

ATTN: COACHES, THERAPISTS, HYPNOTISTS

EFFORTLESS CLIENTS METHOD:

**MY SYSTEM FOR
GETTING COACHING
CLIENTS WITHOUT
SPENDING ANY MONEY
ON ADVERTISING**

EFFORTLESS CLIENTS METHOD:



I remember it very well, to this day....I had just completed my 5th “coaching” training to work with people to help them achieve their goals. I earned certification as an NLP trainer and I was so proud of myself.

Had already completed hypnosis training, timeline therapy training, NLP practitioner and master practitioner certifications. I read countless books on “change” techniques, sport psychology and other personal development modalities. I was loaded with information, had my certificates and I was ready to go save the world!

Uhhh, except one thing....

How do I get clients?

Out of all those trainings, all I got in the way of marketing from my instructors was to “get out there and public speak.”

They promised that if I went out and spoke at Rotary clubs and such, talking about the benefits of these change techniques, I would sign up clients left and right.

So I did that!

I pitched myself to meeting organizers and spoke at Kiwanis, Rotary and other club meetings.

Yet, I didn’t get any clients.



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I researched a little more about how to get clients and found many more tactics...and I tried them all! Here's some of the things I did that resulted in nothing more than my getting a lot of exercise and testing my resolve on whether or not I really wanted to do this business:

1. I printed up full color fliers and walked up and down streets nearby my office, going inside each business and introducing myself and my services.
2. I walked around a busy mall on a Saturday night with an electronic flashing sign on my lapel that said: "Hypnosis works." I had people take my "survey" which ended with a question "Do you want to know more about how I can help you?"
3. I spoke for sports teams, a women's conference, a wellness conference, a golf conference, a coach conference and had booths or tables at all of them.
4. I paid a professional radio host to record a radio "interview" with me onto a CD, paid for slick graphics, made 500 copies and passed them out everywhere I went.
5. I walked around my city to doctors and chiropractors offices meeting staff members and trying to get a meeting with decision makers to get referrals from them.
6. I set up a table at my local workout gym with fliers and cards, etc.
7. I even (gasp) paid for advertising on websites, programs and even a late night TV show.



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None of it worked!

And aren't you glad I said that because you probably don't want to do anything like those things, do you?

Instead, I am going to tell you what actually DOES work and the crazy thing is, it's all so much easier than all of the standard advice out there!

You see, I had (and still do) have ONE powerful thing about me that has gotten me virtually all of my success and it's this:

I was willing to fail

...and I failed a lot. Until I started succeeding through trial and error and making adjustments. Nothing tricky, just sheer willpower pushing through the fears and frustrations.

Finally, the clients starting coming in!

I spent the next few years repeating the process of trial, error, adjustments with my clients and continually refining my process into what it is today.

I've made all the mistakes in getting clients and working with them. You do NOT want to go through that yourself, believe me...it's painful at times and humiliating at others.



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Next thing, yes...Now I am going to give you my 3 most effective and efficient ways of getting clients.

STRATEGY #1

From my 12 years and over 2,000 in-person clients, here is what makes all the difference as to whether or not you can sign up clients AND, whether or not you are going to get referrals from those clients.

Are you ready? This is profound if you get it...

Drum roll please.....

Create a proprietary STRUCTURED PROCESS for your service.

No matter what client-getting strategy you choose, you **MUST** be able to speak about the client's problem better than they can and clearly convince them **HOW** they are going to get their solution to that problem through working with you.

If you can't do that, then all the introductions and leads in the world won't help you, as it didn't for me in the beginning when I was spinning my wheels trying to get clients.

- Just telling a prospective client that you are certified in something isn't enough.
- Showing a prospect your testimonial from another client...isn't enough.
- An article in the newspaper about how effective life coaching or hypnosis is....isn't enough.
- Your slick, expensive website with all the cool graphics and blog posts...isn't enough.



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The best way to get a client to believe you that you are going to get them their goal/outcome is through
A STRUCTURED PROCESS that they can easily understand!



A Systematized Process is what makes it so easy to sell your services because to a client, their mind is predisposed to reject the same old, same old stuff, you hear from every other practitioner/therapist in trying to answer this primary question they have going off in their head:

Will This Work For Me?

The vast majority of us are born skeptics. You have to get them to believe it will work for them!

A Systematized Process, when communicated correctly, instills in the client, unconsciously, that this is a proven way to get from A to Z. When you can fill out the steps between A and Z and tell the client about the clients roadblocks BEFORE he/she tells you about them... BOOM!

They will sign up with you nearly every time!!

You will sign up new clients ANYWHERE you can have a conversation with someone. In other words, if I would have known this back when I started, all of those crazy things that I did in the beginning that didn't work, would have worked!

There's another HUGE benefit to having a **STRUCTURED PROCESS** - You get multiple sessions from one client. Your process is a package of sessions instead of the usual 1 session at time typical coach!!

It's always easier to get more sessions from existing clients than it is to get new clients.



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STRATEGY #2

As I mentioned in the webinar, you have to orient everything you do around client problems, right? Remember that, always. So, it would be smart of you, if you want the most clients for the least amount of time and effort, to go to where the people with the PROBLEMS are!

That's a good start but you can waste a lot of time doing what most marketing coaches tell you to do. They tell you to go on forums and online groups and be helpful and hopefully, some of them will notice how smart you are and want to hire you.

That's not efficient enough for me! (Did I tell you I was an efficiency fanatic from my days as a Fortune 500 corporate manager?)

What you want to do is go and find people with ACUTE problems. That is, problems that are so difficult to live with, that they are actively seeking a solution to their problem. That they are on the verge of acting or even better, have tried some solutions and those solutions haven't worked.

Yeah!!! That's what I want. I want people with problems nobody else has been able to solve.

"Why is that, Craig?" you might ask...

Because, I have that much confidence in my process and hundreds and hundreds of very difficult cases solved under my belt, that I know I can clear even the most difficult of problems.

And the toughest cases become your best salespeople when you get them their outcome! I've had many athletes come to me AFTER they've seen a sport psychologist with no results.



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For example, when I helped a swimmer break out of being stuck on a year-long performance plateau, the coach of that club sent me swimmers for years after that! All it takes is one tough client case like that and you're done with marketing for new clients in that sport.

Here's another example - gymnastics gyms. Every gym has some girls who are blocked on their skills. When this happens, it literally ruins their life and their family's life. If I wanted to, I could make a six-figure career out of working with 10-16 year old girls alone! There are so many of them and you help just one clear their block and the gym owner knows about you forever!

So what's an efficient way to find people with ACUTE problems like this?

Social media! Especially Twitter.

Most people who try to use social media for their business do nothing but waste time on it. Not my students.

Did you know that there are twitter search engines that you can use to search for people who are using ACUTE problem phrases in their posts. And, with Twitter, you don't have to wait for them to "friend" or "approve" of you. You just engage them in conversation about their ACUTE problem, give them helpful advice and eventually lead them to explaining your **SYSTEMATIZED PROCESS**.

Imagine being someone with one of those ACUTE problems. Say you are a soccer mom and you are talking to another soccer mom about how your kid has been told by his/her coach that he/she needs to be more aggressive and the kid is about to quit because he says: "It's not fun anymore."

To find that mom, you might type in "Soccer + Aggressive" and up comes this mom's conversation with her friend or coach.

You join in with some really helpful information they haven't heard before. (It can't be the typical stuff you see in mental game books because the coaches have all read them).



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Try searching things like:

Basketball + “needs to get that swagger”

“has a mental block”

“playing scared”

“needs mental toughness”

“in a slump”

“didn’t get a PR”



And the search engine will pick up actual recent comments made by actual people with those ACUTE problems! And you make friends with them! Make sense? Easy and simple and extremely effective. You never even have to leave your home to get these clients. In fact, you can work with them from home too via Skype or FaceTime all over the world!



The gymnast I helped get over a mental block and make it to the Canadian National team lives 3,000 miles away from me. We worked entirely over Skype!

You don’t even need an office to do this kind of work. You just need people with ACUTE problems and there are millions of them playing sports every day.



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STRATEGY #3

Networking groups. This is by far the most underrated and overlooked way of building a business helping athletes or any other type of client for that matter. Now, I'm not talking about going to the chamber of commerce luncheon or some local get together of entrepreneurs. I'm talking about the **SERIOUS** networking groups like BNI and Letip.

In your typical networking event, everyone goes around introducing themselves and telling you what they do and who they help. You exchange cards and some pleasantries, go home with your stack of cards, put them in a drawer somewhere hoping one of them will call or email you with a lead (which never happens) and a day or two later, it's like the event never occurred.

At most, the day after, you get an email from someone who says "Hi" and some other mindless small talk carried over from the event and everyone goes back to doing exactly what they did before but you feel a little bit better about yourself because you "Went out networking for your business."

Uggh!

Yep, you got it. I did that too, a bunch of times. That's how I know all about it and how worthless it is.

On the other hand, your professional networking groups get together weekly with the stated goal of every member to deliver to other members real warm leads. In other words, you join a group and you instantly have sales people working for you.



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You usually meet for a meal, everyone goes around the table with a 2-minute pitch to help the group sell your service..and then you pass your leads to the other members. When I say leads, mean a piece of paper with a name and phone number of someone who has indicated interest in your services!

How great is that?!!!

I used to walk out of meetings with 2-4 leads every week and then go to my office and call them and about half of them would sign up as a client!

I joined Letip for 1 year and even though I had no idea how to sell my services like I do now and have taught you, I got enough clients to have a self-sustaining business based on referrals and I didn't have to do any marketing ever again!

So, even if you are a rank beginner and not a clue how you are going to help someone (like I was), this still works. I can't even imagine how much more successful I would have been if I had my **Systematized Process** in place back then.



There's another key to making this tactic wildly successful. The more leads you give to the other members, the more leads you get from them. You can't just sit back and get leads and not be a sales person for them in return.

I got really good at that even though I had just moved to Seattle that year and knew absolutely nobody.

Sign up for a strategy session with me and I will tell you exactly how I did it. It's pretty clever and it makes this strategy become like your own ATM machine.



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Ok now! I hope you get the big picture here that consists of 2 things that make you a successful mental coach earning a handsome living and being your own boss.

1. You need a **systematic process** that you can communicate in simple terms and is easily understood by prospective clients. This is what gets them to say “What’s your next available appointment?”

and

2. You have to be able to solve ACUTE problems that athletes will come to you with.

You can do things the hard way like I did and try all sorts of techniques and over time, discover what works and what doesn’t... and endure all the embarrassment that comes from clients walking out of your sessions saying: “It didn’t work.”

or

You can cut to the front of the line and skip making all the mistakes I did in working with 2,000 people in person and thousands more in groups and online.

If you are serious about wanting to make a difference in kids and up-and-coming athletes and performers lives, then your next step is to apply for a FREE strategy session to see if you are a fit for this profession.

Just go to:

MentalToughnessTrainer.com/apply



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Oh, one last thing....

Yes, getting testimonials and parents literally crying in your office from the happiness you helped deliver to their family is extremely rewarding. For sure. But, you know what? The bigger benefit I got from doing this work is in the personal growth and confidence I gained for myself.

When you work with athletes and performers on achieving goals, you are literally working on yourself! Everything you see here in my presentations, videos, writing, etc. would not have happened if I hadn't cleared my own fears and mental blocks all along the way. I live in gratitude from that most of all!

Let's do this,
Craig Sigl



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