
The Number One Way To Increase The Number Of Your Clients

Hello Coach!

Let me get right to it: The number one way to increase the number of clients you have is to offer a 100% money back guarantee.

Why Should I Have a Guarantee?

The number one reason to have a guarantee like this: It is a fantastic way to increase your client registrations as it really makes the statement “you have nothing to lose and everything to gain by working with me”.

Before you scream in outrage at the absurdity of this endeavour, let me explain:

A 100% money back guarantee will increase your client registrations and first sessions dramatically. And if you have a plan (listed below), your investment of time (and the money they have paid you) will be protected.

The main component of the guarantee is to have it listed clearly and have your clients sign that they have read it and understand it.

How to Have a 100% Money Back Guarantee

Have the following listed somewhere on your client agreement, promotional materials and website (clearly accessible to your visitors):

“I offer a 100% money back guarantee. This means that as long as you attend all scheduled sessions on time, make your payments as scheduled and complete the emotional and physical tasks/ assignments that we both agree upon during each session, I am 100% certain you will attain the goals we set.

If at the end of our time together your goals are not met and you have done your part (listed above), I will gladly refund 100% of your investment.”

A Coaches Guide: Breaking Down the Guarantee

There are four essential parts to the guarantee:

1. **Making payments on time**
2. **Attending all sessions on time**
3. **Completing the emotional and physical tasks / work decided upon during the session**
4. **Setting attainable goals together**

All four of these elements make it almost impossible for a refund to be given.

1. Making payments on time

If your client is on a payment plan keep accurate records. There is no need to inform them when they have made a late payment that they are no longer eligible for the refund. If it comes up later you will have the record to prove it. The best way to ensure accurate records is to use PayPal.

2. Attending all sessions on time

I would allow a client a 5 minute leeway for tardiness, but any later then that and they have potentially compromised their coaching session time. Sessions are critical as they are used to discuss not only the previous week (completed/ uncompleted tasks and events that have potentially compromised a clients well being) but they are also needed to help design the strategy for the upcoming week (what will be completed by next session).

3. Completing the emotional and physical tasks / work decided upon during the session

The emotional aspect of coaching includes: Affirmation and vision work.

Physical tasks include anything that a client must do to get closer to their goal. If a client is losing weight for example, proper exercise and meal selection would fall into this category

It is important to note that you and your client must agree on these tasks and that they will be completed by next session. Have a written record of the list for you and one for your client.

4. Setting attainable goals together

As any coach should know, goals that are set by your client must have two elements:

- **Be measurable to ensure you both know when progress is being made. The goal is measurable if it answers the following question: How will you know you are making progress?**
- **Be as concrete as possible. If your client desires “success” ask them to define what success means to them. Be as specific as you can.**

Final goal setting tips:

- **Set no more than 3 goals at once.**
- **Ensure each goal has accompanying affirmations.**

Make sure you and your client are both 100% satisfied with the goal selection and commit them to paper.

Final Notes on Your Guarantee

It is almost impossible for a client not to attain the goals set (and be satisfied with your coaching relationship) if you have proper training (which you do!) in goal attainment.

Take a chance and try this method; you will be glad you did.

Cheers and happy coaching!!

Rob