

*By Andre Et Myra Kotze*



Create Clients Effortlessly



**CREATE CLIENTS**

# *Effortlessly*

**STEP-BY-STEP BLUEPRINT TO TURN  
DESIRE INTO DOLLARS AND  
INSPIRATION INTO ACTION**

**BY**

*Andre Et Myra Kotze*

Today You Are Going To LEARN

# HOW TO CREATE CLIENTS EFFORTLESSLY

SO YOU CAN HAVE THE INCOME YOU DESIRE

## THERE'S A WAY FOR YOU TO

**Create clients** at will  
**Earn what you decide** to earn and  
**Work with people** that are inspired to achieve their goals

Because it's a **Skill You Can Learn!**

AND You Know What?

You can **Build a Dream Life**

And you can **CREATE HIGH END CLIENTS EFFORTLESSLY** so you can **Thrive in Business and Life**

**While working the hours you choose.**

You are lucky because Myra and I have used this process to build 4 companies doing 8-figures per annum in revenue. It's proven and it works if you use it.

And today, it's my job to show you

## HOW TO CREATE CLIENTS EFFORTLESSLY SO YOU CAN MAKE ENOUGH MONEY TO LIVE YOUR DREAM

There comes a time in every person's life where they **have the opportunity to step up** and become the person they want to be.

A time where you can **work 20-hours per week** if you want.

And a time where you can create your Dream Life ... and to do that, you must know

## HOW TO CREATE CLIENTS EFFORTLESSLY

Because you see **without clients to serve there is no income**, there is **no meaning** and there is **no dream life**.

**Everything you want starts with creating clients.** And creating clients effortlessly **is a skill you can learn.**

There is **no need to be pushy or salesy** or overbearing.

There is **only one thing that matters** when you engage with clients ... your job is to **connect them to their dreams...**

To **show them how to remove the challenges** they have

And **inspire them to take action on their dreams.**

**To show them How to Win!**

And that is exactly what the C.R.I.S.P. Method will **teach you.**

**The C.R.I.S.P. Method has 5 very specific stages.**

The word **C.R.I.S.P.** is an acronym for the 5 stages you go through when creating high end clients.

**In our Masterclass we go into much more depth than we can do here.** The process and system we use to teach this method is simple and on point. It will turn you into a professional salesperson that can create money at will by helping your clients succeed.

## The C.R.I.S.P. Methodology

*“We make clients successful through the purchase and implementation of our products and services.*

*We never sell; we guide, advise and partner with the buyer.*

**Because We Help the Buyer Win!”**

**Connect** to Set the Frame and establish Credibility and Trust

**Reveal** their Dreams, Problems, Obstacles, Wants, Needs

**Identify** their Priorities and Confirm Commitment

**Suggest** a solution they can take home today

**Partner** with them to ensure their success

**The C.R.I.S.P. Method** was devised to anticipate and overcome the 5 natural barriers that buyers have when they make a buying decision.

**No Trust - No Need - No Urgency - No Help - No Satisfaction**

So for you to become a professional at creating clients effortlessly you need to **know and understand how to** overcome these 5 barriers.

Each stage in the **C.R.I.S.P. Method** is designed to do just that.

We show you how to overcome the barriers that your buyers have and help them win. Because then you'll know how to correct your approach if you find that your buyer doesn't buy from you.

There are 5 techniques and 17 specific questions you'll learn to ask.

In our Masterclass we also take you through the **4 Stages of Learning**.

<b>Unconscious Incompetence</b>	<b>Conscious Competence</b>
<b>Conscious Incompetence</b>	<b>Unconscious Competence</b>

We then explain why and how it will help you **Create Clients Like a Pro**.

Following the **C.R.I.S.P. Method** will move you from a potentially unconscious incompetent sales person to an unconsciously competent sales professional.

You will know how to make money and it'll become a game you love to play as you help your clients win!

Today I'm going to share with you the basic conversation we have with our clients.

Right after this training and with a little bit of practice you'll be able to start getting more and more clients.

What you'll be learning now is enough to get you started and to help you make money immediately, so pay attention.

Let's dive into it!

## C.R.I.S.P. Client Creation Conversation

### CONNECT STAGE

*“The purpose here is to overcome the 1<sup>st</sup> barrier to buying. No Trust. Your client must Know, Like and Trust you before they'll consider doing business with you. There are 4 very specific things you can do to create credibility and trust with your buyers even if they've never spoken to you before.”*

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Here's how you start the conversation...

Approach or greet them with a warm personalized welcome.

**Q1 - What inspired you to show up today and have this conversation with me?**

Give them a chance to answer you and Listen! They will tell you what it is they're looking for.

Then say... “Thanks for sharing that or That's really great.”

You then Set the Frame for your conversation by stating clearly why you're there and what you're going to do in the conversation.

e.g.

- #1. Crystallize their vision/dreams
- #2. Identify the big challenge that's stopping them
- #3. Create a plan and path to get them their most important dreams/goals.

Tell them **how you both win** should you decide to work together. Should you be able to help them solve their problem/reach their goal.

Get their go-ahead by asking, Is that ok with you?



And then go right onto the...

## REVEAL STAGE

*“The purpose here is to overcome the 2<sup>nd</sup> barrier to buying. No Need. Although your client knows that he needs to solve his problem he resists. When he meets a salesperson his immediate reaction is “I don’t really need it”. You must know how to overcome that built in reaction if you want to be successful. There are 4 techniques that’ll get them to share their dreams, problems, opportunities, wants and needs with you.”*

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After getting the go-ahead in the previous stage you...

Probe politely by asking...

***Q2 - If you could create anything for your future in the next year, what is it that you’d like to create for yourself, personally, professionally and financially?***

Let them speak and listen carefully. Share some of the info back with them to confirm a point and judge its importance.

***Q3 - I’d really like to know more detail, tell me, what does your dream look like?***

(Let them quantify their dreams for the next 12 months. What needs to happen so they’ll know they’ve achieved what they wanted?) Once you’ve achieved that, what will it feel like to have XYZ?

Share back what they told you, list the things they said and...

Move to the next stage, the...

## IDENTIFY STAGE

*“Your purpose here is to overcome the 3<sup>rd</sup> barrier to buying. No Urgency. Buyers love to procrastinate and even after you’ve done an excellent job in stage 2 they might turn around and “delay” the sale by saying something like... “Let me think about it. Let me talk to my husband” etc. etc. You need to know How to overcome those objections if you really want to help your buyer win. In our Masterclass we go into a lot of depth here. As you talk with your buyer she will realize why she needs to do this and create her own urgency. There will be no pressure from you.”*

... And ask them.

### **Q4 - Out of all the things you mentioned which one is more important?**

Select one item that’s very important and one item that’s less important. E.g. Is it making \$20,000 per month or is it working 20 hours less per week? Do that with all the things he mentioned he wants. Get 1-3 priorities and then get it down to the One Main Priority they have right now.

Once they’ve selected the most important item ask them...

### **Q5 - Tell me (John), why is (making \$20,000 per month the most important to you?)**

Let them answer and listen. Nod in agreement and even verbally confirm.

Then you Create the Gap between what they want and what they have. By contrasting what he wants to what he has your buyer will create his own urgency.

### **Q6 - What are you earning right now?**

(What is their current situation, what do they have.  
Or How much did you make last month? Why do you want \$20,000?  
What will it give you that you don’t have right now?)

Let them speak so they can sell themselves on why they want the \$20,000.

Nod and agree and ask selective questions to help them build their Reason Why they want \$20,000 per month.

Confirm how much they're short right now... e.g. "So John if you're making \$8,000 right now and you want \$20,000 then you're \$12,000 per month short, is that right?"

Find out what's stopping them by asking...

***Q7 – What is stopping you from making the \$20,000 per month?***

Listen and show empathy.

Build his belief that he can do it. Tell a relevant success story from another client and share the emotions that client felt after he achieved success.

Then ask him...

***Q8 – John, if you could make \$20,000 per month consistently, what would it mean to you?***

Let him answer... The ask, and what would it mean to Mary and the kids if you earned \$20,000 per month?

Let him Re-enforce the Gap and Inflammate the Pain by asking...

***Q9 – What would happen if you just keep making 8,000 per month and you stay \$12,000 short?***

Let him speak and tell you the consequences... and then

Confirm why his goal is the right choice to make. E.g. "Yes I agree, with \$20,000 per month You, Mary and the kids will be financially and emotionally better off. You can be at home more often and take them places they'd love to visit without worrying about money." (Feed back some of the things he shared with you earlier about why he wants the \$20,000)

Confirm his commitment to solving his problem by asking...

***Q10 - John, if I can show you a way to make \$20,000 per month consistently, how committed are you to solving your problem right now?***

Let him answer. Then ask... On a scale of 1 to 10 where's your commitment right now?

Anything below a 10... ask him,

***Q11 - What's stopping you from being a 10?***

Listen, Share, Clarify and Resolve any issues or concerns he raises.

Then ask...

***Q12 - What's it going to take to get you to a 10?***

Listen, Clarify and then Ask... Can you do that?

**If he answers YES, move ahead to the Suggest Stage and Present a Solution for him to take home today ...**

**If it's NO... Then say something like this...**

"I see, John you told me that it's really important to earn the \$20,000 per month and you gave me some powerful reason why it was important to you, Mary and the kids. And I agree with you, earning \$20,000 per month will be great for all of you and it will take away the stress and worries you're having right now." (Share the reasons he gave you about why he wants \$20,000 per month)

"Would you mind if we do a reality check...?"

***Q13 - What's it costing you emotionally not to take action on your dreams?***

Let him talk...

Then ask...

***Q14 - What's it costing you financially to earn less than you need?***

Let him give you the figure... in this case... \$12,000 per month.

Confirm it... So right now you're losing \$12,000 per month because you're not committed enough is that right? (Also include some of the emotional reasons he gave you)

### **Q15 - Do you want to fix it?**

Let him answer... and listen.

If he answers NO... ask him outright.... Do you really want to earn the \$20,000 per month or is it just a nice to have? OR

Do you really want to change your situation or do you just wanna stay broke/unhealthy/fat/miserable etc.

If he confirms that he's not committed enough then thank him for his time and walk away.

End the conversation politely and invite him to chat with you as soon as he is ready.

I usually respond like this..." It's really sad that you feel that way, because you have so much opportunity right now to have the lifestyle and business you want. John, only you can decide to create a better life for Mary, the kids and yourself. I can only guide you on how to get there once you decide it's important enough to you.

And based on everything you've told me, I'm not sure you've made the right decision here today because your situation isn't going to change. It won't get better by itself. Anyway, thanks for your time and feel free to chat with me when you're ready. All the best to you, Mary and the kids."

Don't waste more time telling him about your solution.

If he answered YES to your commitment question you move into the...

## SUGGEST STAGE

*“Here you help the buyer overcome the 4<sup>th</sup> barrier to the sale. No Help. Most people know they can’t solve their problem or achieve their goals by themselves and yet, they will think “I don’t need any help doing this.” Or in today’s world...” let me see what I can find for free online and see if that’ll help me.” Your buyer must see very clearly that he can’t do it by himself and that you are the right person to help him. There are 4 steps we teach you to make him realize he needs you if he wants to achieve his goals.”*

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Present a Solution for him to take home today ...

**Q16 - Would you like to hear a little about our program and how we can help you?**

e.g. take action on your dreams, make an impact, earn what you want and create the business and life you truly want? (insert what you can help him with)

Then do the...

**Problem, Solution, Advantage, Benefit, Investment statement**

and then...

Move into the...

## PARTNER STAGE

“Here you help the buyer overcome the 5<sup>th</sup> barrier to the sale. No Satisfaction. Most people that buy things never get any satisfaction because they never take action, never implement and never practice the new skills they must learn to be successful. This is bad for you and them. When you really partner with your buyers and help them get satisfaction they will work with you because at this stage they’ll know they can’t do it alone and need your help. You’ll show them why they won’t be disappointed. We show you how to do that and ensure your buyers are successful and satisfied.”

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You do this by using the...

Purpose, Process, Payoff statement e.g.

John, to ensure your success we partner with all our clients by (doing XYZ - describe the process of how you ensure his success). This means you personally get.... (Payoff benefits).

And then you do a simple CTA like...

***Q17 - Would you prefer to pay by credit card or wire transfer? OR Here is the sign-up link.***

(Give them the link or your bank details) and say... If you’ll do that right now I can immediately take you through Step1 and get you started.

End the conversation politely and invite him to chat with you as soon as he has done the worksheets in Step 1. (or whatever else is required in your program or service)

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## Side Notes...

This is a fraction of what you'll learn in the Masterclass.

We know that some people hate dealing with objections so we've made a point of teaching you 3 ways to eliminate buyer resistance right at the start of your conversation with a buyer.

In our Dream Life Masterclass, we dive deep into this process and show you **live detailed videos** of each stage.

You can follow along **step-by-step** and **learn this “must have” skill** in the comfort of your home.

You are given the opportunity to **practice with us and other students** to own the process **before you start using it with clients**.

**Don't** let the simplicity of this method fool you.

**ALSO**... if you're one of those people that say... “Oh, I know this stuff” and dismiss it... then it's perhaps better that you **OPT-OUT** right now and carry on with your life.

Because there is a massive difference between knowing something and doing it successfully.

So if your “knowing it” hasn't made you 8-figures per annum in sales, then **do whatever you must to learn this skill** because it will change your life.

**It is important that you adopt the C.R.I.S.P. Mindset when you use this method.**

**In a nutshell here it is:**

You know you are doing something that helps people and makes them feel good about themselves. **You solve problems and make things better.**



Your clients welcome you warmly, you're a successful (entrepreneur, coach, healer, artist etc.) and **you feel great about yourself and what you're offering people.**

You are a different kind of salesperson and you gain happiness and fulfillment from **helping clients get what they truly need and want.**

When you adopt this mindset you fundamentally change the relationship between yourself and your client. **You, the seller, become a guide for your customer.** Giving them advice in your area of expertise.

When you adopt the C.R.I.S.P. Mindset and master the proven skills of the C.R.I.S.P. Method you will sell well and feel good about it...

**Because We Help the Buyer Win!**

## CONCLUSION AND HOMEWORK FOR MASTERY

I've broken down the process we and our clients use to **Create Clients Effortlessly** for you.

There are 17 Questions and a few techniques you must learn so you can

**Create clients** at will  
**Earn what you decide** to earn and  
**Work with people** that are inspired to achieve their goals

Because it's a **Skill You Can Learn!**

**Read it, study it, watch the video, practice and role play it until it comes naturally to you.** Record yourself on video and watch your body language and your tonality. See how your clients experience you.

**Master this One Skill and Change Your Life!**

Everyone knows great entrepreneurs are masters at selling and helping clients make their life better.

**Become THAT and you'll Never Worry About Money Again!**

**Make it your own and Create Clients Effortlessly by using the system you just learned.**

**Andre & Myra Kotze**

**Chilled Living – “It's a Lifestyle”**

**P.S. *Join us in the Dream Life Masterclass to create the lifestyle and business you truly want.***

## CASE STORIES FROM SOME DREAM LIFE ACHIEVERS

### Case Story # 1: Carlos Martin – World Kite Trip Owner

When Carlos started working with us, he wasn't too clear on his Business Life Dream.

He was working for someone as a kite surf instructor. Although he loved the work it wasn't what he wanted.

We sat down over Skype and chatted with him and we did 3 things during our Discovery Call.

#1. We helped him crystallize his thinking. And in doing so he realized that he wanted to start his own business and be in control of his own life.

He wanted the Freedom to live the life he wanted.

#2. We spoke about his biggest challenge and eliminated that. He found a way to overcome the problem he was having.

And the 3<sup>rd</sup> thing we did was to give him a clear path to follow so he could turn his business life dream into a reality.

Now, six months later he is Living His Dream and Travels the World.

He's having tons of fun teaching others how to kite surf the waves and ride the wind in the most exotic locations in the world.

## Case Story # 2: Patience Moyo – Beauty Salon Owner

We have known Patience for the last 6 years. From our days as multi-millionaire offline business owners.

From the days before we lost everything and started over.

Her perseverance and sparkling personality makes her a very special lady and she is one of our favourite people in the world.

Patience had a dream. She wanted to open her own beauty salon serving mainly white South African ladies.

Now if you've been to Africa you'll know that black beauty salon owners serving mainly white ladies are rare... very very rare.

You have to have a very special kind of personality and determination to overcome years of racial stigma. AND you have to be damn good at what you do!

By following the 7-Step Dream Life Blueprint and with Myra's guidance Patience thrived.

She is now making more money than she has ever done before doing what she loves and she's Living Her Dream.

### Case Story # 3: Salana Jooste – Blond Motivation Blogger

After watching a webinar that we hosted Salana got in touch and we chatted via Skype.

She joined our coaching program and worked closely with us.

As a professional hair stylist working as an admin assistant she wanted to be an independent business owner.

She found her super power in the area of helping women to love themselves again after the trauma of a break-up or divorce. The platform she uses is blogging.

Salana really did a lot of deep inner work to find her true passion and purpose.

She's now Making a Difference in the lives of the women she serves.

## Case Story # 4: Raymi & Sumari – Traveling Power Couple

After we created The Blueprint we started having breakthroughs and it was around that time that our daughter, Sumari chatted with us.

She told us that her boyfriend, Raymi, and her wanted to Create their Dream Live but they had no idea how to do it.

We all got together and chatted. Raymi was a full time programmer and Sumari was teaching English in Thailand. They had a small web design company that they were growing part-time.

They really worked hard and very long hours and hardly spent any time together as a couple, doing things they love doing.

They wanted to be able to travel the world and work from anywhere they could get an internet connection. An airport, a beach, an apartment.

We helped them find the things that were draining their time and energy. They started to focus on what they wanted. By spending at least 80% of their time on their priorities they were able to balance their life and fast track their business.

Since starting their world tour in June 2015 they have so far visited 12 countries and are very excited about their future.

The 7-Step Dream Life Blueprint has allowed them to Travel the World and Live Their Dream Life.

**CREATE CLIENTS EFFORTLESSLY**

**IT'S HOW YOU BECOME  
A NEW LIFESTYLE  
ENTREPRENEUR.**

*“When you know how to create clients effortlessly, making money becomes a game you’ll love to play.” Living your dream life becomes easier and you’ll be happy.” Andre & Myra Kotze*