

# The Client- Getting Script

10 Proven Words To Turn A  
Conversation Into A Paying Client

E B E N   P A G A N

## *Hey Coach!*

Are there really "magic words" that can get you high-paying coaching or consulting clients?

**Yes, there most certainly are!**

What you say to a person you are speaking with can make the difference between **getting a client, or losing them forever**. So it's important to know what to say (and when) to sign up as many paying clients as possible for your coaching.

Here are the most powerful words, phrases, and scripts that I've learned for getting clients, qualifying clients, and for helping them **make the decision to buy coaching from you**.

I have collected and developed these scripts and phrases over my 25-year coaching career, and in my experience attracting over a million paying clients to my online courses and companies.

When I began as a coach, I had a lot of fear and nervousness around not only getting clients — I had fear about even talking to clients. It took me a lot of trial and error, a lot of study, and a lot of experience to discover and combine these scripts into the system you see here.

My intention with these scripts is to give you **simple, conversational tools that feel natural** when used in real conversation with coaching clients. That's the key.

From the client's perspective, **this all feels natural**. And it feels good. And the reason for this is... because it's the way that actual paying clients want to be treated!

These words, phrases and dialogs are what I have actually said and used in my own life and coaching practice to get lots of clients, and it

**built the foundation for several very successful companies** that came after.

**BEFORE YOU DIVE IN:** [Claim Your Free Ticket To The Coach Expo On May 1st!](#)

And if you're the type of person that doesn't like using "canned" scripts, or you want to learn even MORE powerful client-getting techniques, I have something special for you.

On Friday, May 1st I am hosting the **Coach Expo Virtual Summit**, and you get **a free ticket that comes along with this book!**

This is a very rare opportunity to be there live with me - and with many of the top coaches in the world. I'll be teaching you my tools for succeeding as a coach, and I'll also be **interviewing a DOZEN different coaches and teachers who have real 7-Figure businesses.**

You'll get direct insight into **how they found their niches, and how they attract clients.**

**Over 100,000 coaches have been a part of the Coach Expo** so far, and we've now had coaches and teachers who have done **over a billion dollars in combined sales...** making this the biggest and best event on the planet to help you grow your coaching business.

At the Coach Expo, you'll learn how to:

- **Build your confidence** as a coach, and learn how the most successful coaches have overcome their own inner obstacles
- **Build your credibility** as a coach, so that your ideal clients love and respect you before they even meet you
- **Build your marketing and client-attraction systems**, so that you get all the clients you need - and build a business that supports your ideal life

**It is more powerful to SEE and HEAR as you learn**, which is why I'm including this ticket as a free bonus with your book.

**You'll attend as my personal guest** by clicking here:

[\*\*➤ Claim Your Free Tickets To The Coach Expo\*\*](#)

It takes just a few seconds, **so register now to grab your free ticket** and add the workshop to your calendar.

Register now, and I'm looking forward to showing you how to get more clients on the live class!

OK, let's dive in and learn the client-getting coaching scripts...

Use them to get more clients, and help those clients achieve success in their lives!

-Eben

## The Moment Every Coach Regrets...

Have you ever been speaking with someone who would be a PERFECT coaching client for you, and you wanted to offer to become their coach, but you just didn't know what to say?

So you just walked away, and felt bad because **you didn't say anything...**

...And then, a little while later (after you beat yourself up about it) you thought of something that you could have said to offer them your coaching services?

But then, the next time you talked to someone who could be a perfect client, **it happened all over again!?**

Of course! We have all been there.

And they are hard, because these are the **moments in life** that really count. They're the moments **in your coaching business** that really count.

They count because it is in these moments that you can **make or lose thousands of dollars, or tens of thousands of dollars.**

Before you're a coach, you didn't have to worry about getting coaching clients. Most successful coaches followed a natural progression in life: Going to school, then getting jobs, then becoming a coach.

When we were in school, and when we had jobs, we didn't need to get clients for ourselves. **The company we worked for WAS our client.**

Even if we worked in sales, marketing, or promotion, we were usually getting clients for our company — not for ourselves.

When you're working in a job, most of the work is typically pretty "routine" and not usually very "high stakes."

But when you're a coach, there are a few special moments that are much more important than most. And those are the moments when you are talking to new potential clients.

These moments are the ones that can mean **making \$5,000 or \$10,000 or \$25,000 or more**. Most of us are not used to having regular conversations that have these kinds of implications.

And this is the key piece. As we were growing up, and going to school, and working in our jobs, **no one was teaching us how to get clients**.

Why not? Because **it wasn't a skill that we needed to learn in those "school and work worlds."**

But then we become coaches.

We reach this stage of our lives and careers, and we see that the world is changing, and we realize that "coaching is our calling"... and we have the first big moment of seeing how important it is to get paying clients, so we can earn the high income that we want, and have the lifestyle that we want.

And we have **that moment that I just talked about**, when we are speaking with someone who would make a perfect client, and we **get nervous, or don't know what to say**, and we don't take the opportunity to sign them up as a coaching client.

**And we see five thousand... or ten thousand... or twenty thousand dollars slip away.**

And the real tragedy is that this person you were talking to would have **actually LOVED to invest in your coaching, and would have received a HUGE amount of benefit in their life from it!**

**They actually wish that we would have known what to say, so that they could pay us... and so that they could get the result they wanted in their lives!**

## **The Coach Success Formula**

When you're a coach, success comes down to a simple formula. We can call it **"The Coach Success Formula."**

Here it is...

### **Your Success = How Many Successful Clients You Have**

A lot of people want to be coaches. But most of them **don't have clients.**

You only become a truly successful coach when you have **many successful clients.**

It's those clients that give you **the income, the experience, and the freedom** to live the "virtual lifestyle" that is the **hallmark of success** of a coach.

(For the sake of this conversation, I'm speaking about being a coach as meaning owning a coaching practice. You can be a highly successful

coach of a sports team, or be a successful coach if you're the leader of an organization as well. In those cases, your team IS your clients!)

OK, let's see if I can do even better to prove that "your success = how many successful clients you have."

You might know me already, but there's a good chance that you don't. I want to prove to you that I'm a good coach, and that I can help you get coaching clients.

Now... I could brag to you about what a great coach I am. Or I could tell you stories about making lots of money. Or knowing famous people. Or having a nice car. Or whatever...

But there's a **much better, and much faster way** to prove to you that I'm a good coach and teacher...

Here are some of the coaches who have been my students in the Virtual Coach program and my other courses:





Shona started the Virtual Coach training when she was ready to leave her corporate job in the UK to reinvent herself. She moved to a new city, and had to start over again as a coach.

She went from **zero to 10 clients within a few months** of completing the Virtual Coach training.

Shona has 3 packages where she charges **\$9,680 (3 months) to \$23,244 (12 months)**.

She has now launched a group coaching program, and had **6 people join her beta program paying \$1,500 each for 3 months**.

– Shona



Before Rita started with Virtual Coach she had no niche, no reach, and no support.

Within a few months, she's targeted her niche, hired a virtual assistant, and found marketing support.

In just four months she attracted **40 paying clients into her group coaching program**.

– Rita



"I consider Eben one of my earliest marketing mentors and I've learned so much from him. I'll never forget how much he's taught me about growing an online business and I'm forever grateful."

– Marie Forleo



Sanjay left a career in banking, and moved from London to Mexico City. He had a passion for personal development, and he dreamed of becoming a coach, but didn't have the tools to do so.

Virtual Coach gave him the platform and structure to be able to execute on his dream. Sanjay estimates that **the program tripled his productivity**. He has done 2 launches, and gotten 30 coaching clients.

Sanjay offers two coaching packages which range from **\$2,000/month - \$3,500/month**.

– Sanjay

Notice that this says two things about me, without me really even needing to say them directly:

**1) I know how to get clients**

**2) My clients are successful**

I have lots of successful clients. And I feel like a very successful coach.

Now, **what made the big difference...**

What was it that I learned **that got me all these clients** (and many, many more)?

## **Getting Clients Is A Skill...**

If there's one thing to take away from this report, it's that getting coaching clients isn't magic, and it's not trickery.

**Getting clients is A SKILL.**

That's it. It's a skill.

It's a learned skill.

It's an important skill.

I mean, it's THE important skill.

And like any other skill, you make the decision to learn it, and then you go out and learn it.

But unlike most other skills, once you learn this one, then everything else that happens in your professional life goes to the next level.

## **A Financial Wake Up Call And A Major Turning Point...**

Learning how to get my own clients was **the critical turning point in my professional life.**

I'd like to share a story from my own journey that might help you understand what is possible.

When I was in my 20s, I was earning \$10 per hour in my manual labor job, and sometimes earning a little bit of side income playing my guitar, and teaching guitar. I had just moved into my first place on my own. It was a little 500 square foot trailer home from the 1950s, that I traded for a guitar and \$1,500 (true story!).

I knew nothing about how to succeed in the business world, but I wanted to become successful, and have a nice home, and a nice car (and a few nice guitars!).

But there was one little problem: **I didn't know anything about making a high income.** I didn't even know where to begin.

I knew exactly zero wealthy people, and I didn't even know anyone who knew anyone who had made a lot of money.

So I thought about it. And I came up with this: Rich people seemed to always be involved in real estate.

They either owned real estate or invested in real estate... or developed real estate.

So I decided to get a real estate license, and see if I could figure out this “making money” thing by going into the real estate world.

(And besides, from the pictures in the real estate magazines, it looked like every real estate agent drove a Lexus and wore a nice suit. So hopefully the real estate offices just give you a new car when you started!)

Well, it turned out to be quite the opposite. First off, you had to **pay to become a real estate agent**, and you had to **buy your own car and clothing**.

Oh, and one other little thing...

**You had to get your own clients.**

My first year in real estate, I made about \$2,000 in total (for the entire year). I sold one home, for \$59,900. And my broker had pity on me and let me help her sell one of her small listings.

\$2,000. For the entire year.

As I went through that first hard year, I began to read books and listen to courses about how to get clients. I learned about sales techniques, and marketing approaches.

There were only two problems with these methods:

- 1) They sounded horrible**
- 2) When I tried them, they didn't work**

Other than that, everything was great!

I tried running an ad.

Nothing.

**No clients.**

I tried mailing postcards.

Nothing.

**No clients.**

I tried handing out flyers. (Remind me to tell you that story sometime!)

Nothing.

**ZERO clients.**

I only made my one sale in real estate that first year because no one was willing to take the time and energy to help this woman find and buy a house for \$59,900 (and that resulted in a commission check to me for about \$900).

Then one day I found an audio course about sales, and as I was listening to it, the trainer said that all I had to do was pick up the phone and call people and ask them if they wanted to sell their homes.

If I just called 50 people, one would say yes! And I'd make thousands!

I can remember the day clearly.

I printed off my list of homeowners to call, and I sat down at my desk. I looked at the list, and I looked at the phone.

I got nervous.

I looked at the list again.

And I looked at the phone again.

It started to feel like someone put a giant rock in my stomach. The surface of my skin became cold. The moment stretched on for a painful eternity.

I kept looking at my list... and the phone.

Getting sicker and sicker.

Finally, I got up and drove home.

**And went to bed.**

And felt like a failure.

That was my **low point**. But it was also my **turning point**.

The good news is that I didn't give up. And there's another chapter to the story...

Fast-forward about two years, and I had moved to a new city and state. I had gotten a great job working with a new company. I had been studying methods of getting clients in the meantime, and my new skills were about to be tested by surprise.

Right after I moved, the owner of my company got a new partner. The partner didn't seem to like me, and very soon I found myself fired, and on my own.

The only problem was that I didn't live in a little trailer anymore. Now I had a nice apartment, and a car payment. And I had moved to Southern California, which isn't exactly "inexpensive" to live in!

I had two choices:

Move back home, and possibly even move back in with my mom... or strike out on my own, and get some clients.

I thought about that fateful day sitting down to try to call people to ask them to become my clients, and how nervous I got.

I started to get nervous again.

I knew that I was going to need to get clients. I knew that I would need to talk to people.

But fortunately, there was one critical difference this time.

I had been reading a book called "Spin Selling" by a man named Neil Rackham. Inside, it explained that the highest-income sales people were asking two very specific types of questions, and that when they asked these questions, it made their clients much more likely to buy from them.

I had also recently read a book about something called "consultative sales" - which said that you could get more clients by being a trusted advisor, and avoiding cheap sales techniques completely.

So I started reaching out locally to find coaching and consulting clients. Within days, I had my first appointments. And at my very first appointment, I walked away with a signed coaching contract, and \$1,500 in advance for my first month!

And what I realized in that moment was that there **WAS A WAY** to get clients, and have it feel **GREAT...** feel **NATURAL...** and most importantly, feel like a “normal” conversation.

I had learned the words, phrases, and scripts to turn a conversation into a high-paying client.

### **And I never looked back.**

Once I had my first client, I wanted another one. And so I got another one. And then another. I quickly reached the point where I was paying all my bills, and earning \$200-\$300 per hour for my time.

This was the next turning point in my professional life.

Of all the things I learned how to do, getting clients was the one that changed the game the most.

This was the one skill that gave me the biggest raise to my income... the one skill that gave me the most freedom... and the one skill that gave me the foundation to build several successful companies... and even to become a successful investor and coach to CEOs.

Before I knew how to get clients, I was basically afraid. Because I wasn't the master of my destiny. And I didn't feel successful.

After I knew how to get clients, I became so much more confident, and so much more credible!

And let's be direct: If you don't have clients, or you only have one or two clients, then it's hard to feel successful. You aren't making the money you want, and you don't have the freedom you want.



This is the difference between being “virtually a coach” and being a **Virtual Coach**.

## You Need To Know What To Say & When To Say It

Knowing what to say to get a client is actually “a really big deal.” It’s like knowing the combination to a lock, or having the password to login to a website. If you know what to say, and when to say it, and in what order to say it, you can get a client. If you don’t know what to say, you’re essentially locked out.

I can remember my first awkward conversations with prospective clients. Before I was a coach, I tried being a real estate agent. The first time I tried to talk to someone about becoming a client, I was so nervous that I was almost shaking.

Not only did I not know what to say, I didn’t even know how to start the conversation. I didn’t know what to ask, I didn’t know how to explain what I did, and I didn’t know how to ask someone to become my client.

After many of these uncomfortable conversations, I realized that if I was going to succeed at getting clients, I was going to have to learn what to say, and how to say it. This led me on a journey that has completely changed my life.

At first, it was slow-going. I would learn a particular phrase, or a particular question to ask, and I would try it. And sometimes, they would work. I would start a conversation with someone, and they would respond positively. But whenever it came time to ask them to become my client, I would “drop the ball.” I didn’t know how to ask, and maybe more importantly, I didn’t want to offend them, or risk losing them by coming on too strong.

I listened to audio programs by sales trainers, and read classic books about sales. They would recommend techniques like the “assumptive close” or the “alternative close.” Let’s say you were selling cars, and a prospective customer was asking you about a particular car model. You would ask them “would you like it in red, or in blue?” - and if they answered one of the colors, then it meant that they were going to buy it. Amazing!

But the problem was that most of the “sales techniques” that I learned in the sales courses just felt wrong to actually use in the real world. There was something that felt artificial, and unnatural about basically all of them. I needed to find something that worked, and that FELT good to actually say.

Fortunately, I didn’t give up, and I eventually discovered that there were other methods of getting clients, and making offers, and doing more “consultative” sales presentations... that not only felt better, but that actually WORKED better.

Because I was starting literally from nothing, and I had no teachers or mentors in the area of sales and marketing, it took me a few years to find my way. But once I did, and I started getting positive results, it changed my life forever.

I can remember the first presentation I made based on these new approaches that I was learning. I made a call to one of the top real estate agents in San Diego, California, and asked him a couple of questions on the phone. Then I went to his office and met him in person, and asked him another series of questions (notice here that I didn’t say “I made him a sales pitch” - no! I said that I asked him questions... which we’ll get to later).

After asking him these questions, and making notes of what he answered, I then carefully repeated back what he had told me. Then I made an offer to work with him, and offered him a package of coaching and consulting that was \$1,500 per month. I left his office with a check for \$1,500 for the first month, in advance.

I was both shocked and relieved. And I was excited! It worked!

But more importantly, I knew that I had discovered something that was going to change my life. And it did. From then on in my life, whenever I needed clients, I knew how to get them. I built a successful coaching and consulting business from scratch over the next few years, earning \$200-\$300+ per hour, and working when it fit into my schedule.

This created the foundation to build a successful online teaching business, to create online courses and group coaching programs, and much, much more. It all started with learning how to get clients, and with coaching.

As a result of some of my success, I have been asked to be on Larry King's TV show, I have been interviewed by Tony Robbins, and I have created the largest virtual summit for coaches in the world (The Coach Expo).

## Let's Learn The Words & Phrases To Get You More Clients...

Coaches who are great at getting clients are **excellent at one thing: hearing when other people have needs, and then following up on those needs with a coaching session to help them solve or get the needs met.**

Empaths (people who are good at sensing the emotions of others and the needs of others) are good at noticing when others have needs.

"Oh, are you hungry? Are you thirsty? Oh, do you need some emotional support?"

It's mostly unconscious. Like a 6th sense.

As a coach or empathic person, you just notice when others have needs.

And you might **automatically begin doing the thing** that you believe the other person needs, **even before they ask for it**.

Someone might be hungry: You make them some food.

Someone seems cold: You get them a blanket.

Someone seems sad: You give them a hug.

But guess what? This is NOT the way to get a high-paying client!

Let me explain...

## **The Key Mindset Shift You Must Make To Get Clients With These Scripts**

There's something **unique that highly successful coaches** do in order to get paying clients.

Yes, successful coaches notice when others express needs. But instead of automatically jumping in to DO something for the other person, they have another strategy.

Instead of going and actually **doing the thing for the person**, the successful coach says, **“I'd like to help you do that thing,”** and then they use a coaching script or a coaching session to help that person get clarity, make a decision, move through blocks, **and then go and do the thing.**

The successful coach **doesn't do the work for the client. They allow the client to do the work**, so the client builds the understanding, the confidence, and the self-esteem.

Now stay with me here. This is a completely new way of thinking for most people.

But if you follow me down this rabbit hole, it can change the game completely for you, and help you get a lot more clients!

The successful health coach doesn't say “eat your greens” - instead, they ask “which foods do you believe would support your health and fitness best?”

And then they wait for their client (or prospective client) to come up with the answer themselves.

The successful relationships coach doesn't say “be more empathic” - instead they ask “how do you think your partner felt when you said that?”

And again, they let the client come up with the answer.

The successful career coach doesn't write a resume for their client - instead, they ask their client to write a history of their professional accomplishments.

This takes longer, and it's more challenging in certain ways. But what this approach does, is... it actually empowers the other person (your client).

But much more importantly, **this is the mindset shift that allows highly-paid coaches to attract and get high-paying clients.**

Why is this? Ultimately, because you can't get a coaching client to pay you thousands, or tens of thousands of dollars by "doing it for them." They must come up with the realization that they need to invest!

NOTE: This approach takes longer than just jumping in and "doing it for" another person.

But if you really love people... and you truly care about others... then even though this takes a little bit longer, it's worth it. This approach builds more confidence, self esteem, and effectiveness in your clients.

And it GETS you a lot more clients.

So successful coaches are **always watching and listening**. They are listening for needs.

When you approach getting clients this way, you begin always listening in your community... in your social circles... with your friends and your family... when you're in online groups.

You're listening for when another person is having a problem or they're having a challenge or they've run into something that is blocking them... and they don't really know how to get past it, or get to the next level.

Here's how to use this to get clients...

## Listen For “Change Of Life Or Lifestyle”

You'll notice most of the people **that invest in coaching** and make great coaching clients **are going through a change of life of some kind.**

And this means that when you meet someone who is going through a change of life or lifestyle, that they are **more likely to be a good prospect for your coaching!**

Here's what to do when you meet them...

### Listen For Life Changes



As you're moving through the world and you're listening to people who are going through changes, you'll hear them say things like, **“My company is closing down and I'm going to need to find a new job.”**

Or they'll say: **“My kids are almost through high school now and I'm starting to think about where they're going to go to college, and I**

**really want to make sure that they get into a good school, but I don't even know where to start."**

Or they'll say, **"I'm feeling really low energy right now and I need to lose some weight" or "I'm fighting with my partner a lot."**

What these all have in common is that the other person is going through a change.

Successful coaches are always listening for these **life change signals**, because they are **opportunities to be supportive with coaching** (and possibly get a paying client that you can help tremendously).

When you notice that someone has a need, when you notice that someone is going through a change, particularly when they're talking about making a change, make a note to yourself and then the next day, follow up.

Not immediately, in the moment, by the way. Wait one day and follow up and send them a message or write an email to them to follow up.

## Your Script To Get A Coaching Appointment





When you follow up, keep it simple, and to the point...

**“Hey, Jen. I heard you yesterday when you said that you’re going to need to find a new job. Let’s do a call and I’ll help you make a plan to get that new job.”**

**“Hey, John. I heard you yesterday when you said that you’ve been fighting with your partner a lot. Let’s do a call soon and I’ll help you make a plan to stop fighting so much.”**

**“Hey, Mary. I heard you yesterday when you said that you want to lose 20 pounds and increase your energy. Let’s do a call soon and I’ll help you make a plan to lose the weight and to increase your energy.”**

The magic of this comes down to the simple formula...

## **“I Heard You” + Their Need**

The first thing you say is “I heard you.”

**“I heard you when you said...”**

...because saying this makes whatever they are going through **more real** for your prospective client.

When another person reaches out to them and says, “Hey, I heard you yesterday when you said you’re having this problem”...

...that helps the person to realize, **“Oh, yes, that’s right, I do have this problem.”**

“I heard you yesterday when you said that you’re fighting with your partner a lot. Let's do a phone call or let's do a Zoom, and I'll help you make a plan to stop fighting.”

Now, notice what it is not. **I did not say:**

“I'm a relationship coach and you should get some relationship coaching from me.”

Why not?

Because who is THAT statement about? (Hint: It's not about them, or their situation!)

When you say “I’m a relationship coach” you’re not talking about them, you’re talking about YOU.

This might seem like “semantics” or like something trivial.

It is absolutely not trivial.

When you say “I’m a relationship coach” you are, by definition, talking about you. You’re not talking about them, and about their need, and about their situation.

And this is not what clients want.

One of the lessons I learned when I was studying marketing and sales was that people who buy things don’t actually want the thing they are buying. Instead, they want what the thing will do for them.

They want the result, the payoff, the benefit of the thing.

You don't buy a quarter-inch drill bit because you want a drill bit. You buy a quarter-inch drill bit because you want a quarter-inch hole!

You don't buy a car so you can have a car. You buy a car so you can drive somewhere.

You don't buy food so you can have food. You buy food so you can eat something...

You're not buying the product or service, you're buying what it can do for you.

And ultimately, people don't buy coaching.

They don't actually want coaching.

Coaching takes time, and it costs a lot of money.

So what do they want?

They want to lose weight so they can be attractive. Or they want to meet a romantic partner so they can start a family. Or they want to get a better job.

And because coaching is the accelerator pedal for success in life, people who want these things hire coaches to help them achieve and realize these dreams.

But the bottom line is the same: People don't buy COACHING. People don't want coaching. Instead, they want RESULTS!

So there's **no mention of coaching** in that first follow-up. There's no mention of coaching anywhere. And in fact, if Jen writes back and says, "Oh, are you a coach? Are you going to charge me for this?"

You could say...

"Hey, Jen. Yes, I am a relationship coach, but this is not a pitch for my coaching. I'm here to help you to stop fighting in your relationship. If at the end of that session, you're interested in coaching, that's fine, but I want to help you. I want to **help you stop fighting in your relationship.**"

That's an excellent answer and excellent communication. When Jen sees that, she will say to herself:

"Okay, you're a coach, but you're offering to do this with me to help me, and that makes sense, and it's something I want, so I'll do it."

And it does make sense.

At this point, your prospect will likely think to themselves: **"Okay, if you're a great coach, and can help me stop this fighting with my partner, then maybe I'll hire you."**

Again, the format is:

"Hey, Jen. I heard you yesterday when you said that you are trying to do this thing... that you're making a change. Let's do a call and I'll help you do it. I'll help you do that. I'll help you get that result you want."



Jerimae coached worship leaders on their music programs as an outlet for his love for music.

He joined Virtual Coach to get the confidence he needed to take his coaching to the next level.

After taking Virtual Coach training, he and his wife are now **launching three new businesses.**

Jerimae now offers packages that are up to **\$1,600 per month.**

He used his new skills to help launch a coaching program that got **14 new clients and made \$50,000 in sales.**

– Jerimae



Mic left his corporate job to be a full-time coach and is also pursuing his Master's degree. He has also brought his partner into his coaching business to help as things grow.

Mic's high end package is **\$5,447 per month**, his middle tier is **\$2,447 per month**, and his lowest tier is **\$547 per month.**

– Mic



Shaqir built his coaching business out of a spare bedroom in his parents' house. Using Eben's programs, he'd generated **over 30 million dollars in sales before the age of 30.** He was able to move from his parents' house into a three-bedroom penthouse.

Shaqir now charges **\$3,000 per hour** for coaching. He has **250 clients in his \$10k group coaching program**, **160 people in his \$40k group coaching program**, and **23 clients in his \$100k group coaching program.**

– Shaqir



Ebiere lives in Nigeria, and she needed to reinvent her career. She registered for the Virtual Coach to learn how to take her knowledge and experience and use it to coach others. Ebiere began by offering coaching to **her social circle using Whatsapp** to get her first several clients.

She used the **Coaching Tools from the Virtual Coach to create her 12-week paid coaching package**, and started signing up paying clients.

**Her success with individual clients led to becoming a coach to corporations as well.**

– Ebiere

## The Ultimate Simple Coaching Script



The way you coach is the way you get clients. It can be no other way.

What do I mean by this? I simply mean that if you want to become great at getting clients, then you must **become great at coaching**.

The most successful coaches, the ones who are “client-getting machines” are the ones who **demonstrate in one coaching session** that they can really help the client **get the result that they want**.

I was speaking with our head sales coach, Donald recently. I asked him how much of his work with our clients is “coaching” and how much is “sales.” His answer was **“I coach 90% of the time, and do sales 10% of the time.”**

That’s what you should expect when talking to prospective clients!

I would like to share the simple model that I use for coaching, that helps clients get results quickly, and that also results in them buying coaching and training from me.

I've basically summarized coaching into this basic model, and it begins with three questions:

**What do you want to achieve?**

**What do you want to avoid?**

**What's your next step?**

The way that “deep motivation” works is simple.

We humans are motivated to **get or achieve** things in life, and we are motivated to **avoid or prevent** things in life.

This is the essence of motivation. It's about what we want to achieve, and what we want to avoid. What we want to move toward, and what we want to move away from. What we want to create, and what we want to prevent.

When you think about, talk about, and **get clear on what you want to create and avoid**, you start **building strong motivation and inspiration**.

So again, there are things that you want to **achieve, realize, or create**. Many people want to do things like make money, or find a mate, or increase their energy.

And there are things that you want to **avoid or prevent**. Many people want to avoid losing money, or going bankrupt, or getting sick, or being rejected.

In day-to-day life, these motivations usually occur to us inside as **visions... or desires... or wants... or goals**. Most of us don't “presence” those things and think about them in a conscious, intentional, balanced way.

The way that we “think about them” typically is...

We lay in bed at night and we worry.

Or we zone out when we’re eating lunch and we have daydreams about them.

Most of us **don’t intentionally consider both** the things we want to achieve and the things we want to avoid, especially at the same time.

In other words, we don’t consciously hold in our minds what we want to achieve, and what we want to avoid, at the same time.

**And this is the key!**

We don’t sit and think to ourselves, for example:

**“Okay, what are some of the things that I want to achieve and avoid in my life? Well, I want to live a long healthy life. I want to avoid dying too young. I want to see my kids grow up and this is very important to me.”**

We don’t think like this in a calm, regulated, objective way.

And once we identify what we want to achieve and avoid, we don’t then typically ask ourselves: “What are the things I can do to live longer?” and “What are the things I can do to avoid dying young?”

And then answer: “Well, I can start exercising, I can get in better physical shape, I can eat a whole plant-based diet.”

We usually don't have that **conscious conversation** with ourselves when it comes to the things we want, and the things we want to avoid.



We just occasionally daydream or worry about them, and then if we go to the doctor and get a bad test result or something happens or we hurt ourselves, then we start to worry.

So to sum up: We have the things we want to achieve, and we have the things we want to avoid.

But we don't put them all together and present them and look at them at the same time. Almost no one does this.

As a coach, one of the greatest gifts and one of the highest values that you can give to others is to ask them, **"What do you want to achieve?"**

And ask it across their lives.

“What do you want to **achieve physically and in your health?**

What do you want to **achieve in your relationships and how you feel?**

What do you want to **achieve in terms of your own personal development and learning?**

What do you want to **achieve in your career?**”

The best coaches come from an assumption that their client has potential!

And they ask: “What do you want to achieve? What do you want to create? Let's vision.”

And then they ask: “What do you want to avoid? What are the things you want to prevent in your life?”

When you have this conversation, and you dive into these things and you get the implications of them, it helps the client paint a total picture of their life. It's almost like creating a mirror where they can stand back and look at themselves and then see their whole life behind them... in a way that they couldn't before... because they were too focused on immediate needs.

## The Final Power Question To Ask: “What’s your next step?”

When you ask someone this question, who has just considered what they want to create, and what they want to avoid, it creates an almost magical dynamic.

Once someone has “primed” their motivation by considering what they want to create and avoid, they are then **almost always able to see their own next step!**

This took me about 20 years to discover. And a lot of trial and error.

Once your client is in a “primed” state, by first getting clear about what they want to achieve, and then what they want to avoid, THEY almost always come up with their next best step.

But the most important part is this: When you ask “What’s your next step?” and then your client tells YOU what their next step is, you have achieved what I think of as real coaching.

**You have supported them in arriving themselves** at the key insight about what they need to do next.

And when they come up with their own next step, they are far more likely to take that next step.

So as a coach, you help them stand back, look in the mirror, and then see their life and their potential (positive and negative), and then see what to do next.

And do this in a way that helps your client build trust in you, and see the value of coaching, remember this simple script:

**“What do you want to achieve? What do you want to avoid? What's your next step?”**

If you can help a client get clarity like this, and take action like this, then often your prospective client will say to themselves and often to you...

**“This was great. I want to keep doing this. How can we keep doing this?”**

There's a script for that, too... but first, a little more about how to be **an empowering coach that inspires your clients to take action...**

## The Power Of Implications



When speaking with a prospective coaching client, it's important to always ask about what are called **implications**.

The key question for getting at implications is:

**“What other things happen if that happens?”**

These are implication questions. I first learned about these from Neil Rackham, the author of the wonderful book *Spin Selling*.

These special types of questions are highly correlated with major sales. In other words, people that ask these types of questions are **better at getting people to invest a lot of money with them**.

Here's an example of an “Implication Question”:

If a prospective coaching client says, “Well, I've gained 20 pounds and I'm feeling overweight right now” you can ask:

“Okay, so you've gained 20 pounds, you're feeling overweight. **Are there any other problems that being 20 pounds overweight is causing in your life?**”

In other words: **What are the implications of that problem?**

And then your client will say: **“Yeah, my clothes don't fit anymore. I'm embarrassed about the way that I look.”**

**Clothing doesn't fit. Embarrassed about the way I look.**

**These are the implications.**

Here's the key: The implications are more motivating than the problem itself!

In this case, your client is motivated to lose weight. But they are probably ten times as motivated to fit into their clothes, and to not feel embarrassed!

**The implication question gets you the “real” motivation or the deeper motivation!**

And it's the same thing on the goal side... on the “achieve side” - or on the vision side. If you ask about implications, you'll get **more motivating answers.**

So if you ask, “What do you want to achieve?” and your client answers: “Well, I want to lose this 20 pounds and I want to have great physical energy”... you can THEN say: “Okay, so let's say it's 90 days from now. You've lost the 20 pounds, you've got great physical energy. **What else will that allow you to do?**”

When you ask “What else will that allow you to do?” or “What else will that give you?” or “What other benefits will you get?” you are asking **implication questions**.

Your client is going to say something like: “Well, I'm going to look great, I'm going to feel great, I'm going to be more confident. I'll probably have the confidence to ask my boss for a raise.”

And again, the key: **Asking the boss for a raise and getting a raise... that's more motivating to them than just losing the weight.**

This is the power of **implication questions**.

Again: Once you ask what your client wants to avoid, and what their worries and their fears are, you then ask what are the other problems that one of those problems is causing.

And then when you ask them what they want to achieve, what their goals are, you then also ask them about the other results that this will give them.

What are the other things that this will create in your life?"

This gets at the deeper motivation. And this will help you get more clients. Speaking of getting clients, let's learn how to build trust and qualify...

## Qualifying Your Clients & Building Trust



Have you ever met someone who needed your support and coaching, and you tried to coach them for a while, and then realized that they actually couldn't afford to pay you for your coaching?

Or have you ever met someone who you thought might be a good coaching client, only to realize that they weren't actually motivated to take the action they needed to take to get the results they wanted in their life?

Or have you ever met someone who seemed to be interested in coaching, but was always challenging you, and didn't respond well to the coaching dynamic?

Of course. We all have been in these situations.

When I was a real estate agent, I had a pretty big learning. It turns out, that there are a lot of people who love to ride around in your car touring homes for sale, and going to open houses and eating the snacks... **but they don't have any money to buy a home.**

If you're going to succeed as a coach, and make the kind of fees that will give you the income and freedom you want... then you must work with clients who can afford to pay you!

In our Virtual Coach program, we learn the psychology of affluent clients, because it is critically important that you find and work with clients who are motivated, and who can afford to pay you.

(This is simple math. If they are not financially successful, then they can't afford to pay you.)

It follows that when you're talking to someone who's a prospective client, you must learn how to do what is called "qualifying" them.

In my definition, Qualifying simply:

- 1) Making sure that your prospective client is **motivated**
- 2) Making sure that your prospective client can **afford coaching**
- 3) Making sure that your client is **coachable**

I learned two things from the great sales trainer Bill Brooks, that I'd like to share with you here.

High-income sales professionals, people who can sell things for a lot of money, are better at two things:

- 1) They are better at building trust faster
- 2) They are better at qualifying the prospective client better

They can build trust and qualify. That's the bottom line.

My experience is that low-income coaches tend to be ineffective at both of these things. Let's discuss...



**Qualifying a client** means making sure that they are qualified to be your client.

Most of the people that you walk by on the street are not qualified coaching clients.

Most of the people in your social network are not qualified coaching clients.

Why not?

Because **they are not motivated**, they **can't afford coaching**, or they're **not coachable**.

Now, they might become qualified **at some point in their lives**. But that point is probably not today.

Let's say that you are a health coach and you help people lose weight. It's possible that most of the people in your social network will be qualified to be your client at some point in their lives, because they will maybe gain weight, or they will get out of shape.

But they're not a qualified client right now. And you can't waste time on folks that aren't qualified, because then you won't have time to **work with the qualified people and to get paid clients**.

If you want to be a high-income coach, then you need to get paid. And this means that you need to work with people who are motivated, and who can afford to pay you.

Here are my favorite questions and scripts that you can use to make sure a prospective client is qualified. I recommend that you ask these questions early on in the coaching relationship.

The first one is:

**“On a scale of 1-10, how motivated are you to get the result that you want?”**

Examples might be:

“On a scale of 1-10, how motivated are you to lose the 20 pounds?”

“On a scale of 1-10, how motivated are you to get the new job?”

“On a scale of 1-10, how motivated are you to stop fighting with your partner?”

And I like asking this as soon as I can, early in the conversation.

Some people just want to “talk about” their problems. **But some people want to DO SOMETHING about their problems. These are the good clients.**

The qualified client is motivated. That's the key. To be a qualified coaching client, they have to be motivated.

Now let's talk about your client being able to afford your coaching...

Another question I like to ask is: “Are you willing to invest yourself in getting the result you want?”

Example: “Are you willing to invest yourself in losing the 20 pounds?”  
Or “Are you willing to invest yourself in starting your business?”

As you can see, the words “invest yourself” have two subtle meanings. This is a classy way to qualify a client because it implies that they might need to invest money.

If they say “Yes, I am willing to do whatever it takes to lose this weight” then you have a MOTIVATED client, who is also likely to INVEST in losing their weight.

Finally, we need to know if they are coachable.

Some people just like to do things themselves. They are “rugged individuals” and they are more “independent minded.” (I can relate to this, because I tend to be one of these people.)

As a coach, you need to know if your prospective client is open to receiving coaching, and if they will respond well to it.

So I also like to ask: "Are you open to receiving coaching, and are you coachable?"

Some people will answer: “Yes, I really need the help right now, and I’m ready to be coached.” And some people will answer: “Well, I don't know. I mean, it depends on what the coaching is.”

Some people are just skeptical, and some people are closed, and some people don't like to get help from other people. And you know what?  
**That’s completely fine.**

I have no problem with people that are more independent. In fact, I respect independent people. They want to do it themselves. (Like I said, I am pretty independent myself.)

**But I need to know that** before I go spend an hour doing everything I possibly can to support them, and thinking that maybe this could go somewhere... only to learn that they are not open to coaching.

Again: Some people like to do things themselves, and don't like to work collaboratively. But find this out soon!

Now, if you are getting positive answers to your qualifying questions, you can begin to be more direct about the money issue:

**“Are you willing to invest financially to get the result that you want?”**

If someone says “yes” to that question, then they are much more likely to be qualified, and able to pay you!

And if they have been giving you positive answers to your other qualifying questions, then you are safe asking this one.

Remember: If they aren't willing to invest financially to get the result they want, or they can't afford to invest financially, you need to know this early.

And when you ask this way, you'll get the answer, you won't offend your client, and they will actually THANK YOU for helping them see how important this outcome is to them (seriously, they will thank you).

Now let's learn the “magic 10-word phrase” to **turn a conversation into a coaching client...**

## The Magic 10-Word Phrase



Another thing I learned from Bill Brooks is probably the most magical 10-word phrase I've learned in my life.

After you've talked to someone and you've done a coaching session, you've figured out what they want to achieve and what they want to avoid, and you've helped them get clarity... then you've built rapport... and they're at the place now where they've had a great experience and seen the value with you, now it's time to **offer them a paid coaching package.**

For many coaches, it feels uncomfortable to make this transition.

Have you ever been at that place where you're talking to someone, you're having a great conversation.

You're saying to yourself: "This could be a great coaching client"... but you just don't know how to introduce the next step?

Here are 10 words that can help you cross that bridge smoothly.

I recommend that you write these down somewhere, because you'll be using them over and over and over again...

## “Based on what you told me, the next step is...”

This is a beautiful transition.

First, it's “based on what you told me” - which says I've been listening. And it connects everything in a natural way.

Then you say: “...the next step is.”

This is powerful because it says something else without saying it directly: **There's a next step!**

Most people don't know what to do next. They don't realize that there's a next step. They literally don't know what to do at all. And when you say “the next step is...” they begin to have **hope**.

The next step is... by the way... **for them to sign up for your coaching package.**

“Based on what you told me, the next step is for you to sign up for my Lose 20 Pounds in 90 Days package. Over the next 90 days, you'll put together a meal plan, exercise plan, I'll meet with you weekly and you'll help you lose that 20 pounds.”

“Based on what you told me, the next step is for you to sign up for a result package, a package of results.” That's the key. It's a package of RESULTS, not a package of coaching.

Do you remember that people don't buy coaching? They buy RESULTS!

And when you know how to transition to talking about the results they want, and put it in the form of a coaching package they can invest in right now, you'll get a lot more paying clients.

## **These 10 words can change your life!**

And they can help you get a lot more clients.

So use them when it's time to transition to offering your coaching package.

Now let's talk about using videos, social media, and other content to attract paying coaching clients...

### **Getting Clients From Your Videos, Social Posts, & Content**



The successful coaches that I know, the ones that are able to get lots of clients (both for individual one-on-one coaching clients and also for group programs and courses) tend to be good at making written newsletters, social media posts, or maybe little videos. These things are called “content” when you’re in the business.

Content can be everything from podcast interviews to blog posts... or videos... or blog posts.

And great coaches practice, in order to build their skill at getting clients this way.

We all have to start out somewhere, and we have built our way up. If you're just getting started, I recommend choosing one thing to do: Maybe writing an email newsletter, or creating a short video, or writing a blog post... again, to just get started.

The key is to start practicing sharing your knowledge and getting your experience out into the world.

Once you become comfortable making social posts, or newsletters, or little videos, then it's time to practice getting clients from them.

Coaches who are great at getting clients use a simple strategy: **they leave “breadcrumbs” all through their content** that lead back to them.

They are always reminding prospective clients and the people that they're teaching... that if they really want to get great results... **to give the coach a call, or to reach out.**

Now, there's an annoying way to do this, which is to start your video and say:

“Hi, I'm a great health coach and you should call me for health coaching. Now I'm going to give you a little tip here on how to make a green smoothie. Okay, here's how to make a smoothie. And by the way, I'm really great at health coaching. Call me, buy health coaching from me.”



That's not what we're talking about here! That's not the most professional. And it's borderline annoying.

The **classy way** to do this (and the effective way to do it) is slightly different. Here's another possible script:

“Hey, in this quick video here, I'm going to show you how to make a quick green smoothie. It'll take you five minutes in the morning. It'll help you have lots of energy and lose weight. By the way, if you want my green smoothie recipe, which I've been working on for several years, just send me an email. Here's my email address. I'll send you the actual written recipe, plus two other quick recipes to help you lose weight and increase your energy. Okay, so let me show you how to make this smoothie...”

Did you see what just happened there?

If you're watching the video, **I know you're interested in the green smoothie.**

Of course! Because you're watching a video called How to Make a Green Smoothie!

So while you're watching, I will say: “Hey, I'm going to show you how to make this green smoothie that's going to get you all these benefits. You'll see how to have more energy and lose weight and all the kind of things you want.”

And then I'll say, “By the way, if you want the recipe with all the details and all the ingredients, just shoot me an email. Here's how to get it. Now, let me show you how to make this smoothie, and here's what I do. I put these vegetables in and I blend it up...”

Then as soon as I'm finished teaching, I might say:

“As I mentioned in the beginning, if you want this recipe, plus the other two weight loss and energy increasing recipes, just shoot me an email. And if you're really serious about losing weight, especially if you have 20 pounds or more that you'd like to lose, just reach out to me. I'd love to do a session with you and help you lose some weight. Here's my email.”

Or you might give a link to your website to sign up for your group program, or purchase your course. But in any event, this is the classy way to do it, because it's always aligned with what's happening in their lives...

...and with **them getting the result that they want.**

As you are creating your content, make sure and be saying regularly:

"And if you want to get better results, faster results, if you want to accelerate your success, if you want more, if you want help, just reach out to me. Here's how to do it..."

Integrate your invitation to coaching into the content itself. **Make it more natural.**

## How To Ask For Referrals - And Get Them



Many of the successful coaches that I know who have six-figure and bigger coaching practices also ask for referrals.

**They ask to be introduced** to other people who they can help. As they say: “If you don’t ask, the answer is always no.”

Make sure when you help someone (whether they're paying you or not), to ask them:

- **“Who else do you know that would like to lose 20 pounds in 90 days?”**
- **“Who else do you know that would like to start a meditation practice?”**
- **“Who else do you know that would like to raise successful & healthy kids?”**

This sounds relatively simple... and it is... but it really makes a huge impact. When you get a referral, it’s critical that you follow up, then go and help that person that they refer. This builds confidence and makes you more referable.

Ultimately, by serving the referrals that your clients and network send you, you will build credibility and trust. These are the key elements of the six-figure coaching practice blueprint. This is what successful coaches do to build their coaching businesses.

## Ready To Take Your Coaching Business To The **Next Level**?

Congratulations! You now have the exact scripts that have helped me and thousands of my students get more high-paying coaching clients with ease and confidence.

But here's what I've learned after 25 years in this business: **scripts alone aren't enough.**

The coaches who truly succeed don't just collect information—they **take decisive action** and continuously develop their skills. That's why I've arranged something special to help you implement everything you've just learned.

## Your **Exclusive Invitation** to the Coach Expo

On **Friday, May 1st**, I'm hosting the **2025 Coach Expo Virtual Summit**, and as a reader of this book, **you already have a free ticket waiting for you!**

This isn't just another webinar—it's a comprehensive, 1-day experience where I'll be joined by 12 different coaches with 7 or even 8-figure businesses.

**Over 100,000 coaches** have already transformed their businesses through the Coach Expo, with our featured speakers having generated

over a billion dollars in combined sales. This is your opportunity to join this community of success.

## The Power of **Live Learning**

While the scripts in this book are incredibly powerful, **seeing and hearing these techniques taught live** will dramatically accelerate your ability to implement them successfully.

Remember: reading about client acquisition is one thing—watching master coaches demonstrate these skills in real-time is another level entirely.

## Take Action Now

The coaching industry is growing rapidly, but the biggest opportunities are going to those who position themselves strategically and act quickly.

**[CLICK HERE TO CLAIM YOUR FREE COACH EXPO TICKET](#)**

It takes just seconds to secure your spot, and this single decision could be the turning point in your coaching business.

Don't set this book aside thinking "I'll register later." Take this small action right now to ensure you don't miss out on this game-changing event.

Are you ready to put these scripts into action and build the thriving coaching practice you deserve? I'm looking forward to helping you do exactly that at the Coach Expo!

-Eben

P.S. Remember—knowing what to say to get clients is powerful, but seeing these techniques demonstrated live makes all the difference. [Register now](#) so we can send your attendance link before spots fill up!