

Client Attraction Mind Map and Enrollment Diagram

Dear Changemaker,

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Attracting and enrolling clients is a critical skill set to master if you want to turn your passion to serve the world into a lucrative career.

These 2 diagrams illustrate my 5-stage formula for attracting, enrolling, and retaining all the perfect fit clients or customers you could possibly want. I've shown thousands of changemakers how to implement this formula with great success.

These visuals will give you a powerful at-a-glance formula for attracting clients. However, in order to fully understand how to apply this formula to your business, be sure to attend my upcoming webinar series, [The Visionary Entrepreneur Training](#). Webinar #3 is on the topic of "*The Client Attraction and Enrollment Formula - How To Change The World Without Going Broke*", and we'll be diving much deeper into this topic. If you're not already registered for this free training, you can [sign up here](#).

The Enrollment Diagram on page 2 shows the progression a potential client goes through on their journey to becoming your client or customer. The Mind Map on page 3 outlines many of the best possible strategies for supporting potential clients to progress through each of these stages. This is certainly not a comprehensive outline of possibilities, but it should be enough to get your creative juices flowing. Also, I feel it is important to emphasize that you don't have to implement everything shown on the Mind Map in order to successfully build your business. In fact, it's usually more effective to choose only a few strategies, and to fully devote yourself to optimizing those strategies. However, you'll want to be sure that you have strategies in place which concentrate on each of the 5 stages of client attraction and enrollment.

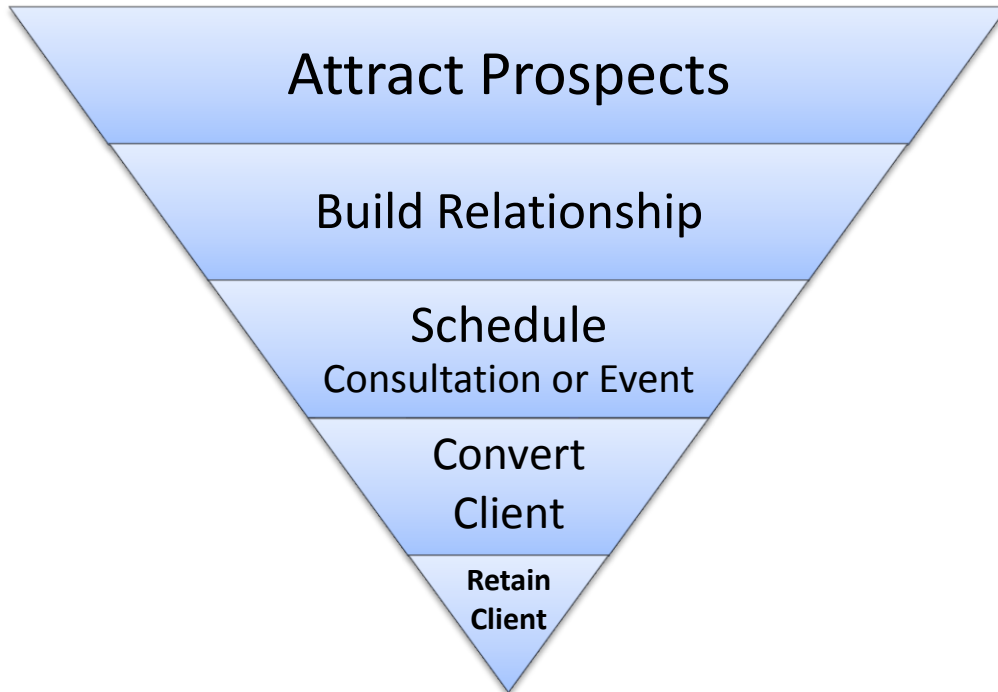
Here's to your success!

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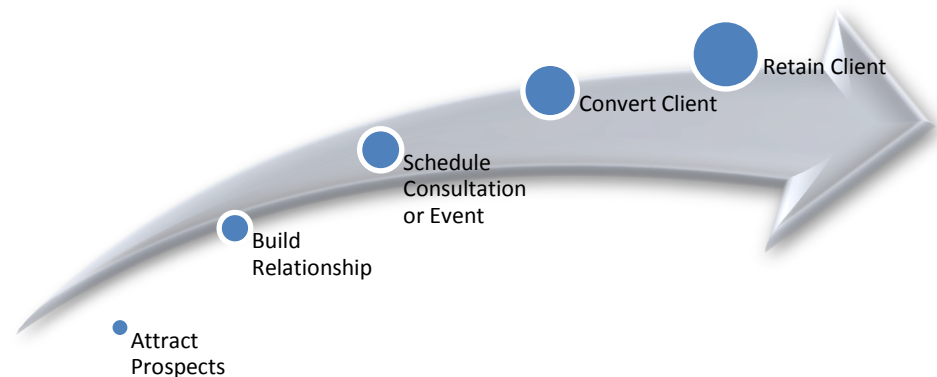
Client Enrollment Diagram

This first diagram shows that you will lose a certain number of people at each level, therefore, the more prospects you can bring into the top of the funnel, the more clients you will have at the bottom.



At each level a certain percentage of people will progress to the next stage. It is important to put your follow-up system in place and focus on getting your conversion rate as high as possible between each stage. Only after you have optimized each stage should you put a lot of time, money, and energy into the “Attract Prospects” stage. Most new business owners make the mistake of focusing mostly on stage 1 in the beginning, while neglecting to optimize stages 2 through 5.

If you have 100 new prospects enter the top of the funnel, and 50% of them say yes to an initial consultation (that is 50 people) and if you convert 25% of those into clients, you have 12-13 new clients. However, if you increased your conversation ratio from 25% to 50%, you would have 25 new clients. You just doubled the results by focusing on improving only 1 of the 5 stages. Optimizing each stage can dramatically improve your results.



Client Attraction Mind Map

