



MODULE 1

How to Create Hot Selling Online Courses, Products, & Programs to Get New Clients and Earn Passive Income

with Jennifer Henczel



Jennifer

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Module 1: Discover Your Winning Idea

Coaches help people to master everything from finding inner peace through art therapy to creating a winning financial portfolio. Think of the number of grains of sand on a beach, and that's how many coaches there are.

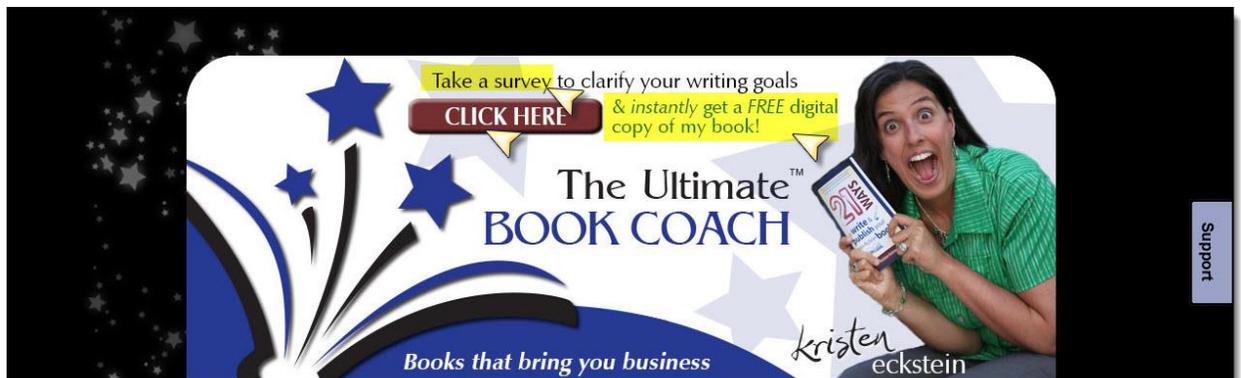
Even if you narrow coaching down to one specific function - for example, assertiveness training - you still have plenty of competition: Especially when your potential client can select from almost any assertiveness training coach in the world (providing that coach is online). So how do you ensure your potential client chooses you?

It's simple: Create a winning idea that stands out above all the rest - your "signature" program - one that people will instantly think of, when they see you online.

What's not so simple is **exactly how to create your winning idea** (but it's not as hard as you think!)

Let's take a look at a strong example of a website set up for success...

Case Study # 1: The Ultimate Book Coach [The Ultimate Book Coach](#)



Ultimate Book Coach Kristen Eckstein immediately catches her targeted potential client's attention while strongly branding herself by:

- Letting the visitor see what she physically looks like - and that she's all about enthusiasm and action
- Identifying herself with her name, so you will remember who she is and what she looks like
- Creating a title for herself that clearly states what she wants to be known as ("The Ultimate Book Coach")

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And - most important of all - offers a quick and easy way to help the right visitor with a major issue:

- “Take a survey to **clarify your writing goals**”

Not content with that, she sweetens the pot by also instantly offering a free digital copy of her book, “21 Ways to Write and Publish your Non-Fiction Book”.

So the first job this website home page does is two-fold:

1. Promises to help the right visitor clarify his or her writing goals
2. Captures the write visitor’s contact information

When you take the survey, however, it asks you specific questions about your book (flattering) but provides no answers: The reader tends not to mind, however, because they are now downloading the book - which in the absence of answers, turned out to be an essential bonus, rather than an extra perk.

Kristen Eckstein misses no opportunity to continue to engage the right visitor: The instant you download your book, you also see other books you can purchase - as well as an offer for her “Self-Publish on Demand” program:

Thank-you for filling out the Jumpstart My Book Survey! Check your inbox for a message with a link to your free eBook.

You might also like these books:

- 21 WAYS to write & publish your non-fiction book** - Kristen Eckstein
- 21 WAYS to make money speaking** - Kristen Eckstein
- 21 WAYS to powerfully network your business** - Kristen Eckstein
- 21 WAYS to skyrocket your creativity** - Tony Lundy
- 21 WAYS to enjoy a stress-free holiday season** - Dr. Daisy Sutherland

Are you holding off on your dream because you need to get in front of the right people to get published?

Think again.

It's time for you to gain the tools you need to self-publish your book on demand. If you dream of having status in your industry to justify charging higher rates for your coaching, or picture yourself speaking from the stage with people flocking to the back of the room to buy your high quality book, or sell additional high end products and services you couldn't sell before, or simply change someone's life with your message, this unique program is for you.

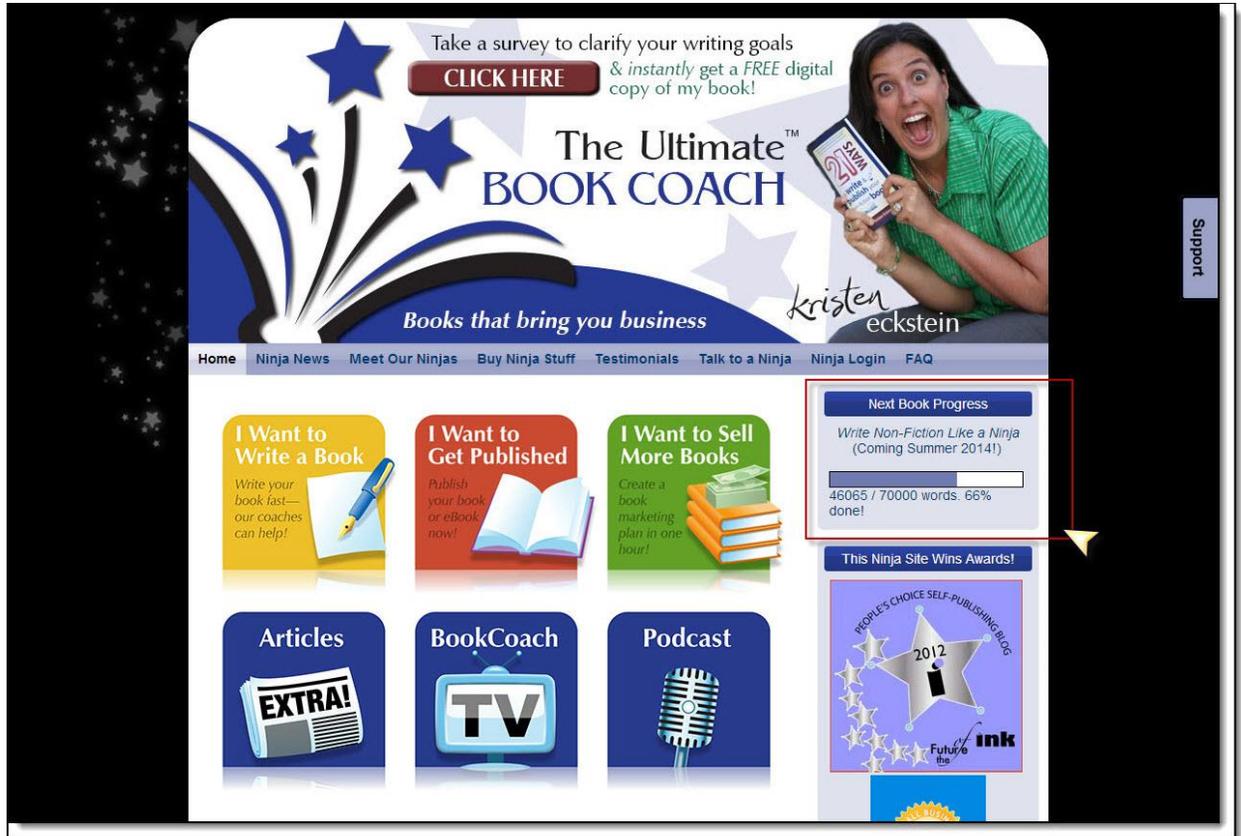
The Self-Publish On Demand program will:

- ★ Give you an **exact money map** of how your book will bring you business
- ★ Show you how to **cut costs** normally associated with publishing – and still produce a **high quality book**
- ★ Expand your opportunities and open new doors to JV relationships

Self-Publish On Demand is power-packed with **money saving** and **credibility boosting steps** to get your book out of your head, into prospects' hands, and **increase your bottom line!**

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In keeping with her branding, Kristen Eckstein's home page is also active, interactive and outgoing:



If you do nothing else on your own website, make sure you fulfil these two top imperatives, as Kristen Eckstein has done:

- Offer instant, interactive, genuine help (addressing a major need for your visitor and - incidentally - showing her what you can do)
- Collect subscription contact information

And if you can add strong visual branding, so much for the better!

Step One: Creating the Right Client Mindset and Making the Connection

No matter what you offer the first-time visitor to your website, it must do two things:

- Feel like the logical, next step
- Set your visitors up so that the next logical step after that is to buy into your coaching programs

If you were a café owner, you might offer a free truffle with after-dinner cappuccino so that visitors to your café sample how unique and special your chocolate products are.

Here's how this creates a win-win for both you and the customer:

- Some visitors will upgrade the plain coffee they were planning to have, in order to get the free truffle
- Some visitors will enjoy the free truffle - and resolve to order a full dessert next time
- Some visitors will love the truffle so much, they will instantly order a full dessert - even if they weren't actually planning to do so

Notice you didn't just create the truffles and leave it at that - you made sure that your customer saw a table-top menu display featuring your other delectable desserts... and you made sure these desserts were made and ready, in case anyone felt like "upgrading" to one.



So when you plan to create your free gift, **make it feel so personal and valuable that the right visitor can hardly wait to access your courses, download your paid products, or sign up for coaching.**

Ideally, by the time they've explored your site, taken your short interactive quiz and downloaded your free report, they should actually feel excited about working with you as a client.

But how do you get the right potential client in this state of mind? How do you come up with a winning idea?

1. Identify what your visitor wants right now

Why is this visitor exploring your site? What information or answer is she looking for? What does she want your site to do for her?

2. Identify the question she is asking?

Taking it one step further, what single goal brought her to your doorstep? Does she want to clarify her writing goals? Learn how to tap dance? Get

over bereavement?

3. Identify your one major specialty

You won't get anywhere if you promise a whole host of benefits on your home page, counter-intuitive as that may seem. You'll get further if you've identified the one main reason your visitor has dropped in - and focus on that: For example, if your gift is helping people overcome social anxiety problems, choose (a) your most successful solution (b) what your best clients come to you for - and offer help on your home page for that one problem.

In practical terms, you wouldn't offer help for "social anxiety" - that's too generic, even though it is accurate: You would perhaps offer help for "crippling shyness".

4. Make a personal connection

By narrowing the type of social anxiety down to a very real, personal problem your ideal visitor is experiencing, you've already begun the process of making that all-important personal connection.

Reinforce this by:

- **Letting the visitor see** a large, friendly, confident photo of yourself
- **Pairing your name (in text) with the photo** so that both are imprinted in your visitor's mind
- **Adding more ways for the visitor to "get to know" you** in a sensory way - a sound clip, so she can hear your voice; a video, so she can see your facial expressions and warmth
- **Telling a story.** One way to connect is to let the visitor know you once had her problem - but successfully overcame it. And reinforce this by including *other stories* - from your other happy clients. Include a quote and photo on your home page from a delighted client and/or have a "Successful Clients" tab, leading to a whole section of testimonials.
- **Promising a solution.** Give your visitor *one small but priceless tip or piece of information she can implement right away.*

5. Promise change for the better

This can't be emphasized enough - and it's the number one mistake many coaching websites make. You need to show your ideal potential client that *you are the one person who can help her overcome her problem and achieve success.*

And right when your visitor is gratefully and eagerly looking to see how you can help her further - make sure you have other options set up in your sales funnel, ready for her to access - via your website. Your funnel should be so perfectly set up, it sweeps her down it and through it with irresistible appeal, each step (purchase) feeling absolutely natural.



Step Two: Brainstorming your first Client-Getting Course or Product

And here's where you have to really know your demographic data through thorough research. That includes creating supporting presences on social networks and interacting there with clients.

Remember that people often don't "buy" right away - though we're going to do everything possible to make sure they do. But the natural client instinct is to get to know you a little better. And the more you know that client, the quicker this process will happen.

Before you create any paid product or training program, you need to know what your ideal client...

- Is **willing** to pay
- Is **able** to pay

You also need to know how she is best able to pay it (all at once; installments; “Lite” versions of your program; “Group” coaching, as opposed to one on one).

Coaches are traditionally the cream of the crop - literally, they’ve “risen to the top”, which is what un-homogenized cream used to do in old-fashioned glass milk bottles. Most people know enough not to attempt to hire a coach when they are just starting out, but usually engage one when they have some experience under their belt and have become **stuck at a plateau**.

The fact your potential client has some experience under her belt usually means she either has the budget to indulge a hobby at a serious level - or she is serious about change.

If you don’t want to get burned out yourself as a coach, make sure you **provide potential clients with multiple coaching options** - ones that **make a natural progression** in any sales funnel.

Your “instant solution” incentive should appeal to clients at all levels - who should then be only too eager for the “next step”.

- The next step for someone taking their first steps won’t be your \$3,999.97 Deluxe Coaching Package - it will likely be your \$17.99 “Simple Shyness Workbook”
- The next step for a potential client who has already worked part-way through issues or business steps may not yet be your \$3,999.97 Deluxe Coaching Package - it may feel more comfortable for that visitor to sign up for your “Gold Level Mastermind Group” at \$47.99 per month

Take advantage of the natural human urge to “try before you buy” and make sure you have multiple options available. This will help you make extra streams of income automatically - all while you’re busy coaching those few, select one-on-one clients. But before you throw yourself into creating multiple streams of income, take into account one more crucial step...

Step Three: Position Yourself for your Winning Idea

Let's say you have sterling credentials and years of experience as a psychologist and you know you can help clients with many behavioral and social issues: This alone doesn't set you apart from all the other psychologists.

Your one major specialty is what sets you apart and gives you your own unique advantage.

Kristen Eckstein isn't some generic "publishing specialist", for example: She is "The Ultimate Book Coach". To narrow down her specialty in the simplest terms, she helps you publish your book - fast.

So what is your specialty? Whatever your unique specialty turns out to be, focus all your attention on positioning yourself. Build your entire website and public persona around your unique difference.

Create a **signature program** and reflect it in your identity - something you become known for; that is instantly synonymous with your name: Example: "Kathy Kurvey, The Shyness Doctor".

Set this up so that when people think of "shyness", they'll instantly think of you - as the solution!

Now you need to brand yourself at every opportunity, using your signature courses and products. In the next module, we'll explore types of courses you can adapt to your clientele and their most urgent needs. Then we'll take it one step further by figuring out which of these choices will work best for you.



I hope you find this guide useful. Here are some other resources that might interest you:

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