

Client Success Story Formula

This is the template that we've given to many Thrivers before you. This template is the backbone of our \$10,000 Month Club where we've been fortunate enough to collect a large number of inspiring stories from Thrivers who had their first \$10,000 Month while going through our programs.

thrive-academy.com/success-stories

How to ask for Success Stories:

"I'm so inspired by your success and I think others will be inspired as well. Would you be open to sharing your story and inspiring a whole bunch more people?"

If your niche is business: "This could give you a lot of extra exposure and could lead to you getting more business."

If you already know the details of their success:

Use the template below to write the first draft of their success story, so all they have to do is edit and approve.

If you don't know the details of their story:

Adapt the following email that we send to Thrive Members after they hit their first \$10,000 Month:

Subject: We're so inspired by you! And, Thank You!

Hi First Name,

We are so excited to celebrate your success! And we appreciate your willingness to inspire others with your success. By sharing your success you are positioning yourself as a rock star in this community and are likely to attract even more success. You can even get a lot of exposure, as your story may end up being shared in our ezines, website, or other marketing materials. We created the template below to assist you in your writing. Thank you!

Before working with Jesse and Sharla, I ...

This is the low point you experienced pre-Thrive; perhaps you were frustrated, overwhelmed, struggling to make a living, stuck in a J-O-B you didn't love, etc. How many clients were you seeing? How much were you earning each month? Please be sure to address both your emotional and financial status.

During the programs, I ...

What insight/breakthrough did you experience that led to your biggest success? Which program specifically led to this success?

As a result of the programs, I...

This is where you share your results and biggest successes. Also include how you feel as a result of overcoming the challenges you shared at the beginning and what making all this extra money has given you. Include your best sales month, too.

Name, URL

Please send your final version to ClientCare@Thrive-Academy.com along with your professional headshot.

Have you had a \$10,000 Month (and not shared it with us yet?) :)

Don't keep your success a secret! Let us know and we'll send YOU this email so you can inspire a LOT of people with your story! :)

Thrive \$10,000 Club Member Examples:

"Before I met Jesse and Sharla, I had quit my six figure corporate job and trained as a coach, but **nobody had told me how hard it was going to be to get clients**. I didn't know who I was trying to reach, and I was so desperate, and undefined in my focus that I was chatting up people in the grocery store line as my potential clients. People were avoiding me, and I was broke.

During the Thrive Academy courses, not only did I learn practical tools, tips, and solid practices that helped me **triple my practice in under 3 weeks**, I did deep inner work that **cleared out years of blocks around money**. And best yet, I learned how to speak to a room and convert my words into dollars.

Making \$18,000 in a weekend is thousands of times better than making a little over that in a year. It's been just over a year, and I expect to earn six figures teaching small business owners how to create hot brands that attract more of the right kinds of clients. Thank you, Thrive Academy, for giving me my life back!"

Sage Lee, Small Business Big Brand
www.SmallBusinessBigBrand.com

"I've been a fitness trainer since 1996 and before working with Jesse and Sharla I was working hard teaching 10+ classes a week and making \$75,000/year. **I didn't think a fitness trainer could make money without being a celebrity**, showing up for class or to a client's home to teach. Was I wrong!

After working with Jesse and Sharla, I now have an information product (5 Keys to Creating a Fitness Program You Love) and have just launched a Free "Women Getting Fit" Wellness Teleseminar series. **I'm seeing money come in without leaving my home** and sometimes I just can't believe it!!

If it wasn't for Thrive I'd be teaching for the rest of my life, feeling stuck without any clue how to create the dream life my heart was longing for. Now, **I'm making six figures and my bank account is growing without me getting out of my PJs!**"

Michelle Melendez
www.WomenGettingFit.com

Self-Rating Tool

Why Did We Create This Self-Rating Tool?

So you can see exactly what it will take to master this template (and track your progress toward mastery).

Should You Use This Tool to Beat Yourself Up?

Hell no! Be gentle with yourself. Mastery takes time. And love. And tenacity.

Be truthful. If your score is low, get support. You will be better able to reach your people when you master this.

Keys to Mastery	Score 1-low, 10-high
1. How much did your potential client lean into and track your client success story?	
2. How strongly does your story answer the question: "What results can you help them get?"	
3. How clear is your Low Point, Turning Point and High Point?	
4. How emotional is your Low Point?	
5. How inspiring is your Turning Point?	
6. How impressive is your High Point?	
	Total Score =
Acknowledge Yourself Here:	Divide Your Score By 6 =

How Close Are You to Mastery?

1-3 "I'm on My Way". Get support from Your Thrive Business Coach to raise your score.

4-6 Good. Better than 90% of entrepreneurs. Time to use this template with potential clients!

5-7 Great! You should see great results when you use this template!

8-10 AMAZING! You have attained mastery that will make you magnetic to clients.

When Are You Ready to Use This Template With Potential Clients?

Many Thrivers are making 6 and 7-Figures because they had the audacity to use templates before they felt ready. If you scored 1-3, get support. If you scored 4+, you are ready enough. Start now, and watch yourself soar. You are unstoppable.