



*Have Fun
Making It Rain:
How to Educate to Sell*



What does selling
bring up for you?

Your Single Biggest Fears Around Selling...

“I don’t want to make people feel uncomfortable.”

“I’m afraid no one will like me.”

“I feel as if my value should be determined by others, not me.”

“I want them to want to work with me – I want that desire to come from them.”

“I’m not comfortable actively going after clients.”

“I’m afraid I am not going to be worth the money I am charging.”

“I’m not sure how to make my marketing message clear.”

“I’m afraid I’ll be too aggressive and/or misread prospective clients’ readiness to commit.”

“I don’t want to appear ‘needy’ or ‘salesy.’

“I don’t know how to attract my ideal clients.”

“I’m afraid I won’t be able to help them make lasting change.”

“Sales cycles in this economic climate are becoming longer and longer.”

Your Single Biggest Fears Around Selling...

Part 2

“I don’t know how to attract my ideal clients.”

“Coaching is a new field – I’m not sure people will see its value.”

“I don’t know how to brand myself.”

“I have a hard time sticking to my price.”

“I don’t have specific verbiage and strategies to sell my services in a powerful way.”

“I’m not sure how to sell in a way that is in line with my essential self or in a way that feels authentic.”

Selling?



Can you earn this ...



... and still be this?





“Luck favors the prepared,
darling.”

Start (and stay) Clean.



What Were Your Best and Worst Sales Experiences? (as a Customer)

Describe 3 Elements of Each

Best Experiences

Worst Experiences

1.

1.

2.

2.

3.

3.

What Were Your Best and Worst Sales Experiences? (as a Salesperson)

Describe 3 Elements of Each

Best Experiences

Worst Experiences

1.

1.

2.

2.

3.

3.

Know Thyself.



Always Come
from a Place of
Service.



Meet People Where They Are.



Listen...
...with JOY.





Date before
You Marry.

Become a Trusted Advisor.



Teach.





Teach by the
Drip Method.

Know Your Worth.





In All Things, Give Thanks.

Recommended

1. *Good to Great: Why Some Companies Make the Leap and Other's Don't*, Jim Collins
2. *The Element: How Finding Your Passion Changes Everything*, Sir Ken Robinson
3. *The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable*, Seth Godin
4. *Social Intelligence: The New Science of Human Relationships*, Daniel Goleman
5. *Trust Me: Four Steps to Authenticity and Charisma*, Nick Morgan
6. *The Artist's Way*, Julia Cameron
7. Elizabeth Gilbert: A Different Way to Think about Creative Genius (TED Talk, http://www.ted.com/talks/elizabeth_gilbert_on_genius.html)
8. Jill Bolte Taylor: A Stroke of Insight (TED Talk, http://www.ted.com/index.php/talks/jill_bolte_taylor_s_powerful_stroke_of_insight.html)

***Have FUN Making It Rain: How to Educate to Sell
(4-Week Telecourse)***

We will take a "deep dive" into the following areas:

- * How to recognize and blast through fears and stereotypes around selling
- * How to attract the right clients for your essential self
 - * How to educate to sell with authenticity
 - * How to understand the value of your services

Here Is What Is Included in the 4-Week Telecourse:

- *4 Weekly, 1-Hour Teleclasses
(Tuesdays from 1:00-2:00pm EST: May 5, 12, 19, and 26)
- *Weekly Learning & Action Guides
 - *MP3 files of each call
 - *Transcripts of each call

Bonuses:

Bonus #1: F*REE 1-Month Pass to my Sales Coaching Gym (twice-weekly, private laser coaching sessions + UNLIMITED email access to me during the month of May, \$300 value).

Bonus #2: If you sign up before March 27th at Noon EST, you'll also receive a 1-Hour Private Sales Coaching Session + a Personal Sales Evaluation and Strategy Report (\$350 value)!

All of This for Only \$497

**Special discount for those on the Wednesday call!
If you sign up before March 27th at Noon EST, you will receive a \$100 discount!
(Your cost is only \$397)**

[Learn More](#)