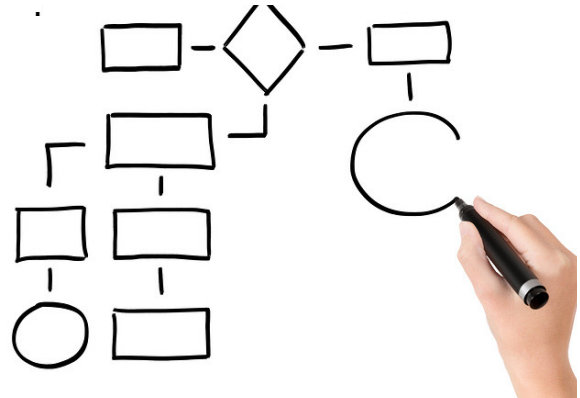
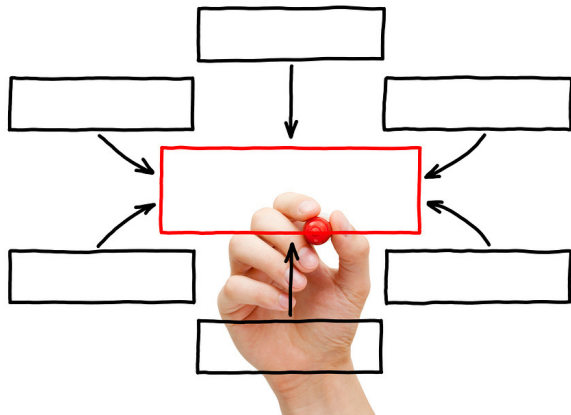


## 2 Ways to ATTAIN New Clients Which blueprint is right for you?



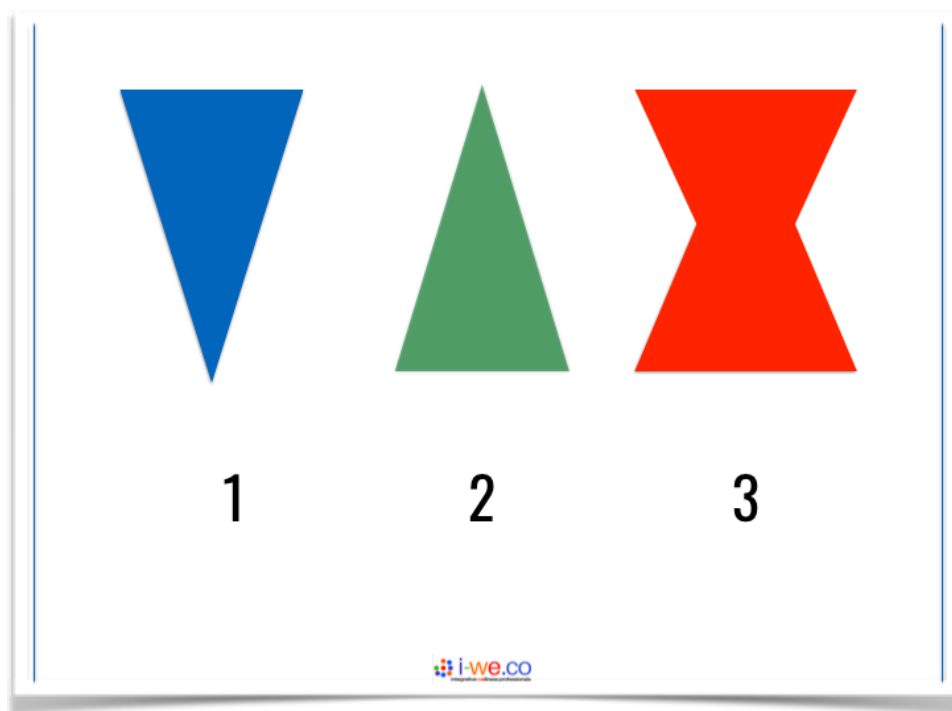
*Need New Clients?*

How to know which blueprint  
is right for you!

**Step 1.** Decide on the right funnel. **Why?** YOUR Funnel determines your Blueprint.

**Step 2.** Download your BTWBYW Blueprint.

# 1. WHICH BUSINESS FUNNEL IS RIGHT FOR YOU?



## *How to decide on the 'Right' Funnel:*

When it comes to Building the Wellness Business You Want it is the 'Right' Systemized Funnel that will lead you to success.

Using the right funnel is how you: Build your clientele base of top-notch clients that:

1. Benefit the most from your expertise and
2. Enable you to Build Your Business doing exactly what you went into the wellness field to do: Help others.

There are 2 common funnels taught to those in the wellness profession. Neither is helping you nor your client.

Let's walk through them and arm you with what you need in your systemized funnel so you can decide what works for you!  
Podcast

Today we are walking through how to know which funnel is right for you. And it is NOT either of the funnels you've been encouraged to use.

I'd like to start off asking you to take a moment to think about your own wellness history.

Think for one moment about your Wellness History

Think of a wellness scenario where you decided to seek information, expertise, from someone.

Create a clear picture in your mind what you were/are looking for in someone.



What did you want? What words pop up?

Jot them here:

What is the way, the format, you wanted the help you sought out to be delivered?

- Is this what you are offering?

If so great. This is exactly what we must help you get across to those who need you when working with the funnel that is right for you.

If the answers to what you wanted and what you are offering aren't matching we want to ask why are they different? Then we want to think through if what you are offering is in the format that you will have the most success with.

If it is, great! We want to help you get this across to those who need you when working with the funnel that's right for you.

*What words come to mind when you think about what you want in someone who can help you resolve a health issue?*

How do you want it delivered?



If the answer is maybe or even no then check out Passion, Purpose and Building The Wellness Business You Want NOW! episode it may be helpful.

Okay so now we know what you wanted. If it matches what you are offering.

Now let's look at the prospective clients thought process.

Your prospective new client has come to the conclusion that right NOW is the time to take care of a particular need or want.

Throughout their day their brain picks up, scans through a variety of products and services.

Services that are in front of them like:

posters hanging in places they go, online, radio, tv, emails, podcasts, in conversations with others,....

Just like when you buy a new car in a color you never had before; say green; you start seeing that green in cars everywhere! It is hard to believe you never noticed so many green cars.

It is probably similar to what your client is seeking. It is probably one of the reasons why you do what you do.

Consumer/client/patient has a need

- decision made to find help



Your prospective clients are experiencing the same thing. They are NOW looking for help from someone integrated and they never knew there were so many!

The market has exploded with wellness professionals. When someone starts looking for help they can't believe the spectrum of and amount of Expertise & Experience!

This in itself becomes overwhelming. Who should they believe? How do they know what is right for them? How much they should pay, How long it should take....



The result: they decide to push addressing their wellness lower and lower down on their priority list.

This happens because their life continues on at a fast pace and self care is seemingly too much to take on. Especially when they are not feeling on top of their game. So seeking help takes a back seat to all the other pressing issues.

Unfortunately, Self care is seen as a luxury item to most. Unnecessary by many because 'we all age' and our society accepts a much lower standard of health as being normal.

Those who see it as a necessity are typically in a dire situation.

All this means is the window of opportunity you have to ATTRACT your potential client, to help them see the value of your expertise, is very small. VERY, VERY SMALL.

Therefore  
A Systemized  
Funnel is necessary

At the **moment** they are looking - **YOUR ATTRACT Message must resonate IMMEDIATELY** with them. *Without any thinking* on their part. What you offer must come across spot on— so much so - that they recognize you are the one!

You are interested in reaching those ready to take action. This is very important to consider when you are choosing the funnel that is 'Right' for you.

How do you help these people who are ready to find you in their nano sec. moment?

**Building The Wellness Business You Want NO MATTER what size, no matter if its: brick and mortar, online, a combination, it is 100% dependent on having ready your systemized funnel.**

The funnel that first and foremost ATTRACTS the person who needs your expertise is the funnel to use.

The 'Right' Systemized Funnel is responsible for moving you through the **2 Phases, 4 Stages and 6 Steps of Building The Wellness Business You Want.** (If you haven't already you can check out Build The Wellness Business You Want Blueprint episode.)

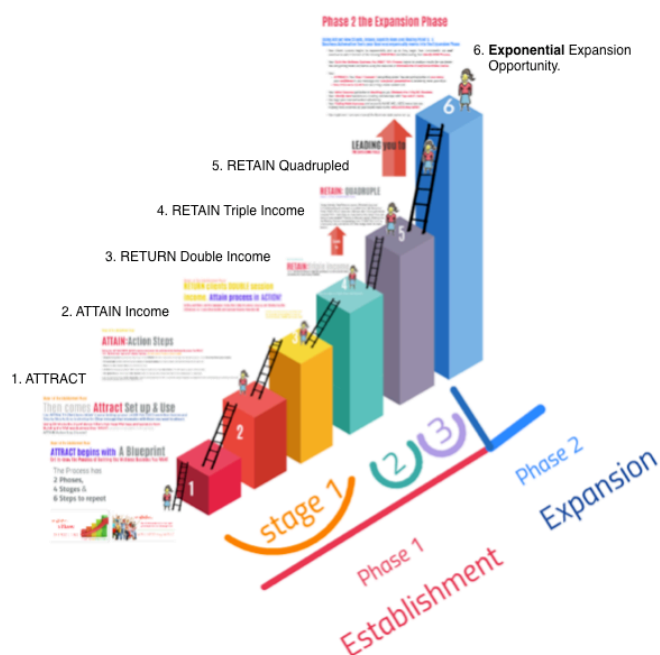
Your systemized funnel needs to co-mingle the systemized processes for the Business aspect of building your wellness business with the systemized processes for the bio-individual work you do with your clientele.

The systemized funnel needs to bring in clientele over and over. Setting up your business and bio-individual processes. These are feeding into the success of your business and the success of your clients guaranteed.

*You have exactly what we need!*



**i-we.co** Blueprint: Building the Wellness Business You WANT



**The right systemized funnel also:**



- Builds your confidence. (This is no small feat)
- Paves the way for you to create an income base on which you can live on.

That is a tall order for a business funnel!

Which is why it is **imperative** to get to know the outcome of funnels before placing your time and energies into the wrong one.

**To begin the exploration of which funnel is right for you we are:**

1. Walking through your thought process.
2. Your prospective clients thought process.

Pointing out the **needs** of each and **identifying the ONE thing** that will mean success for both!

This way you can think through the funnel you are using now and choose which will help you succeed.

***Your systemized funnel is key to your success.***

Practitioners following funnels that fail them ended up being my frustration when teaching wellness professionals. When I teach how to exponentially expand businesses using Self- Care to shine a light on their expertise I kept coming across practitioners who did not know how to go about getting themselves out into the world.

It was devastating to me to meet so many *wonderful* wellness professionals, MD's, ND's NP's IIN grads, Health Coaches, Reiki, Hypnotherapists, Chiropractors, Intuitives, Fitness trainers, on and on, that all had the same stories.

They were in feast then famine. They couldn't get solid stream of clients.

They were doing what they were taught from the programs they graduated from.



They were struggling part time with a few clients here then there.

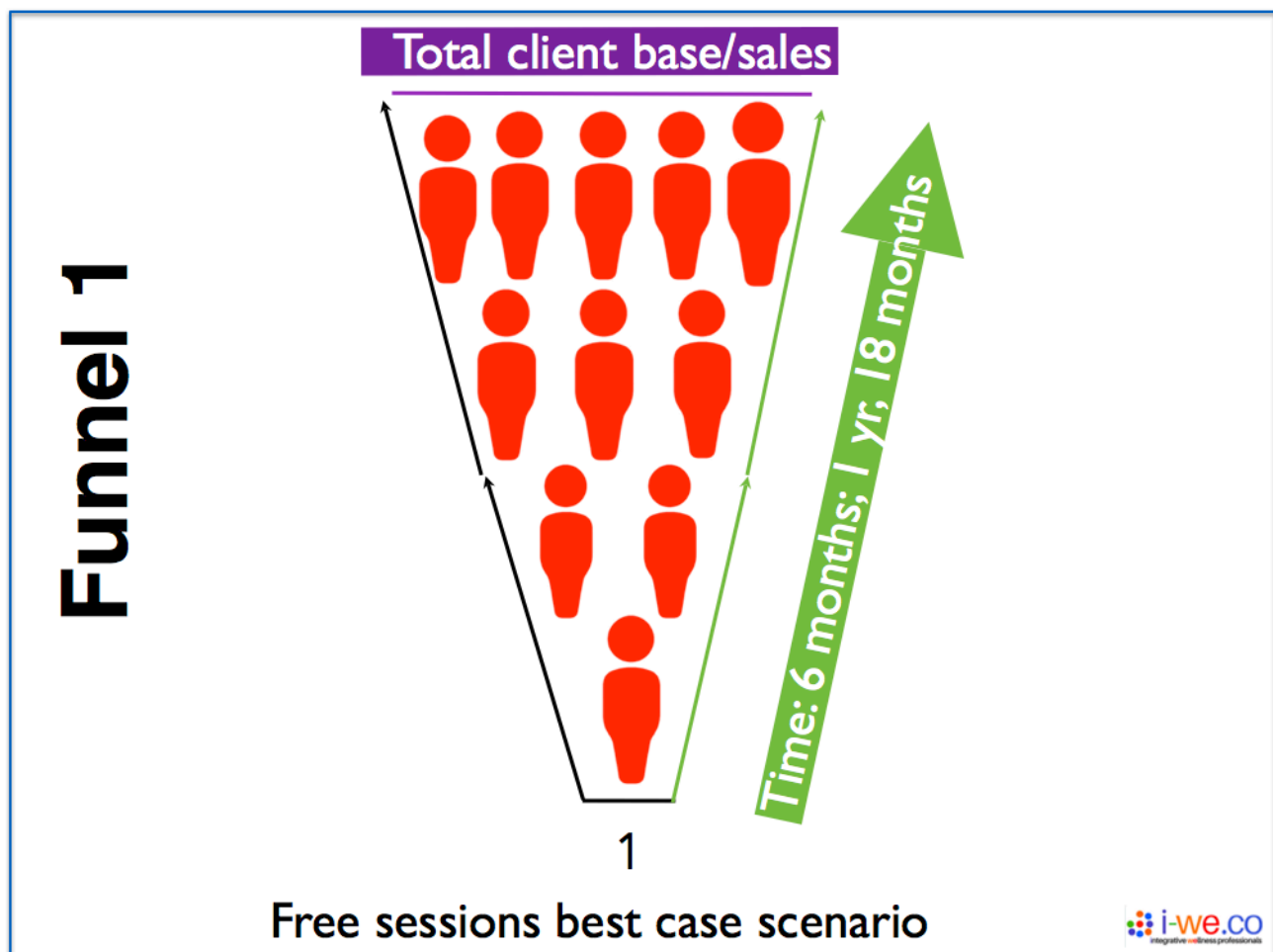
They would get an influx for packages producing sales to then plummet back to nothing.

I would listen to them tell me about their funnels over and over.

I found myself explaining to them that the funnels they are using do not make business sense in our field. At one point I diverted my entire business plan to address the Business Aspect of teaching Self-Care (CELL'f Care). Which is how I began getting on FB, Started the podcast, membership group with LIVE ZOOM sessions all to support you. Why? Because My overarching goal is CHANGING the dismal wellness paradigm. To do this I need to help get as many of you unbelievably talented, empathetic, rich in life experience, integrative wellness professionals in front of and accessible to those who need you.

Let's take a look at two of the most common funnels I hear about and uncover what's creating this frustrating situation for so many of you.

Here is the most common taught funnel. The FREE sessions funnel.





**Here's how the FREE Sessions Funnel works in theory.** You work with someone for free and they will provide you 2 things.

1. Keep returning following your advice, have success and
2. Tell everyone they know that you helped them. The referrals resulting in more clients.

**Here is the reality how FREE Sessions Funnel work.** You will have a free client who has zero incentive to follow through the moment it gets hard.

Those who do the work, well, the real changes will come after 6 months or so.

Until results are experienced they often keep what they are doing to themselves.

**Yup you are their best kept secret!**

No one talks about this. I worked with people and their families for some 20 years who NEVER once mentioned to others they worked with me. They would revel in the fact that others would ask them why they looked so good, had no aches and pains, seemed to avoid aging and they'd say lucky genes. They would giggle when telling me all the time. Referrals are nice; you will get lots over time BUT do not hang Establishing your business on them!

For those who are doing well, unfortunately it is often 6-18 months for referral turn around. This is a long time to be running a business waiting; hoping for a referral or two.

Not to mention that the referral may be wanting what the successful client has but not want to pay for it either....

Plus in this field there is a HIGH natural attrition of 80-90%. Trying to go from even 1 to maybe 5 regular clients can put you out of business. AND **IT HAS NOTHING TO DO WITH YOUR EXPERTISE!**

It is different then selling widgets, getting a quick high rating, a testimonial another and another sale. Wellness is a different beast!

The next disaster the FREE funnel pushes you toward is relationship distress. Why? You offer FREE sessions to family and friends. **NOT** a good way to Build Your Business. **PERIOD.**

Many of my family and friends would NEVER make the wellness choices I make. When you try to 'help' 'share' 'advise' relationships get strained. What happens then?

1 Your confidence which you are trying to build diminishes. Your support network you would normally turn to when you are having a bad day is reduced.

For this reason alone I am 100% against FREE sessions all together.

It is one of the fastest way to burning you out, creating low confidence. Its set up, from the get go, to work against you.

Now let me be clear offering FREE sessions for you to:

- learn how to **run your Intake**
- experience **working with different personalities**
- gain **any** particular experience ***you would like practice*** with is great.

BUT using FREE sessions; with the expected outcome of building your business; is the absolute WRONG way to do it.

Here are 3 more reasons why FREE Sessions Funnel is the wrong funnel for you: ( yes I am piling them on )

1. Raving about something does not come natural to most, especially if it is a slow process where they don't even remember how much you have helped.

**Believe me:** You can give your heart and soul helping the FREE client and instead of 10 testimonials you'll get 10 pieces of advice on what and how **you** should do the FREE thing you are offering better. It's crazy but it happens again and again and again.

And honestly most of the time you get mediocre testimonials or responses from the FREE clients. I hear this devastating scenario again and again from frustrated practitioners.

AND YOUR BEST TESTIMONIALS from FREE still have a hurdle:

2. Because these days everything is driven online with testimonials. Now, there is a bit of cynicism growing about the truth being represented. Especially when you find out the testimonials are people linked back to your friends and family. So easy to see on FB.

3. Then there is the time element. The length of time it takes for true transformation is lengthy. When you are financially dependent on having income the length of time it takes to build up 'FREE testimonial results' and referrals will work against you.

I have yet to meet someone building from the ground up with no financial backer. Someone who is not connected; networked using the FREE sessions successfully to build their wellness business in a reasonable amount of time.



INSTEAD I SEE THIS CYCLE AS A RESULT:



1. You worked hard for your degree, certification, or life experience that brought you to where you are today.

2. You set up business, advertise, some of you open physical offices, others a website, both, offer free resources, downloads. Currently many of you have a book, a course, collect emails, podcasts it is a ton of work, it is really, really a lot of work.

3. You muster the energy and resources to do these set ups and offerings. You lead them to free sessions.

4. Then when you don't gain traction, or you have an influx and then interest wanes post your big push, you begin worrying about:

5. Your expertise, your title, the offerings, the marketing and you start following a different marketing program leading those you can convince to meet for a free session. You keep spinning back around, more stress, more confusion of what you are doing wrong.

Because you don't know **that it is the funnel failing you** and not your lack of expertise, you circle around again adding: more expertise, more to offer clients more marketing techniques until you decide one of 2 things.

Quit or move on to the next shiny thing like a package funnel.

It is so frustrating for so many because you did not envision this struggle. You really, really thought your education was the key to building a business you wanted so you would have the life you

wanted. But your wellness education is only 1/2 the equation. Unless you work for someone else.

One group that stands out to me are IIN graduates. I have met sooooo many. They tell me all the time they graduated 3-5 years ago and just could not figure out how to be out there.

After a mere 4-6 weeks working together using the 'right' funnel and they are ATTRACTING top notch clients.

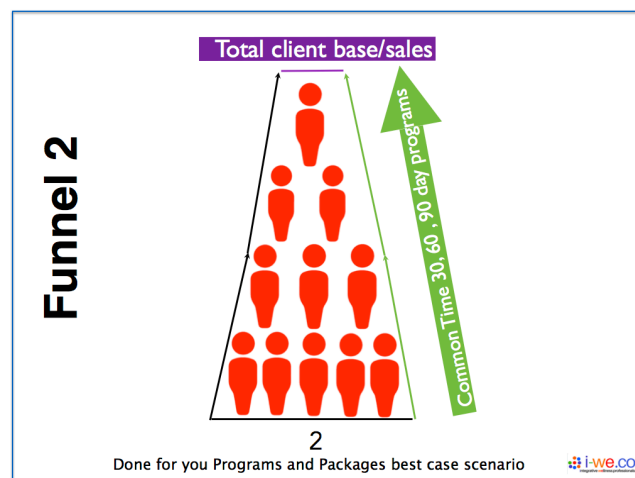
YOUR gerbil wheeling, getting anxious and your entire focus of helping people begins to turn into feeling taken advantage of.

You may regain your energy circle back to the next course to add: another title, another area of expertise give it another go wait for results and this can go on until you realize free sessions is not the missing element.

After I drew the funnels, the cycles, for the 100th time I knew I had to do something.

In this case explain why you should **Stop using the FREE sessions funnel** with the intention of Building your base. It does the exact opposite!

And instead invest your time in the systemized funnel that is geared to work for you not against you. I knew it was my responsibility to explain where the funnels were failing you and share my wellness business funnel. Lets look at the next funnel commonly taught to wellness professionals.

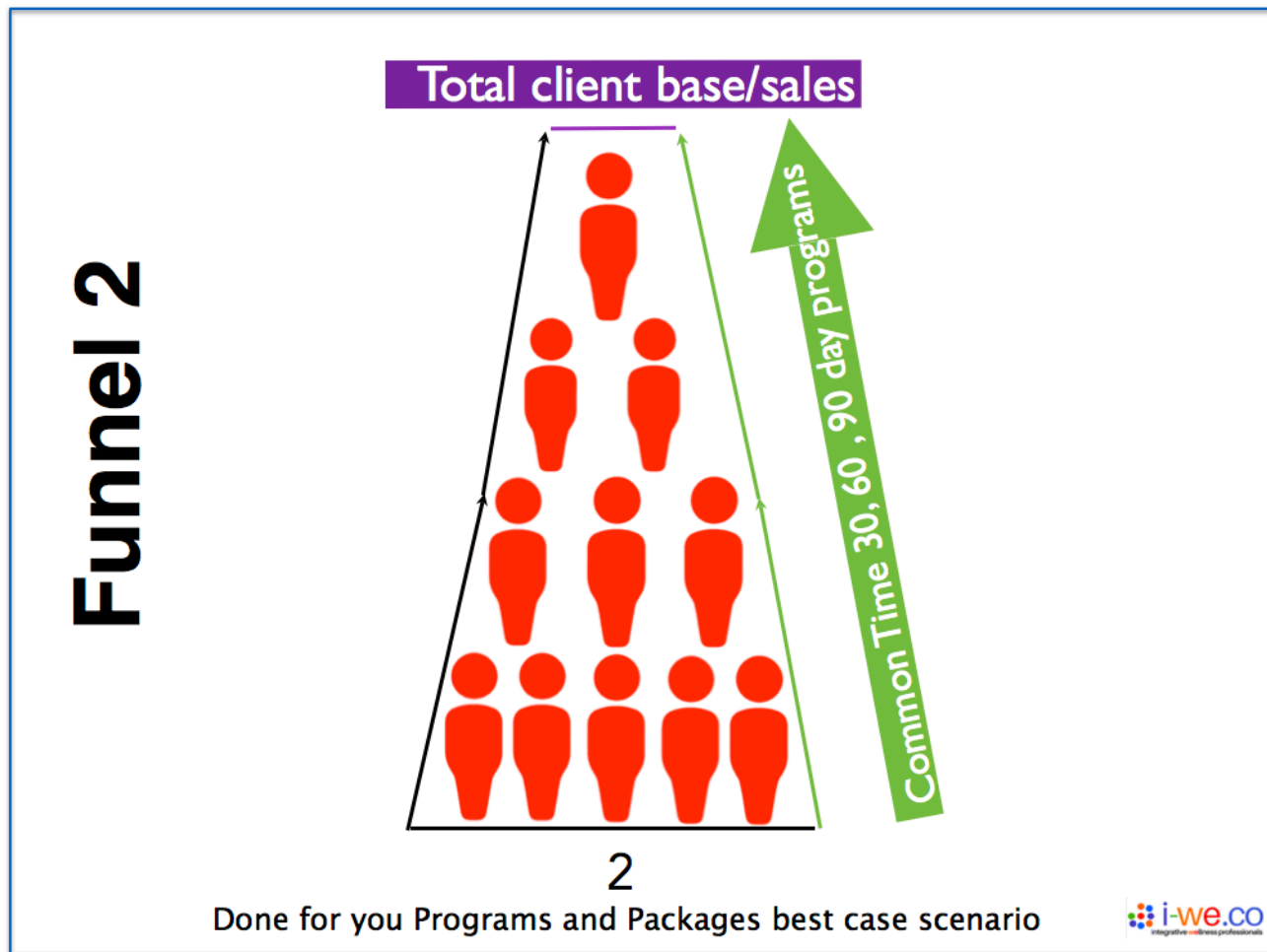


## Funnel 2: Done for you Programs and Packages.

Notice the funnel is flipped.

You are corralling a group of people to move through your package or program with the intention of getting more people *cause these people are of course going to love the package!* Love You and refer! REFER! The reality is pictured here.

## The reality?



Packages are the biggest contributor to feast then famine when it comes to income. Especially if it is someone else package. You start off with group after advertising etc.

Then natural drop off occurs. Those who finish hang on and then scaddaddle! PHEW! They did it. Its over! You are lucky to retain 1% and it is time to start again. This gets old fast.

Coupled with the fact that many come in for the wrong reason. They want instantaneous results, they want to do this for a limited amount of time. This is what packages offer people. They jump from one to the next to the next. THIS IS GREAT IN PHASE 2 of Building Your Wellness Business. It is part of exponentially expanding your business and income. Because we are focused on the funnel that will establish your business base; one that will help you have income so you are able to then use packaged programs successfully. This done for you programs/packages funnel is wearing you down.

Let's unravel the difficulty with this funnel a little more when using it in PHASE 1 of Building Your Wellness Business.

First I'd like you to think back to the beginning of our time together today.

Did you answer that the thing you wanted or want when it comes you solving your wellness conundrum was to find a program or package?

Again, those who are attracted to programs and packages are going for a quick fix.

This is a lucrative market and one you can bolster income with but we are focused on building your wellness business's financial base.

For that you need a certain number of top notch clients. Those who are in your calendar 24 to 36 months out. I used to get picked on by my clients because I had my schedule 2 and 3 years out.

Packages/ programs are for the 2nd Phase of Building The Wellness Business You Want. NOT Phase 1.

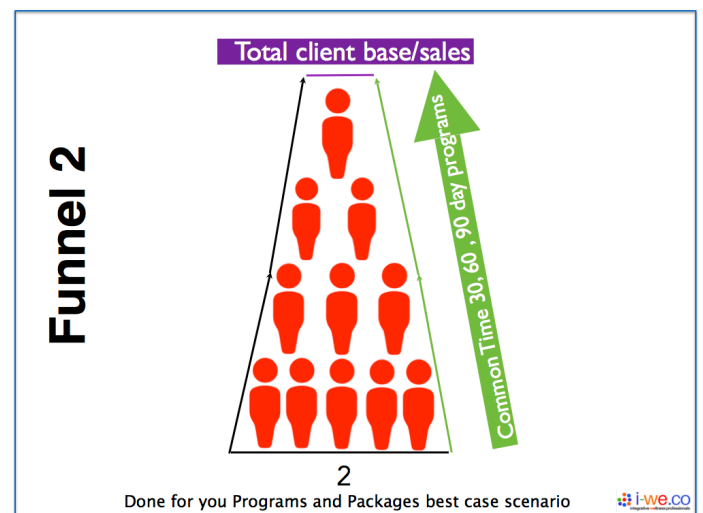
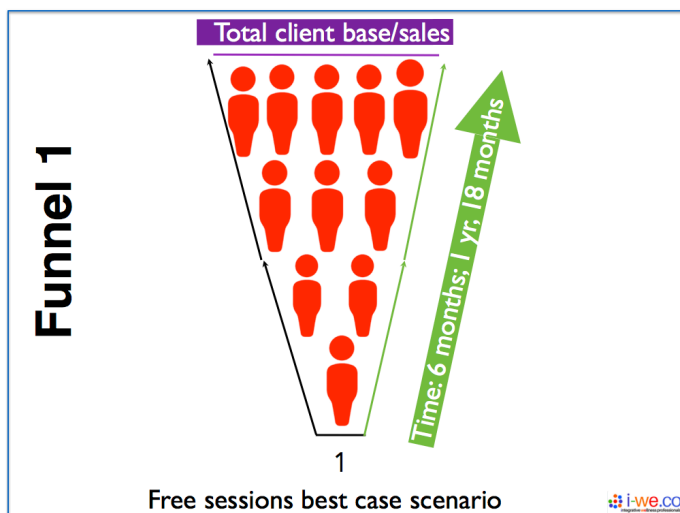
When I help wellness professionals decipher why they are financially struggling it is these 2 funnels they are using.

there are 4 types of clients....



ONLY **1** Builds the WELLNESS Business You WANT.

**ONE.**





For those who intend on making a career out of their business financial stability is a must. The right systemized funnel is the key. It is not a lack of expertise that is holding you back.

It is the funnels that are failing YOU!.

*In the beginning when I asked what you were looking for to help resolve a wellness issue:  
Was it FREE sessions that popped into your mind?  
A packaged program?*

**Again these are valuable.** They have a place in monetizing a business in **Phase 2 the Expansion Phase.** They are **falsely touted as the way to begin building your wellness business.**

The two funnels won't ATTRACT those you want, those you need for your foundation.

If you have the Build The Wellness Business You Want Blueprint YOU KNOW that skipping Step 1 ATTRACT ruins your chance of Building the financially stable long term business you want.

If you don't have that guide you can get it over on  
[buildthewellnessbusinessyouwant.com](http://buildthewellnessbusinessyouwant.com)

**The systemized funnel you need must provide the potential client with what they need in the moment they need it.**

That is why knowing **what** the client needs and **when** must be part of your systemized funnel.





Your prospective clients are seeking **one thing**.

*When you provide that **ONE THING** it will set you apart in a nano second.*

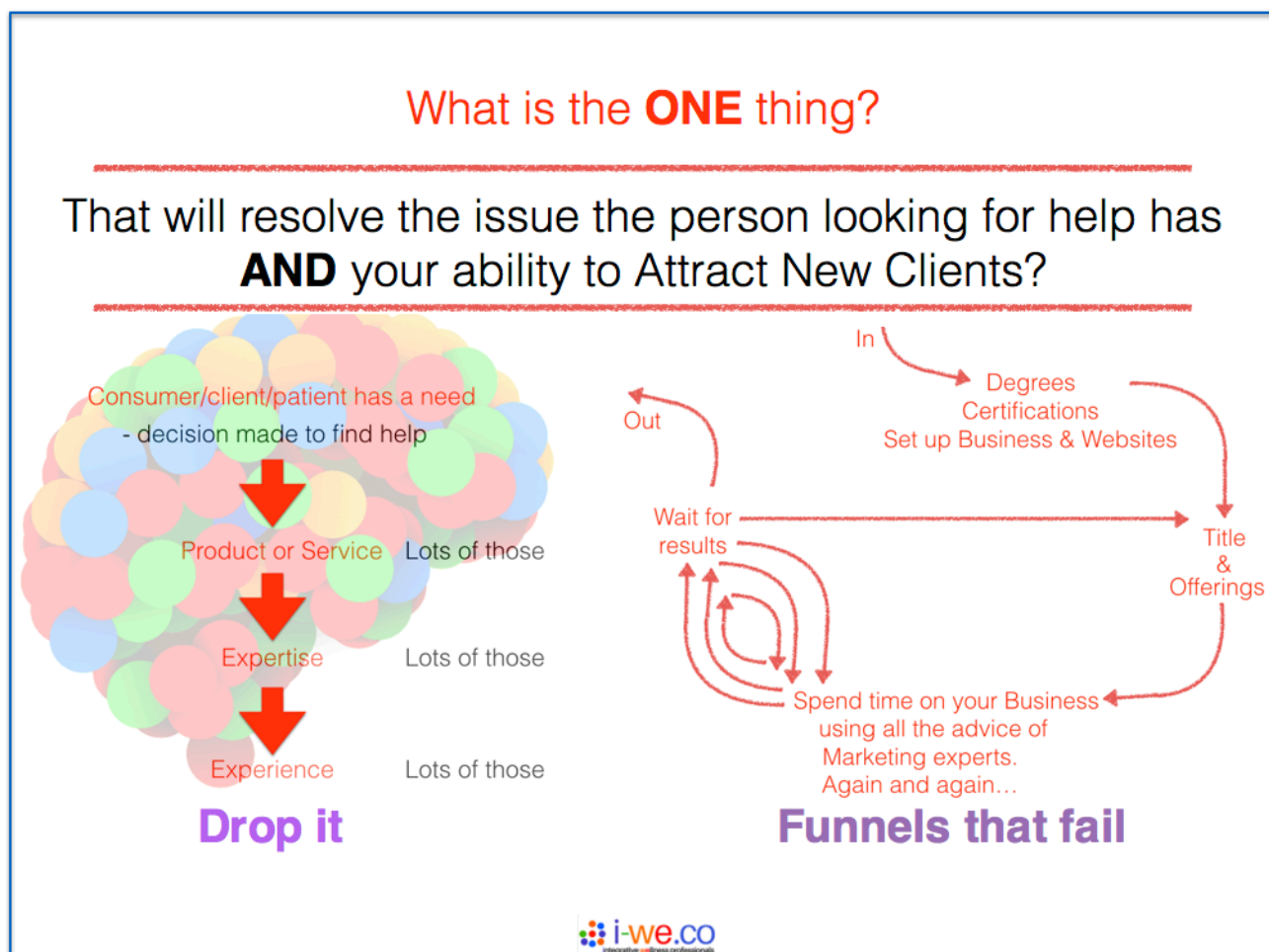
And **that very same thing** is what **will help you** Build The Business You Want.

*That one thing **must** be what your funnel revolves around.*

Neither of the 2 most popular funnels has this ONE thing. And when I do hear it mentioned they have it backwards. Let's uncover the one thing!

Going back to the prospective clients thought pattern first and then your thought pattern.

Here's a visual placing them side by side.



There is one thing that can solve both what they need and what you need.

What is the One thing that would:

- change these diagrams and
- fulfill both the consumer having the tools, services, courses, information that you provide and your successful business outcome?

**It is not another degree, it is not a free session it is not a package or program.**

That ONE thing is the exact ONE thing that helped you get to where you are today with those that helped you!

What is the ONE thing that creates the systemized funnel you need to build the wellness business you want? **CONNECTION.**



**We do not connect in the mind of the person looking for help and expertise with FREE sessions.**

FREE sessions resonate with a whole bunch of people who want to give something a try.

This does NOT help you build your business in the early stages.

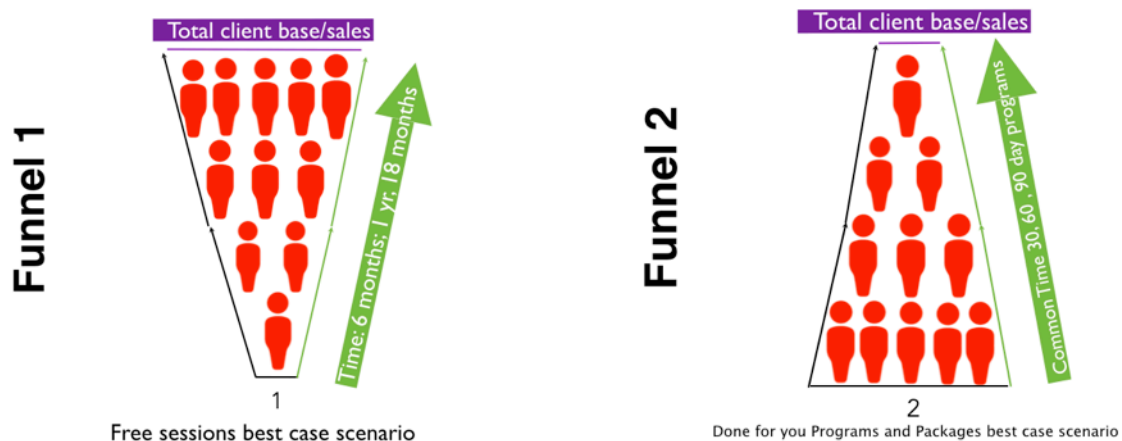
**We do not connect in the mind of the person looking for help and expertise with packages.**

we get in them

go through them

because they have an end date are impersonal and success is limited (wellness is 365 days a year).

*Remember I have nothing against packages! BUT when it comes to **Establishing** your business; a long term financially stable business; using packages as your foundation creates feast or famine.*

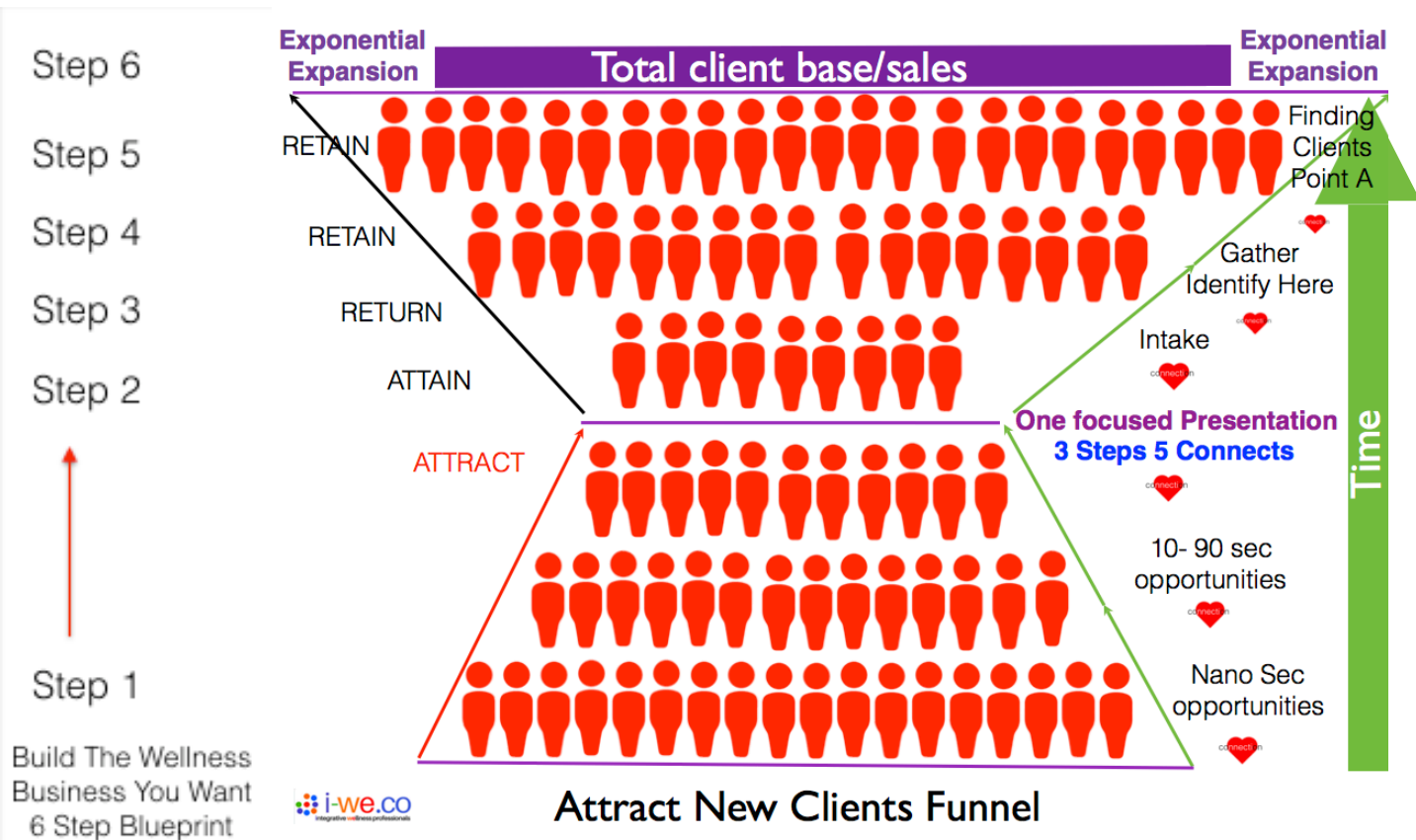


You want packages to create an **influx**, create spin offs, packages in **Phase 2** where we exponentially expand business and income is perfect!

This all spins off of the base we build. FREE sessions and packages do not create the repeated connection needed to Build The Wellness Business You Want.

We only act when we CONNECT. **You need prospective clients to act. So they must CONNECT.**

The #1 Goal of your successful systemized funnel is to be sure you are making connections again and again and again. Systematically.

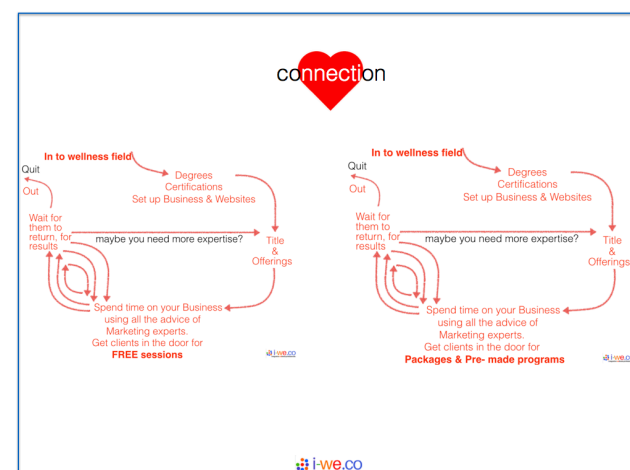


In Attract New Clients Course we spend a concentrated amount of time on this TOP goal. Drilling down **exactly** what will Connect you with the persons who so desperately need the expertise you have.

The first connection. Whether you are trying to sell a book, a course, one on one consultations your office, whatever it is both sides need to connect.

Remember how we spend so much time on titles, fancy names when in these false funnel cycles:

We do not connect with titles, we validate our connection with titles **but we do not create connections with titles.**



**We do not connect with fancy course names** we want to join courses with fancy course names that we have **connected** with.

## ***We act when we CONNECT.***

The Goal of Attract New Clients is to Connect.

The goal of the systemized funnel that will work for you is that you develop; set up and implement the number of **Connects** needed to ATTRACT then ATTAIN your New Clients.

This is not your regular marketers paradigm. Everyone wants you to position yourself as an expert. This is misguided.

*You are experts* in what you know. *You are a leader* of what you know. Your combined *education; formal experience* and *life experience* brought you where you are today. You will become a leading expert the more and more you use your expertise **connecting** with clients.

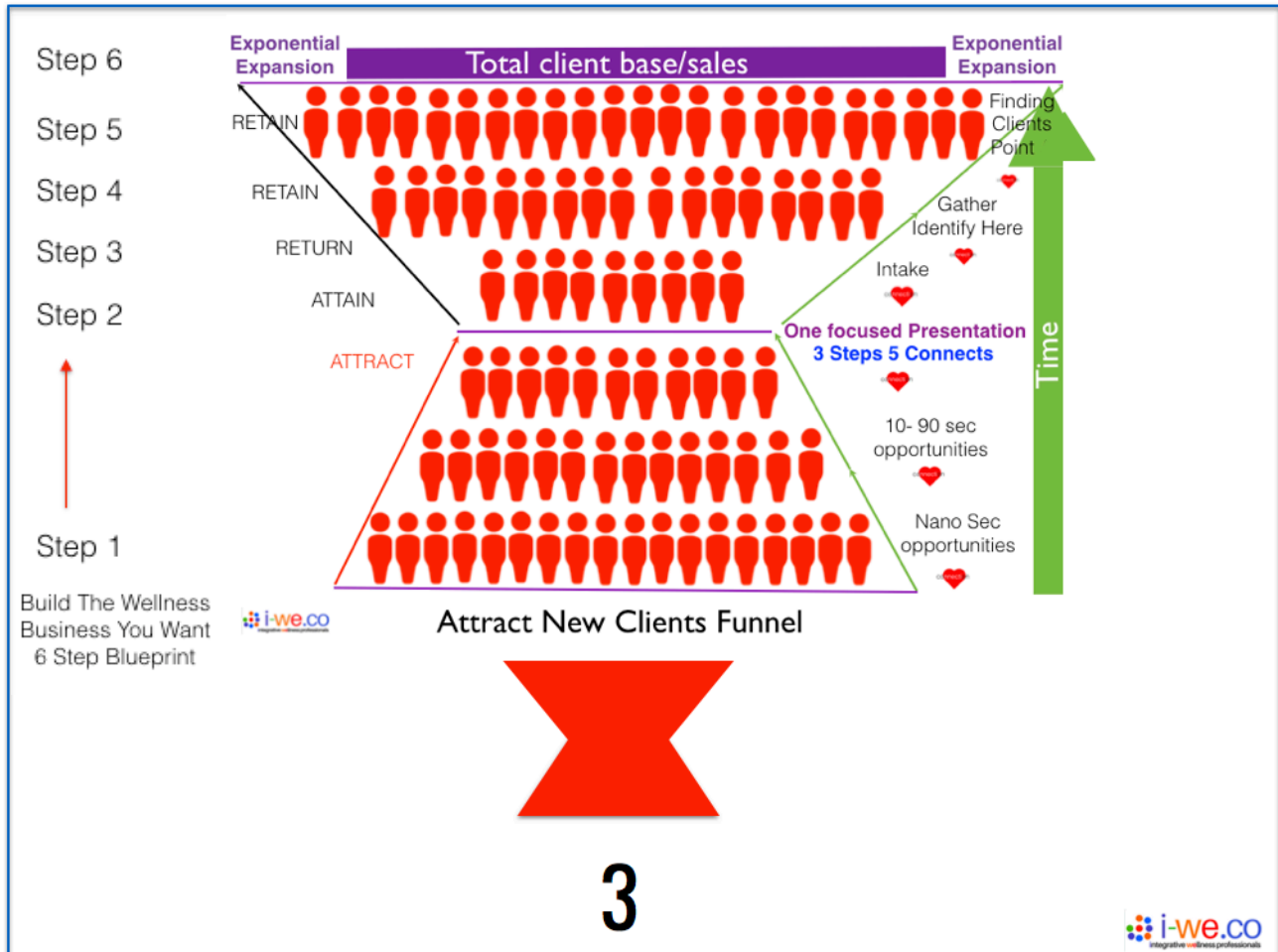
There are LOTS and LOTSA of People out there with WAY LESS experience, WAY LESS Knowledge than you Building Businesses **BECAUSE THEY ARE CONNECTING!**

It is this exact **belief that your focus should be on putting yourself out there as an expert** of 'xyz' in these ill fitting FUNNELS that don't belong in Phase 1 of Building Your Business **that is keeping you doing things that will keep you very busy** but **NOT** result in Establishing Your Wellness Business.

**The moment YOU realize** you hold the power to Attract New Clients NOW. When you place the time and energy into 'Right' Systemized Funnel you will have a sizable shift in your business.

***You have the expertise. NOW it is time to FOCUS your time, energies and investments into drilling down the CONNECTIONS it takes for you to Build Your Wellness Empire helping others!***

Your new paradigm THE FUNNEL THAT WILL WORK FOR YOU AND YOUR CLIENTS will look like a top heavy hourglass. Instead of FREE Sessions Funnel, or Packages/programs Funnel it is FOCUSED CONNECTION Funnel working **for you** and **for your** client.



Here is how it works:

1. The net is cast wide. The Attract nano sec message is doing the work of the initial CONNECTION bringing your potential clients a Step toward you. Providing you the opportunity to expand and repeat creating a 2nd and deeper connection.

You are someone they want to get to know better. Each connect is opening the possibility for the next and next connection.

Bringing the possibility for them to get to know your one focused presentation. The strongest step when it comes to filtering excellent clients toward you. The wrong clients gently on to something else because they still gained so much value from you. The CONNECTIONS Funnel works whether it's an in person presentation, online video, webinar, book,....

The CONNECTIONS funnel filters in and out; pretty quickly; those who are and are not top notch clients during the ATTRACT-ATTAIN processes.

---

there are 4 types of clients....



ONLY **1** Builds the WELLNESS Business You WANT.  
**ONE.**

(Check out podcast There are 4 types of clients. Only 1 Builds The Wellness Business You Want. One!)

The beauty of this is you have not invested large amount of time in the prospective clients that are not your top-notch prospects.

As you use your one focused presentation over and over your confidence grows.

Your prospective clients get lots of valuable information and often life changing transformations can take place.



This efficiently and effectively uses your time with a large pool of prospective clients who now know exactly what you do and how you do it.

This means those you move from ATTRACT to ATTAIN DO NOT NEED FREE sessions!

They are ready to pay at the first session and your Intake in this systemized funnel guarantees they return.

Using the Connections funnel you increase your income. Going from not charging for your first session to charging.

Then you double your income with the Intake process.

Minimally Quadrupling as you lead your new client through the Gather process of Identify here. This is minimally quadrupling your client income. At the same time you are doing the ONE thing they and you need for success: connecting, *connecting*, **connecting**!

A real bond and relationship comes to be and they graduate to a top-notch pre-reserved client. All the while you are efficiently looping through your funnel in a very strategic, consistent way.



Always adding prospective clients to the funnel from nano sec message on up. This goes on until you are fully scheduled and begin a pre- reserved calendar set up.

Clients are getting the wellness they so desperately want. You are NOW Building The Wellness Business exactly the way You Want: *helping those who want wellness using your expertise.*

The 'Right' Systemized Funnel the one that creates **connection** over and over and **over** is responsible for this.

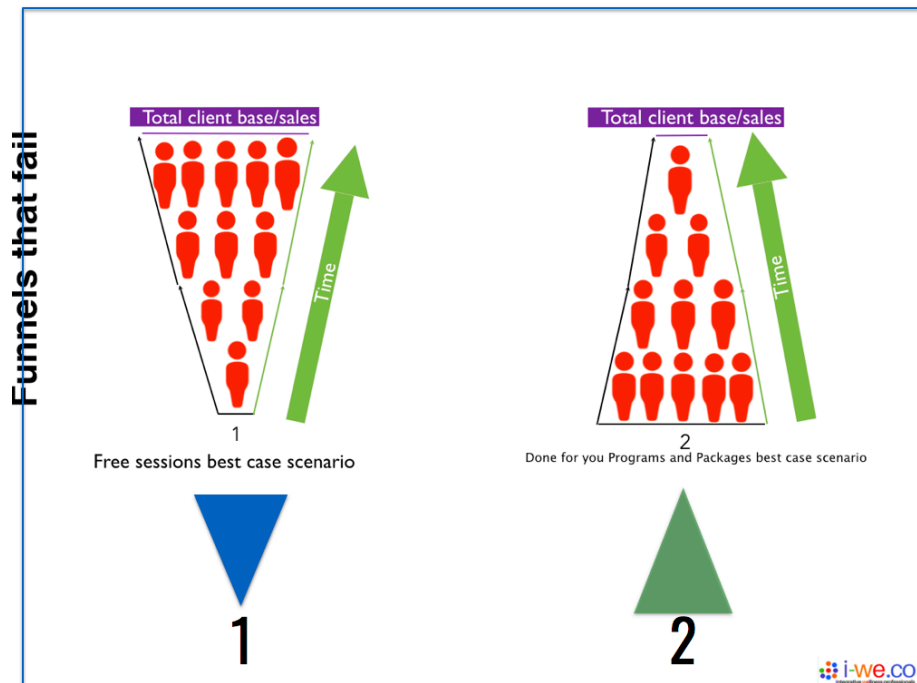
NOW you can build the wellness business you want while your clients get the wellness they want guaranteed. I am telling you...

*You already have the expertise it takes.*

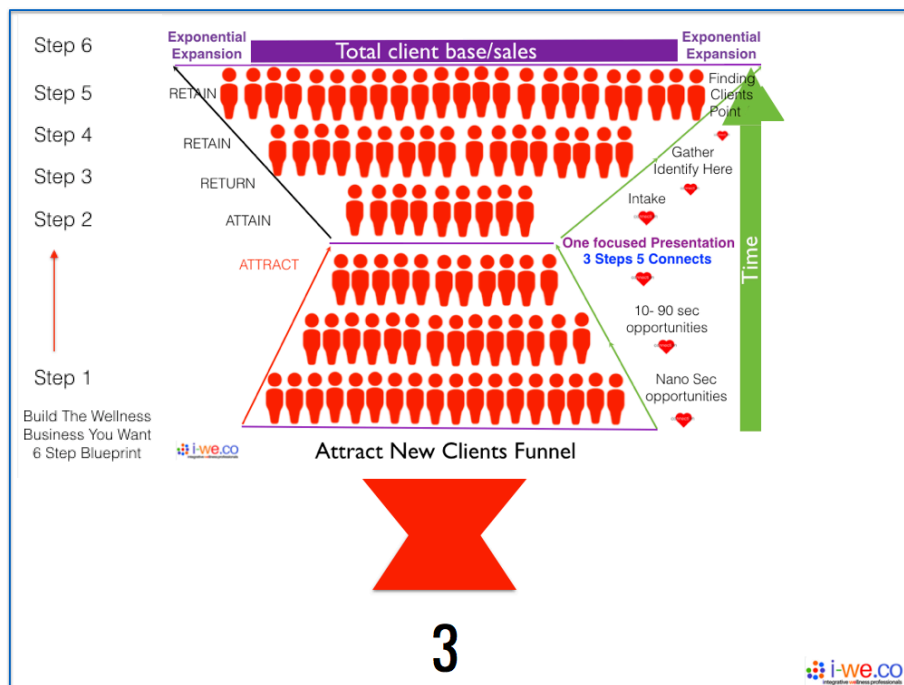
*You just need a little help to know how to get out there and use it.*



Forget funnels that fail you AND your clients



FREE sessions Funnel. Packages and programs Funnel. Both are holding you back!  
Instead place your time, energy and effort into using the 'Right' Systemized Funnel that **CONNECTS** you to your optimal clients. NOW you can finally be out there helping all those who want wellness.



**They need you! Use the CONNECTION Systemized funnel so they can find you!**

2

- You've got this! Now that you know to use the hourglass systemized business funnel that CONNECTS you and your client grab the Build The Wellness Business You Want Blueprint showing you the 2 Phases, 4 Stages and 6 Steps it takes to Build The Wellness Business You want and see how Step 1 is the beginning of your Connect Funnel Set-up!



**I KNOW**  
*with every fiber of  
my being*  
**YOU** already have  
what it takes; you  
just need a little  
help to know how  
to use it!

***You can find me supporting you here:***

[where to find mo supporting you](#)

Let's get you started. Let's get you out there. Let's begin Building The Wellness Business You Want NOW!

Until next time be well! *mo*