

APPLICATION FORM THAT SELLS

<https://www.mentorofcoaches.com/copy-of-get-high-end-coaching-client>

<https://www.mentorofcoaches.com/lirakay>

<https://www.mentorofcoaches.com/copy-of-lirakayapply>

Let's look at the third example and see why it works.

FREE ASSESSMENT FOR THE FOUNDERS LOUNGE ADMISSIONS
Fill in the form to apply for the interview with Lira

Name *

First Last

Email *

FB business or personal page link *

Website

What does getting to 7 figures in business means to you? *

What are you charging for your programs now? Be specific. *

How many clients do you currently serve? *

What is the biggest challenge in your business right now? *

How are you solving this problem? *

What do you think you need to achieve your goal? *

What had you invested in already to achieve your goal? *

You can see that application form using this link:
<https://www.mentorofcoaches.com/copy-of-lirakayapply>

Now, I know you already understand why Application Form is important.

This is how you qualify your prospects and will ONLY get on the call with the ones that are your ideal clients and are ready to buy.

You will save tone of time and a lot of self esteem by being selective and disciplined with your availability.

I am giving you my own examples that are o do with business coaching.

I had similar type of application forms for selling life coaching, relationship, couples coaching or health coaching in my past.

The point of the Application Form is to understand where you prospects are at and whether they are serious about investing with you.

I invite you to create deeply personalized to your specific business application forms. There's no generic way.

All of us as coaches want to know specific things about our prospects and what we need to know in peer to make a first selection.

Let's go over my questions one by one and see how you can apply it to your niche and business.

1-4 I am asking for social media links and websites because I will spend time checking out my clients marketing and estimate where they are at and what can be a problem for them getting clients at the 5-figure price point.

I also want to be able to give a prospect a specific feedback and some insights on how they can improve their business/marketing on the sales call.

You can ask a question that gives you an idea about who your prospects are. You can ask what they goals are and what are the struggles, for example.

5 I only work with coaches who are highly motivated to do the work. I honor their passion and commitment to their purpose more than how successful they are in this moment in time. I remember being very good at what I do, yet struggling in business. I know that can be learned. However luck of commitment and motivation would disqualify a prospect for me personally. What is a deal breaker for you? What question can you ask to make sure you are not making an offer to a wrong prospect?

6-7 This helps me to know where they at with their numbers. Because I am a business coach these 'numbers' are important.

What do you need to know about your prospect that will give a clear understanding of where they are at right now?

8 I am focusing my prospect to reflect on the issue. I specifically ask for the 'one biggest problem', because I want to be able to address this on the sales call and be prepared to talk about solutions for it. Most often your prospect doesn't see the underlying issues behind the problems they live, this is why they need you, but it's a good starting point.

What can you ask your prospect so you can understand how they see their own situation?

9 This is a very important question. The best clients are the ones who are already on the way of solving their problem. If they are not looking for answers, or had not tried to figure it out themselves, they are most likely not a 'hot lead', but somebody who would need a lot of persuasion to solve the problem asap.

Lack of urgency can disqualify a prospect for me.

10 This is great question that shows you how your prospect is thinking about the future. This helps me to show them why working with me would be a great fit. Here they are also tell you why they are reaching out to you. Because, obviously, you are offering this in your marketing.

11 Last question could also be : How motivated are you to achieve your goal and are you ready to invest now into solving your problem?

These questions directly, or indirectly tell you whether you need to be on the call with that prospect. If they are not ready to invest, then it's not a good fit. If they already invested and are ready to invest now, it's obviously a great fit.

Now let's create your own Application Form that sells.

Let me know how it goes.

All the best,
Lira

PS

If you feel compelled, feel free to Apply for your free Sales Acceleration Strategy Call here:
<https://www.schoolofinspiredlife.com/copy-of-template-access>.

I'd be happy to walk you through what I can do for you and how you can join any of my programs.