

# Becoming Irresistible

5 steps to transform doubters into clients



You have found this amazing technique that has changed your life so much, and now you can teach it, or you have an ability (or superpower) that gives you so much joy and you would love to share it, and make money in the process. You could help so many people. And yet, your would-be customers are not showing up.

You work hard, you follow what you see others do regarding marketing and sales, you post your beautiful images on social networks, and yet, nobody calls, and those who call, never become clients. Are you ready to change that? In this guide I will tell you how I do it and give you a plan that you can use too.

If you are looking for one of those “get rich quick on the internet” deals, this is not it. But, if you are a real person, who has a skill, the ability to help others and the willingness to work for what you want, this is for you.

The doubts and objections from your potential clients start long before they learn about you. Seldom do people think they have enough money to get what they need, and even if they do, solving their problems is their priority, not giving you their money. How can you change this? You can become someone they **trust** to guide them and facilitate them to get what they want. How? Easy... Changing your point of view about yourself and your services.

Here you have five steps that will help you grow your business and increase your profit, expanding your life in the process.



## I. Find Out What Your Value Is.

What do you think about yourself and the services you offer? What do you think about your prices?

When you are not entirely enrolled in the value of what you offer and of yourself, no one else will be. When you don't stand in conviction around the effectiveness of your tools and in your prospect clients' ability to succeed, your potential clients will not believe that you or your service will work to solve their problems, and will not be investing in you.

Listen to your inner voice: What is your speech about you? What are your doubts? What if you recognized the brilliance of you and the gift you are to the world? What could you create from that space?

Use these steps to discover your value first:

1. Take out a piece of paper and write down 5 (or 50) benefits someone could get from your service, and what each might be worth for your clients.
2. Write down 5 (or 50) reasons why YOU are the person that can provide this service to them.
3. For each reason you wrote, you will find one (or more) objection inside you for why it is not true, or it does not work. Write them down along with every line.
4. For every objection you find, to each of the items listed above, use the Interesting Point of View (IPOV) Exercise. How does it work? For each thought, feeling and emotion you have about you, your services, your costs, the economy, etc., use following phrase: Interesting point of view I

have this point of view. For example, you write my rate is competitive, and your mind says, “but there are others who charge less, so maybe you are too expensive” you say: Interesting point of view I have the point of view that I am too expensive, and then, say POD & POC all of that. (POD & POC is the short form of the Clearing Statement of Access Consciousness® Please go to [www.theclearingstatement.com](http://www.theclearingstatement.com) for the complete explanation.)

5. Start a file where you log every success, every testimonial and every result you’ve helped produce, read it before you meet a potential client, when doubt arises, and thank every little one of them.



## 2. Change Your Money Mindset

If you are carrying points of view about your worthiness (especially when it comes to your services rates), potential clients pick up that feeling and respond negatively. It can be shown either by saying no or by trying to negotiate your prices. It is time to change the points of view that are limiting you around money before you meet your next possible client so you can receive their money and be a contribution.

1. Write down all your points of view about money, good or bad. For each point of view, use the IPOV exercise outlined before.
2. Get out of the wallets of your clients. You do not know how much they have, and you are doing yourself a huge disservice by assuming they cannot pay for what you offer. Here too, for each point of view about how your potential clients will pay you, use the IPOV exercise.
3. Keep 10% of every dollar you earn and never spend it. You will start to train yourself to have money. And when you have money, it stops being a force that stops you.
4. Every day ask: What can I do or be different to generate more today? Who can I call, where can I go? and trust yourself. You might not get an “answer,” but you will get wisps of inspiration, which will open new possibilities for you. Your brain’s job is to prove you are right, and find proof that you are on the right track. So what about starting to give it a job that actually creates more asking it to find ways to generate more instead of getting more problems?



### 3. Change Your Sales Mindset

I am a healer/teacher/facilitator, not a salesperson....

If you are the type of person that works hard, but you feel like you are not getting the results to match, then you might have this point of view. You can turn this around. Everybody is selling all the time. Every time you talk about you, about how wonderful your life is or how much you enjoy what you do, you are selling. Have you ever convinced your parents, your siblings or your kids of something, you sold that idea to them? So, what if you use now what you already know in your favor and to grow your practice? Do not let self-doubt get in the way of the fortune you deserve. It is not some hidden force that is preventing us from achieving what we want. It is all in our ears; it is the self-doubt. You can change that:

5. Please write down every little thought about why you shouldn't/wouldn't/couldn't be the person to help all those who are looking for you, and do the IPOV exercise about them.
6. Do not wait. Start learning about sales, about money, about speaking to others, about creating a sales pitch. The internet is a plentiful bounty of free and paid resources that will help you. Do it today. Start creating the life you want this very moment.
7. Be social and find your best clients. Ask yourself, who can you help the most right now? You do not have to try to work with everybody, just work with the best people for you. When you find the people that will benefit the most and the fastest from working with you, you sell with much less resistance, they get happy, you have less stress, and they stay as your clients, paying you monthly, and they talk wonders about you, becoming your marketing channels.



## 4. Build confidence

It might seem weird, but the best way to build confidence in you is to NOT talk about how great you are. Instead, you demonstrate how you can help them, by actually helping them in the first place. For that, there are multiple channels you can use. The easiest and cheapest are the social platforms, where people spend hours browsing. How many times have you bought something you were not looking for out of the blue just because someone offered it to you? How much do you love the salespersons in the mall who try to push you into their stores? Sales are like a romance. You need to get people to know you and love you before they give you their money.

1. Find the most logical question your prospects are going to be asking themselves and then, offer the answer to the question for free. I know, if you do it for free, then when are you going to get paid? The secret is: they have more than one question!
2. Do not be a salesperson. Convincing clients is about seducing, about pulling their attention, not pushing them to trust you. You do not want them to pay attention to you. They want you to pay attention to them, show them you care. How? Ask them questions!!!
3. Give them the most obvious thing they have been looking for and then continue to help them until they raise their hands and say “Thank you so much; can you just help me out with this a little more?” then ask them to qualify themselves as your possible clients.
4. Now is the time to talk about you. Tell them how much you charge and what is what you do that is over what you give for free. Talk about your



rates, and explain that you cannot help everybody, because you have a successful business.

5. Now that they are asking for more, you have their confidence, you can ask your potential clients to qualify themselves and to tell you why you should pick them. This way you make sure that who is asking for your help already knows what you can do, what you charge to do it, and they are doing something to get picked.



## 5. Close the deal.

Now you have their attention, and they are asking you to help them further. Now is the time to take charge of the conversation, and close the deal. Create a questionnaire where they will have to tell you why you should take them as clients. When they fill it up, establish an appointment with them.

Be prepared beforehand. Create a script and conversation map for your sales call that include:

1. Opening questions to discover more about who they are and where the gaps are where they are and what they want.
2. Listen to what they need, to what they want.
3. State how your offer can help them.
4. Respond to potential objections with questions.
5. Create a plan based upon their answers to your questions, and define a date to start. Remember: this conversation is about what is in it for them, and how you can contribute to them!
6. Now is the time to sign the deal. Remind them of the details you have just outlined. It can be done as a package, with a defined amount of sessions for a price, a monthly cost for an ongoing project, or an hourly based fee. And get the paperwork. It can be electronic or in paper, just make sure it is signed. This will give everybody clarity and ease in the future.

If you can help someone else get the result they want faster than they would by themselves, you are qualified to do it. Every second you wait to get into action is a cruelty for them and for you. People need you now. This is your time. You are what they are looking for, not a copy of someone else. Recognize you, value you and thank you for being as brave and as miraculous as you are.

I will be thrilled to connect with you through my social profile in English: <https://www.facebook.com/elenablancorrfy/> and in Spanish: <https://www.facebook.com/eb.mipropia.guru/>