

## **Your Client Attraction Plan (From Coaching Training Accelerator)**

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To successfully attract coaching clients, you need a good plan.

### **Here's an example of a 90-day Client Attraction Plan:**

#### **Week 1**

- » Contact 3 Brokers. Set up coffee or lunch. Schedule sales meeting luncheon/talk. Ask about other opportunities to connect with Realtors.
- » Send out a warm letter.
- » Set up at least 10 sample sessions for next 5 weeks.

#### **Week 2**

- » Have 2 Sample Sessions.
- » Contact 3 more Brokers. Set up coffee or lunch. Schedule sales meeting luncheon/talk. At luncheon, ask for sample sessions & invite all to sign up for my blog.
- » Follow up calls to 20 people who received warm letter, ask if they've worked w/ a realtor. Ask for email or phone introduction. Send out quick thank you notes to those people and ask for more referrals as they come across realtors.
- » Contact Century 21, find out if they allow guest articles in their newsletter. Agree on best topic now for realtors. Write & send it. Offer freebie for Realtors as gift that they can get when they sign up for my blog.

#### **Week 3**

- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Set up coffee or lunch. Schedule sales meeting luncheon/talk. Pick Broker's brain about best places to connect with Realtors and ways to help them/help Broker.
- » Investigate national real estate conferences. Decide which to attend based on where I can speak at and/or have a booth. Watch budget!

#### **Week 4**

- » Set up profiles on Facebook, Twitter & LinkedIn. Do search for Realtors, make connections at rate of 20 - 100 per week for each network. Engage some people directly each week.
- » Launch blog. Connect Blog to social networks.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Set up coffee or lunch. Schedule sales meeting luncheon/talk. Continue to ask about other opportunities, publications, conferences Brokers know about.

#### **Week 5**

- » Do social network search for more Realtors, continue to make connections at rate of 20 - 100 per week for each network. Engage 10 Realtors this week directly.
- » Publish blog post.
- » Research 3 places where I can post guest blogs and comment on blogs for Realtors. Contact authors to set up guest slots.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Schedule sales meeting luncheon/talk. Ask for sample sessions & invite all to sign up for blog.

## **Week 6**

- » 1st sales meeting gig at Broker's office. Prepare! Set up at least 5 more Sample Sessions. Collect biz cards from all. Talk to Broker about top challenges Realtors face. Offer a workshop on topic for fall. Preview with Broker.
- » Continue to make social network connections at rate of 20 - 100 per week for each network. Engage 10 Realtors this week directly. Invite sample sessions.
- » Publish blog post. Promote social networking profiles/ invite followers/friends.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Set up coffee/lunch. Schedule sales meeting luncheon/talk. Preview idea of teleworkshop with them. Ask for sample sessions & invite all to sign up for blog.

## **Week 7**

- » 2nd sales meeting at Broker's! Set up at least 5 more Sample Sessions. Collect biz cards. Talk to Broker about top challenges Realtors face. Tell about teleworkshop this fall. Preview with Broker, arrange for ways to promote.
- » Continue to make social network connections at rate of 20 - 100 per week for each network. Engage 10 Realtors this week directly. Invite sample sessions.
- » Publish blog post. Promote Teleworkshop Preview Call.
- » Research 3 more places where I can post guest blogs and comment on blogs for Realtors.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Schedule sales meeting luncheon/talk. Ask for sample sessions & invite all to sign up for my blog. Tell about and leave fliers for teleworkshop.

## **Week 8**

- » Do social network search for Realtors, makes connections at rate of 20 - 100 per week for each network. Engage 10 people directly, invite some to sample sessions.
- » Publish blog post. Promote Teleworkshop Preview Call.
- » Contact 3 more Brokers. Set up coffee/lunch. Ask about ways to promote teleworkshop. Schedule sales meeting luncheon/talk. Ask for sample sessions & invite all to sign up for my blog.
- » 2 more Sample Sessions.
- » Research 3 more places where I can post guest blogs and comment on blogs for Realtors.
- » Put comments on other blogs.

## **Week 9**

- » 3rd Sales meeting at Brokers! Set up at least 5 more Sample Sessions. Collect biz cards. Talk to Broker about top challenges Realtors face. Give incentive to sign up for teleworkshop. Find other ways to promote it.
- » Continue to make social network connections at rate of 20 - 100 per week for each network. Engage 10 Realtors this week directly. Invite sample sessions.
- » Blog post. Promote Teleworkshop Preview Call.
- » Put up daily Tweets and post for all social networks about teleworkshop preview call.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Set up coffee/lunch. Schedule sales meeting luncheon/talk. Ask for sample sessions & invite all to sign up for my blog.

## **Week 10**

- » Teleworkshop Preview Call. Enroll people from call into 6-week fee-based program starting in two weeks.
- » Continue to engage 10 people daily in social networks. Put up daily Tweets and post for all social networks about Teleworkshop.
- » Blog post. Promote Teleworkshop 6 week program.
- » 2 more Sample Sessions
- » Contact 3 more Brokers. Set up coffee/lunch. Schedule sales meeting luncheon/talk. Invite to Teleworkshop. <sup>[1]</sup><sub>SEP</sub>

## **Week 11**

- » Make calls to Realtors I've met that have not yet enrolled for Teleworkshop.
- » Continue to engage 10 people daily in social networks. Put up daily Tweets and post for all social networks about Teleworkshop.
- » Blog post. Promote Teleworkshop 6 week program.
- » 2 more Sample Sessions
- » Contact 3 more Brokers. Set up coffee/lunch. Schedule sales meeting luncheon/talk. Invite to Teleworkshop.

## **Week 12**

- » Teleworkshop Launch Day! Record Teleworkshop to create product.
- » Continue to engage 10 people daily in social networks.
- » Create Facebook Fan page. Invite FB friends to "Like" my page.
- » Blog post. Promote Facebook Fan Page.
- » 2 more Sample Sessions.
- » Contact 3 more Brokers. Set up coffee/lunch. Schedule sales meeting luncheon/talk.

Now, it is time to create one of your own. Keep in mind who your niche is and how you want to reach them on a regular basis.