

## **The 5 Step “Irresistible Yes” Formula**

- 1. Establish Rapport & Pre-Frame The Call**
- 2. Draw Out The Desired Outcome & Vision**
- 3. Draw Out The Problem (What’s Stopping Them Or Slowing Them Down From Getting What They Want, & What It’s Costing The Client To Continue To Have This Problem)**
- 4. Offer Your Solution**
- 5. Invite Them To Take The Next Step**

### **1. Establish Rapport & Pre-Frame Structure Of Call**

Thanks so much for joining me for our first Session. I’m looking forward to getting to know you. Here’s how we’re going to get the most out of our time together:

I’m going to ask you a series of questions specifically designed to uncover the challenges you’re experiencing, or what’s not going well....

....And to discover what your vision is for your health and uncover what might be stopping you, slowing you down or preventing you from having what you want, so you know what to do next to move forward.

And if by the end of our conversation I feel we’re a good fit, I can tell you more about how I work with clients. Does that sound good?

### **2. Draw Out The Problem And What It’s Costing The Client**

- What is the outcome you want?
- What are some challenges you’ve been facing [getting X]?
- “Can you tell me a little more about that?”
- “What’s your biggest challenge with that?”
- “How has that impacted your daily life (work, relationships, finances)?”
- Is there anything that you’d like to be doing for yourself that you’re not? What gets in the way of doing these things?
- How is this [insert their biggest problems in their words] affecting you?”
- “On a scale of 1-10, how important is this for you to solve?”

- Ask about stress, exercise, relaxation, cravings, foods they eat, etc

### **3. Draw Out The Desired Outcome And Vision**

“If we could wave a magic wand, and really get what you want, what would that look like?”

“How would it make a difference in your life if you got these results?”

“What would that get you?”

“Why is that important to you?”

“What would that feel like?”

“Wow! What would unfold for you then [in your relationships? in your work? in your social life? in your finances?]”

“Imagine if you did have [XYZ, what they say that they want]... what other possibilities in your life would open up for you?”

Or, “What could you do in your life that you can’t do right now?”

“What would be the best part of that?”

### **4. Offer Your Solution**

“Let me see if I understand you. What I’m hearing is that you want to move away from x, y, and z... and that you want to feel more a, b and c.”

“Am I missing anything that should be addressed?”

RIVER ANALOGY if you have time and you feel it’s appropriate for that client.

...

Thank you for sharing this all with me. I feel confident that this is something we can work on together. I can tell you more about how I work with clients, if that’s something you’d be interested in hearing more about?

(Client says yes)

If we were to work together, **what we'll do is** meet once a week, just like we did today for 30 minutes. [Each week we'll explore your health more and more deeply; taking a look at the foods you are eating, unravel the challenges you may be facing with your health and nutrition. And working together, we'll make the food and lifestyle changes necessary for you to have a routine that allows you to feel focused, relaxed, and motivated while still leaving room for flexibility.] – **Modify this to suit your client and their goals.**

I work with my clients for a minimum of 12 sessions, for a 90-day period, and the reason for that is... what would happen if I met with you once or twice?

(let them answer)

Exactly. [Talk about the benefits of working together for 90-days and how you want them to make long-term change that will impact their health for the rest of their life.]

## **5. Invite them to Take the Next Step:**

Does this sound like something you'd like to be engaged in?

If we were to work together, when would you ideally like to get started?

Great. I have an opening on [\_\_\_\_\_], and we can start as soon as \_\_\_\_\_ if that works for you.

Great let me get this in my calendar to reserve the spot for you.

For payment, I have two different options: You can pay in three installments of \_\_\_\_\_, or you can pay-in-full for \_\_\_\_\_ and save \_\_\_\_\_. What works better for you?

Hand them the Congrats paper, followed by the payment form to fill out while you schedule in their sessions.

Do you have any questions before we complete today?"

Tell them you can't wait to get started, assure them they made a fantastic decision and let them know what they can look forward to in session #1.

Then complete the session.