



Dear Talented and Savvy Design Professional,

The Client Attraction Mastery beta program starts in January, just around the corner. I am enrolling just ~~TWENTY~~ TEN design professionals in the program on a first-come, first-served basis. Because you put your hand up and grabbed a seat for this brand new training, I wanted you to have the EARLY BIRD advantage.

Client Attraction Mastery is an eight week live coaching and training program that is designed **to increase the number of high quality clients you work with as well as improve your revenue in less time with less effort** – all through the application of proven strategy, deliberate business development best practices, and focused discipline.

You can generate more design business even if you don't do any more marketing, lead generation, or speak to any more prospects than you are speaking to today.

Inside the program, **you'll learn how to stop leaving money and opportunity on the table** and turn what would have been a "budget" project into a long term investment that WOW's your client with value and impact.

You'll learn **how to position yourself as the best and most obvious choice in the marketplace which will attract more and better upscale clients...** delivering more income in less time with less effort, and increasing your one-of-a-kind creative impact.

The fundamental principle underlying the Client Attraction Mastery program – and my entire business philosophy and practice – is that by truly qualifying each client and connecting with them at their core, you will see opportunities they didn't imagine that show them the impact of design and **how you, particularly, are the perfect design talent to take them where they want (and need) to go.**

The essential formula for business growth is the sketch you see below.

Visibility is what you go to work on once you've identified clearly who your awesome (ideal) client is and where they hang out.

Your next step is likeability and harnesses your one-of-a-kind combination of education, experience, history, expertise, hobbies, interests, and personality. In all, your authentic you.

Credibility is where connection takes place and they learn to believe you, and trust your expertise. This is the "know, like, and trust" or KLT factor, and it all leads to GETTING HIRED.

Surprisingly none of this has to take very long, in fact you can create it all, once they've seen and found you, in a single conversation.

You are just one conversation away from your next ~~ideal~~ awesome client.



This, in turn, leads to far greater investments in your talent and in design.

The key is in applying the system so you **stop winging it or wishing it were different**. You didn't get into the design business to sell and I know how uncomfortable it made me feel when I thought that's what I had to do.

Then I learned selling isn't about being salesy, no manipulation is necessary (UGH), and **when you know how to sell, you are in ultimate service** because you are delivering the right and best solution to your client's painful problem.

(Think of yourself as a Doctor of the Home, and since a client's home represents their external heart, **that makes you a Heart Surgeon**, charged with healing what ails them.)

The system you'll be learning is about 12 Simple Steps that **take your prospect from possibly interested in working with you to on board and excited**. You can get there by chance but you'll exponentially speed the process and ensure success when you apply the step by step system.

Here's the cool part, you can get through all 12 steps in a single conversation, REALLY.

You are just one conversation away from your next ~~ideal~~ awesome client.

For more on the 12 Key Steps, see below.

Are you frustrated at the reluctance of prospects to move forward and commit their design project to your design talent? They feel disconnected because there is no proven process in place for moving them from mere interest to confirmed client.

Do you talk to your prospect about beautiful rugs, cool lighting, bold color schemes, and the elements of design while not taking time to find out their core issue and why they want to work with a designer?

Do you get disappointed (and feel like giving up) when the prospect says they want to think about it, discuss it with their spouse, or sleep on it? The reality is that the prospect isn't convinced they've been heard, understood, or that there is a real solution present.

Many design professionals don't have a clear client attraction and capture process in place. The journey from prospect to client is scary (remember a potential client is very vulnerable) without structured help, encouraging guidance, and your expert direction. Sales rarely happen without a specific request and invitation to open a new relationship. (Instead of looking to close a sale, you want to open a new phase of the relationship.)

The bottom line is that most design professionals simply want to be more confident and effective – without being salesy – when it comes to bringing on board more happy (and lucrative) clients.

If you nodded in agreement to any of the questions asked above, then you are in the right place and I appreciate your consideration of enrollment in this program.

This has been in development, in the back of my mind, since I first launched my design practice in 1994 and in recent years I made it a front and center focus of my coaching and training because so many designers I've worked with struggle with this, no matter how established they are or how experienced they've become.

When I began, in lieu of an actual client attraction system, I simply said "YES" to everyone who showed up. It took me from upside down \$70K in debt to right side up and earning six figures in just 18 short months. But, while it got business in the door and put money in the bank, it was entirely unsustainable and proved to be the fast path to near burnout. (Does this feel familiar?)

At the five year mark I had a game changing epiphany. It occurred when I took a close look at my clients and noticed a pattern emerging about who were my favorites and who were the rest. I discovered the power of positive profiling and over the course of the following twelve months cut my work load in half while doubling my revenues for the sixth year in a row.

I also got my hands on every sales program I could find and kept what worked and ditched the rest. The result was **an elegant solution** to my previous non-selective and somewhat unpredictable "YES" model; a solution and a system **that delivered a consistent pipeline of ideal clients**, (no more energy vampires or nickel and dimers.)

As my business headed to 7-figures, I found myself with time for long vacations overseas (I'm a total sucker for a first class trip to someplace exotic, India, Greece, Spain, Australia, Bali all

come to mind.) Suddenly I was able to design my business around my life instead of feeling like my business was swallowing me whole. (Have you ever felt like that?)

Now, I'm sharing all that I've learned, all that I use, and all that makes a BIG INCOME and IMPACT DIFFERENCE.

Client Attraction Mastery will provide you not only with **the WHAT and the HOW** of building your very own highly effective ideal client enrollment process...but it will also provide you with the **essential WHY**, so you can apply it consistently for results you can count on.

EVERY single prospect has to go through a journey before becoming your ideal client.

Sometimes that journey will last only as long as a well-structured phone call and you can feel their excitement and anticipation right through the phone line.

Sometimes that journey is more of a voyage requiring more than one port of call to truly qualify, connect, establish trust, and confirm that you have the solution to their design problem.

The journey always takes place.

Your role as the design professional, coach, director, and sales process guide is to ensure you complete each step here as part of the four levels of potential client (to ideal client) relationship development.

Your Foundation: Identifying and Defining Your Hot & Buying Ideal Client

1. **Evaluate Existing Clients** – *Who do I love to work with the most? How can I find more of those kind of clients?*
2. **Develop a Positive Profile (Available Avatar)** – *What are the demographics, geographic, and psychographic qualities of my hot & buying ideal client?*
3. **Craft a Map of Ideal Client Locations** – *How will I know what organizations, events, networks (online) and places my hot & buying ideal client frequents and enjoys (so I can be seen and found there)?*

Your Curb Appeal (VISIBILITY): Get Seen, Found, and Recognized Online & Offline

4. **Qualify with Your Golden Door™** - *Is this prospect worth my time? Will this prospect be a good fit for my practice? How can I know?*
5. **Connect with Confidence** – *What are my “Points of Connection” with this prospect? How can I show my confidence in design and in being the right expert for them?*
6. **Control the Process** – *How do I create an effective journey that the prospect will want to come on and step into being my next ideal client?*

Your Interior Charm (LIKABILITY): Uncover Shared Values & Be Interested

7. **Create Relationship Rapport** – *What is the best way for me to build trust and rapport?*
8. **Clarify the Prospect's Design Problem** – *How can I ensure that the prospect knows I genuinely understand their design problem and I have the solution they seek?*
9. **Confirm and Present the Design Solution** – *How can I present my solution in a way that it's seen as a gift, bestowed upon them and they are grateful and excited to receive it?*

Your Transparent Top Story (CREDIBILITY): Validate Expertise & Affirm Experience

10. **Overcome Objections** – *What are the most common objections I'll get and how can I be best prepared to overcome each one and keep the prospect on path to becoming a great client?*
11. **Apply Social Proof** – *Have I done all that I can to ensure the prospect knows they will be in esteemed and savvy company with fellow clients when they come onboard?*
12. **Establish Expectations & Enroll New Ideal Client** – *How can I provide crystal clear expectations that the prospect will look forward to embracing and enroll with ease as a new ideal client?*

The Client Attraction Mastery Blueprint focuses on the expansion of each of the above levels of your relationship with your prospect, from the moment that either you've identified them OR they've identified themselves as possible ideal clients...to the moment they either come on board as your client or continue searching for another design professional.

The strategies, system and training is evergreen. I've been using it in various pieces and formats for over fifteen years and coaching in it for almost as long; this is the first time I've brought all the pieces together and presented them in one comprehensive blueprint.

You'll have full access now and going forward; any updates, improvements, new tools or fresh strategies will be available to you in perpetuity to support your client attraction mastery blueprint and sales process.

CONTENT OUTLINE & LEARNING OBJECTIVES

The Client Attraction Mastery Blueprint is comprised of four primary segments which represent the four levels of the attraction process: FOUNDATION (Ideal Client Identity), VISIBILITY, LIKABILITY, AND CREDIBILITY.

Inside those four levels you'll find the twelve key stages outlined above.

Included is the essential training on Identifying and Defining Your Hot & Buying Ideal Client. Rest assured this is not about turning away business, but about focusing exclusively on the right and best clients for your specific design practice.

(If you've ever fired a client, you know how painful that is and how expensive it can be. By being selective at the start instead of compromising, you will ensure best fits and avoid peace of mind stealers.)

If you are established in business, you will be surprised to find that your best clients currently fall into specific positive profiles easily, while those clients that are more difficult to work with or run you ragged fall into a not so positive profile that you'll be screening out.

LESS IS MORE

Fewer better clients will enable and empower you to earn more with less effort, faster, and delivering a higher quality of your talent and creative gifts. Isn't that what a thriving design practice is all about?

You can check out the learning modules below, along with scheduling details, specifics, and investment.

It's an honor to serve and support your success always. I've invested hundreds of hours and thousands of dollars in my own design sales education, and this is the elegant essence of that investment (so you don't have to) into **an elegantly simple system that works over and over and over again to attract and capture your ideal clients and fill your practice in a way that has you looking forward to every day and delivering your creative talents where they'll be most appreciated and awesomely valued.**

Module 1 ~ Identify and Define Your Hot & Buying AWESOME Client

- ✓ Evaluate Existing Clients (Find Your Favorites)
- ✓ Develop a Positive Profile (Available Avatar)
- ✓ Decide Who You Will Keep for a Lifetime and Who You'll Wrap Up and Pass On

GOAL: *Identify and clearly define your hot and buying ideal client. Design or redesign your practice based on working only with the best clients for you and wrapping up others who aren't good fits.*

BONUS: *How to Define & Identify Your Hot & Buying Clients ~ eBook*

Module 2 ~ Stand Out ONLINE to Get Found & Hired

- ✓ What Are the Best Channels for Your Business
- ✓ How to Set Up Your Social Media (or Redesign It) for Optimal Impact

- ✓ Time Saving Shortcuts and Super Simple Tools You'll Want to Use

GOAL: *Create a memorable and magnetic presence on appropriate social media channels and generate consistent and persistent content and engagement in less than 1 hour a day.*

BONUS: 7 Perfect Places ONLINE to Meet Your Next AWESOME Client

Module 3 ~ **Create an Irresistible First Impression Face2Face (OFFLINE)**

- ✓ How to Create Your Monthly Event Calendar You'll Love & Meet Future Clients
- ✓ Know What to Say to Start a Conversation Wherever You Go
- ✓ How to Wrap Your Business Around Your Life and Get Clients Everywhere

GOAL: *Look forward to meeting your future clients each month at both events and while living your own rich routine (may include gym time, supper club, book circle, art events, volunteering.)*

BONUS: 7 Perfect Places OFFLINE to Meet Your Next Awesome Client

Module 4 ~ **Attract Upscale Awesome Clients with Your Golden Door**

- ✓ Create or Edit Your Own Golden Door™ Qualifier (from Template Provided)
- ✓ Harness Your Love of Design & Lifestyle to Connect with Confidence
- ✓ How to Get Recognized and Sought Out for the Design Experience You Offer

GOAL: *Create a "velvet rope" that allows only your ideal clients access to you, and keeps poor client fits out of your practice; connect to potential clients with confidence and generate opportunities to be sought out for the experience you offer.*

BONUS: Lifestyle questionnaire & Golden Door Qualifier (Priceless)

Module 5 ~ **Position Yourself as the Go-To-Expert Design Resource**

- ✓ Leverage Your Enthusiasm & Expertise for Rock Solid Relationship Rapport
- ✓ How to Showcase Examples of Your Work to Get Hired
- ✓ Create Meaningful Engagement & Go the Extra Mile to Stand Out

GOAL: *Uncover your "Points of Connection" that will provide rapid rapport building; create a "them" first relationship that drives the prospect closer to becoming your ideal client.*

BONUS: "21 Ways to Position Yourself as The Go-To-Expert and Best Design Choice"

Module 6 ~ **Educate Your Client into Better Choices for Increased Value**

- ✓ Clarify the Prospect's Design Problem (Only 3 Universal Problems to Choose From)
- ✓ How to Educate Your Client into The Right Choices & Design Solution for Them (and More Money for You)
- ✓ Design an Unforgettable Project Experience that Gets You Referrals

GOAL: *Clarify the prospect's problem; present your solution and educate into acceptance.*

BONUS: *"15 Foolproof Tricks of First Class Client Care"*

Module 7 ~ **Build Trust and Rapport With Ease & Speed to Get Hired**

- ✓ How to Create Conversations that Get You Hired
- ✓ Identify Objections (if any) and Be Prepared to Overcome
- ✓ How to Communicate with Ease and Honesty

GOAL: *Become a master at conversations that convert prospects to eager clients; anticipate objections and overcome with ease.*

BONUS: *Your Initial Phone Call Capture Script*

Module 8 ~ **Capture Rave Reviews & Leverage Powerful Testimonials**

- ✓ Apply Social Proof ~ Recommendations and Testimonials
- ✓ Establish Clear Project & Relationship Expectations
- ✓ Celebrate the Enrollment of Your Newest Ideal Client

GOAL: Leverage your rave reviews and generous client comments; eliminate any possible future misunderstanding by establishing utmost clarity from the start. Celebrate!

BONUS: **Proprietary Prosper by Design Testimonial Template & Secret Weapon**

Dates and Details

Module 1 training will be delivered LIVE ONLINE January and the content recorded and provided in the private members area following, as will all subsequent recordings of LIVE Modules.

Each Tuesday ~ January 10, 2017 through February 28, 2017 LIVE Modules delivered.

Each Thursday, January 13, 2017 through March 2, 2017 there will be a LIVE GROUP COACHING CALL, if you can't make it, you can email questions or put them in the FB GROUP and they will be answered on the call.

Times for LIVE Trainings and Coaching Calls will be primarily daytime EST, USA. I will include some evenings for the convenience of those in other time zones.

Private FACEBOOK Group ~ for asking questions between calls, questions will be answered either in the group or on the call.

There is no deadline on when you get the blueprint finished; your pace is up to you.

Each module is expected to be less than 60 minutes and you can expect to invest between 2-5 hours per week on assignments to reach stated goals (it depends on how many rabbit holes you go down and distractions you allow.)

You will get templates, scripts, shortcuts, and a boatload more from my personal resource and content library. My goal is to make this successful for you in as short a time as possible. I've had designers I coached get clients in as little as a week, others have taken a month or more.

ENROLLMENT FEES

The course enrollment fee is \$1497 and includes ALL BONUSES shown with each module.

There is a **SAVINGS of \$500 if you opt to pay in full BY December 19, 2016**

Option 1: Pay in Full and Save \$500 for a one-time charge of \$997.

Option 2: 1 Payment Today of \$497, 2 additional payments of \$497.

Option 3: The Full Client Attraction Mastery Blueprint PLUS private-hotline-all-you-can-eat smorgasbord of 4 months of private coaching and mentoring with Melissa (cellphone number included): One payment of \$7997

GUARANTEES AND REFUND PERIOD

The blueprint comes with a 30-day unconditional satisfaction guarantee. You can try it for a month, and if you aren't entirely delighted, then just say the word and your money will be refunded with no questions asked. (There is no refund on Private Coaching.)

QUESTIONS

Email melissa@melissagalt.com

Use subject line: Blueprint Question

ABOUT YOUR GUIDE

Melissa Galt lives in Atlanta, GA with her cat TC, where she runs an international interior design coaching and marketing company that has helped thousands of design professionals get more clients in less time with less effort, and make more money without sacrificing their life for their business.

She also is the founder and Chief Design Officer of Melissa Galt Interiors, a boutique interior design firm dedicated to serving her exclusive lifetime clients with a lifetime of great design.



After graduating from Cornell with a Bachelor of Science in hotel management, Melissa spent five years in hospitality management where she learned the ins and outs of running a business and spending other people's money (a valuable trait in interior design.)

She was known as the turn-around-artist, taking troubled purchasing departments from bleeding red to squarely in the

black with systems, processes, and streamlined operations.

Melissa speaks regularly at conferences and runs in-person workshops, intensives and trainings for design firms and home furnishings retailers with design teams who want more and better business.

WHAT TO DO NEXT

Join now by selecting your option below. If you have any questions, email melissa@melissagalt.com directly.

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VALIDITY OF PRICING: The above pricing is good until Sunday, December 19, 2016.

You CAN join after that date but your investment will be exactly double.