

ACTION PLAN

Create your Free Session
Landing Page Content



Pricing Lesson 2

Action Plan Create your Free Session Landing Page Content



Your Company Name/Title: _____
Tagline: _____
Date: _____

This action plan will help you sit down and compose a free consultation/strategy session landing page that **repels** the wrong clients--and attracts the right ones. Even if you are still tweaking your strategy session offer, write your landing page anyway: You can always use it as an outline or template to tweak, when the time comes.

The Right Client

Characteristics:

Client Goal

Income Range

(Annual)

- \$ _____
- \$ _____

I am Calling this offer.....

- Complimentary Strategy Session
- Discovery Session
- Complimentary Consultation
- _____

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Intro

Schedule a complimentary _____
to find out how my coaching can help you to...

[Your Promise]

[Tells client what to expect from you]

If you are serious about wanting to work with me, claim your
_____ by entering

[Tells client how to contact you and claim spot]

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Who should work with me:

Who should not work with me:

Conclusion:

- Tell the client to look through your coaching options page
- Tell her what to do if she needs to ask a question first (e.g. give your email address)
- Let her know when she can expect to hear from you

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Practical Exercise- Decide what Type of Client you Do and Do Not Want



Your Company Name/Title: _____

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Use this worksheet to identify who you are going to be talking to-- both your ideal client and nightmare client-- when you create your Strategy Session Landing Page.

My ideal client likes:



My ideal client likes dislikes:

My nightmare client wants:

My nightmare client does NOT want to...

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I want a client who....

I do NOT want a client who....

Ideal Client- Quick Profile

She.....

She.....

Nightmare Client