

Entre-Talk: How to Book More Consults



Full Episode Transcript

With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: How to Book More Consults*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Hey everybody. Welcome to *Entrepreneurial Talk* here on *Better Than Happy*. I want to talk to you about this step that many of you have in your marketing funnel that maybe you call it a consultation, maybe you call it a mini session, maybe you call it a sales call, maybe it's a webinar, even an evergreen weapon or course or something that you want people to watch or take.

I'm talking about the part where somebody goes from just passively consuming your teaching and your contents casually when they want, to I'm supposed to show up for this thing at a certain time or certain date and there can be varying levels of vulnerability or what's expected of them at that time. Maybe it's a one-on-one, a consult, just a one-on-one conversation. So literally, somebody's expecting them at a certain time. If they don't show up, that person is sort of left high and dry, that person being you the coach.

But even on a webinar where maybe there's a lot of people signed up. There's a certain time and date that they're supposed to show up and listen or at the least listen to a replay after. There's a little bit more effort required than just, "Hey, do you like my podcast episode? I publish it every week and you can listen whenever you want and it's just streamed really conveniently right to your phone. Or follow me on Instagram and I'm going to post stuff and you can just come and check it out when you want and it'll show up in your feed at times."

But there's no set time, there's no expectation, are you with me? So first of all, having a step like that is really important because what will happen is a lot of people will stay in the land of just what I call passive consumption. In

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other words, they don't have to act in any particular way. They can passively consume, in fact they can listen while they're multitasking. They can listen or not listen. They can, again, read or not read. So it's sort of passive action. It's learning.

Hopefully it's helping people, but they're not actually doing the uncomfortable part, especially if you're a coach. There's an uncomfortableness to being vulnerable and doing the work with a coach, of actually figuring out what's really happening in your head, the specifics for you and really opening up and sharing what feels like really vulnerable, emotional, personal information. Or at the very least being willing to, like I said, show up at a certain time and place and keep track of all of that information.

That is a totally different step. So if you find that you're having a hard time getting people to take that step, you're having a hard time filling your consultations or your webinars or whatever. Then I want to tell you first and foremost that you are not alone. It is the most challenging step to get people to take because it requires so much more than what they've done up until that point. It even in most cases requires that they make a decision in their mind that they may want to work with you on a deeper level. In other words they may want to purchase your program or services or help.

Most people understand that if they're going to go to something like that they're there partly to learn about your services, your offer and see if it's a good fit. It doesn't mean that they're all the way committed. They don't need to be, most of them won't be and they shouldn't be. It means that they've decided maybe this could help me which is a big change from just passively consuming. And they're interested enough that they are willing to, again, keep track, put it in the calendar, show up, find the Zoom link or whatever else is involved.

And don't underestimate how annoying all of that is and how much attention that all of that requires from us. So the reason I'm telling you this is not to discourage you. You can totally have a full calendar of consults or whatever that step is for you. But I think most people, most coaches or

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whatever kind of business you have, highly underestimate how much has to go into helping someone make that step. You need to be talking about it first of all, probably way more than you are.

If you send emails you probably need to send at least twice as many emails as you are. You need to just be talking about it because you will be amazed. I'm still always amazed. I've been doing this for nine years. I'm constantly amazed at things that people go, "I didn't know that." And I'm like, "What, I say this every day everywhere." In my mind I think I'm saying it so much that I'm going to bother people. And people still say, "I didn't know that that's how it worked."

Because guess what, we're one of a million things trying to get their attention. We shouldn't be the primary thing on their attention. We should be a little tiny PS side note, if you want some help, here's what's available. And they're going to miss that, 90% of the time that you say it, they didn't hear it. They weren't paying attention. They didn't open the email. It went to their junk mail. They didn't hear it. They had a kid interrupt them. They weren't paying attention. Their mind was on something else and that's okay. They're not doing it wrong.

You have to talk about it way more often than you are. I need to be talking about that way more often than I do in my business. In my business it's usually some kind of a course or a webinar or an intensive, maybe a low priced intensive. Maybe you have that in your business, maybe you have consultations. We all need to be talking about it way more often. We need to be letting people know it's available. We need to let them know that it's free, if it's free or where to go to sign up for it. We need to be doing that way more than we're doing it. That's number one.

Number two, you need to think about all of their potential obstacles and challenges and speak to them regularly. So I just got done coaching this week. I coached all of my clients in my Business Mastermind program. There's 20 ish of them. And I meet with them all occasionally one-on-one. We talk about what's going on in their business. And a good percentage of them, that's why I wanted to do this, are saying. "This part's working and

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this is going well. And my clients are great and my program's great but I can't keep my consults full. I need to get more people to come to consults."

That's hands down the number one challenge. So that's what prompted me to do this webinar. So then I'll ask them, "What are the reasons why you think people aren't signing up?" And you know what most of them say to me, well what they want to say is, "I don't know." Most of them know that we don't take 'I don't know' around here, so they say, "I know I'm not supposed to say I don't know but I don't really know." And I say, "Okay, let's just try to think about it." And I see their brains literally be blocked. They literally don't think they know why.

And then I'm like, "Let me help you. Let's get the juices turning." Okay, so if this is you, listen up. Maybe they are skeptical of things that are free. That would make sense. I'm kind of skeptical of things that are free. So we need to speak to that. Why is it free? Maybe they're afraid you're going to be really pushy and salesy. I get that. I don't want to go to a call where I think someone's going to be pushy and salesy. Maybe they don't understand what happens on that call. Maybe I didn't make the call sound very appealing.

Maybe there's no value add on the call. Maybe the call sounds boring, if you call it a consult that sounds really boring to me. Call it something more appealing and give me some value on that call. Maybe I'm afraid. Maybe I'm not good at keeping track of details. Maybe I forgot, maybe I don't have Zoom. Maybe I was excited about it and then I just talked to my husband and he said, "No, that's stupid, you're not doing that." Maybe a friend told me, "You're going to talk to a life coach, that's really expensive." And now they just disappeared.

Maybe if I decide to take some guesses I could easily come up with 50 possible reasons and then I could start speaking to those reasons when I talk about it. I could say, "Maybe you're thinking this. If you're thinking this, let me just tell you." And you answer it and you speak to it and you do this in your emails and you do this on your social media and you do this on your

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podcast or wherever else you talk to your clients. You have to be getting inside their head and addressing what's going on for them.

I'll tell you the one thing that is not true that your brain's probably telling you is that I'm just not good enough. Maybe it's me, I'm just not good enough. Nobody wants to talk to me. Nobody likes me. That's what our brains do. We make it about us. Guess what? It's not about you. I promise you, it's not about you. They wouldn't be following you on social media if it were you. They wouldn't be on your email list. They wouldn't subscribe or they wouldn't open it. So for the ones that it is about you, don't worry about them, they're not going to come.

For most of them it's about them. It's about a concern they have. This will probably work for some people but not for me. I sound dumb on Zoom. I hate being on video. I don't like how I look. My house is messy. I don't want them to see. I don't like the sound of my voice. I'm afraid they're going to record it and put it on social media. I don't know. Sit down and brainstorm 50 possible reasons. Some of them will be specific to your area. And start speaking to those because even if the step you want people to take is free, it's a huge step. They have to be vulnerable.

They have to take action. They have to be willing to tell themselves, maybe I am going to commit to improving this part of my life and it's a huge step. And if you don't help people make that step, you are failing your clients. People need help believing in themselves, they need help overcoming obstacles. And just taking that little step, I like to think about this. Somebody who comes to one of my courses or coaching intensive, I just did Tryout Coaching, it's totally free. I guarantee they are better off at the end of that than if they didn't come.

Whether they sign up for my program or not, doesn't matter. They are better off if they come and they listen to even part of what I teach them, they are better off. So I am failing people if I don't sell them on coming. I need to convince them to come, not for my sake, for their sake. You have to sell this step. You have to think about it. It's the one step in my marketing

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funnel, I think about the most. It makes the biggest difference in my business whether or not I'm succeeding at getting people to take that step.

So you're not alone if it's challenging but it is worthy of a lot of your time and focus and effort. And go take my free training if you haven't already because we outline this in more detail if you're like, "I'm confused", go to jodysfreetraining.com. But I'm going to be offering some things to help you with this step coming up this summer. So stay tuned for that because I feel passionately about helping people just really figure this one out. It's really important.

Okay, thanks for joining me today for *Entre-Talk*. I'll see you next time. Take care. Bye.

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.