

The Get Booked Series

BUSINESS
MASTERY

CREATE YOUR OWN CLIENT CONVERSION STRATEGY

THE 6 STEPS I USED TO BUILD INFLUENCE AND
AUTHORITY AS AN EXPERT, BOOK MY OFFERS
AND TURN IDEAL CLIENTS INTO PAYING CUSTOMERS

PACHIMCI.FOOD.COM

HOW TO MAKE THE MOST OF THIS WORKBOOK

(TO ATTRACT YOUR TRIBE AND CONVERT THEM INTO CLIENTS ASAP)

1) Print out this workbook and use it to take notes, track your progress and get focused, so you can take stay engaged and have an ACTIONABLE conversion plan to use without feeling overwhelmed.

2) Think of your #1 biggest sales challenge to getting or converting your tribe into clients. If I don't address it throughout this workbook, be sure to ask me!

You can send me a quick e-mail Pachi@pachimcleod.com or join my private Facebook group [The Freedom-Driven Entrepreneur](#).

3) At the end of each step, decide on ONE action you're going to take within the next 24 hours so you can start seeing results ASAP.

4) Let this process be FUN! Forget perfect, you have gifts, God-given gifts you're meant to share and you're on this planet for a reason. Which is why we're creating a solid process, so you can start serving those you're here to help.

Welcome Boss Lady!

I am so excited that you've downloaded this workbook about creating your own Killer Sales Process/Funnel That Converts!

As multi-passionate and high-achieving women, we embrace that we're on this planet to make a unique impact, by using our gifts to help others.

The million-dollar question is, HOW! How do you turn your passion and hustle into profits, thru your transformational business?

In this value-packed workbook, I'm going to share with you my story on how I went from spinning my wheels and flying by the seat of my pants, to attracting, connecting and converting my dream peeps into paying clients, so that YOU can do it too!

These are the 6 steps I used to create a solid strategy that allowed me to hit my first 5K and 10K months and so on, using a killer sales process or strategy to turn my hustle into profits, serving the people I am on this planet to support!

So let's get to know each other real quick, before we start...

I'm Pachi, psychologist and teacher turned business coach and course creator.

I help ambitious high-achieving coaches and entrepreneurs grow their transformational business and book your offers, so you can create more of the freedom, impact and income you desire.

I've been there. I've learned what works and what doesn't and now I'm on a mission to share with you.

To learn more about how to work with me, visit me here: www.pachimcleod.com



I LAUNCHED MY FIRST PROGRAM WITH 6 CLIENTS AND MADE 3,000 IN A WEEK!

Working with Pachi opened me to a world of talent that I didn't know I had. I also didn't know that by leveraging those talents my income could increase, too. I created and delivered my program to a group of women (with different backgrounds, including a therapist and coach). I easily made a lot of money that week!

I've also seen results in my self awareness and major improvements in my relationships with my close family. Working with Pachi has helped me to know myself better and as a result I can make decisions that were previously difficult (chaos) for me.

PAMELA

Entrepreneur & Physical Therapist

**"PACHI HAS A GIFT IN HELPING OTHERS SEE THEIR POTENTIAL"**

I was ready to start, but I didn't know where to begin. I was feeling scared, intimidated and like I couldn't gain the clarity on exactly what I was supposed to do, despite praying about it. I was excited, yet apprehensive. Standing on the edge, ready to jump!

Pachi has a beautiful heart and is helping others, like myself, have the courage to move forward and live our dreams.

She has a gift in helping others see their potential and gift, then empowering them to change the world.

LISA

My Story

I first started my coaching business as a purpose coach for leaders and entrepreneurs, in September of 2015. After just completing my coaching certification and B-school. I felt ready to go!

So in order to get my first clients, I launched a group program “Your Game Plan”, which sold out within the first month of launching! I was on fire, my clients were getting results and I was making impact and money.

I heard everyone talking about “sales funnels” ... but to be honest, it sounded too complicated for me. I felt that if I focused on doing things like updating my beautiful website, creating my social media platforms, engaging on Facebook groups, my business would blow up.

BUT

- I didn't understand that even though all those systems are amazing tools to grow your business, on their own and without a clear foundation or solid sales strategy, they were not going to help me succeed.
- I didn't understand that a “sales funnel” or “client conversion strategy” is about getting clear and FOCUSED in your unique process to attract, engage and convert your dream audience into paying clients.

And since I didn't create a SOLID strategy or process to attract and convert my people, I went almost 6 months without getting another paying client, after my first program was over.

That's why creating a solid strategy or process of HOW you'll grow and build relationship with an audience of qualified leads that consistently convert into clients, is not only smart but soooo needed.

I challenged myself to get ridiculously clear and fiercely focused, so that I could succeed, instead of being part of this kind of statistics:

- **8 out of 10 business fail in the first 18 months, because of something called “the no-revenue syndrome”**
- Most entrepreneurs quit in the first 90 days, because they start 100% full of passion, but quit because they don't get results
- One of the main reasons for this failure is the lack of FOCUS on what truly matters (money making tasks), and lack of commitment to a solid strategy and a solid action plan
- It's not that they don't have what it takes, that there wasn't a market for them or that their services were not needed!

And it worked! A killer sales funnel was the #1 strategy that allowed October-December of 2016 to be the 90 days that BLEW up my business and how you can use it too!

You can succeed! You can reach your goals, if you create a solid foundation, strategy and commit to that strategy for at least 90 days.

No worries!

I've broken this down, so you can get focused and take action. We'll talk about how you can take these same steps, and I'll provide you with a checklist and tracker, to make sure you stay focused and accountable!

You may feel like it... but don't you dare to give up now!

PS- stay tuned. I'll be sending you some bonus video trainings over the next few days, so you can get confident as you set the foundation for your next AMAZING 90 days!

6 STEPS TO CREATE YOUR OWN CLIENT CONVERSION STRATEGY

STEP # 1

DARE TO GET CRYSTAL CLEAR ON YOUR TOP GOALS & BUSINESS MODEL

90-DAY PERIOD: _____ **TO** _____

As Marie Forleo loves to say, clarity equals power.

Getting crystal clear on what I wanted and HOW I wanted to bring it forth meant looking at my desires in the eyes, instead of focusing on fear, self-doubt and all the things that were keeping me playing small.

This why the first step is all about you and your business empire!

WHY IS THIS IMPORTANT:

Whatever you're currently focusing on IS expanding. That's why clarity and focus on what you want to accomplish in the next 90 days to 6 months is the first step to creating it. Let your desires be the foundation to building the momentum you need, to turn your passion and hustle into results.

We're beginning with the end in mind or reverse engineering the process.

As a former teacher, counselor and current non-profit leader, I've spent over 15 years creating transformational programs or courses, creating buzz before the launch and filling them up with the people we had created the program for.

However, coming into the online world freaked out a bit. Even though I was excited and confident about using my gifts to help people get results, I needed to learn new strategies to attract, engage and convert clients in ways I had not before.

And that's when having a clear foundation of knowing what I wanted to share, who I wanted to share with and why they needed it, were the fuel that kept me going. And it worked! **And if you're willing to get focused it can work for you, too!**

STEP # 1

DARE TO GET CLEAR- GAME PLAN

HERE'S WHAT YOU CAN DO:

- Complete your [Business Model & 90-Day Goals Template](#)
- Get clear on what you currently desire and choose which you'd like to focus on manifesting over the next 90 days.
- Make a list of any blocks that are currently keeping you from claiming these desires (fear of failure or other fears, self-doubt, lack of solid plan, lack of support or accountability...)

WRITE DOWN YOUR ACTION STEPS HERE:

STEP # 2

DARE TO GET FOCUSED ON THE AUDIENCE WHO TRULY NEEDS YOUR WORK ASAP

Getting clear on who you're going to focus on serving is another key. I had to overcome 2 different blocks in this area:

1. Fear of failing, of being judge or of being ignored... of investing all this money and never making it back... oh, fear!

Here's the truth: after more than a decade using my gifts and passion to serve people, I had become used to a certain level of "success" career-wise. I knew what programs to launch, where to get people and how to present the services in a way that gave me quick buy in.

Venturing into becoming a coach with an online business meant letting go of some of that "security" and "reputation" I had built for myself, and it honestly felt like starting from zero. And without realizing it, fear of failure got a grip on me!

- I became afraid of what people would say if they saw me shifting gears and boldly sharing my message as an entrepreneur... what if my boss saw it, or my pastor, or ...
- I became afraid that people would think I was greedy for wanting to build a successful business
- I became afraid of "failing" in front of everybody (after all, I was doing Facebook live videos, posting opt-ins on my personal profile and talking about my website, etc...

These fears were in the driver's seat and they caused the strangest thing to happen to me... I learned to "hide", even though I was posting and sharing. Meaning, I wasn't fully showing up as me.

Until I realized that I needed to focus on the people who actually needed my message, the people I am on this planet for... If I wanted to succeed and live out my life's purpose, that was a non-negotiable.

2. Choosing WHO to focus on FIRST

I struggled with this area for quite a bit, but it came down to understanding that online, **if I was talking to everyone, I was not going to resonate with anyone.**

As a former counselor, teacher and non-profit leader, I was used to serving whoever came thru the door. So the idea of “leaving people out” puzzled me a bit. *I also find that many of us- multi-passionate, big-hearted people with many gifts and the desire to help as many people as we can, tend to get stuck or confused in this area.*

WHY IS THIS IMPORTANT:

Choosing an ideal client is about “WHO do you want to be a hero to?”

For me, this strategy is more about your ideal client than just about you

In other words, in a crowded and noisy world, WHO do you want to hear, resonate and be fascinated with your message? Who do you want to attract as loyal followers?

Because positioning yourself as an expert to your tribe is all about **FOCUS.**

As I began to define and commit to a type of person with a specific problem or desired I could help her reach, I began to attract that woman more consistently.

- Because the more our peeps feel that we truly get them, the more she believes you can actually help her... so the more she'll be attracted to your brand and the easier she'll move thru your conversion funnel/process and into your services/offers/programs.

- Because the more we realize that she's looking for a very SPECIFIC solution, to help her accomplish what she is actually working toward RIGHT NOW... the more she is willing to invest.

NOTE: understand that your ICA (ideal client avatar) is something that will evolve with you, as you continue to grow and move forward. So, let's focus on who you feel confident serving, who needs what you have to offer, right now!

TIP: Since I was debating between 3 different ideal clients and offers, I decided to offer free coaching to a number of "potential ideal clients" and it was the best thing I could have done in my business. Not only did it give me clarity, but it reminded me why I loved working with some more than others. It saved me a lot of time, energy and money. Plus, the right people moved into my paying offer!

STEP # 2

DARE TO GET FOCUSED GAME PLAN

HERE'S WHAT YOU CAN DO:

- Complete [Your Ideal Client Questionnaire](#), to help you get clear on who your ideal client is and what they need from you right now. Narrowing it down will help us uncover what she is actually ready to buy from you, **WITHIN THE NEXT 90 DAYS!**
- If you still have some questions around who your ideal clients are and what they need from you, I suggest completing some simple market research.

WRITE DOWN YOUR ACTION STEPS HERE:

STEP # 3

DARE TO GET CONFIDENT ABOUT THE WHY

Yay! We're making some serious progress.

You've probably realized this by now, but the entrepreneurial and coaching industries are pretty crowded. So I had to learn pretty quickly that comparison and focusing on what everybody else was doing was the easiest way to take myself out of the game.

And focusing on WHY I wanted to build a successful and transformational business that can serve as my platform for living out my calling and serving the people I am here to serve, became an anchor for me.

It doesn't mean I never get insecure or didn't have any blocks to work thru, it just meant I had a guiding star, a place to come back to, whenever I get knocked off my confidence.

Another why I began to get ridiculously clear on, is my ideal client's why.

WHY IS THIS IMPORTANT:

This step is all about getting clear on your why and your dream client's why, so we can pinpoint ***“where is your why and your dream client's why overlapping”?***

Uncovering where your personal why and your tribe's why overlap is one of the best ways to fascinate and convert prospects into clients with ease.

THERE ARE 2 DIFFERENT YET VERY IMPORTANT WHYS IN YOUR BUSINESS.

1. One is your personal why... the reason why you're in business... why YOU offer your services to these people you desire to help (*attached to your passion, your purpose, your calling, your goals, etc.*)

2. And the other one is target audience's why. Their reason for wanting to work with you right now (*the result, the solution that you have to help them reach their top goal*).

STEP # 3

YOUR DARE TO GET CONFIDENT GAME PLAN

HERE'S WHAT YOU CAN DO:

- Complete your [Get Confident About Your WHY ZONE](#) exercise.
- Get clear on what your ideal client's why

WRITE DOWN YOUR ACTION STEPS HERE:

STEP # 4

DARE TO CREATE A STRATEGY OR PROCESS/FUNNEL THAT CONVERTS

Once I was clear on my WHAT, WHO and WHY, I dived into creating a strategy to see if this “funnel thing” truly worked.

My goal was clear. I wanted to attract, build a relationship and convert my ideal peeps into clients. I was committed to see this thru!

I also got my own coach to keep me accountable in regards to my strategy.

WHY IS THIS IMPORTANT:

As multi-passionate entrepreneurs it's very easy to get distracted, stuck, burn out and become overwhelmed in this step.

But I highly suggest that if you desire to avoid implementing too many ideas at the same time and throwing all kinds of strategies at the wall, to later find out that nothing sticks... it's better to take some time to get clear and choose an effective sale's process or strategy, so you can focus on filling up your program/offer in the next 90 days.

MY SUGGESTION:

Even though there are multiple levels or options of sales/conversion funnels to choose from. In the beginning, I suggest that you keep things simple, knowing that you'll be able to expand as you grow.

So, let's get clear on the sales process/funnel you'll use to attract and build relationships with your audience/prospects, *so that you can ultimately lead them to buying your offers and services.*

HERE'S AN EXAMPLE OF A FUNNEL I USED

If your goal is to get booked working with clients 1:1, I suggest for you to start with a two-level sales funnel.

This is the strategy I used to make my first 5K and 10K and the one I recommend for many of my clients who get results like 30 clients in 3 months, or 11K+ in 6 weeks.

The psychology behind this strategy is that most prospects may not be ready to go from a “free” offer straight into a “high-end” offer.

This kind of funnel gives your audience a couple of options and price points to work with you. ***So your conversion can increase by adding a lower level “option”, that leads into your higher-end program.***

For me, this is such a great strategy, because it eliminates a lot of objections around money, a prospect not knowing you enough, yet, etc.

An entry or middle-level offer:

- When done right, mid-level offers, like a 90-minute or half day intensives are a great strategy to fill up your high-end 1:1 program.
- *This way they're giving clients a couple of options (different price points and level of commitment).*
- Your clients get an opportunity to experience working with you, without the pressure of a long term contract or higher investment.
- *If you're new, this is a great way to begin getting testimonials and experience, without having to do everything for free! (you're welcome)*

HOW TO MAKE A TWO-LEVEL OFFER WORK FOR YOU

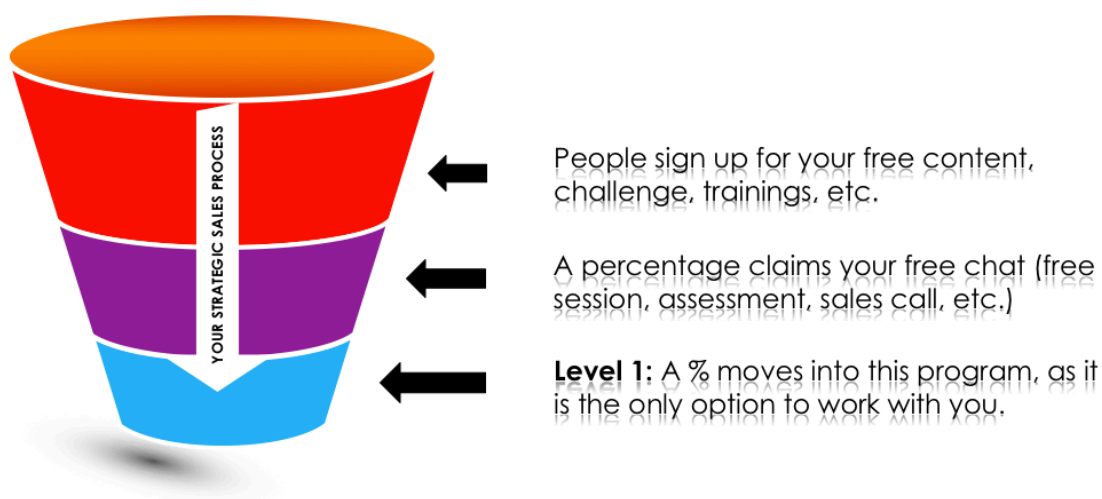
I normally recommend for my clients that are seeking to get booked, to offer a mid-level offer that leads to their high-level offer.

- Look at your current 1:1 high-end program to determine what are the SPECIFIC results your clients can expect when they complete that program
- Now look at what's ONE result or area your dream clients could work on, before they're ready for your long term program.
- Create an entry or mid-level offer that offers that solution.
- Keep in mind that many times, your mid- level offer can later become

Remember, your entry level, as you expand to serving your clients in other areas.

EXAMPLE OF OTHER SALES FUNNELS

ONE-LEVEL SALES/CONVERSION FUNNEL



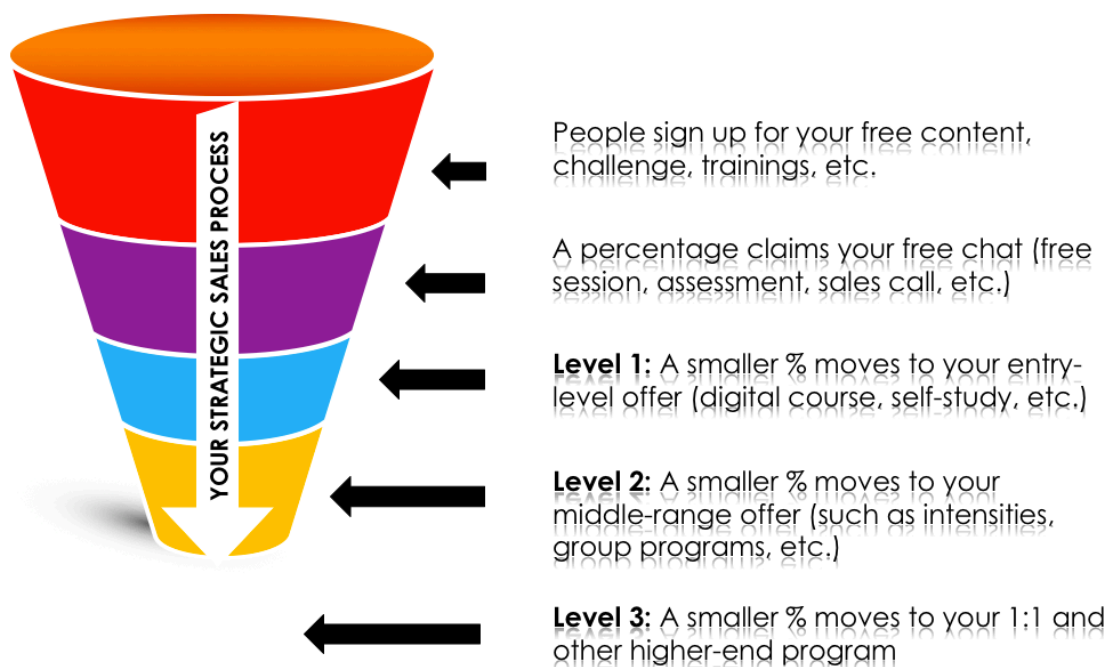
ABOUT THE ONE-LEVEL SALES FUNNELS:

A one level sales funnel only offers ONE option for your dream clients to work with you.

This is like casting all your eggs in one basket.

- Even though this could be a great option for you as the entrepreneur, it may limit the number of clients who take you on your offer, specially if your offer is a high-end or long-term commitment
- It's harder to increase your conversion rate, if you're trying to convert people from free content or assessment, into a higher-end package, specially if they're just getting to know you.

A THREE-LEVEL CONVERSION/SALES FUNNEL



ABOUT THE THREE-LEVEL SALES FUNNELS:

Three-level sales funnel are great, as you expand your reach! Great if you already have a digital course and would like to add a mid-level offer, such as an intensive.

- Great once your 1:1 program (s) are fully booked and you desire to add another layer for people to work with you.
- It's important to have an strategic flow, meaning lower level offers LEAD to the high-end ones.

STEP # 5

DARE TO PUT TOGETHER YOUR GAME PLAN

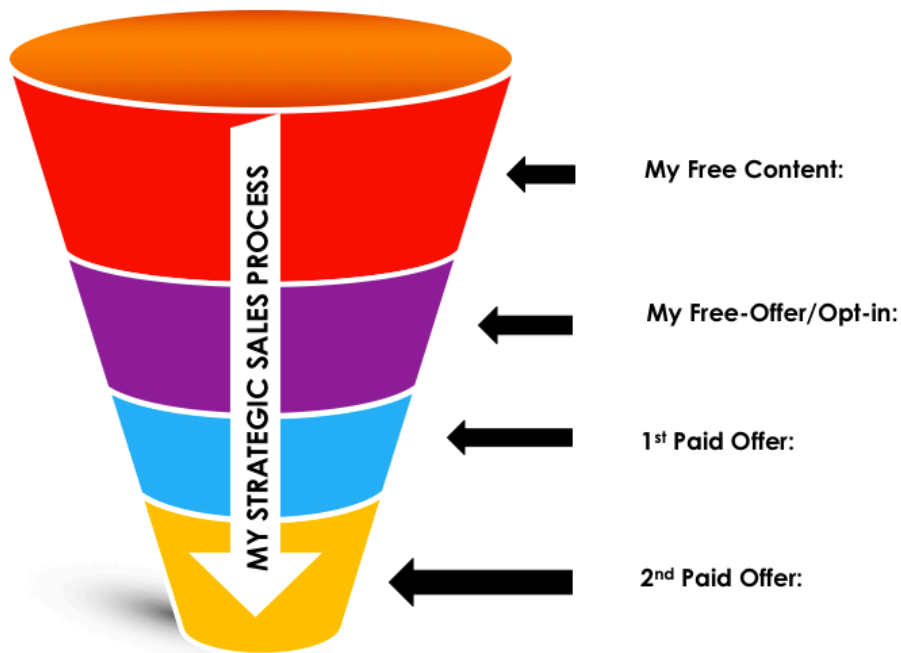
GET STRATEGIC ABOUT YOU'RE OFFER

The secret of a SOLID sales funnel is that you're very strategic about WHAT you're offering, HOW you're offering it and WHO you're offering it to!

In this step, we're bringing it all together, so you can create the focus and momentum you need, to turn begin to see results asap.

LET'S BRING IT ALL TOGETHER

MY KILLER SALES FUNNEL THAT CONVERTS



MY KILLER SALES FUNNEL THAT CONVERTS!

(7 QUESTIONS TO HELP YOU CREATE A KILLER FUNNEL)

1. WHAT'S YOUR 90-DAY GOAL?

2. WHO ARE YOU FOCUSED ON HELPING FOR THE NEXT 90 DAYS? (Pick someone you're confident and lit up about helping!)

3. HOW CONFIDENT ARE YOU FEELING ABOUT CREATING MOMENTUM AND TAKING ACTION TO REACH THIS GOAL IN THE NEXT 90 DAYS?

4. WHAT INTERNAL OR EXTERNAL BLOCKS COULD PREVENT YOU FROM SHOWING UP AS YOUR BEST SELF AND COMMITTING TO THIS GOAL?

5. WHAT'S YOUR KILLER FREEBIE OR OPT-IN, THAT LEADS YOUR PEEPS DIRECTLY INTO YOUR FIRST-LEVEL OFFER? *Click here if you need the killer offer that convert details template*

6. WHAT'S YOUR FIRST OR MID-LEVEL OFFER, THAT LEADS YOUR PEEPS DIRECTLY INTO YOUR HIGH-LEVEL OFFER? (shortest or lowest price) *Click here if you need the killer offer that convert details template*

7. WHAT'S YOUR HIGH-END OFFER (Longest and Highest Price)? *Click here if you need the killer offer that convert details template*

STEP # 6

ACCOUNTABILITY TRACKER

USE THE TRACKER BELOW TO GET CONSISTENT AND ALIGN YOUR HUSTLE

MY STEPS TO A KILLER FUNNEL THAT CONVERTS	STATUS/ NOTES
COMPLETE STEP #1- DARE TO GET CLEAR Complete Your 90-Day- Goal and Business Model	
COMPLETE STEP #2- DARE TO GET FOCUSED Complete Your Ideal Client Questionnaire	
COMPLETE STEP #3- DARE TO GET CONFIDENT Complete “Confident About the Why Exercise”	
COMPLETE STEP #4- DARE TO GET STRATEGIC Choose the best sales funnel or strategy that best fits your right now (for your 90-day goals)	
COMPLETE STEP #5- DARE TO PUT IT TOGETHER - Complete your Killer Sales Funnel for the next 90 days! - Complete Killer Offer That Converts template for each offer, if needed	
COMPLETE STEP #6-DARE TO BE ACCOUNTABLE! Track your progress on this tracker - Book your FREE 30-minute “Sales Funnel That Converts” Assessment with Pachi here	

Next Steps

Ready to get the support you need to create your OWN client conversion strategy, so you can focus on attracting, engaging and converting your dream audience into paying clients who love working and buying from you!?

Then, let me offer you my individualize support.

My 90-day package is currently fully booked, but I have a limited number of openings for INTENSIVES, available each month.

So DON'T wait to reach out if you're interested in taking advantage of this seriously powerful offer, so I can help you stop flying by the seat of your pants and get more clients, faster.

This offer is available by APPLICATION only.

To learn more and to apply for a strategy session where we can explore if we're a good fit to work together, so I can help you taking your life and business to the next level!

**[CLICK HERE NOW VISIT
WWW.PACHIMCLEOD.COM
/INTENSIVE TO LEARN MORE
ABOUT WORKING WITH ME](http://WWW.PACHIMCLEOD.COM/INTENSIVE%20TO%20LEARN%20MORE%20ABOUT%20WORKING%20WITH%20ME)**



“

HERE'S TO THE CRAZY ONES...

**THE ONES WHO SEE
THINGS DIFFERENTLY —**

**THEY'RE NOT FOND OF RULES... YOU
CAN'T IGNORE THEM
BECAUSE THEY CHANGE THINGS...**

**THEY PUSH THE HUMAN RACE FORWARD,
AND WHILE SOME MAY SEE THEM
AS THE CRAZY ONES, WE SEE GENIUS,
BECAUSE THE ONES WHO ARE CRAZY
ENOUGH TO THINK THAT
THEY CAN CHANGE THE WORLD,
ARE THE ONES WHO DO.**

STEVE JOBS

”