

## The ROI is in Your FAQ



An area that solopreneurs struggle with is wasting time with prospects who are not their preferred client. If you don't have a pre-qualification or pre-education process, you could spend endless hours with someone who would not be an ideal fit.

Far too many consultants waste their time because they don't have these necessary processes or systems. Yet, a pre-qualification process will save you time, effort, and money.

One of my clients, a hypnotherapist, learned that some of her prospects were hesitating in calling her because they had certain perceptions of what a hypnotherapist was and how one could help them. As part of her pre-qualification process, she asked her prospects about their questions or concerns in working with a hypnotherapist. What she learned about their deeply held fears was priceless.

One prospect asked her if she was going to have her bark like a dog during the hypnotherapy sessions. It was later learned that this prospect saw someone under hypnosis in a stage show and thought that's what hypnotherapists do. Armed with this new information, my client could easily address these fears.

How did she address their fears? Before my client met with her prospects, she requested that they read her Frequently Asked Questions on her website. Once there, they would read the common questions and answers about hypnotherapy, the process she took her clients through, what to expect and what not to expect.

Because of her prequalification and pre-education process, she saved time from having to re-explain her process with each new prospect and overcame objections. And the return on her investment? Her client base increased 80% in just two months.

What processes or systems could you set up that would pre-educate and pre-qualify your prospects before they even meet with you?