

Leni Chauvin's

Attract Clients Galore™

MARKETING BOOT CAMP

Are you a coach, consultant, or other professional service provider who has absolutely everything it takes to achieve business success...*except enough clients?*

If you are, this may be the most important letter you'll ever read.

"Finally! A simple, seven-step marketing system that shows you how you can attract more clients, make more money, and have more fun while you're doing it...even if you're working with a tiny marketing budget."



When I began my coaching practice, it was a terrible surprise to learn that I had no idea how to market my services. It was a skill I simply didn't have, and I had no idea where to start. Thankfully, I learned of Leni Chauvin's course, "Attract Clients Galore!" and signed up immediately. She laid out the steps in an easy, comprehensible manner, and really made me think about what my ideal client is like, who it is – exactly – that I want to attract, and what I have to offer. My initial anxiety nearly paralyzed me, but through the group support and Leni's individual coaching, there was that magic day when I "got it." Now I not only know what to do, I feel comfortable doing it! Leni is an absolute master at pulling greatness out of us. This is no cookie-cutter approach; she takes us to the core of who we are in our business and how to show that to the world. No matter what kind of business you have, if you need more clients and don't know how to get them, you need Leni NOW!

Marcee Stiltner, Stiltner Achievement Group

Dear Solo Professional,

Isn't it about time you stopped struggling with marketing your professional services and started to enjoy the business of your dreams?

If you're like most busy coaches, consultants or other professional service providers, you're probably happiest and most productive when you're doing what you do best, and I'll bet that what you do best has nothing to do with small business marketing! After all, if you enjoyed marketing so much, that's probably what you'd be doing for a living, isn't it?

Also, like the other professionals I speak with every day--coaches, consultants, lawyers, accountants, Realtors, financial planners, virtual assistants, etc.--you probably love what you do but are frustrated as can be because you've worked very hard and spent a small fortune to learn your craft only to find that there simply aren't enough people beating a path to your door for you to have the kind of success you thought you would have by now.

The sad truth is that no matter how great you may be at what you do, if you want to start a business, grow a business, or even stay in business, you've got to have paying clients. That means you have to learn how to get those clients and that's where most professional service providers fall short.

Argh! what if you hate marketing, are clueless about marketing, or have absolutely no desire to go back to school to take long and boring marketing courses?

Well, you could always spend thousands of dollars and hire a marketing consultant to work with you or a marketing firm to take everything off your hands. You could also hire me as your personal marketing coach to get you through the lean times.

These things all work, and they work well, but they cost a fair amount of money and as fate would have it, usually when you need to attract clients the most is the time when you have the least amount of money to spend on marketing and promotion.

So I've got another solution for you. One that's very simple and will give you all the information you'll need to grow a thriving business or professional practice...without breaking the bank. In fact, as you'll see below, you might even be able to take part for **FREE!**

Announcing Leni Chauvin's Attract Clients Galore™ 90-Day Marketing Boot Camp for Coaches, Consultants, and Solo Professionals

What It Is:

The Attract Clients Galore™ Marketing Boot Camp is a structured, results-driven program for coaches, consultants, and other providers of professional services who are ready to become the successes they know they were meant to be and who cringe at the thought of having to market themselves and their services.


The **Attract Clients Galore Marketing Boot Camp** is based on **The Attract Clients Galore™ Marketing System** I developed after talking to thousands of solo professionals over the past decade.

The **Attract Clients Galore Marketing System** is a simple 7-step process that takes all the pain out of marketing and presents everything you need to know to grow your business in a very simple and straightforward way.

It's unlike anything you've ever seen before. Not only will you learn tons about how to attract more (and better) clients, as a bonus, you'll have access to a Certified Professional Coach (me!) between most sessions to help you lock in your learning and take the actions you'll need to take build a thriving business.

You'll get a smorgasbord of ideas. Tons of them, in fact. Take the ones you like and leave the others behind. It's your business after all; you should be able to build it in a way that's most satisfying to you. With the **Attract Clients Galore Marketing System**,™ that's exactly what you'll be able to do.

How It Works:

- You will be part of a group that will meet on the telephone (normal long distance charges to a US number apply) every other week for an hour and a half. (with the exception of the last two weeks which are back to back). During the first hour of the calls, I will share the same Secrets of Superstar Success™ that I've been teaching all my professional clients for the past decade. (They've received thousands of *qualified* referrals using my techniques and now you can, too!)
- The last half hour will be an open discussion and coaching around the topics of the call. (Because of time constraints, not everyone will be coached on every call, but everyone will certainly benefit from the coaching sessions.)
- On  weeks we don't meet, I will host a coaching hot line from 10 AM to 3 PM Pacific time. Participants can call in any time during those hours for a quick one-on-one "laser" coaching session of up to 15 minutes.
- I will also be setting up a Yahoo Group for participants to check in with one another, share ideas, and network between sessions.
- You will have field work between each session and each participant will receive my Attract Clients Galore™ Workbook in PDF format. The workbook is over 100 pages and is filled with exercises to supplement what we'll be doing in our weekly sessions. It will guide you to attracting not only more clients, but the right clients, too.
- Every participant will receive a subscription to Networking Gazette, my e-mail newsletter filled with additional strategies to help your business soar.
- Class size is limited for maximum results
- Each class will be recorded and available on Audio Podium between sessions so if you can't make a class, you'll be able to listen to what you missed and be up to speed with the rest of the participants by the next call.

What You'll Learn:

 The four cornerstones every successful business must have if it wants to succeed and how to get yours solidly in place

- ✓ Tactics for taking your business/practice **from floundering to flourishing**
- ✓ Tips for **attracting clients** instead of selling to them
- ✓ Simple techniques for creating visibility for yourself and your business so you will always be at the forefront of a prospective client's thinking
- ✓ Ways to nurture your networks to produce **more and better clients**
- ✓ The most important question anyone in business **MUST ALWAYS** ask
- ✓ The one question anyone in business should **NEVER** ask
- ✓ Strategies for mastering the fine art of referral generation so you can become a "**referral magnet**"™
- ✓ Why a **specialization and a niche are both essential** if you want your business to soar

I'll Also Show You How:

- ✓ To identify your ideal client and what you need to know about them
- ✓ To find your most profitable and enjoyable niche using my unique "Niche-o-Meter"™ system
- ✓ To empower yourself to grow **YOUR** business on **YOUR** terms
- ✓ To discover your Unique Selling Proposition and what it will do for you
- ✓ To have an unpaid sales staff prospecting for you 365 days a year
- ✓ To create strategic alliances with the **RIGHT** people
- ✓ To give your friends, family, colleagues, and acquaintances the tools they need to help you grow your business
- ✓ To use what I'll teach you based on my 10 years of experience as the owner of a successful networking and leads exchange business to help you work any room with confidence
- ✓ To make your name a household word in front of your target market

- To use a simple formula that will help your clients give you dynamite testimonials that will send you referral after referral after referral
- To get your competitors to send you a steady stream of clients
- AND...if you're a coach, you'll learn how you can fill your practice ***without ever having to do another sample session!***

And much, MUCH more

If you follow the Attract Clients Galore™ System, you will:

- Never cold call again!
- Be able to turn contacts into contracts
- Increase your income
- Get referrals!
- Become your own best PR person
- Promote your business effectively
- Identify good sources of *qualified* leads
- Develop a solid client base

You're Going to Love This Program!

Attract Clients Galore™ started out as a single teleclass. Lots of participants asked me to make a full program out of the teleclasses and that's exactly what I did. I expanded each point, added many others, and wrote an extensive workbook to deepen your learning of all the **Attract Clients Galore™** material and to help you incorporate it into your daily life.

I've now gone even further to bring you a program that will give you all the tools you'll need to make your business soar! As you saw above, I've added coaching and lots of other goodies to the mix to give you **the most cost effective marketing program for service professionals on the market.** **Attract Clients**

Galore Marketing Program™ now has so much meat in it in what is still a relatively short period of time that I just had to call it a "**Marketing Boot Camp.**"

If you're serious about building a strong and vital business without having to invest tons of money or spend six months to a year to to rev up your business, you'll absolutely want to **sign up today** for the next **Attract Clients Galore Marketing Boot Camp.™**

Hundreds of People Have Already Taken *Attract Clients Galore™* in One Form or Another

Here are what only a few participants had to say:

"I am a new coach, working very hard on getting more clients. I have taken many steps, such as the (she names the marketing course here)* offered by (she names a well know coach training school here), talking with other coaches, reading books and newsletters etc. But I think that the one hour I just spent on (our first) call has helped me more than the countless hours I've invested so far in all the other activities...Thank you very much for giving me hope that this can be easy and fun. I think anyone who wants a client, regardless of what business or service they offer, should take this program."

Inez Ng, Personal Coach

"The course is packed with good ideas and professionally developed and offered. Leni, besides being a font of all this good information, struck me as really caring and committed to people taking away good and useful ideas. Her energy and commitment to each individual in the course was obvious and created a very supporting environment for the changes we were creating. So, the ideas and the authenticity of where she's standing were very attractive!"

Tracy Jarvis, PhD, Namaste Coaching

"Attract Clients Galore overdelivered, giving me far more information and insight than I had hope for... Leni, you are an inspiring and laughter inducing leader! You are direct and encouraging, holding the space for us to swing out and be the successes we are meant to be. You know your stuff and are not afraid to give it away - what a rare and beautiful gift."

Tracy Heyland, Creative Vision Coaching

"BRAVO ! THIS IS A FABULOUS COURSE!

"I have enjoyed every bit of this data-rich program. You have created something fantastic and I feel well needed. Many thanks Leni for your determination to expand doing what you love for we have all benefited tremendously."

Barbara Hemmens, Evo Personal and Business Development Coaching

"Another great class. I am truly enjoying this, and taking some awesome notes. May I also say that your passion and conviction really comes through in your voice over the phone? This is empowering and energizing. I attended a seminar this past week and heard a talk on Energy. It describes the reason I enjoy your classes--the energy is contagious, and inspiring. Thank you."

Freddie Ray, BS, CFCC , Motivation Coaching, Inc. www.freddieray.com

"Thank you for a splendid course filled with lots of good learning and tips. Attract Clients Galore shows you how to understand your market needs and find the niche you'll love. Covers the entrepreneur, whether starting out, looking for their niche, changing direction, moving upward or searching for their best fit. Anyone taking this course is bound to move in an upward direction with the right partnerships and teams.

"It is obvious that Leni is a seasoned professional with thorough know-how about how to Attract Clients Galore in an authentic and fun way. Her expertise is apparent with lots of good advice, ideas and tips! If someone is looking for a process to attract the right clients, I suggest they call Leni and/or register for this powerfully rich course... "

Elizabeth M. Lengyel., PeopleCoach Co. & Associates

"What do I wish I had known before I took this course? How damned GOOD it was so I could have promoted it even more to fellow independent biz people I know! You have great integrity and knowledge about the subject matter of attracting clients. You've been there and it shows!"

Pat Schally, Coaching Life's Journey www.patcoaches.com

Quite frankly, this is a really, **really** good program. Anyone who takes it will come out with more clarity and more focus than they ever thought possible. They'll know whose business they want and how to get it. And most importantly, they'll have a plan of action to help them attract all the clients they want.

N.B. The Attract Clients Galore Marketing Boot Camp™ is open to any professional service provider who wants to build a thriving business. Although many participants have been coaches, you do not have to be a coach to join and benefit from this unique and powerful program.

Who Am I?



Leni Chauvin, CPCC, PCC
The Client Attraction Coach™

If you've gotten to this page without exploring the rest of my Web site, you're probably wondering who I am and what I know about the subject of Client Attraction. The answer is "plenty!"

Simply put, I have been in the business of helping people get business since 1993.

I am a Certified Professional Coach, Trainer, Writer, and Author of *Secrets of Superstar Networking: 29 Answers to the Age-old Question "How Can I Get More Clients?"*

I also founded and ran a professional networking and leads exchange business for 10 years and speak extensively on the subjects of Client Attraction and Networking.

I have taught and coached business building and marketing strategies to thousands of coaches, consultants, and solo professionals all over the world. **The strategies in my Attract Clients Galore System™ have resulted in millions of dollars in increased revenues for my clients.**

If you're not already familiar with my work, you can get the more information about me at http://www.superstarnetworking.com/about_leni.htm

The bottom line is that everything I do professionally revolves around helping coaches, consultants, and other professionals build strong and vibrant businesses by showing them how to attract more (and better) clients while having some fun in the process.

If that sounds like something you'd like to do, I invite you to **Attract Clients Galore™!**

The next

Attract Clients Galore Marketing Boot Camp™

begins on Thursday, September 8, 2005

1:00-2:30 PM Eastern

and ends on December 8, 2005

What Is This Going To Cost You?

The answer is "possibly nothing!"

This will all make sense in a minute. First let me explain what I've done here. You see, **Attract Clients Galore™** originally consisted of eight one-hour sessions. The participants told me that they loved the program, but they felt they needed more time to absorb and put into practice everything from one session before attending the next session. I listened to their feedback and I made some changes which turn out to be **terrific bonuses** for you.

We still have eight sessions, but now they run over 90 days instead of eight weeks. Also, **I've increased the session times by 50%**. They're now an hour and a half each for a total of 12 hours instead of the original eight. The extra four hours results in an **added value to you of \$200**.

I've also added the **Coaching Hotline** which will be available to you for up to one and a half hours over the course of the program **(\$350 value)**.

The original price of the program was only **\$297 US** and even with the additional **bonuses valued at \$550**, the price will remain the same:

still only \$297!!!

That's right, the program and the bonuses are

valued at \$847 and yet

the price is still only \$297!!!

But wait, there's more!

I want to make this program as attractive to you  as possible, so I'm going to offer you an

Early Bird Discount

Sign up for the Attract Clients Galore Marketing Boot Camp™

by Midnight Pacific time on July 29, 2005

and I'll take \$50 off the already low price of \$297.

That's right. You can get this \$847 value for only

\$247

But wait,

you can save even more!

Bring a friend with you and you'll receive a **10% discount** off the price you pay. Bring another friend and receive **an additional 10% discount**. That's right. You'll receive a **10% discount for everyone who joins the program as a result of your referral.**



Bring along 10 others and you'll get the

Attract Clients Galore Marketing Boot Camp™

for **FREE!**

Not Convinced?

If you're still not sure about the value you'll be receiving by enrolling in the **Attract Clients Galore Marketing Boot Camp,™** I guess I should tell you that if you wanted me to work with you one-on-one so that you could learn my **Attract Clients Galore™ System** and strategies and then be coached on how to implement them, you'd be looking at an investment of between \$350-\$550 per month with a minimum four month commitment. That's between \$1400-\$2200 to learn what I'm going to teach you for a fraction of that cost!

Even if you were to join one of my less expensive *group* coaching programs, you would be paying \$150 per month for three months. That's \$450 in total. With the **Attract Clients Galore Marketing Boot Camp™** you can still benefit from my experience and my expertise and the most you'll pay is \$297!

Why Am I Doing This?

I'm sure it will come as no surprise to you to discover that everyone I know tells me I must be crazy to offer such a great program at such a low price when some other teleprograms run for half the time for the same (or even more) money, and don't offer anywhere near the information, extras. or value that you'll receive in my **Attract Clients Galore Marketing Boot Camp™**. But you read the price right!

You can learn how to attract more (and better) clients, make more money, and have more fun doing it **for only \$297** (*and even less if you sign up early and bring others with you!*)

So why am I doing this? The answer is very simple: I want your help in spreading the word about this program!



Why? Because I know how difficult it can be to build a business when you've been trained in one thing and have little or no understanding of the shortcuts you can take to make your

business thrive.

Why else? Because this is a good program that will help solo professionals attract more clients with less stress. I want to take it to as many struggling coaches, consultants, and other professionals as possible and, quite frankly, I need your help to do that.

As you will learn in the Attract Clients Galore Marketing Boot Camp,[™] the power of word of mouth is unstoppable. You have access to lots of people I don't know. I'm keeping the cost of this amazing program way below market value and giving you lots of opportunities to come on board at an even lower rate in exchange for your help in spreading the word to your friends, clients, colleagues, associates, and family.

Again, as you will discover in the program, I am a huge proponent of creating win-win situations, and that's what I'm offering you here. **I want to give you every opportunity possible to share in the success of Attract Clients Galore.[™] So, in order to get you on board, I am pulling out all the stops in order to make your decision to join the program a complete no-brainer.**

That's why the basic price of the program is so low. That's why I'm offering you an even lower rate if you sign up early. That's why you'll be rewarded with even further discounts when you refer the program to those in your network. That's why I've added so many extras to the program.

Remember, you'll get the classes combined with group coaching

PLUS

The 100+ page **Attract Clients Galore[™]** Workbook

PLUS

The Coaching Hotline

PLUS

The **Attract Clients Galore[™]** E-Mail Group

PLUS

The subscription to *Networking Gazette*

PLUS

Audio Podium call retrieval system so you can skip a class and still hear it prior to the next call

PLUS

The opportunity to get the program **for \$50 off the regular price** if you take advantage of the Early Bird Special

PLUS

Increasingly lower fees with everyone you bring with you.

There Is One Catch, Though

You've Got to HURRY!

if you really want to learn how to attract more (and better) clients, make more money, and have more fun while you're doing it because

Class Size is Limited 

REGISTER TODAY

to receive the Early Bird Discount

and before you know it,

you too will be

Attracting Clients Galore™

Your credit card statement will show a charge from Leni Chauvin's Superstar Success. (If you live in Canada, your fees are subject to GST.)

I'm looking forward to having you on the calls and to helping you **Attract Clients Galore!™**

See you on the telephone!

Leni Chauvin, CPCC, PCC

The Client Attraction Coach™

Helping Professionals Attract More (and better) Clients Since 1993

P.S. I want to make this is an absolutely risk-free offer for you. So, even at this low price, I'm going to give you an escape hatch. Try it for 30 days. Attend the classes. Take advantage of the coaching hotline. Complete the workbook exercises, and if, at any time during that period you are not completely satisfied with the Attract Clients Galore Marketing Boot Camp™, I guarantee that I will absolutely, positively, unconditionally refund your money AND you can keep all the materials you've received. That's how confident I am that you're going to love this program. Bottom Line: You've got nothing to lose, and everything to gain **so register today!**

P.P.S. Don't forget the Early Bird offer expires at Midnight Pacific time on July 29, 2005. Don't miss out on your opportunity to **save \$50!**

Attract More Clients • Make More Money • Have More Fun

TOGETHER WE CAN MAKE IT HAPPEN!



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