

“Over \$4,000 for three days’ work a month”

Gabriel De Florio

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Type of book: FREE

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Author

Gabriel De Florio is an online marketer, writer, producer, blogger and I.M. expert since 2008. In this report information is published that the self-styled gurus release *only for payment*.

Useful Links

Who is Gabriel	A little more about me.
Resources	The best resources I found in 10 years of experience.
Case Studies	Learn from the real experience.
My Books	All my published books.

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Story

Smart marketers realise that coaching is made much more difficult by the need to schedule your time with that of your client.

If your client works full-time (not to mention being in another country) it’s often tricky trying to co-ordinate a time to jump on a Skype call that is convenient for both of you...

...especially if you’ve allocated one day a week for the next 4 weeks to run your coaching program over.

There is a simpler way...

It will also bring a lump sum into your account AND makes it easier on both you and your client when it comes to arranging coaching times.

It’s this:

Sell slots.

I’ve done this in the past and plan to do it very soon again.

Here’s how it’s done..

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If you charge \$200 an hour for your time, you should create a site that you can open each month where your clients can *pre-book* your time.

So \$200 would buy one hour of your time.

\$1000 would buy 6 hours (*you throw in an extra hour for bulk booking*).

The beauty is that these slots can be redeemable over whatever period you choose - a month, three months, a year...

It’s up to you.

All you need to do is use an online diary such as appointlet.com so your customers can schedule online when they want to use their hours with you.

Of course you can block off times when you don’t want to work too.

If you wish you can allocate just three days per month in one go to work with your clients or you can schedule out the equivalent of three days work over the whole month working

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just an hour a day or so.

Personally I like to get into the ‘mindset’ of coaching and work multiple hours per day.

It’s up to you.

If you work the equivalent of just THREE days per month (at seven hours per day) you’d bring in \$4,200 at \$200 an hour.

Of course you could also sell hours on an ongoing basis as part of a funnel or upsell structure and let your clients redeem their time at any point up to (for example) 18 months in the future.

Remember you’re getting paid at the time of the booking they book - you don’t have to wait until they redeem their time to bank the money.

It’s a wonderfully flexible and relaxed attitude to coaching in my opinion and even better, it allows your clients to prepare for their hour, and to use them at key points within their business expansion.

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They might want an hour’s brainstorm with you initially and then implement your suggestions before coming back 3 weeks later to discuss their results.

Flexibility makes for great coaching and successful clients.

AND lump sums in your account when you need them by selling your time up front.

- Gabriel De Florio