

6 STEPS

to Book Your
First Client
(without a website)

amy ehulse

6 Steps to Book Your First Client

CHECKLIST

Welcome!

I'm so glad you're here. It is an honor to walk beside you as you sign your first client in your business!

I'm Amy Hulse, and I'm a business coach for heart-centered, holistic entrepreneurs. If you're a new or emerging life coach, healer, yoga teacher, energy worker, or any entrepreneur that is passionate about truly serving others, this guidebook will help you take the first steps towards booking your first client...all before you put up a website.

So often taking those first steps towards establishing yourself in your field can feel so daunting. There seems to be so many moving pieces to get together before you dive head first into doing what you love.

All of that is important to really developing your business, but this workbook is aimed at empowering you to start building a client base while still putting those pieces together. This will allow you to bring in income as you start serving people in way that is meaningful and exciting.

When I first started my business, I had one client, no website and no visibility. In less than 6 months, I grew my business into a full time career. In this workbook, I'll walk you through the exact steps that worked for me, and how you can start forming connections and booking clients while working on your website, building your social media community etc.

I'm so excited...let's get started!



6 Steps to Book Your First Client

CHECKLIST

- 1. Get clear on your who and your why
- 2. Start telling people what you do
- 3. Get active on social media
- 4. Organize your offerings
- 5. Build connections and support system
- 6. Deliver excellent Discovery Sessions



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1. Get clear on your who and your why

Before diving head-first into a new business adventure, I want to invite you to take a few minutes to really determine who you're serving and why.

"Nicheing down," or choosing a specific demographic to offer your services to may seem counter intuitive at first. It can be so tempting to try and serve everyone--I've been there for sure. In reality though, once you decide exactly who you specifically want to serve, those people will be drawn to you and your mission naturally...because you're catering that message to them.

These are the people who fuel your passion to do the work you're doing. This also connects us to our "why." Why are you choosing your offerings or services? Why are you building this business at all?

What is your driving force for success?

Take a few moments to really consider these answers. There is no wrong answer, and like you, these answers will continue to change, evolve and grow as your business grows.

Once you're clear on what those reasons are, and who they're tailored to, you'll begin to easily magnetize the right people to your business.



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1. Get clear on your who and your why

In one sentence, who do you intend to serve? (Your ideal client)

Describe your ideal client in detail (what are her/his likes, dislikes, struggles, dreams, fears etc)

Why do you feel called to serve your ideal client? What draws you to them?



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2. Start telling people what you do

If I had to recommend just one step out of this entire guidebook, this would be the one. I can't tell you how many times people have asked me what I do for a living, and when I tell them, they either want to connect and work together, or they know someone who is interested.

In such a digital era, we often overlook the power behind word of mouth and referrals, but they can be so incredibly powerful. You never know who you will meet or who is need guidance or support. Getting clear on what you do and how you can serve—and being able to communicate your mission well—will draw in those clients quicker than you can imagine.

Sometimes it can be a little daunting to share that you're venturing out on your own, or starting a new endeavor, but I promise you, there is so much power and potential in truly owning your purpose and vision.

As you design your elevator pitch (a brief, exciting description of what you do), keep the focus on the clients. Your pitch should focus on how you use your strengths to help and serve them. Your pitch should get them excited about new opportunities to grow and blossom!



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2. Start telling people what you do

Who are you? What are some words or phrases that capture your true essence?

What do you do?

What problem are you solving for?

What can you help your ideal clients accomplish?

Write your elevator pitch below (intro + problem + solution)



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3. Get active on social media

Now that you've decided who you're serving, why you're serving them and how to communicate what you do, it's time to put your message out there! Social media is one of the easiest ways to connect with new people who share your passions, frustrations or goals in life.

Choose one or two social media platforms to start with and begin following and interacting with people that interest you. Keep in mind, this should be genuine, authentic interaction. You are looking to connect with others, not just push your services onto potential ideal clients.

What you're looking for here is a sense of community. By authentically engaging with people, supporting others and showing interest, you're starting to cultivate that community.

If the thought of posting regularly seems daunting to you--don't worry! Just follow people and hashtags that you are drawn to, inspired by, or see as potential clients, and just start the conversation. You never know where it can lead...



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3. Get active on social media

Who are the types of people you want to follow and engage with? Be specific!

What social media platforms are you interested in?

If Facebook is on your list, what groups can you join to connect with your ideal client?

How often do you want to post on social media?

How many minutes per day would you like to interact and engage with your ideal clients on social media?



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4. Organize your offerings

Deciding how to deliver your services can be one of the most overwhelming parts of starting a new business. Gaining clarity on what your strengths are, and how to best translate that into deep change for your clients will help shape your business into the perfect path for you. It will look different for every entrepreneur. Aligning yourself with your values and interests will help draw your ideal clients in, and ensure that they are getting the best guidance and support you can give.

Having clear offerings from the beginning will also help you build a strong foundation for your business. Remember, these are not set in stone. Just like your ideal client, your services will continue to grow and evolve with you.

As you start to put yourself out there and build your community, you want to make sure you have at least one service you can provide to those who might be immediately interested.

Apart from a free discovery call, it can be anything that will help your ideal clients achieve their goals.

When I started connecting with people as a virtual assistant, I made a list of services I could offer them, so I would have it on hand when someone expressed interest in working together. This also helps reinforce that you're qualified and prepared to handle new clients.

Choose services you would be excited to carry out, and get as specific as possible! That way, you have a great starting point when connecting and pitching to potential clients!



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4. Organize your offerings

In what ways do you intend to serve your client (for example, one on one coaching, workshops, courses, books, speaking etc) Write down any that appeal to you!

Now, circle the first service you would like to offer from your list above. In the space below, write why you chose this path, and how you can begin offering your services in this way.

Determine the amount of hours it will take for preparation & delivery.
How much do you need to charge per offering in order to be profitable?



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5. Build connections and support system

Much like fully owning what you do, building real life connections will lead you to exciting opportunities you might never have thought possible.

Networking and forging friendships is an important part of building a business-- especially if you work from home or are self employed. Besides giving you peers and friends who fully understand your journey as an entrepreneur, these connections can also help you engage more with your ideal clients.

Being the introvert that I am, I used to balk at the idea of walking into mixers, gatherings or workshops where I didn't know anyone. Over time however, I learned that everyone there was once exactly where I was, and I have found a great sense of community and support.

Look for creative workshops, meet ups or groups in your field of work. The Rising Tide Society on Facebook is a great place to start. Many yoga studios or boutique gyms also offer amazing workshops or special classes that could align with your mission in business.

Set an intention to attend at least one social gathering in the next month or so, and be fully prepared to share about what you do, and what services you offer. Find others who share a similar vision to yours, and make an effort to connect with them. Think of ways in which you or your business could help serve them, and in turn, how their offerings could help draw in your future clients. These kind of partnerships are a great way to expand your own reach into a new community.



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5. Build connections and support system

What resources or support do you need to make this happen?

Make a list of businesses or people you could reach out to and connect with:

How can you act as support for someone else in your community? How can you help lift up others?



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6. Deliver excellent Discovery Sessions

Discovery Sessions are often the first in-depth conversation you will have with a potential client. During these 20-30 min sessions, you'll get to share how you can serve them to the best of your ability.

Since this is such an important first impression, it is essential that you feel confident and grounded.

If a client books in advance, I often send them a questionnaire to look over ahead of time, so we have a starting point. I also always try to find them on social media, or look at their website if they have one, so I'm clear on their mission and how I can cater my services to best help them.

You can ask questions about their goals, vision for the future, what kind of support they need etc. Try to ask open ended questions that allow for deeper explanation and more questioning. The more you understand what they're looking for, the better you can offer guidance.

Remember, a Discovery Session is a two way street. You're trying to decide if they are a good fit for you as well. Not everyone will be a great fit, and that's okay. This is just an opportunity to find out if this connection could lead to meaningful work for you both.



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6. Deliver excellent Discovery Sessions

How do you want to feel during your discovery sessions? How do you want your potential clients to feel?

What are 3 questions you'd like to ask your ideal clients about their business, aspirations or life?

What are 3 unique ways you can offer help and support to your potential clients?



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Thank you so much for downloading your copy of "6 Steps to Book Your First Client." I hope as you made your way through this workbook, you found a deeper sense of clarity and meaning.

When I first started my business, I felt so lost on where to begin. This list is intended to help you start attracting clients while you're still getting the other pieces into place.

Always remember, it doesn't need to be perfect, you just have to start!

If you're interested in working together, click the link below to book a free discovery session.

[Book a FREE Discovery Session with me Here!](#)

