

# How to Make Powerful Consult Recommendations

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## Intro

Make it easier for your Potential Clients to say "Yes" by making short, yet powerful recommendations during your consult.

The more powerful your recommendations are, the more likely they'll get value from the session, become your client, and refer lots of people to you.

The goal in creating the first two recommendations is to take them two steps closer to the result they want.

And, the third recommendation is to work with you, which has the potential of taking them all the way to the result they want.

## Revisit Your Niche

Presencing your niche will help you come up with the topics. So, let's start by revisiting your niche.

**Who is your group of people?**

**What is the urgent problem you solve?**

**What result do you help your people get?**

## How to Come Up with Recommendation Topics

The reason your people will invest in your services is because they believe that your work will help them get the results they want. To get results, you'll need to help them solve a number of smaller problems.

In order to solve each of the problems they'll need to do something. Those "somethings" are the Strategies that you Recommend to them.

So, the best way to come up with great recommendations is to brainstorm the smaller problems, smaller results, and strategy or recommendation to get that smaller result.

If we were doing consults where we planned to invite people into our Six Figure Speaker program, we would use what's in this table as a list of possible recommendation topics.

## Example of Recommendation Topics

Smaller Problems	Smaller Results	Strategies (Recommendations) that will lead to the Results
<b>Design Your Speaking Event</b>		
People check out during your intro	People engage during the intro and are excited to get to the content	The Compelling Intro Template
People think your content is weak	People feel lucky to be learning great content	Structure Your Content so It's Hot template
People don't take your invitation seriously and don't sign up	A large portion of the group is "IN!" for the next step!	The Compelling Offer Template
<b>Fill Your Speaking Event</b>		
Very few people show up for your webinar or workshop	Increasingly larger groups come to hear you speak	Strategies to Fill Your Workshop Template
You don't know how to get Speaking Gigs	You get speaking gigs where someone else fills the room and you show up, speak, and invite them to take the next step	How to Book Speaking Gigs Templates
<b>Deliver Your Speaking Event</b>		
You bore people	You keep your group engaged and excited for what's next with powerful delivery	Hot Seats, Triads and Breakthrough Coaching
You get nervous and shy	You speak confidently	Hot Seats, Triads and Breakthrough Coaching
You make avoidable mistakes and look like an amateur	You feel like a pro and become a 6 Figure Speaker	Six-figure Speaker Templates and Back of the Room Checklists

Brainstorm Your Recommendation Topics

Use the Six Figure Speaker example above to help you brainstorm smaller problems, smaller results, and strategies (recommendations).

- 1. The smaller problems that block them from reaching the big results they want.
- 2. The smaller results that will lead to the big result. This is usually the opposite of the problem
- 3. The strategy that you can recommend to them that will lead to the smaller result.

Smaller Problems	Smaller Results	Strategies (Recommendations) that will lead to the Results

## Turn Your Brainstorms into Powerful Recommendations

### **How many recommendations should you create?**

Ideally, you have about 5+ Recommendations, so that you can customize your recommendations based on what would most serve each client.

### **How long should you take to share your recommendations in the consult?**

It's ideal if you get to the Recommendations within the first 20-25 minutes and that you take about 2 min for each recommendation.

### **What's the difference between the first 2 Recommendations and the 3rd Recommendation?**

The first two recommendations move them 2 steps closer to the result they want. These recommendations should have inherent value (even if they don't continue to work with you).

The third recommendation is a powerful invitation for them to work with you.

### **Why Not Share More Recommendations?**

If you don't offer ANY recommendations, they might not feel like they're getting enough value. If you offer more than 2 "value recommendations", it can lead to overcoaching, and they might become too satiated to want to continue to work with you. Give them a great appetizer and leave them hungry for more.

### **Why Write Your Recommendations Ahead of Time?**

Having your recommendations written out ahead of time, helps you to avoid the temptation of overcoaching and sabotaging your invitation to the next step.

### **How do you know what to recommend?**

When it comes to getting the result you help people get, if someone could only do 5 things to get that result, what would those 5 things be?

Those 5 things can make up your recommendations that you offer during consults to provide more value. However, we recommend only sharing 2 of the 5 recommendations at each consult.

Bonus: Those 5 Recommendations can become part of your signature system that we talk about in Get Leverage when you create your Group Program and Online Course.

### **Why not “channel” recommendations based on what they are asking for support with?**

1. If you channel the recommendations in the moment, this can often lead to over coaching that can prevent you from having enough time to offer your package and dance with concerns.
2. It's essential that you create a system that can reliably get you 65% or more people to say YES to your services. Even if you channel something amazing in the moment, you won't necessarily be able to repeat it, so your success will be inconsistent and totally dependent on you being at your best during each consult. (That's a LOT of pressure.) Instead, you can “pre-channel” your Recommendations so that your system becomes better and better, and your success becomes more repeatable.

### **What if your recommendation sounds too basic?**

Many recommendations sound quite basic and can be quite unimpressive... and sometimes people feel that and talk more or coach more to make up for it

But when you use the upcoming 6 Steps, it can actually make your Recommendations sound more nuanced and more powerful (and allow you to deliver shorter, more effective consults.)

### **The 6 Steps to Making Each Recommendation Powerful:**

- Step 1. Recommendation (the Strategy)
- Step 2. Problem
- Step 3. Solution
- Step 4. [Optional] Client Success Story
- Step 5. One Mistake to Avoid
- Step 6. Next Step

Here are some guidelines to using each step.

#### **Step 1: Recommendation (the Strategy)**

Recommendations are strategies they can do to move them closer to the result they want.

Here are some questions you can ask yourself that will help you come up with the strategies you want to recommend.

1. What challenges get in the way of getting the result (and what can you recommend to overcome this challenge?)
2. What concerns might come up that would stop them from reaching the result?
3. What misconceptions do people have that keep them from getting the result (and what do you recommend instead)?

#### **Step 2. Problem.**

If they don't do the recommendation, what problem will they likely face?

#### **Step 3: Solution:**

If they solved the problem, how would that benefit them?

#### Step 4: Optional Client Success Story

Client Success Stories can inspire hope and increase your credibility.

If you have client success stories, and if you have time, you can share a 30-90 second success story. You can share this as a case study and share very briefly, how this client implemented the strategy that you are recommending they implement and that played a key part in them moving from where your potential client is now to where they want to be.

#### Step 5: Mistake to Avoid

When people implement this recommendation, what mistake do you see people making that could sabotage their effort?

When you share how to avoid this mistake it adds sophistication to your recommendation, helps them get closer to the result, and increases your credibility.

#### Step 6: Next Step

This is something they can do to supercharge the recommendation you gave them.

In one or both of your recommendations you can seed your work, by saying something like:

If we were to continue to work together:

- » we could explore deeply. (this recommendation) more
- » I could gently hold you accountable to doing recommendation) because it's one thing to know it and another thing to do it consistently. (the
- » I have a resource (checklist, template, step-by-step system) to help you get (result).

## Recommendation Example

If we were delivering a consult and at the end of the consult, inviting someone to join us in Six Figure Speaker, this would be one of several recommendations I could share. The Recommendation, the Problem, and the Solution were pulled from the table above.

### Step 1. First Recommendation:

"My first recommendation is that you learn how to make a compelling offer."

### Step 2. Problem:

"If people don't take your offer seriously and say yes to working with you, you could lose many thousands of dollars each time you speak to a group. Which can be so discouraging that many really great speakers end up giving up on their dream to change thousands of people's lives. "

### Step 3. Solution:

"Instead, wouldn't it be amazing if you offered a next step to your group and more than half the people said yes to you? You'd be able to make such a bigger difference and so much more money each month!"

### Step 4. One Mistake to Avoid:

"One of the biggest mistakes that a lot of coaches and holistic practitioners make is that they wing their offer. This is a huge mistake because your offer is where most speakers are the most nervous, so it's important to give yourself every advantage during an already stressful situation. So, this means writing your offer out and practicing it until it feels natural.

### Step 5. Client Success Story

One of our members, Sage Lavine, was a former school teacher turned coach who had 2 clients and had never made an offer to a group. She joined our program and then served on our team for a year and watched us make a lot of offers. So, she wrote out her own offer and practiced it. And, now, years later, she is so good at it that she consistently brings in over \$1 Million Dollars from her 3-Day Events.

### Step 6: Next Step

So, I recommend that you write out your offer. Even if it's not perfect, just having something written out and practiced will help you bring in more clients and more money from your speaking events than if you just wing it.

And... if you'd like our Compelling Offer Formula that Sage Lavine and hundreds of our other members have used to collectively make hundreds of millions of dollars speaking... (plus a fully written offer that you can customize and make your own...) I would love to share that with you inside our Six Figure Speaker program, if you choose to continue with us



## Fill in your POWERFUL Consult Recommendations

Use the 6 Steps to create Powerful Recommendations. Then, add them to the Consult Recommendations section of [Client Attraction Mastery Assets](#).

### Recommendation

## Recommendation

## Recommendation

## Recommendation

### Create Recommendation #3

If it seems like you're a match (and they're leaning in), this is the time to recommend continuing to work together.

Copy and Paste the Recommendation #3 template below to the blank field below. Once you fill in the blanks, you can Copy and Paste your Recommendation #3 into the Recommendations section of [Client Attraction Mastery Assets](#)

#### Recommendation #3 Template

My third recommendation is that we continue the work we are doing together. As I shared earlier, I've helped lots of people go from \_\_\_\_\_ (problem) to \_\_\_\_\_ (result).

I am really inspired by you and it would be my honor to help you get \_\_\_\_\_  
\_\_\_\_\_(the result they want).

The mistake I see a lot of people making is that they get inspired by their vision of what life could be like... and then they go off to try and get there by themselves without a strong support system.

Getting \_\_\_\_\_ (result) can be challenging, even with support. But, without support, it can sometimes be discouraging at best and for some people, it can bring them to the brink of giving up

So, that's why I recommend that we continue to work together one-on-one (or in your program), with the intention that you get \_\_\_\_\_(result).

### Recommendation #3

Copy and Paste your Recommendation #3 into the Recommendations section of [Client Attraction Mastery Assets](#)