

Get 5 New Clients Now!

It's time for you to step up and get all the clients you desire.



My name is Sarah Leather & I want to help you to get your next 5 clients.

I've been running my own business for over 25 years and love nothing more than helping other women to get more higher paying clients doing what they love without killing themselves in the process.

What difference would 5 clients make to your life?

And what difference would it make to those 5 people's lives?

You do amazing work in the world and when all of your slots are not full, you're not making the fullest impact you can in the world.



When the penny finally dropped and I realised that I had to stop stopping myself and get myself out there in a bigger way (see step 10), everything changed.

the Sarah Leather

Here are your 10 steps to get 5 new clients now!



Get clear on your **message** and know the **problem** you solve. People pay for the solution to their problem, not for your job description.

No one wakes up in the middle of the night thinking 'I need a Wellness Coach with a 90 day program!'. They wake up in a sweat thinking 'I have to pack for my holiday tomorrow and nothing fits me, I hate my body more than ever. I'm so sick of this.'



Get your **marketing** sorted and keep it simple. Create 1 piece of content a week (it doesn't have to be long) and use that content over social media, your blog and email it to your list. At the end of your content, have your 'call to action' to book a call with you.

My favourite way of doing this is by doing a weekly **Facebook Live** covering a juicy topic in my niche.

Then I (actually, my assistant does all of this as I concentrate on 'money making tasks' - see tip number 4) upload that livestream to YouTube, create the transcription in YouTube with subtitles (more people read videos than listen to the audio). Then create a blogpost from the transcription which you can then email to your list. One little video can tick so many boxes in your marketing system.



Stop charging by the hour, it only leads to burnout. You can't solve deep problems in one session.

Create **packages** that solve problems and your clients will love you for it (and pay more).



Make a list of everyone who you've spoken to about working with you over the past 12 months. Maybe they said 'no' as it wasn't the right time or they were working with someone else at the time. Send them a private message or personal email and ask how they are. Invite on to a call with you to see if you can offer them any help.



Sort out your **pricing**. Please **STOP** undercharging, over-giving and discounting. Stop it right now! Sorry (not really) for shouting but so many women that I deal with are chronic under-chargers and over givers. How would you feel if you doubled your prices right now? And yes, people will pay more once they see the value in what you offer.



Focus on '**money making activities**' only until you have the clients you want. Making your website pretty, agonising over the logo on your business cards, going to networking events that you hate etc. rarely get you paying clients. Money making activities are things like reaching out to people who've shown an interest in your work, following up with old leads and speaking to potential clients.



Know how to **sell**. We are not born knowing how to sell, we need to learn it. It's one of my favourite things in the world to do (sad but true!).

In my beautiful program [Wholehearted Marketing](#), nearly half of the modules focus on selling.



Don't hold back on sharing your **value** or be afraid of 'giving away your best stuff'.

You need to wow your ideal clients with the value you share. When you're sharing your content you can also give a 'call to action' such as booking a call with you or signing up to your '**fabulous freebie**' (aka 'opt-in').



Share **your stories** and be relatable. This doesn't mean airing your dirty laundry all over the internet but be real and tell the truth about what you believe and why you do what you do.

You want people to see your posts and think 'I want what she's got'. It's a crowded marketplace out there and you need to stand out.

This doesn't mean you have to be all 'shouty' but when you speak to your audience this way you'll attract the people you are here to help. And let them know how you can help them. Offer them a link to book a call with you or to download your fabulous freebie in the form of a PDF, video or similar at the end of your posts.

You can practice sharing your stories and your message in my [free FB group & community here.](#)



I've saved the best until last. It's the most important part of the client getting journey and without this, you won't have a constant flow of dream clients who love working with you. It's your **mindset**.

You have to believe you can have the abundant business you desire. If you can't believe it it's because of your mindset. There's nothing wrong with you if you have mindset issues, it just means you're normal.

Most of us struggle to get this piece in place. Lack of self-belief, lack of confidence, undercharging, discounting, fear of visibility and self-criticism are all mindset issues.

And it all comes down to one core limiting belief. A belief that you're not enough in one form or another. Don't know enough, not experienced enough, not smart enough etc. The list of how we beat ourselves up to prove we're not enough can be endless. It needs to stop. It's all lies.

*You are 100% enough
to do the beautiful work you are here to do.*

If you truly believed you are enough, what would you create? How many clients would you have? How much money would you be earning? What kind of life would you create?

What you need to understand is these feelings never completely go away as we get more successful in business. BUT we get better at dealing with these thoughts (they are not real, they are just thoughts) and can build up our 'enoughness toolkit' such as journaling and EFT/tapping.

*You can decide right in this moment that you are enough.
Choose yourself now.*

Can I help you to get your next 5 clients?

Feel free to email me at admin@thesarahleather.com and tell me the number one reason you don't have all the higher paying clients you desire. I help women to sell their beautiful services at higher prices and would love to help you.

Much love,

Sarah xo

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