



First Paying Clients- Session Structures for Bridge Offers (and how to choose the best format for you)

Sample Session:

A sample session consists of you doing what you do best!

If you are a coach, coach your potential client about the area your bridge offer focuses on. If you have no niche yet, you can ask the potential client what goal/challenge they would like to focus on to get the most out of their time with you.

If you have another skillset- hypnosis, energy healing, teaching a certain skill, give your potential client a sample of your work.

Don't hold back. This is about giving value to establish a true connection.

This is often a great place to start because you don't need anything you don't already have to get started offering these sessions. Some clients may be satisfied after a small amount of time with you. That's okay, you just got more experience, and you can ask for a testimonial and/or referral to someone else who might benefit from your work. (If you do not feel a connection with this person, you may not wish to ask for a testimonial or referral, but rather thank them, and wish them well!).

Clarity Session:

A clarity session is another great option. Keep the structure simple to start- Reference the Clarity Session Guide for a complete step-by-step.

The value you are providing in a Clarity Session is to help the potential client get clear about what they really want and the obstacles that have been in their way, so they can see (with your help) a clear path ahead. You won't be solving the problem for them, in this format, but rather helping them see what they want more clearly (and why), and uncover a path to get there.

Assessment:

An assessment could be a good option for you, especially if you already have a knack for diagnosing why a challenge is occurring, or if you learned how to do Assessments as part of your life/business/health/fitness training.

An Assessment session generally involves asking a number of questions and reviewing something through the lens of your professional expertise. It ends with a number of observations, tips, or recommendations and can easily lead into a conversation about how your services can help.

I recommend going with this option, if it is somewhat comfortable for you already, or you feel it would be an easy option for you. Otherwise, go ahead and do sample or clarity sessions.