

# Client Results

Of all the methods of getting credibility, client results is the best.

And the **more similar the client is to your ideal customer**, the better!

So if you sell a weight loss program to men over 60, **glowing video testimonials** from 25 year old female fitness influencers isn't going to do you much good!



# Client Results

Ideally you want to tell a story of transformation. If the client had **already tried a bunch of other stuff** before they came to you – without success – even better!

Because that helps the most sceptical audience think *'hmmm, maybe this could work for me after all!'*

Here's your ideal client story...



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1. My client <name> came to me suffering from X problem/wanting Y result.
2. She'd tried <whatever> before but only got <mediocre results>.
3. She was sceptical at first, but I got her on my unique <program name> method.
4. Within <short space of time> she got <impressive results>.
5. By the end of the 8 week program she got <even more impressive results. And now, a year later she's <even more impressive again!>
6. Moral of the story.



# Client Results



**Richard Fletcher**

Admin · 23 November 2019

She's right too. She's going to make a LOT of money this week.

She now knows:

- The exact questions to ask in order to unlock the prospect into thinking 'I need help'
- Subtle ways to build credibility so the prospect thinks 'you might just be the one to help me'
- How to pitch her offer in the most persuasive, charming and 'non-pitchy' way. No 'fast action discounts' or other sleazy tricks necessary.
- How to deal with questions and objections in a way that moves the prospect closer to the sale.
- How to always know where the prospect's mind is at - if you don't know this, it's very hard to sell your product.

...

And yet again - this is not a 'sales moron' who has never done a course before. This is an established businesswoman who's already sold plenty of high ticket products.

She's invested fortunes in all kinds of coaches who have never sat down with her and told her this stuff.

If she makes less than 20k next week, I'll be amazed.

Conclusion: LEARNING TO SELL DOESN'T NEED TO BE HARD. IT DOESN'T NEED TO TAKE FOREVER.

Btw, the call yesterday was GOLD! I didn't realise how much I didn't know. I'm going to smash it with sales next week 🔥

👍 Anna Reyes, Samantha Leigh Scruggs and 7 others



Magic Sauce  
Marketing

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Result + open loop...

These are all SPECIFIC things my ideal prospect wants (and doesn't currently have)

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Objection handling: Reasons your ideal prospect could say 'that could work for this client, but it couldn't work for me.'

Why it worked this time for my client and not before.

A result my ideal client wants, but doesn't have

'Moral of the story' along with proof (screenshot, video if possible)

# Client Results



Richard Fletcher

15 January · 🌐

You don't need help with your marketing or sales, right?

Neither did Luana.

She was already getting help from other business coaches. Already had an offer. Already making money.

Yet - I somehow talked her into letting me help her...and managed to 4x her sales pretty much immediately (with the same leads/effort).

If you're thinking 'oh I'm doing ok', or 'oh I have a business coach already, I don't need another one'...

...well, you might just be flushing money down the toilet with those assumptions.

Worth a chat with me regardless, surely? If only to confirm that everything is hunky dory in your world.

If everything is perfect at your end, I'll tell you and you don't have to give me any money.

...



This is something many of my ideal clients think.



What if you're flushing money down the toilet with those assumptions?  
Powerful question. Note – I'm still not telling you that you're wrong. And I'm not telling you what to do either.



Magic Sauce Marketing

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If however I can find even the slightest area to upgrade, that's going to mean a potential huge amount of extra cash in your pocket, often for zero extra effort.

Want to take on the 'alright Richard, let's see if you're so smart, come and take a look at my business' challenge?

(Admittedly the name is still a work in progress)

You know what to do. Send a message and you might 4x your income immediately like Luana.



Slightly self deprecating humour. Helps when making a pitch.




Video testimonial for proof. Note that in testimonial videos, I always summarise the best points from the video. I don't expect you to actually watch the video. It's only there for proof.






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 **Richard Fletcher**  
24 October 2019 · 🌐

Samantha Leigh Scruggs explains how the very first Zoom call we had - where I explained my 'simple sales system' - was worth the money for the entire Ecosystem program.  
She was right too - she's made 3 sales just in the last week!

She also talks about how she feels great about making sales now and knows prospects are going to sign up as soon as she gets on a call.  
Totally different from the standard icky 'pain point prodding' most other coaches recommend.



Andy Horry, Jackie Wheeler and 4 others  
7 comments



In this one I'm making the case for fast results. If you have a long program, it's good to show 'yes, my program is long, but that doesn't mean it takes forever to get results'.



Why my method is different



Again – testimonial video for proof. Note that I strategically ASKED all my clients for testimonials. I didn't wait for them to provide them.

# Client Results



Richard Fletcher

22 December 2019 · 🌐 ▼



**Someone watched my '4 FB post types' vid and implemented just one engagement post tip. Her next post got 187 comments. Organic marketing is predictable - but only if you do it right.**



You don't always need a fancy video or screenshot. Sometimes you can just tell the story 'this thing happened'. In this case it wasn't even a client. Just somebody who watched a Facebook live training video of mine and got a result. Again – always be looking out for results!

👍❤️ Haley Shane, Pat Sgro and 27 others

10 comments

