

The Magic Phrases That Will Turn Your Prospects Into Clients


10 Point Checklist

Christian Mickelsen

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"To get clients you need to speak their language. The language of clients is results. You need to share how they can get from where they are to where they want to be."

CHRISTIAN MICKELSEN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Acquire skill and mindset improvement through coaching or training so that I can be a better entrepreneur.
- Don't let fear hold me back from doing what I truly love. Worrying takes up energy that could be spent on positivity.
- Work not only for money but also for the feeling of fulfillment. Fulfillment comes from helping and impacting others.
- Speak the language of my clients. Communicate in a way that will make them listen to and understand me.
- Offer something valuable for free to get my potential client's foot in the door.
- Improve my conversion rate by trying out different strategies and testing out what truly works.
- Keep my clients longer by changing my subscription length from monthly to quarterly so that I can build stronger, more trusted relationships.
- Encourage my potential clients to be more invested in my offers by giving a huge discount on full payment plans. This will convince them to invest in the full package.
- Be subtle when doing my sales pitch. Use magic phrases like "I have a program that can help solve your problem. Do you want to hear about it?"
- Grab a copy of Christian Mickelsen's book [Get Clients Today](#) and start applying his tips to my business.