



MONDAY / 01
MONDAY
MEETING
W/ KATIE
@ 9AM

TUESDAY / 02

9:00 - 9:30
PICK UP
FROM
SANDEA

12:00 - 1:00
LUNCH
TEAM
MEETING

JANUARY 2018
WEDNESDAY / 03

12PM - 2:PM
LUNCH W/
ALLY @
NOSH

3:00 -
DRINKS
SAEAH
PACHA

6:00 - 8:00
DRINKS W/
ALEXA @
CHARBAR

DON'T FORGET

CALL SAEAH
THIS WEEK!

Bookin' & Takin'
CLIENTS NAMES
WITH LESLI BITEL



Lesli Bitel
MBA, RDN, LDN

Workbook

CONGRATULATIONS ...

on downloading this Workbook to accompany my ALL-NEW 3-PART TRAINING SERIES:



First, please remember to put the following dates on your calendar at 10am PT / 11am MT / 12pm CT / 1pm ET:

- **DAY 1 (Sept. 22):** “The Hottest Online and Offline Lead Generators”
- **DAY 2 (Sept. 23):** “Designing Crazy-Good, High-Ticket Packages”
- **DAY 3 (Sept. 24):** “My 6-Step ‘Sell it Like Ya Mean It’ Consultation Method”

Second, please be sure you have **joined my Facebook Group** where all of the trainings will take place:

Build Your Killer Practice - Online and Off - For Health And Wellness Pros

[JOIN THE GROUP](#)

SO LET'S BEGIN!

I'm so thrilled you'll be joining us, because more than ever, many many people out there are taking their health more seriously than ever.

What does this mean? **That it's a great time to book health and wellness clients!**

Gone is the time of denial. With a global pandemic leading the news, one

can no longer be oblivious to the critical importance of their own health and vitality.

In addition, the world is at an all-time high of ill health! More people are overweight, exhausted, and diagnosed with illnesses from diabetes to adrenal fatigue to IBS in 2020 than any prior year. It's truly a travesty, as so many of these maladies are treatable using dietary, supplemental, and lifestyle changes!

But there's one thing you need to know in order to thrive as a health practitioner – **how to actually BOOK clients.**

Now please don't laugh at how obvious that sentence sounds. Because some of the best health experts I know struggle greatly regarding the process of attracting and booking clients. **There people are TOP in their field, and clinically, know more than I can imagine being stored in one brain (!) – but the just don't understand the “art” of turning consultations into paying clients.**

THAT, my friends, is why I put together this training for you! We are going to talk about WHERE to find clients in 2020, WHAT to offer that's irresistible to them, and HOW to have such a compelling consultation that you get Yes after Yes to working with you professionally!

WHY SHOULD YOU LISTEN TO ME?

Because I've made all the mistakes and errors for you, LOL!

Let me tell you that I'll be sharing with you everything I know now that I wish I knew back then!

You see, there is a STRATEGY to booking clients! People don't just line up at our doors... however, when you learn and practice the system of what works – including the psychology of what makes people buy – you can repeat it again and again!

And if you're new to my work, rest assured that I am a successful business coach and mentor specializing in health-oriented practices who has a business that earns multiple 6-figures annually year after year.

So print out this guide, and have it handy during all 3 trainings. They'll be a lot of new information you're going to fill in here to send you on your way to thriving with highly committed, high-ticket clients NOW, during today's uncertainty.

I can't wait to help you build a rewarding and lucrative health practice!

Cheers to your success!

Lesli



Day 1:

THE HOTTEST ONLINE AND OFFLINE LEAD GENERATORS

_____ and _____ are critical pieces of having a health practice – though those words might sound intimidating

Let's make it easy:

_____ is _____ about your work and _____
_____ to talk to

_____ is the consultation or conversation during which you enroll a client in your package or program

Let's start with marketing. There are two general "buckets" here, to get in front of your ideal clients: _____ and _____ strategies

LOCAL STRATEGIES:

Utilize a _____

Draw from your _____ (_____ and _____)

Be a _____ for different groups or events

Utilize professional _____

Make use of _____

Join _____ and _____ where your clients belong

Write _____ for local _____

Hold _____ or _____

ONLINE STRATEGIES:

Create an _____ and collect _____

Use _____

Post all over _____ with _____

Send a _____

Offer _____ or _____

Speak on _____, contribute to _____, and do other _____

Start and nurture _____

Consider _____, _____, and _____

Remember, it's a _____

Out of everyone you get your work in front of, a certain _____ will want a _____. So more _____ adds up to more _____
- always

Use the strategies that feel good to you - choose a _____ and _____ rather than trying to do _____

Day 2:

DESIGNING CRAZY-GOOD, HIGH-TICKET PACKAGES

There's nothing less compelling to a potential client than a _____ ,
_____ at a time offer of your services

Often they'll _____ , _____ , or even _____
after a handful of sessions

To create _____ , offer _____

To maximize your _____ , offer _____

BENEFITS OF PACKAGES:

1. Much better _____
2. _____
3. Practice in the way _____
4. _____ care for fewer patients

Critical for selling packages: The client must buy the _____ , not your

You must create a _____ of the _____ possible
for the client. It then becomes "how much is that _____ worth" not
how many _____ are they buying from you

Everyone has a _____ behind getting healthy. _____
_____ will change for the client as a result of solving their health

problems? Take the time for this!

WHICH OPTION IS LIKELY TO BE MORE SUCCESSFUL? WHICH LOOKS MORE SUPPORTIVE?	
<p>OPTION A:</p> <hr/>	<p>OPTION B:</p> <p>_____ session</p> <p>_____</p> <p>Recommended _____</p> <p>2 45-minute _____ / month</p> <p>Weekly _____ Form _____ & Review with comments</p> <p>Customized _____</p> <p>_____ between sessions</p> <p>Professional Grade _____</p> <p>Educational _____, _____, and _____</p>

The package Option B actually doesn't take any more _____ from you, the practitioner, than Option A's weekly sessions – but just compare how these would _____ to the client!

And, people learn _____ , _____ ,
and and _____ , so packages with various elements are
naturally more effective

Lastly, feel free to create a _____
depending on the _____ .

Day 3:

MY 6-STEP 'SELL IT LIKE YA MEAN IT' CONSULTATION METHOD

The number one mistake health pros make in terms of consultations is

Your conversation must be _____ and strategic to
generate a sale

The 3 Critical Pillars of a consultation are that the client must:

- Recognize the _____
and the costs of being stuck
- See your services _____
they desire
- Be inspired to _____

All buying decisions are made based on one thing: _____

My 6-Step Process for a killer consultation:

1) Adopt a _____

- Get _____ before the conversation
- Remind yourself of your _____
- Be the _____ they are yearning for

2) Uncover the _____

- Get them talking about _____
- Deepen their understanding of the _____ in all areas
- Help them experience how _____

3) Create the _____

- Help them _____ when these problems are solved
- Uncover the _____ they are yearning for
- What will they be able to _____, _____ and _____ at that time?

4) Boldly present _____

- _____ between where they are now and what they desire
- Lead your offer with _____
- Use _____ to create

urgency

- Don't forget to _____ !

5) Overcome Any _____

- Don't necessarily take _____ at face value
- Dig deeper to find the _____
- Coach them from _____ for them

6) Utilize _____

- Send a _____
- Get them started with an _____
- Get their _____

Utilizing these _____ and this _____,
I promise you'll see your conversations from consultations skyrocket - just
continue to _____ !

Remember, more than anything you are providing _____
Once again, people buy from what? _____ !

It's your job to help them overcome their fear of _____,
or their fear of the _____ or _____,
by keeping their eyes on the _____ of what
is _____ !

Are You Consistently Booking The Highly Committed, High-Ticket Clients That You Deserve? Are You Charging What You Are Worth And Getting It?

Want 10+ hours of hand-holding and expert instruction, as well as 30+ handouts, templates, samples, worksheets, and a killer script for your entire consultation?

Check out my New Course:



CONSULTATIONS THAT
Convert WITH LESLI BITEL
SIMPLE STRATEGIES TO GET YES AFTER YES FROM YOUR CONSULTATIONS & DISCOVERY SESSIONS

www.ConsultationsThatConvert.com

***Special Early Bird Pricing and Bonuses if you enroll **BY MONDAY NIGHT OCTOBER 5th!!!** ***

Questions? Reach out to Success@LesliBitel.com

ABOUT LESLI

Lesli is a Business Strategist and Coach for Integrative and Functional nutrition professionals, coaches and RDNs. She teaches her clients to overcome the confusion and overwhelm associated with the business side of running a successful practice. Pulling from a variety of leading-edge strategies, Lesli teaches her clients the necessary tools and techniques to attract the clients who need them most. The end result is the creation of a thriving and profitable business.



Lesli offers private coaching, group programs, classes, webinars, workshops, and more, from her home base where she lives outside of Chicago with her husband, two active teenagers, and their dogs, Rocky and Piper.

To learn more, please visit www.LesliBitel.com, follow her on Instagram at [instagram.com/LesliBitel](https://www.instagram.com/LesliBitel) or email Info@LesliBitel.com.