

Get More Clients Immediately From Your Booth at the Expo

1. The biggest mistakes most vendors make at an expo is

_____.

2. The #1 most overlooked key to getting clients from your booth is

_____.

3. Three simple things to have at your table:

1) _____

2) _____

3) _____



What to say to someone, so they take you up on what you offer - Script:

STEP 1: Invite the person over to chat to get your offer
(it's so irresistible that the answer is a "yes")

"Welcome! Would you like a XXXX?"

Then mention the benefits of having one.

fill my
holistic
practice

"Your Easy Path to More Clients."

STEP 2: Ask the person about their situation & their biggest frustrations as it relates to what you offer

"What's your biggest frustration as it relates to XXXXX?"

"How is it affecting you? How is it affecting you at work (at home..., in your relationships...)"

"Hmmm...I'd be curious to see what I find here."

STEP 3: Do an assessment or diagnosis that points out the issue they're having (give them a form to fill out or a test/diagnostic to take that identifies an issue)

STEP 4: Point out what's been overlooked before & the new possibility

STEP 5: Invite them to the next step (your special offer)
ie, book an appointment

Then, when you get them to take you up on your special offer, make sure you have a way that gets them on board with care (or the longer-term thing you can help them with). That way they don't disappear after coming in just once.

"Clients Say Yes" conversation flow script:

<http://www.fillmypracticefast.com/yes>

(if you want it, use special promo code Chen gives you for the significant savings: _____)