



Anna Canary

Promotional
Writing and
Sales Coach

Monthly Tips E-Zine!

*I am excited to provide this new service to my
Clients and TeleClass Attendees!*

My goal is to share proven techniques you can use to attract
and get hired by your ideal new customers!

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You can be assured that I will only send this Tips E-Zine out monthly.  
Just enough information to **"process, retain and use"** is my motto!

## TeleLeader Tip Of The Month

### TeleClass Creation:

**Use your time wisely!** With potential new clients attending your precious 1-hour free TeleClasses, make sure you cover all your bases to capitalize on their attention and focus:

1. **Plan your greeting to include a rapport-building question that'll fill in quiet spaces while newcomers join the line, e.g.**  
*"While we're waiting for others to join the line, I'd like you to think about, 'What prompted you to join this call today and what challenges you have around...(your topic)'.*
2. **Keep your Bio/Intro short and install that you offer other products or services like one-on-one coaching, live workshops and Group Coaching TeleClasses, Books, CD's, etc.**
3. **Watch your time and know when you will begin your wind-down of the session. Scrambling at the end causes you to miss important promo time.**
4. **Plan your wind down to include 2 or 3 minutes about your upcoming fee-based classes and coaching sessions and a round-robin ending where you can get good feedback that ends your session with positive value.**

Your attendees will remember you as a no-nonsense coach who may be of service to them in the future - you'll delight when they become **"your new client"**!

### A happy client says....

*"I cannot give you  
enough praise. Your  
listening skills,  
strategic thinking and  
creative problem-  
solving set you apart.*

*Your help has  
exceeded any  
expectations I could  
have had. I really  
believe this:  
You are the Best!"*

Beth Cole &  
Associates  
[www.beth-cole.com](http://www.beth-cole.com)

# Sales Tip Of The Month

## *Begin with the end in mind!*

When planning how to write promotional material like website copy and brochures or deciding how to verbally recommend solutions to your clients challenges – ***begin with the end in mind.***

**Building upon last months tip**, before trying to write anything about your great service or products, Take the time to do 3 important steps and you'll be way ahead of the game:

1. **Create a list of the 10 most powerful results or benefits your clients gain after working with you, reading your book or using your product. Ask yourself:**

***“What will my clients walk away with after doing great work with me? (or reading my book or using my product?)”***

***Use “results” words to describe what you’ll help them improve, enhance or how their frustration will be reduced, etc. (If you don’t know Results/Benefit words, learn them in my free monthly Captivating Titles Teleclass)***

2. **Pick the top five that pertain directly to the target market you want to attract and create a list of bullets to highlight them. For instance mine might be...**

*After working with me you’ll:*

- **Attract more ideal clients** and know how to spot those that are not
- **Boost your confidence** around building profitable relationships and keeping rapport
- **Ask clearer, more pertinent questions** to save time and uncover needs
- **Talk about your services in ways your clients understand, value and benefit from**
- **Close your sales faster and easier** by knowing how to set the stage for success

***Now what are you going to write for your bullets?***

3. **To verbally recommend your products and services, practice saying these out loud as if you were relating them to you customer. They will love how you get to the heart of their needs quickly and getting hired will become the easy part.**

Stay tuned for next month’s tip when we’ll explore how to ask the right questions to uncover needs quickly!

***You can learn even more about how to increase your ability to get hired if you join me on a TeleClass Series!***

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Upcoming TeleClass Specials

Look at your calendar today - These are starting very soon!

Although I advertise my TeleClasses for a higher price to the general public, I offer special contacts like you a healthy discount for joining my **“Series” TeleClasses.**

Here is what is coming up over the next month:

Another happy client says...

“From what to say when peoples ask

“So. What do you do?”
to Captivating Titles and the Sales Series, your wisdom, warmth and creativity have made sales (gasp!) “not awful” and marketing more fun.

I am now more comfortable with asking for the sale and getting to that point. Do not hesitate to invest in Anna’s Sales Series. She more than exceeds expectations and provides winning strategies to help you reach your goals to have more clients!”

Marcia Merrill, Life Transition/Career Coach,
www.ecareercorner.com

For New TeleLeaders!

I will help you create your new TeleClasses with structure, value and promotion that captures interest in your topic and attracts people to register!
Consider **joining a group session** and create TeleClasses with your peers.

TeleClass Creation Series for New TeleLeaders:

Create your Titles, Descriptions, Clock-Model Script and After-Class Notes in 3 confidence-building sessions.

Click on the link below for more info or to register.

(I am advertising this one for \$109 which is already a great price)

[Register with this link and save \\$30US on the April Series!](#)

April 6, 13, 20 – @ 4pm EST - 1 hour per session

For Coaches and Entrepreneurs

For those of you who are really good at getting clients interested yet wonder why they won't go ahead and hire you, here's a program that will clear the confusion and help you hone your closing skills.

If want to grow your client base in friendly, sincere and powerful ways, Consider joining this **4-WEEK ~ 4-SESSION** program.

How Many New Clients Do You Want In 2005?

Create Your New Client Plan And Start Working It

(I am advertising this one for \$119 US)

Click on the link below for more info or to register.

[Register with this link and save \\$30 on the Series Starting April 5th!](#)

April 5, 12, 19, 26th @ 4pm EST – 1 hour per session

My goal is to help as many coaches and consultants as I can to **get hired faster and easier in 2005.**

Many of you already know that a lot of good learning happens in my TeleClasses. That's the way I like to work...in a results-oriented way!

Always available to you is my **one-on-one** coaching option, a **3-hour**, package for **\$275 US.**

Have A Great Month – Building Your Great Business!

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Anna Canary
Emerging Wisdom Enterprises
anna@annakanary.com (250) 381-7225

