

CHEAT SHEET



Glenn Livingston, Ph.D.

Glenn's companies have sold consulting and/or coaching services to dozens of Fortune 500 clients. He's worked with coaching clients all over the world, and directly supervised many coaches and psychotherapists.

Dr. Livingston's companies' previous work and theories have also appeared in dozens of major media like The New York Times, Crain's NY Business, and many more

Supercharge Your Voice Mail Message to Create an Instant Bond with Potential Clients

A Key Point Summary from the Interview with Drs. Glenn and Sharon Livingston.



Sharon Livingston, Ph.D.

Dr. Sharon Livingston earned her Ph.D. in the mid 90s based upon predictive research into facial picture sorting. She's since become one of the world's foremost specialists in consumer psychology, group techniques, and finding the "Emotionally Unique Selling Proposition" for any market...

Sharon's the woman many large companies bring in to find out what's deep inside their prospects' heads, often before an idea for a product or service even exists. She's become a foremost expert in emotional response to advertising, and she's worked with over fifty Fortune 500 companies

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KEY POINT SUMMARY:

CREATE A VOICE MAIL MESSAGE THAT CREATES AN INSTANT BOND WITH POTENTIAL CLIENTS

It may not seem like it, but your phone message may be the most critical marketing tool for your coaching practice.

Most of your potential clients aren't calling you on a whim. They've given some thought and deep reflection about the changes they want to see in their lives. They are hopeful and excited about the prospect of working with you, but they also are anxious and maybe even a little bit depressed. It's important to create more excitement and build on that hope.

It's important to let your calls go to voice mail or an answering machine. You don't want to answer the phone when you only have a couple of minutes between clients. You want time to listen to their message and think about what you want to say before you call back.

Armed with just a few facts, you can create a voice mail message and develop methods of handling your messages that will instantly create a bond with your potential clients.

When potential clients call, they also have some practical concerns. They are wondering how long it's going to take for you to call them back. They may worry that someone else is going to hear their message. They also want to know how long they can speak before the system cuts them off.

You want to address all of those concerns in your message AND you want to speak long enough and lovingly enough that people connect with you and look forward to hearing back from you.

Repeat your phone number. Reinforce your phone number because people don't always leave a message the first time they call. It helps to reinforce your phone number with your repeat clients, too, so that they learn it by heart.

Here's an example of a message that helps bond your clients to you:

This is Glenn Livingston at 555-555-5555. If you've heard this message before please press one to interrupt at any time and leave your message. I'm sorry I'm not available to take your call right now, but I do intend to return it quite shortly, most likely within four hours and definitely by the end of the day. It's helpful if you speak slowly and clearly when you leave your message, and please be sure to include your name, phone number and a few good times to reach you. No one will hear this message but me, so you can speak freely. The system will record for up to two minutes. Please feel free to call back if you need to speak longer. Again, I intend to return your call quite shortly, most likely within four hours and definitely by the end of the day. I'm looking forward to speaking with you.

Here's what this message does:

- You've identified yourself, so they know they've reached the right person
- You repeat your phone number to help them remember it by heart.
- You give your existing clients, or impatient potential ones, the ability to leave a message immediately by pressing 1.
- "I'm sorry I'm not available to take your call right now" might sound trite or, or cliché or simple, but this might be the first time they ever asked for help. It's important to let them know you care. They are going to be a little disappointed you didn't pick up the phone.
- You provide a timeframe for calling back. That's important for them to know.

- Asking people to leave specific information is important because they are often anxious when they call. They may leave something out inadvertently or may be talking too fast to understand. It also tells your potential clients that you listen to details.
- You've told them that it's safe to leave a message because only you will hear it. You also have told them how long they can talk and invited them to call back if they need more time.
- By reiterating what you said about timeframe for the return call in the beginning, you reinforce information.

If you are working out of your home or share a phone with someone else, consider a service like www.evoice.com. It allows you to have messages sent to several different phone numbers and provides a voice-to-text email with an attached audio file. It will allow you to create confidentiality and create a professional appearance.

Be sure you record your voice mail message when you are feeling loving and helpful. If you are angry, frustrated or anxious, that will come across in your voice. You want to create a presence that will make your potential clients believe they've found the right person to work with.

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