calls, and the group coaching call live with me, if you can. This is because you will schedule time to be here, you'll get the content right away, and you'll be in the best position to begin implementing what you learn quickly.

If you can't attend live, that is okay, too, because you can listen to the audio downloads later. Either way is fine. But, I do encourage you to listen to the calls as soon as you can, if you do miss the live calls, because we are moving through the content in a week's time.

If you are listening in to the calls through the home study course later, I recommend listening to the calls over a period of about one to two weeks.

The next thing you can do to get the most out of this program is to do the assignments as we go. This program is an intensive, and it's designed to help you get results very quickly.

I'm also very sensitive to avoid overwhelming people, so I've purposefully made the handouts easy reads, and easy to do. Since this program is an intensive, meaning you'll get all the content quickly over the next week, keep in mind that you can do this, and believe in yourself. There's going to be new ways of doing things that I'm going to share with you. But, I promise you, none of what you are going to implement is hard to do.

Also, when you show up for the calls and do the simple exercises as we go along, this will help you stay out of overwhelm, and move forward quickly, and get fast results. It's important to be here live, if you can, and do the assignments as we go.

All the calls and handouts will be posted online, on the Web page www.BonitaRichter.com/breakthroughsecretsdownloads. Remember, also, if you are participating in the live program with me, as a bonus, I am giving you 30 days of coaching and email support, from today, April 16 through May 15, 2011. Refer to the materials I sent you for the email address to send me your questions, feedback, and to get my valuable support.

The last thing to do to get the most out of this program is to embrace the mindset shifts that are going to pull you forward.

This program is going to stretch your comfort zone. You're going to be doing things you might not ever have done, or normally do when seeking new clients. My bet is that if you are on this call, that getting new clients has been an area of frustration for you, or you know you can do

better and are ready to learn new tools. It's very common when we are ready to take a forward leap and grow, there are areas of resistance we'll bump up against, because we are making a change, and change produces fear, fear of the unknown, and even doubts if we can do it, and worry.

You're about to make a big change or take your business to a new level, you're bound to feel some discomfort. This is normal, and to be expected. I am here to help support you through this change, and fear of the unknown that may crop up. If you read my blog post this week, which I posted April 13, 2011, it was titled The Upper Limit Problem, and it addresses what to do when you hit this wall of change.

If you're in this program, chances are you've done a lot of things to get clients, and they still aren't showing up in the numbers you'd like. That's why this is a place of change, you have to do something different. I'm going to ask you to do things you've probably never done before, and this can lead to discomfort. The discomfort happens simply because you're stepping into something new, and unfamiliar.

To help you move through this discomfort, I am going to ask you to become comfortable, with the feeling of discomfort. It is okay, and it is something that happens with change. Push through it, don't hold back. Now is the time, and I am here with you to support you. Go all in with this opportunity. The sooner you get uncomfortable, the faster you're able to receive results from what you're going to implement.

Another thing I am going to ask you to do is to be willing to fail fast, get to a "no" fast, find out what's not working fast. Not everything will go perfectly, and you may have to shift and course-correct what you're doing, even in this program. That's why I am asking you to attend the live calls if you can, and do the assignments. Do the work, get it out there, and find out what's not working fast.

The truth is I have no idea how many clients you're going to get in the next 30 days, and I can't guarantee how many you will get. But, I do know that if you're willing to fail fast, you're going to be well on your way to mastering the process, which means you're going to be well on your way to being able to get clients whenever you want.

Another thing you must do to be successful in this program is to be decisive, be committed, and take action and implement; so, Decide, Commit, Implement. Be strong, be decisive. Be willing to not have everything perfectly figured out before you try it. All you do is course correct if things are working out. So, the real path can be expanded to Decide, Commit, Implement, Course Correct.

It is my deepest desire that you are successful in this program. So, be decisive, take action, if you find you are holding yourself back because it's not perfect, push through it.

One last shift I'm going to ask you to make is to celebrate every step. Celebrate the wins, even if they are small ones. Every decision you make, every small step forward, is a reason to celebrate.

We're going to get into content. Let's talk about *How to Find Hidden Opportunities to Make Yourself Irresistible to New Clients and Where to Find Them So You Easily Sell More of Your Programs*.

We're going to cover four specific areas. Some of this you're going to feel like you have it handled already. That's great. There's a good chance that you do have a lot of it handled already. And, I'm going to ask you to use this program as an opportunity to hone, refine, and think about it and revisit. These little changes, if you do have it "all figured out," will make a big positive difference in your business.

For most of you, from my experience, you don't have what I am going to cover today "all figured out," and this might well be the most difficult call as far as decision you'll have to make. Remember—

Decide, Commit, Take Action and implement, Course Correct

There are four pieces to the content I am going to cover today. The four pieces are:

1. Choose WHO will be the people you'll serve and where to find them
2. Identify WHAT problem you'll solve
3. What is the BEST way for someone to solve the problem you write down above FAST...?
4. Create a BOLD Money Goal

We're going to start with—

1. Choose WHO will be the people you'll serve and where to find them...

First, I want to bust a myth.

You've probably heard that to attract the right clients you've got to do certain things. You have to network, market online, you do all this marketing stuff, social media, putting yourself and your business out there, waiting for the clients to come to you, and show up. You're doing things, marketing your business, waiting for them to appear because you've done all this stuff. We get everything set up, we push a button, and we hang back, and wait for clients to appear because we've put forth all this effort. But, guess what, they don't show up in the numbers we had hoped.

This same thing happened to me, and it was because of my own situation of doing work for a community college, while growing my business, that I had to find a different way to getting clients.

You're still going to be attracting clients through the marketing activities and systems you've created that you already have in place. The difference with this system is instead of being passive and waiting for clients to appear, you're going to be more proactive about getting them.

When you need clients, you're not going to hang back and try to attract them. Think about when you met your husband, boyfriend, or significant other. Most likely, you approached them or were approached by them in some fashion. You were inviting to them, you invited them to approach you. You didn't chase them down. It's the same in your businesses. You're going to be inviting and drawing people in to having conversations with you. I'm going to show you how to do this in a way that's natural, and authentic. No more chasing customers for you!

The first thing you must do to get new clients is to choose the people you'll serve, and the problem you'll solve. This is extremely, extremely important. If you want to get clients in the next 30 days or less, you need to make a clear decision about WHO you are serving, and WHAT problem you are helping them solve.

This might sound suspiciously about picking a niche. Before you close your mind and say to yourself, "I know all about this," and you tune out, listen because I am, going to share a different approach with you about this topic.

First, I do want to be really clear that in order to build a successful or six-figure business as I work with my clients, you need to have a clear niche. One thing that I hear a lot from people is, "I don't want to miss out on opportunities" or "I don't want to leave anyone out, I want to help as many people as I can." This thinking leads them to believe that they can side-step the "choosing a niche" topic. No, no, I am not going to let any of you off the hook.

I want to make it really clear that to have a successful business choosing a market niche is a universal marketing truth. There's no way around it. Picking a niche thing causes a lot of stress, especially for women. Women want to build community, and be inclusive. They are also afraid of picking the wrong niche. Then, the decision is avoided, and their business suffers.

If you've been avoiding picking or changing your niche, I have some great news for you; I'm not going to ask you to pick a niche, just yet. What I am going to ask you to do is to make a decision about who you're helping, and the primary problem you're going to help them solve over the next 30 days.

If you have a niche and you're happy with it, that's awesome. If you do have a clear niche, these is a perfect opportunity to hone and refine your niche, and maybe speak to a subset of

the people within the niche, experiment with a new offering, or really hone and refine your offering most likely.

If you don't have a clear niche, all I am asking you to do is take the next step closer to choosing a niche. It's not a niche, but a next step.

When you're taking the next step to choosing who you work with, the next step, and not specifically your niche, you want to be thinking about people *who are in your sphere... who are in your world, already*. Who's already in your space?

The next 30 days are not the time for you to try to get in front of an entirely new audience. For example, if you currently work with contacts you've primarily made at a Chamber of Commerce, now is not the time to try to build your list of people who are corporate women. To get the most from this mindset shift, you want to think about what people you are already close to.

Many of you have some kind of list. It could be an email contact list, a list of LinkedIn contacts, a list of people in an organization or networking group you belong to, even Facebook and Twitter followers who you personally know. Who is on these lists? And note, having a list of some kind is critical, in any type of marketing. There's got to be a list of people somewhere, or you'll never be able to find who you're looking for.

Even if you're starting from scratch, and your new in business. think about who's close to you. Who's in your world already? This is the "low-hanging fruit." And, most solo entrepreneurs I work with haven't plucked all the fruit from the tree, yet.

Let me give you an example from my own business. Back in February of this year, I wanted to launch a VIP intensive program I created, *6 Steps to Create a 6-Figure Business*, and wanted to do it quickly to generate cash flow, without spending weeks seeding and marketing to my list.

So, I asked myself, "Who could benefit from this content? I looked closely through my list of contacts, and hand-picked people who I wanted to work with on this program. I invited them to work with me, and the result was I got 3 new clients and created \$8,000 cash flow in two days. The time from the idea of what type of program to launch, and time to cash flow creation was 2 weeks.

The key here, and this is what I want you to get out of this example, is I did not market this program to my entire list of contacts. I didn't create a sales page on my website; I didn't write about it in my email newsletter or blog; I didn't post it on PR site. I simply reached out to people who I thought would be interested in the program. Was everyone I reached out to interested? No; but, enough people were to create generous cash flow for me very quickly.

Were these people necessarily a niche? No, they were a next step, they were in my world already. And, I knew exactly how I could help them.

I'm going to help you with some brainstorming about where to find new clients, people who are already in your world. I created a handout for you, *20 Places Where Your Potential Clients Are "Hiding" in Plain Sight*. These are ideas where your clients are already hanging out with you. It has twenty different places you can tap in to, where your clients already exist.

I've also created a handout with a checklist for you, *How to Qualify the People You Choose to Serve Who Will Happily Pay for Your Services (And you're not chasing an unprofitable niche and wasting valuable time)*.

The items on this checklist are really a "big picture" way to look at choosing who you are going to work with. What I mean by this is eventually, you will want to create a very detailed profile of the type of person you want to work with, considering demographic and behavioral characteristics, perhaps with twenty different criteria.

The checklist I am giving you to work with now is a quick, easy check you can do when choosing who you want to reach out to, and invite to work with you, when picking your WHO. This criteria is:

- Specific URGENT problem to solve
- Needs this problem solved RIGHT NOW
- The URGENCY of solving this problem, on a scale of 1 to 10, is a level 7 or higher
- This person has a HISTORY of investing in similar offerings (such as coaching, consulting, training, attending workshops—consider your services when determining this)
- You want to work with this person (you like them, they share similar values, they are easy to get along with, they are respectful, they make decisions quickly, etc.)

When looking at your list, one of your exercises is to come up with a list of 50 potential clients you want to work with, 50 names. Yes, this is a large number, and you probably won't need this many people to reach your Bold Money Goal, which we'll talk about in a few minutes. But, do it so you see how many potential clients you have... and also so you have a large enough number to work with that you will be able to get new clients!

First, your perfect WHO, client, has a specific, urgent problem to solve. Note I said urgent!

The second thing is they want the problem solved right now, versus need it. This is important, because we as specialists and experts at what we do know what our client needs. But, they

may necessarily not know that, and educating them on what they need can be an uphill battle, and take too long. SO, know exactly what they want, what problem they want solved right now.

The third thing is how high does this problem rank on a scale of 1 to 10 that they want it solved? Again, is it urgent enough to them?

Fourth, do they understand the value of learning and growth? This is especially important if you are a consultant, coach, advisor, counselor or teacher. Do these people want to learn and grow?

Another thing you want to look at is do they have a history of investing in things of a similar nature to what you offer? This is really important. You want to make sure they have a history of investing and spending money.

The last criterion is do you like them? You certainly don't want to be reaching out and working with people who you would rather not spend time with, both on a personal level, as well as the type of business or industry this person is involved with.

Here's your checklist. Again, the people you choose to work with now may not be your niche. It's the next step closer to choosing a niche.

Let's now talk about the next step, which is about WHAT problems you will solve for WHO you are going to work with.

2. Identify WHAT problem you'll solve...

None of us like to think about pain and problems, but, the fact is people invest with you to solve specific urgent problems.

If you've ever struggled with getting clients to pay for what you do, chances are really good that one of two things is going on...

1. Your WHO, who you've been targeting, doesn't have a history of investing in what you offer
2. The PROBLEM your offering to solve isn't urgent enough for them to take action; it's not a big enough problem that they're willing to invest in solving, to take care, to make it go away

Let me give you some examples of what people do not pay for. People do not pay for improving self-esteem, increasing confidence, or working on life balance. Sure, people want this, and it is important to them if you ask them. But, they won't invest money simply to solve these problems.

Your clients will tend to invest in solving problems in one of three areas or tracks:

1. Business, Career, Money
2. Relationships, Love, Family, Communication, Sex
3. Health, Healing, Wellness, Fitness

These are the three big areas clients will always invest in. The reason is they correlate to the three big needs we all have in our lives. These aren't the only needs, but they are the biggest ones.

I am sure some of you right now are saying, "Yes! I can see how my service fits right into these tracks and areas." And, some of you might be thinking, "There's no way what I offer touches these main tracks," such as if you are a palm reader, a Feng Shui consultant, or an artist.

I am here to tell you that every one of you can tie your services and offerings into the three main tracks and areas of:

1. Business, Career, Money
2. Relationships, Love, Family, Communication, Sex
3. Health, Healing, Wellness, Fitness

Here are a few examples of how some "fuzzy" service offerings can be linked to these three areas:

A Feng Shui consultant helps improve energy flow in the home or office, which creates more harmonious marital and family relationships, and enhances intimacy and marital success, or increases productivity in the work environment, which results in greater success in their business and greater income flow.

An artist renders beautiful drawings of historical homes, which creates family heirlooms and strengthens family connections from this generation to the next, preserving and communicating a family's story.

A palmist helps determine a person's life purpose, which helps them do what they're meant to do in their life brilliantly, and create money and prosperity in their life.

The problem you solve is the doorway to the other, deeper, transformative and inner work you do with a client. A fashion consultant not only makes women feel better and more confident in their skin; they also help them earn more money as a result of this confidence. This doorway—the three main areas—is the way to get their attention and bring people them closer to you so you can do the deeper work.

So, I can tell you that even “soft” or “fuzzy” services like coaching, healing, and even metaphysical consulting can be drilled down to a specific, measurable outcome in one of these areas.

I’ve included a handout, *Discover What Problems Your Clients REALLY Want Solved (and what problems they won’t invest money to solve)*, to help inspire you with what kinds of results you can use when talking about your services with potential new clients.

I’ve also created another handout titled, *How to Help Your Clients Solve Their Problems So that YOU Are the Choice Person They Want to Work With...*

It lists three different ways you can offer your services to help solve problems:

1. Teach them how to do a specific skill...

Such as how to do online marketing, how to dress for success, how to market their business so they increase income, how to flirt, how to have a great first date, how to stock their fridge with healthy foods, how to create a marketing launch campaign, how to get clients, how to speak to get more clients, how to network, and so on!

2. Teach them a step-by-step path to get to where they want to go...

Creating a step-by-step path makes the task seem doable for them. It also means “you have it all figured out.” A step-by-step system is also your unique differentiation. It is the “secret sauce” that makes you stand out from the crowd, because you are the ONLY one with this system.

3. Teach them how to accelerate results / success in accomplishing a goal.

Time is money, and, for a client who realizes this you can offer a solution to get them making forward progress fast. This forward progress (with your help) saves time, money, stress, and helps them avoid making

Okay, we’ve talked about the WHO you will reach out to, and the WHAT, that they have a problem they urgently need solved, and will pay to have solved.

Now, I want to marry these points together with one more step.

3. What is the BEST way for someone to solve the problem you write down above FAST...?

Here's the secret sauce to becoming irresistible to clients.

To this point we talked about WHO you will invite to work with you. You've run them through the qualified prospect criteria in the handout I provided you. You've also determined WHAT the problem is this group of people has, What are they struggling with in the big three big areas of money, love and health. How can what you do help them get what they most want? What consistent problems or challenges that they're having that you know how to solve?

Now, I want to stretch you think about *what is the fastest way you can solve this problem for this group of chosen people.*

What steps will you take them through? What system? What process? We will talk more about how to create your signature system in the Call Number 2. For now, I just want you to start thinking about the steps, and write them down. This is one of your assignments.

For example, starting a business is a super-hot trend right now. With the economy, and unemployment, women and minority-owned business growth, Generation Y coming of entrepreneurial age, all kinds of people are starting their own businesses.

A lot of people are also starting home-based businesses. Here's a big tip, take a look at hot trends and see if you can identify an opportunity for you to serve, for you to latch onto one of those hot trends with what you offer. I've included a handout, *Mega and Micro Trends to Capitalize On...*, for you to take a peek at.

Going back to the example of helping someone start a business, which is something I have lots of experience with; how can I help someone do this quickly and easily? Lots of people feel overwhelmed with this topic, because there are so many steps to take, so many things to do. On the Web there are literally hundreds-of-thousands of resources how to start a business. It does not take long for someone to feel overwhelmed, because every resource has a different process!

How can I simplify this for them? How can I make it easier, faster, and take away the overwhelm? Here's a bonus tip: speed adds value. If you think about why you signed up for this class, it probably has something to do with this idea of getting clients quickly. I am sharing with you a system to help you get clients quickly.

Your clients want speed, too. Speed adds value. A question you ask yourself in the exercise I provided for you is, "What's the best way for somebody who is in trouble in this area to fix their problems fast?"

Once you know this, the best and fastest way, you're on your way to creating your unique signature system. This is sometimes called your signature system, and is part of the "secret sauce" of becoming irresistible to clients!

Again, I am covering this topic in more detail in the next call, and here's a quick overview to prime you for that call...

A unique or signature system is the work you do, the "thing you do," that for the problem you solve is packaged into a highly marketable, step-by-step system your clients want to buy, to get the results they want.

For example, this *Breakthrough Secrets* program you're participating in now is a unique system about how to get clients quickly.

Let's talk briefly about why having a unique system makes you irresistible. And, I just gave you a clue...the word "unique." You are the only one that will have a system packaged and named in your unique way. This is a way to set you apart from others, whether they have their own systems, or they don't.

For example, if someone is a business success coach, when meeting someone they could describe their services by saying, "I am a business coach that specializes in marketing and business development solution to help people grow their sales faster." Okay, I get that. But, it's not very exciting or compelling.

But, if you, as a business success coach say to a potential client, "I teach women solo entrepreneurs the 6 Steps How to Create a 6-Figure Business in 12 months or Less. My most recent client just completed this program, and had her first \$10,000 month 60 days after completing the program. Would you like to get some free tips about how to do this yourself?"

Would you be interested in hearing more about this program???! Doesn't it sound more compelling and irresistible than the first example I gave you?

Also, having a series of steps; 6 steps, 3 steps, 5 steps, let's people know what they getting, and it makes it seem doable to them. It's like they think, "Okay, there are three, four or five steps. I can do that." In order for people to buy anything to solve a problem, they have to feel like they can do it. If they don't feel like they can do it, they're not going to invest with you.

It also gives you credibility, and builds your confidence because you have a system you take people through to get results. The result is your clients get better results. Also, having a system created for your service, whether you're a marketing consultant or healer, makes what you do more tangible to your client.

To begin creating your signature unique system for your assignment this week, I want you to brainstorm five to seven steps or topics, and put them in a rough order of how you will take a client through your system. Each of the steps you've created is a solution and result to a problem. Let's use the *Breakthrough Secrets* program as an example. The big problem this program addresses is *how to get new clients easily and quickly*.

This program is comprised of three major steps:

1. How to Find Hidden Opportunities to Make Yourself Irresistible To New Clients and Where to Find Them So you Easily Sell More of Programs

Which solves the problems of where do I find clients?

2. How To Package and Price Your Services into Programs to Effortlessly Enroll High-Paying Clients

Which solves the problem of how do I communicate how I am unique and the person of choice for new clients hire?

3. How To Use Heart-Centered, Sincere Selling To Easily Enroll Clients Without Being "Pushy"

Which solves the problem of how do I sell my services so that I can feel good about myself, and not seem pushy or "salesy," and convert more qualified prospects into clients?

So, you create all the steps. What you're going to realize is that each of those steps also has a system within itself. For now, begin with the broad system, the steps you will take to solve a problem for your client.

That's it for now. Next week, in Call Two, we will cover this topic in more detail.

We have one more area to cover:

4. Create a BOLD Money Goal...

One of your exercises is to create a BOLD Money Goal, which is a money goal that gets you excited, that stretches you, and seems doable, as well.

Setting short-term, interim goals is the key to successfully achieving your long-term goals. Breaking a larger goal (say a one-year income goal) into smaller time periods not only makes it seem more doable—it is more doable!

I recommend for your Bold Money Goal, you set an income goal to achieve in the next 30 days. The reason is because any longer time period IS a long time when you're waiting for the cash to start flowing. And, a sense of urgency to "get something going" is lost, because there's a perception of having "time."

For this program, I you will be working with a 30-day Bold Money Goal. Here's how you create your Bold Money Goal:

Step 1: Think about how much cash flow you want to create in the next 30 days. This number should be exciting for you, a stretch from what you normally make, and something you believe is doable. I recommend choosing a number that is 20% to 50% more than what you are currently earning.

30-Day Bold Money Goal: \$ _____

Step 2: Think about what program, product, workshop, or other service you will be offering. I recommend for this 30-day period you focus on choosing and promoting only ONE offering.
Offering: _____

Step 3: What do you plan on charging for your offering, the unit price?

\$ _____

Step 4: How many sales would you need to make your Bold Money Goal for the month?
Calculate the amount in this way:

Bold Money Goal: \$ _____ divided by the Unit Price: \$ _____ =

Number of Units to Sell: _____

Step 5: Is the number of units to sell in Step 4 doable? For example, if my money goal is \$10,000, and I am selling a \$147 product, that means I would have to sell 68 units. This number may seem overwhelming, whereas offering a program at \$2,497, means I only have to sell 4 units, which seems much more doable and is exciting!

I have provided a handout for you titled, *Set an Exciting, Stretching, Doable Bold Money Goal!*

The last thing I want to cover is to be confident in your value. Self-confidence is one of the keys to enrolling clients easily, which is what we will Cover in Call 3. The more comfortable and confident you are in yourself, the more confidence your clients will have in you. Therefore, the more comfortable they're going to be in hiring you.

Know on a deep level that you work is valuable, and you can help people.

It's presence and humility from a deep, grounded place. That's really a magical place to be, and it's the kind of confidence that's really magnetic to people. To help you get in touch with how awesome you are, there's a couple of really simple exercises you can do, if you need a little help with building your confidence.

One of my favorites, taught to me by my mentor is make a list of 30 results that are possible for your clients when they work with you.

Another one is to think of past clients. No matter where you are, if you're a seasoned entrepreneur or a start-up, people have benefited from your work. You've had people who've received amazing results from what you do. Think of a past client, and remember how you changed their life. This is hard evidence that what you do works, is effective, and can change people's lives right now.

I'm now going to give you your simple homework assignment for Class 1. There are four things you want to complete before Class 2, on April 19.

1. Choose people you will reach out to, who are currently "in your world already" to offer your program or service. See the handouts titled, *20 Places Where Your Potential Clients Are "Hiding" in Plain Sight* and *How to Qualify the People You Choose to Serve Who Will Happily Pay for Your Services (And you're not chasing an unprofitable niche and wasting valuable time)*.

Come up with a list of 50 people you are going to reach out to and invite them to work with you.

2. Determine the PROBLEM you will solve for the group of people you identified in Step 1. (Choose only one program / product / service to offer for the 30-day period of this program).
3. What is the BEST and FASTEST way you will solve this problem for your chosen group of people?
4. Determine your Bold Money Goal. Use the handout, *Set an Exciting, Stretching, Doable Bold Money Goal!*

All the handouts I've provided are on the Web page I set up for this program. All of them will support you in completing your assignment.

Have a lot of fun working on the assignments. I'll now open the line up for Q&A.