



7 Powerful Beliefs to Convert Prospects into Clients and Increase Your Income

1. I am intuitively listening and offering a solution that supports people to get their desired results.

When you adopt this belief, you approach sales conversations with a curious, Level 5 perspective—you're discovering what the client's biggest pain point is and what they believe an ideal solution would be to alleviate that pain. Intuitive listening will be your most valuable coaching skill during these conversations. You already know the power of coaching and the proven impact of Energy Leadership™ on improving satisfaction—intuitive listening will help you articulate what it means for them.

2. I charge in alignment with the client's unlimited potential, not what I believe I am worth.

Even though your potential client may not (yet!) be able to sense it for themselves, you know they have unlimited potential. They are worth the investment they are making in themselves. When you charge with the prospect's unlimited potential in mind, you intentionally take the focus off of yourself and show up from a place of service by supporting their agenda and goals.

3. My job is to help the client make a conscious choice that aligns with their values—not their fears.

Your role is to assist your prospect in making a conscious choice by saying “yes” or “no” to your invitation to partner together in a coaching relationship. Indecision is a form of catabolic energy that perpetuates people's stuckness. Use your coaching skills to support them in breaking through blocks that prevent them from making a decision.

4. I joyfully receive coaching rates that match my expertise and coaching confidence.

Many coaches are unsure what to charge for their coaching packages. You likely bring much more value than you give yourself credit for! Honor yourself and receive the rewards for your service, training, and the transformational work you do with your clients. And know that when your prospect invests in their goals, it helps them invest their energy in creating the results they desire.

5. The more a client invests, the better results they will create.

When your prospect stretches themselves by investing in their goals, there's a level of accountability, confidence, and self-trust baked into the decision that helps them create extraordinary results (and much more quickly, too). With a high level of financial commitment, they are more likely to do the uncomfortable work it takes to accomplish their goals and break through places they might be settling or holding themselves back from awakening their highest potential.

6. Catabolic energy is necessary for unlocking a client's highest potential.

It can feel uncomfortable for a compassionate and empathetic coach to hold space and witness catabolic energy in people. However, catabolic energy is where all of a person's latent power and potential is hiding. The more time you spend intuitively listening and uncovering the pain they are experiencing, the greater the vision can be about what's possible once it's released. Feeling the tension between where they are now and where they want to be leads to the "effortless yes."

7. People are inherently resourceful and creative. If coaching is a priority, they will find a way.

We are hardwired to find solutions, especially to avoid pain. For example, if someone's car breaks down, and as a result they no longer have a vehicle to rely on, they would likely get really creative on how to get around and alleviate that pain. The same is true for your prospects—if they desire a solution, they will find a way. Trust your client (and coach them!) to know their priorities and how they can find a way to bring their goals to reality.

