

# Ep #233: How to Be Ready for Spontaneous Consults

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

[Joyful Marketing](#) with Simone Grace Seol

## Ep #233: How to Be Ready for Spontaneous Consults

Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it, too. Listen on to find out how.

Hey guys, let's talk about how to do spontaneous consults. Here's what I mean by spontaneous consults. We are having a lot of coaches in our coach training program, The Best Fucking Coaching Course, which I am co-teaching with Melissa Tiers, going out there offering people sessions and working their magic with lots of clients who are experiencing their coaching work for the first time or their upgraded set of coaching skills for the first time. And, they're impressing people left and right.

We're having these situations come up where they do a free session, no strings attached, just a free practice session for our coaches to practice their skills. Or, they happen to be talking to family or friends about what they're doing, and someone asks them a question like, "Hey, I think I would actually love to explore paying you and working with you. I would like to officially be your client; how does that work?"

Someone would say something like that, and people are reacting like they're deer in headlights. Like, "What? Uh, that was not what I was expecting." And then, they're like, "Oh, well, um, I don't know. You can do, um..." And later, they're like, "Oh, my God, did I just miss an opportunity to create a client? Like, what just happened? That person literally asked me how to work with me and I didn't have an answer ready."

So, that just reminded me, it's not so much an issue for me anymore, because I don't do one-on-one coaching anymore. However, when I did, I remember learning the hard way why I needed to always be ready to go into consultation mode. Why I always need to be ready to go into a sales conversation.

And by sales conversation, I don't mean anything awkward. I don't mean anything weird or different. I just mean, being able to confidently and calmly

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talk to somebody who's interested in potentially buying what I have to offer. And not being weird about it. And just being able to give them the information that they need, helping them to make the decision they need. Right?

What are you going to do if you're talking to someone at a party, and they say, "Oh, hey, that's interesting, the work you do. I might want to try that sometime. I've been looking for a coach." Or, you're talking to someone in line at the grocery store, and you say, "Hey, I'm a coach," and they say, "Oh, my gosh, my husband happens to be looking for a career coach. What a coincidence that you're a coach," whatever it is.

A lot of situations where you're not necessarily in "marketing mode", but people surprise you by telling you they'd be interested in what you do. Maybe it happens in an airplane, somebody's sitting next to you. Maybe it happens when you're at your class reunion, or just when you're randomly hanging out with friends, when you meet new people.

What happens when you're not ready, is that you're going to have the situation like some of our students are having. Where, after the fact, you're like, "Shit, I could have said this. I could have said that." And so, I consider it part of your professional readiness, as a self-employed coach, to be able to be an effective advocate, effective representative, effective messenger of the work whenever the situation calls for it.

Always be prepared to go into consult mode. Always be prepared to enter into a sales conversation. I don't even care if you're in the middle of your third cocktail; and I'll tell you how to handle that. Okay? So, when I say always be ready to go into consult mode, I don't mean, obviously, that you should, push it on someone who is not interested, on someone who's not curious. Right?

You can tell people you know what you do. I am a coach; I work with people to help them with XYZ. I do this kind of work... And if they're not

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taking the lead to tell you... Always let the other person lead, right? You don't keep what you do under wraps. You're not going to hide it or beat around the bush with it. You're going to be clear and upfront in telling people what you do, but then you let them pursue you.

You let them ask questions. Whether it's, "Oh, that's so interesting. How does that work? What kind of people do you help? Do you think that might be a good fit for someone like me?" These are questions asked by someone who's obviously interested. And someone who has no interest will be like, "Oh, that's cool," and then they'll change the subject. Right?

So, I'm talking about going into consult mode with someone who's clearly interested, and beyond just being curious. If someone explicitly expresses that they want to explore working with you, that they would like to check out what it would be like to enter into a professional relationship with you, that is when you go into consultation mode, wherever you are.

I don't care if you're on the beach. I don't care if you're on the plane. I don't care if you're at your kid's PTA meeting. I don't know. Wherever you are. If anyone is like, "Hey, I might explore working with you. I think I might need a coach," always be ready to go into consult mode. I'm going to tell you exactly what to do when that happens, so you're ready.

Number one, when someone expresses interest, in potentially working with you, be more genuinely interested in where they are and why they think they might need help, than be interested in making the sale. Put making the sale completely out of your mind. Where your mind should go first, should be, 'I'm so curious about them. Let me find out about where they are, what their needs are and what they're looking for'.

So, 100% of your curiosity, 100% of your attention, is on them; what they are thinking, what they need, in their own words. Be more interested in understanding them and helping them get what they want, than anything that has to do with what you get, right?

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If someone says, I'm just totally making this up, someone says, "Hey, oh, that's so interesting that you're a career coach. I was thinking I need something like a career coach. Maybe we could work together? I don't know, tell me about that." Instead of thinking, "Oh, my God, potentially a client. Oh, my God, I could make the sale. Oh, my God, this would be great to work with this person. We have a really great vibe going. Oh, my God."

And then in your mind, you're jumping ahead five steps, and they've already paid you. So, don't do that; take you out of the equation. And when someone says, "Hey, I'd like to explore working together," again, what do we do? We focus attention on understanding them better, being curious, genuinely curious about them, because you care about them. Right?

So, it's like, "Oh, you're looking for a career coach? That's so interesting. Tell me what's going on. Where's your career at?" And they'll tell you a little bit, and you'll say, "What are your goals? What are you hoping to accomplish? Uh-huh. Uh-huh. Right. And what do you think are the problems? What are the obstacles? What are you finding difficult? Uh-huh. Uh-huh."

And, listen, you're not asking these questions to be strategic about whatever. These are the questions that you would literally ask if you genuinely were curious about understanding why somebody would want a career coach.

Once you ask them all the questions that satisfy your curiosity about where they genuinely are; that's step one. Be genuinely curious about them, where they've been, where they want to go, what they think the obstacles are, and what they think they need help with; that's number one.

Number two is to take a step back and honestly assess if what you offer is actually a good fit for where they are. Sometimes it might be kind of like, "Oh, I'm not so sure I can. Maybe it could work, but I'm not sure if it's the

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exact right fit.” Sometimes it's clearly the wrong fit. In which case, if it's clearly the wrong fit, you want to think...

You don't end the conversation being like, “Well, I'm not the right coach for you. I can't help you. So, bye.” Remember, you're still on their side. The whole point of this conversation is to help them. So, even if you can't personally help them, still continue to be on their side and help them problem-solve.

Like, “Hey, you know what? I don't think I'm the right person for what you're looking for because I don't have expertise in this and that. However, I have a colleague who might be a better match for you. Blah, blah, blah. Do you want their number? I can connect you two.” I can't stress how important it is.

When you're in ‘I've got to make a sale’ mode, as soon as it becomes questionable whether you're the right fit for them, you're going to end the conversation if you're like, “Oh, well, I'm not going to make a sale. So, what's the point?” And then you'll stop listening to them. You'll stop connecting with them. You'll stop helping them. Don't do that. Okay?

The whole conversation: we are on their side. We're trying to help them. So, go in with the attitude, any of these conversations, I'm going to try to do my best to genuinely understand where they are. Where they want to go and what they need. And I'm going to do my best to give them the resource that's right for them, and I'm fully willing to make a referral; whatever it is.

And if it's a situation where you're not sure, it could be like, you know what? Be honest. Be 100% honest. Like, “For these reasons, I feel like I could help you. But because of these other reasons, I'm not so sure. Based on what you've said so far, I feel like it might be worth a longer conversation to really hash these out and for me to get more details. And if it turns out that it's not the best fit, then I would want to help to refer you to somebody who

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could help you. So, do you want to schedule a conversation?" That's how you do it. And they could say, yes or no.

Or, if it turns out that what you do actually is a great fit for what they're looking for, then, of course, you want to offer them further conversation. Listen, if you're in line in a grocery store, if you're at the beach, if you're at a cocktail party, if you're hiking, whatever it is, you do not want to have the full sales conversation where they hand over their credit card. You don't want to have the whole professional conversation; you don't want to have it then.

Because the client is not going to be in the right frame of mind for it. And, you're a professional. Like, a dentist, if you met them while hiking, isn't going to suddenly break out their dental equipment to look at your mouth, and do dental stuff to your mouth just because they're a dentist, right?

If you met a dentist while going on a hike, and you started saying hello, and they're like, "I'm a dentist," and you're like, "Oh my God, I need a dentist. I need to get this thing looked at." Then, if they're feeling nice about it, they might take a second to look at it and they'll say, "Oh, you know what? You should call my office." That's what happens. "Call my office, make an appointment." Why? Because they're a professional.

So, don't have a full-fledged coaching sales conversation where you're exploring their dreams and dah, dah, dah, dah, right then and there. If it makes enough sense for you to keep talking, offer them to make an appointment to have a deeper conversation. I wouldn't call it a deeper conversation. To have a full, exploratory conversation so that you can help them make a decision that's right for them.

And if you're not the right match for them, you want to refer them to someone who can. I just want to make it clear, I just told you to be interested in where they are, ask them questions, to see if you'd be a good fit. And then, I told you don't have the full conversation. So, I don't want you

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to get confused. I want you to ask them just enough question that have just enough of a conversation to find out if it makes sense for you to have an official exploratory call, right?

You don't want to be at the cocktail party, for example, having this deep conversation. They cannot give you their full attention. You cannot give them their full attention because that's not why you're there. Right? So, be genuinely interested in them. Ask them questions. But only so much, only until you know enough to know whether it's worth a further conversation or not.

And so, if it is, then don't just be like, "Okay, well, you know where to find me," and go off. Don't do that. Don't be afraid to say, "You know what? Let's book a date right now. Let's exchange information. Get out your calendar, let's put this one on the books." That's not weird, you should do that. That's the professional thing to do.

You're not offering them to have the whole deep conversation right there and then. You are offering them the opportunity to have a deeper conversation, and you're saying, "Let's get in the books right now." And this shouldn't be weird if they're the ones who actually want to explore working with you. If they're bringing the initiative, you're not pursuing them, they're asking you, right? Don't just say, "Oh, give me a call." Put a date on the fucking calendar.

You've got to take the lead. You've got to take charge in that moment and say, "You know what's the best thing? Is for us to book a date, where we can talk more in depth about whether I can help you. And if I can't, I'll refer you to someone who can. So, what's a good time for you?"

And then, do not let the other person drag you in any deeper than that. Like I said, just because you've met a dentist on a hike, it doesn't mean, just because you need help with your teeth, does not mean the dentist is going to get out their dental equipment in the middle of the woods and start



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working on you. That is not professional. Nobody expects that. And so, don't do the coaching equivalent of that. Don't start going into a deep conversation about coaching. Right?

If it looks like you could help them, if the dentist feels like they could help them, they will say, "You know what? Here's how you book an appointment." You will say, "Let's book an appointment so we can talk about it further." And don't be afraid to book a date, a time, on the calendar right there with them.

Again, goes without saying, obviously not in a way where you're being pushy when they're not interested. You've got to let them lead. And if they are the ones who are like, "Yeah, yeah, no. I want to talk," then you do it.

So, that is what happens when you have a spontaneous consult. If we're being more technical, it's not really a consult, it's more like a pre-consult, right? Always be ready to have a pre-consult. Always be ready to share what is appropriate to share about your work.

You know, you might even want to practice this, right? If someone just asked you out of the blue, "What do you do? Tell me about this coaching thing? What do you do?" If you haven't rehearsed saying it out loud, then all of a sudden, your words are going to get jumbled and garbled in your brain. You're going to be like, "Oh, well. Uh, well. Uh, uh." And then an hour later, you're going to be like, "Fuck, what was wrong with me? I could have said this, I could have said that. Aargh!"

So, have a spiel ready, or have multiple spiels ready, and practice seeing one of them at a time. You can say, "I help people with this kind of thing..." I can put it this way, I can put it that way, I can describe it this way, I can describe it that way. At least have some versions of it ready, and prepared, and practiced.

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I know this might sound silly, but you might literally want to practice saying the words. Look in the mirror and pretend someone's in front of you, and practice saying the words, just a few sentences.

You know, "I became a coach because I feel really passionate about helping people find the career that's right for them. I wasn't in a career that in line for me, but I felt afraid to leave because everyone said it was a safe career. But in the end, I did this. And I did that. And I did that. And now I'm in a career that I love, and I want to help other people do the same. Some of my clients have accomplished this, and this and that. So, that's the kind of work I do."

I completely pulled that out of my ass right now. But you know what I mean, right? "I help people gain better control of their mental habits and build healthier, stronger habits. So, some of my clients, they create new habits to help them exercise more and lose weight, and their whole lives become healthier and happier. And some others of my clients, they get coached to stop procrastinating, and they make so much more progress on their dreams. And so, I help them with habit change, stuff like that."

Once again, I completely pulled that out of my ass. It's just the basic way of explaining what you do. It's not the only way. For every single one of you, you can come up with so many different ways you can describe something, right? And rehearse some of these speeches. Just so that it's not awkward when, in a moment where you're not expecting it, if someone asks you, you're not caught off guard. You know what to say.

This is such an incredibly valuable thing to know how to do. It's going to make you feel so much more confident, so much more professional. You never want someone to ask you, "So, what do you do as a coach? Like, what's that all about?" And you never want to be like, "Oh, well. Uh, you can look at my website." You know what I mean? You don't want to be in those shoes.

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Now, I hope I've given you enough incentive to one: Always be mentally prepared to go into kind of a pre-consult mode and to talk to someone professionally about your services. even in a non-professional setting. Even when you're not in marketing mode.

Number two, I hope I gave you a good sense of how to run those conversations. Where you leave your agenda behind and you become 100% curious about them. You become interested in them. And you really want to genuinely understand where they're coming from, what they think they need, where they want to go, and what they think is holding them back.

And then, you genuinely, objectively, assess whether what you have is a good fit for them. And if it is, you're going to suggest, "Hey, let's have a follow up conversation because we want to talk about this more in detail. If it's indeed the right fit for you to work with me."

"And if not, I would want to refer you to someone who can. So, let's book a time to talk about it. When are you free? Let's put it in the calendar right now, so we don't lose track. How about next Tuesday at three o'clock? Perfect. What's your phone number? Great, I'll give you a call then." Whatever, right?

So, you want to be willing and able and ready to put a date on the calendar, where you can have a deeper, professional conversation about whether you can help them. You do not want to have the deeper professional conversation in the non-professional context. Because, again, that is not appropriate. That is not how professionals conduct themselves. Just like the dentist on the hike.

Now, now that I gave you all of that, I want to give you one extra really, really important tip: When people ask you how much your services cost, how much your course, your coaching, whatever costs, I want to tell you

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how to not fuck it up the way I fucked it up for a long time. I learned this the hard way. And I want you to learn it the easy way.

Okay, so many people, because I know it's not just me, because I observe, people tell me, my clients tell me, exactly how they fucked it up. Someone says, "How much is your thing? Your coaching sounds amazing. So, what's it cost?" Here's how you don't fuck up the answer.

You say, "My coaching is over three sessions, or it's weekly sessions for three months," or whatever it is, give them the detail; whatever is actually true for you. And then say, "It costs \$700." And then, shut your mouth. Tell them with the package is. And I don't mean a ramble, I mean, literally. Like, it's four weeks, it's three months. It's whatever it is, just the bare minimum facts. And then say, "It's X amount of dollars." And then, stop talking.

Do not say more words after you say the dollar amount or the pound amount or the euro amount or the rupee amount; whatever. "It costs this much," and then shut up. Let the price hang in the air. "It's \$300." Silence: you say nothing. "My package is this, and it cost \$5,000." Nada; you let the price hang in the air.

You let *them* make a comment or ask questions or react to it. You do not preempt their reaction. Why is it so important that you say the price and then shut the fuck up? It's that so many of us, my previous self included, feel the need to explain and justify and apologize for and blah, blah, blah, put into context, whatever.

We feel the need to explain our prices because it's, I don't know, it's not normalized in culture for us to talk about money. It's not normalized in culture for us to take money for the services we provide; all of it. I mean, obviously not for everyone, but for a lot of people.

For me, it was really awkward at first. And then, we do this thing of like, "Oh, it cost this much. And then what you get is a Baba-Baba-Baba-Baba."

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And what people find is dah-dah-dah.” And you do this long explanation, which was completely unnecessary, that nobody asked you about. All to mask, or all in an attempt to mask, your discomfort with what you're offering as the price. This is not good. This is not useful towards anyone. This just is dumb.

When I say this is dumb, I'm not saying you're dumb. Like I said, literally, I used to do this, and I learned it the hard way. This is a fantastic tip that somebody gave me that I wish I had heard much earlier. You say the package costs \$6,000. The package costs \$400. Period. Say no more. Let the price hang in the air.

You will be surprised how many times you're mentally anticipating the other person to have a reaction like, “Whoa, why does it cost so much? Oh, my God. Whoa.” But really, they're like, “Oh, cool. That's really reasonable. Oh, good to know.” And, they don't have a problem. Well, I don't want to say nobody, but not very many people are going to be like, “Oh my God, how can you charge that much?”

People mostly aren't going to see that to your face. Mostly, people aren't going to think it. Mostly, people are going to be like, “Oh, cool.” Maybe it's for them. Maybe it's not. Maybe they can afford it. Maybe they can't. But you've got to let them have the reaction. Whatever you feel the urge to explain, if they want to know they'll ask you. Let them ask you. Let them react to it.

So, here's a tip. If it feels awkward for you to say, “My offer costs this much.” This advice only applies to you if saying that feels awkward and you don't have a lot of practice: I want you to look in the mirror and literally practice saying, “My coaching offer, my package, my course, my program,” whatever it is, “It costs X dollars.” Obviously, fill in the real number.

“It costs \$1,000.” Okay? Let's just say, as an example, it's a \$1,000. “My coaching cost \$1,000. It's four weeks for \$1,000. It's six sessions for

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\$1,000.” I want you to look in the mirror, look at yourself in the mirror, and literally practice saying, “This costs \$1,000,” until it doesn't feel weird anymore.

At first, it might feel really weird. At first, it might feel super awkward, which is why you need to practice it. And by the fifth time you say it, by the 12th time you say it, by the 25th time you say it, it's not going to be awkward anymore. And these words are going to roll out of your mouth, they're going to roll off your tongue much more naturally.

And the next time someone asks you, “Hey, so how much is your thing?” You're not going to be like, “Oh, well, you know, it's um... And it used to be \$700. But now it's \$1,000. And I changed it recently because Ababa baba, baba, baba, baba,” nobody fucking asked. You're not going to do that.

So instead, you're going to say it's \$1,000. And you're going to let the price hang in the air. And it's not going to be weird, because you already practiced it, you already rehearsed it. You're a professional, this is what it costs. End of story. Okay?

Now, I offered this tip inside The Best Fucking Coaching Course, inside our Facebook group. And my co-teacher, Melissa Tiers, had the best advice on top of this advice. She was like, “You know what would be even better than looking in the mirror and practicing your price? Is looking in the mirror and practicing an even higher price. Practicing a price that's twice as much, three times as much, five times as much, as what you actually charge.”

So, let's say your coaching package costs \$1,000. Look in the mirror and practice saying, “My coaching package is \$2,000. It's \$5,000. It's \$10,000.” I know it's going to feel silly, but just do it anyway. You know, there's no harm, we're literally just playing in front of a fucking mirror with nobody else around, right?

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We're just messing with our own neural pathways, so that when it feels normal for you to say, "My coaching costs \$7,000." And those words aren't weird because you've said it a bunch of times, then when it comes time to say my coaching is \$1,000, which is what the actual price is, you're not going to have this unconscious thing of like, oh my god, it's so much, right?

You've tricked your brain into feeling like \$1,000 is no big deal. Because you've practiced, you've imagined, telling someone that it's so much more than that. So, Melissa, I think spontaneously, was like, "Hey, you could try that. It'd be even better." And I was like, "That's genius. That's genius."

Seriously, look in the mirror and practice, saying, "My offer costs..." And even if it sounds ridiculous, even if it feels ridiculous, it doesn't have to make logical sense, right? All we're going for is your brain feeling comfortable saying this is what it costs. All we want is your brain feeling like it's no big deal; the price is this much. All we want is your brain feeling really confident and grounded in the value of what you offer, relative to the price.

These are all just different sort of brain hacks. These are just unconscious strategies to make it easier for you to stand in the value of this really amazing thing that you do. Okay? So, that's it. Hopefully, that was useful. I hope that what I told you today helps you to take advantage of every opportunity that you have to talk to people, build connections, inspire trust, and connect people with opportunities that are right for them; including ones to coach with you.

And I hope it helps you to feel grounded and confident in pitching your services, pitch an exploratory call with you, without feeling like you're being pushy. Without feeling like you're being weird. And also, be able to talk about your price confidently. So, that's that. Enjoy. Have lots of conversations with people. Tell lots of people you're a coach. Use the strategies to make it easier.

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And, I will talk to you next week. Happy *Joyful Marketing*.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link in the show notes, and I'll see you in your inbox next time.