

Ep #98: Getting YES's on The Consult



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With Your Host

Lindsey Mango

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Welcome to the *Anything But Average* podcast where I will teach you how to create a coaching business one step at a time. I'm Lindsey Mango, a life coach passionate about helping you create the life of your wildest dreams by creating a coaching business. Let's get started.

Hello, and welcome back to another week and another episode of *Anything But Average*. Guys, how are you? I hope you are having a beautiful week. Before we jump into today's episode, I want to give you a quick reminder that the *Anything But Average Coach Mastermind* opens for application on February 23rd.

This mastermind is for you if you are ready to take your coaching business to full-time, six-figures and beyond while creating the life that you really want. In order to apply you have to have signed at least three clients in the last six months, or made \$5,000 in the last six months. Go to lindseymangocoaching.com/ A, B as in boy, A, coach for details.

All right, so today we are going to talk about getting yeses on the consult. Now this is something we talk about in *Anything But Average*, my foundational program that teaches you how to become a great coach, launch your business, and sign clients. But it's also something that we dig into in even more detail in the mastermind.

So we're going to take what you learn in *Anything But Average* and we're going to take it to the next level so that you can create higher level clients, higher paying clients in your business in the mastermind. In the program, *Anything but Average*, there's a whole video on consults, handling objections, all of that.

But something that I've noticed among all of my students and all of my clients is that the minute they get a no on a consult, they make it mean that they aren't handling objections well. And there are always opportunities to grow in how you handle people's objections.

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But being great at handling objections has nothing to do with getting a yes. It's all about how you show up to the objection, how you coach them through the objection. Being willing to say the uncomfortable thing for their growth.

And I'm actually going to do another episode on being willing to say the uncomfortable thing as a coach, because that's essentially our job. And it's something that I know a lot of people get really uncomfortable with. But it's about helping them make the best decision to create the results that they want.

Now, yes, your ability to do that, your ability to show up, your ability to be neutral and help them make a decision is a skill set we talk about in *Anything But Average*. However, I believe that the ability to get a yes on a consult starts long before the actual consult. It has a lot less to do with what you say on the consult and whether you say it right, and how you handle the objection, and whether you say it right.

It has more to do with how you bring that person into the consult. How you attract them to book the consult. That's how you get yeses on the consults. You bring them in in a way where they are teed up, ready to say yes. So that's what we're going to talk about today, is how to get more yeses on your consults, not by necessarily being better at consults and being better at handling objections.

Again, that's something we talked about in the program, in *Anything But Average*. But by how you actually draw them into you. So I want you guys to write this down or keep this in your head, the yes happens long before the consult. And here's how.

Your job when you are marketing your business, whether that's through conversation, whether that's through creating content on social media,

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however you're putting value out in the world to attract clients, your job is to only speak to the people who are a yes.

The people who want it. The people who are committed. The people who are willing to do the work. The people who are ready to find a way and do whatever it takes to find the money to hire you. That is the simplest way I could say that's how you're going to get more yeses on the consult.

Guys, really think about that. I find it so interesting when it comes to – And I'm going to talk about three things that you need to do in order to do this really, really well. But I find it so interesting that I see so many coaches, they're marketing, they're creating their content, they're the ones that are driving all of that forward.

And then they're confused when they're getting all these people that say no. And they're confused on why they're attracting the people they're attracting. And they blame it on the consult or the objection instead of looking at and taking responsibility for what bait they put on the hook.

Meaning, I want you to imagine if you're fishing. My husband, Chris, loves fishing and I enjoy going with him. It's like you're putting the bait on the hook, and you're going to catch whatever fish that is attracted to the bait on that hook. And that's something you're doing. So I think the evaluation of the yes or the no happens long before that.

And so again, I think it's so interesting because people get really confused. They're like, I don't know why this is happening. No, you know exactly why this is happening. This is happening because you are saying the things that attract these type of people. So your job is to put the right type of bait to attract the right type of fish.

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If you're trying to convince people, if you're thinking they don't want coaching, they don't know what coaching is about, they need to be convinced. Do you know who you're going to attract? People who need to be convinced. People who don't know what coaching is about. People who are uncertain and who aren't ready to say yes on the consult.

Now, again, I want to make it very clear before I jump into the three things you need to do in order to get more yeses on your consults, to do ahead of time to get more yeses on your consults. Not every person you talk to is going to be a yes. Again, your job isn't to get a yes, your job is to coach your clients to make the best decision for your growth.

And for you to help them be very clear on why they're making the decision they're making and what result that will create in their life. You have to walk them to the water, but you have to let them drink it. So start your evaluation of the yes or the no based on what happens before the consult.

Okay, so let's jump in. Here are the three things you need to pay attention to and start doing in order to get more yeses on your consults. The first thing, pay attention to the thoughts you are having about your audience and about your people. These are the thoughts that show up in your marketing.

I can read a post, and this is something we're actually talking about marketing in my mastermind this week. And I'm giving them the opportunity to post in the group and get feedback from me. And I can immediately pick up on the thought that is driving a post forward.

Your thought shows up in the way you market and that creates a feeling and an experience. That puts the bait on the hook and draws in a certain type of person. So what you have to do is you have to start really paying attention whether, again, you're marketing on social media or you're

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marketing through conversations and just talking about what you're doing, to the thoughts you have when you're doing that.

Are you having thoughts, like I said earlier, that they don't understand what you have to offer, they don't want it, they don't think coaching is valuable? Or are you thinking things like they want this, they have never been more committed before, they're ready for change, they're willing to do whatever it takes? You will create very different marketing and attract very different people based on that thinking.

So you have to become aware of those thoughts. This is something we do both in my program, Anything But Average, and in the mastermind, is become aware of those. I point out what's happening, we work on shifting those so that you only focus on people who want to get on the consult and say yes, and who are going to.

The second thing you have to start paying attention to is how are you selling the consult? This is so powerful, so listen up. I used to do this too, I see so many people selling the consult from this place of they just need this free consult in order to be convinced that they want coaching. Or I'm going to sell it to them, like there's this free opportunity for you to get on the phone with me.

And it's all coming from the thinking that they don't want it or that they need to have a conversation with you in order to buy. And you're selling this consult like it's this free thing. And then we wonder, which it is a free thing, but we wonder why we attract people who don't want to invest money. Who just got on the consult to explore and see what coaching was about, but weren't ready to buy.

How you're selling the consult to your audience, and how you're talking about it, and how you're thinking about it is going to dictate how they think about it. I'll give you guys a quick example. When I do free trainings, I used

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to talk about how they were free over and over and over again like all of the time. Because my thought was they need to know that it's free in order to want to be there.

Do you know who I would attract based on that? A lot of people who just wanted free stuff. Just like if you're talking about your consults in the same manner, you're going to attract a lot of people who want to have a conversation with you or get coffee with you and don't want to buy your stuff.

This is one of the biggest reasons why people get noes. Again, it has nothing to do with the consult or the objection handling. It's the fact that they got on the phone with this person in the first place because of how they marketed and talked about the consult.

So I want you to start thinking about the consult like it's only for people who are ready to invest. It's only for people who would even be willing to pay for the consult. Now, you're not going to say that, but that's how you're thinking about. That's how you're speaking about it.

I noticed this last time I did Three Days To Launch, one of my biggest free trainings of the year, that we barely even mentioned it was free. I mean, we did because I felt like it's important information for people to know. But my thought is like, this is worth \$2,000, this training. And I talk about it that way and I only sell it to people who are ready to launch their coaching businesses and ready to take that next step.

And so we attract a lot more people who are at that phase. So who is your ideal person for the consult? And are you talking about your consult in a way where you're just speaking to them?

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Making this one shift is going to eliminate people that get on your consult that are noes to begin with. And are going to draw in more people who are yeses. Your consults will become the easiest thing in the world. You'll be like, I don't even know what I said or what I did. They were a yes already. It was so easy, barely any objections. And it all starts, again, with what's happening before. And the second piece of how you're selling the consult.

The third thing I want to offer, and I kind of weaved this in throughout the episode, but when you evaluate your consults, when you evaluate, let's say you get a no. And you're getting really curious about why you got the no, which is something we do in the program as well as in the mastermind because it's important. That's how you learn. That's how you make it better.

And I'm saying curiosity, like that's bolded because we're not saying judgment. We're not saying you've done something wrong. We're just saying getting curious to see how you can do it better. Instead of getting curious about just the consult, I want you to get curious and evaluate what could have brought that person in with that specific objection that they weren't willing to get past, with that specific thing, with the way that they showed up? That is going to change everything.

So again, the three things that you need to do in order to get more yeses on your consults is one, pay attention to the thoughts you have when you're marketing. Two, pay attention to how you're selling the consults. Three, evaluate your consults by looking first at how you brought and attracted that person in and adjust that.

It's possible you might get a few less consults because you're not saying – You'll actually end up in the end getting more and more high quality consults who say yes. But there might be a period where if you're just trying to to hand out all these free consults, you might have 20 consults in a week, or something crazy like that, but have zero yeses. Which why would

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you want to do that, right? The point of the consult is to help them make the decision that's going to change their life.

You might have a few less because you're not just out there handing out these free consults. But again, you're going to attract higher quality people, people who are ready to say yes. And that third piece of evaluating how you brought them in gives you this ability to take responsibility of how you're creating this result, which feels very empowering. Make an adjustment so that you can produce a different result.

Truly this is going to be what creates the yes on the consult. This is what's going to take you from maybe doing lots of consults and having minimal yeses, to having many consults that say yes. I can't wait to hear your feedback on this episode. I know I'm going to be telling all of my clients and all my students to make sure to listen to this and I will talk to you guys next week. Bye.

If you're ready to take this work deeper and create your own coaching business, join us in Anything But Average where I will walk you through the step by step process to become a coach, start your coaching business, and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.