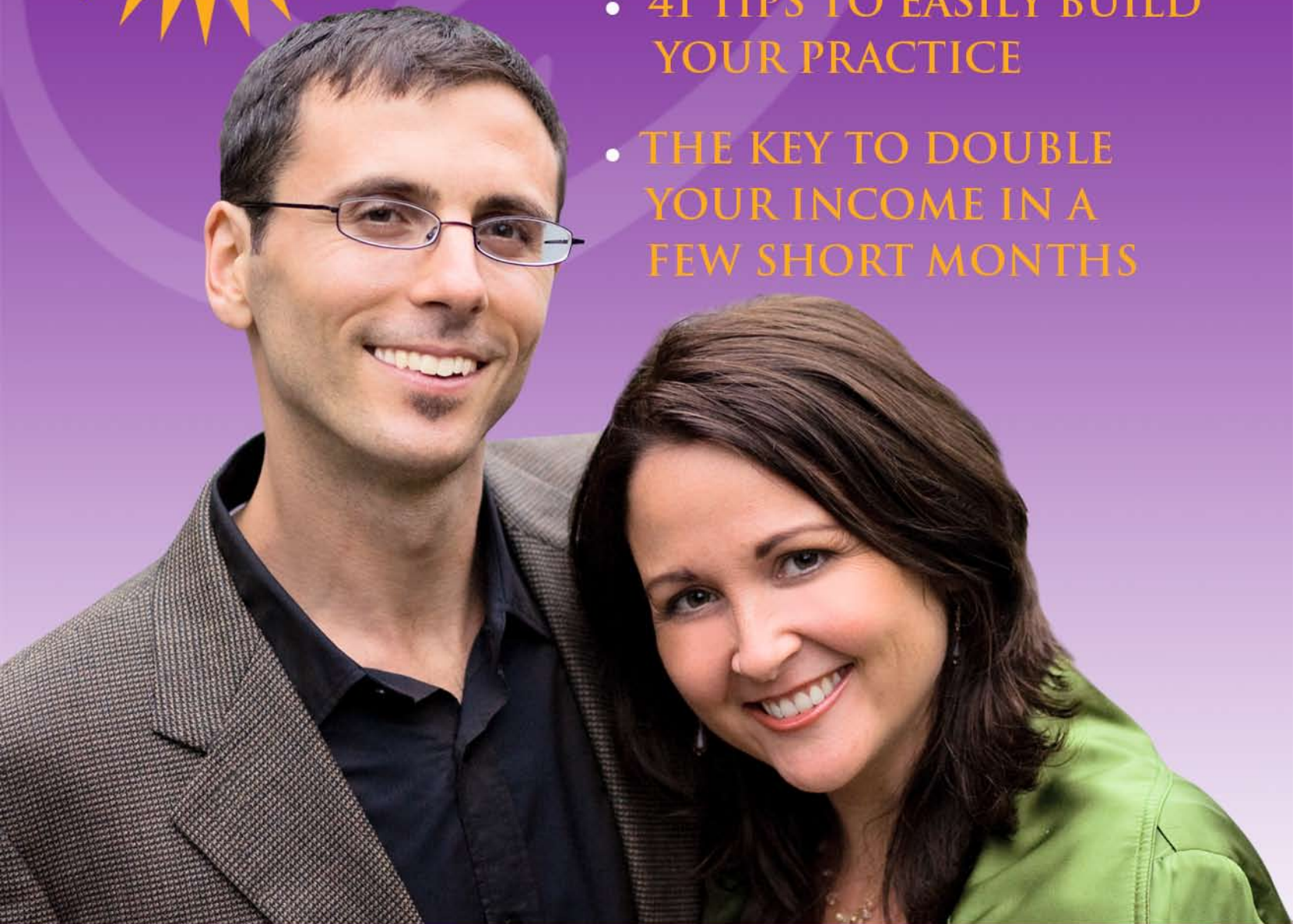


# THE 5 ELEMENTS TO ATTRACT MORE CLIENTS

*Without Being Pushy*

**\$49  
VALUE**

- HOW TO AVOID FEELING NERVOUS ABOUT SELLING YOUR SERVICES
- 41 TIPS TO EASILY BUILD YOUR PRACTICE
- THE KEY TO DOUBLE YOUR INCOME IN A FEW SHORT MONTHS



**JESSE KOREN & SHARLA JACOBS**

# “THE 5 ELEMENTS TO ATTRACT MORE CLIENTS WITHOUT BEING PUSHY”

by Jesse Koren and Sharla Jacobs

## What Will You Learn From this Report?

Most Coaches, Holistic Practitioners, Consultants and Other Heart-based Business Owners love what they do, but have a hard time selling their services. If this describes you, then this Free Report will give you the 5 Elements to Attract More Clients Without Being Pushy including 41 Tips to make building your business easy and natural.

How would you like to have your potential clients **practically talk themselves into working with you?**

What if your “selling” conversations felt more like talking with those who were *ALREADY your clients?*

When you use **The Complete Heartselling™ (not hard selling) System** in your conversations with potential clients you will find:

- You feel **more connected and authentic** with your potential clients
- You’re able to talk about what you do in a way that *your potential clients are excited* to hear more
- You distinguish yourself from obnoxious, pushy salespeople
- You leave people feeling better than you found them
- Your potential clients **practically talk themselves into working with you**

In this report, we’ll share some of the basics of [The Complete Heartselling™ System](#) so you can get new clients immediately. And if after reading this report, you see how Heartselling™ will help you build your business quickly and easily, we invite you to join us for the [Rejuvenate Your Practice 2 Day Intensive](#).

## Who are we and why are we so passionate about Heartselling™?

To date, we have helped **thousands** of Holistic Practitioners, Coaches, Consultants and other Heart-based Business Owners build successful businesses. But we didn’t start out as masterful Heartsellers™.

### Sharla’s Story

I (*Sharla*) discovered Heartselling™ out of the pain of not being able to make a living as an acupuncturist and coach.

I entered the field of acupuncture because I fell in love with the model of the Five Elements and I was told acupuncture was a booming field. So I thought I would have no problem making a living at it. And after 3 years of a master’s program, a grueling board exam, in

addition to getting my coaching certification during the last 6 months, I was so excited to make the difference that I had been dreaming about and I expected masses of people to flock to me...**but I was wrong.**

I discovered that I still had a lot of healing to do in order **to receive money for my services** and feeling good about myself as a professional. And it wasn't until I really put myself out there professionally to try to get clients that I discovered how painful it was to want to serve people so badly, but not be able to share about what I did in an attractive enough way that people would pay me for it—**it didn't take long to realize that with \$80,000 in debt from acupuncture school, I was in trouble.** Because I wasn't earning enough money as a coach and acupuncturist, my debt was rapidly increasing. So after a few months of struggling to make it in my business, I cancelled my gym membership and gave up any "extra" expenses. I was so broke that I was even on the verge of having to give up eating organic food.

It was such a confusing time for me because **I wanted to help people**; I just didn't know how to get clients. I was scared and thinking "*how am I going to get people to pay me for my services and help them improve their life when I can't even take care of myself?*"

But, there was one thing I learned through my schooling and that is that no matter what problem I had, there were people out there that had gone through the same problem and overcome it...and the key was to **find these people and learn from them (Tip #1).**

And so I had this friend that was a coach and mentor to people that were new in business and he promised me that if I worked with him, *I would triple my income in three months.* At the time I wasn't making much, just over \$20,000 a year, but it meant if I was successful I would earn \$60,000 a year and I thought that was a good place to start. I knew if I could get to \$60k, I could do a lot more.

The only way he would work with me is if I promised to do my homework. I didn't know what the homework would be at the time and I didn't have the money to hire him (at \$600 per month)...but he said that I would triple my income in 3 months!

So I borrowed the money from Jesse and **signed up for his business coaching program** (Tip #2). When he gave me homework, I almost fell off my seat—can you guess what it was?

My homework was to have 20 conversations for business, 5 days a week. (*That's 100 sales conversations per week!*)

Both scared and excited...I had made a *no-matter-what* decision (Tip #3) and there was no turning back. I was going to give this everything (and I had borrowed the money from Jesse to pay for it, so I couldn't let him down). And after all, I couldn't go back to having a J-O-B.

I've found there are no accidents...because of the sheer number of conversations I had during those few months—(my true confession: I really ended up having about 12 conversations each day) I started to understand *what works* and *what doesn't work* in sales conversations with potential clients because I took the time to evaluate each conversation (Tip #4). And it was during those 3 months that I had the "**Divine Download**" of what was

the beginning of the Heartselling™ model.

**It was like I received this treasure map!** And within 3 months, I tripled my practice just as my coach promised.

When other practitioners, coaches and friends saw this, they wanted to know how I was doing it. I started sharing with people and they were so excited that Jesse and I created our first product, The Rejuvenate your Practice CD Set and then we eventually started leading the [Rejuvenate Your Practice 2 Day Intensive](#) .

### **Jesse's Story**

I (Jesse) have a little different story.

As a teenager, I really wanted other people to like me and struggled to be myself just like most teens. **But when I was 16 I hit the lowest point of depression.**

One day, my mom walked into my room and handed me a book called “The Way of the Peaceful Warrior.” Reading this book **changed my life** because it was the first time that I realized that it wasn't my circumstances that made me feel so hopeless. It was my *thoughts* about my circumstances. **Suddenly there was hope.**

So, I started taking workshops. And I started to attract healers into my life. And I noticed a pattern with these healers...they didn't charge me for my sessions. And after many years of healing myself, I finally felt that **I was ready to give to others all the gifts and empowerment** that I had received.

So, I moved to California and learned how to be a life coach. I had found my calling and I started telling everyone I could help them live the life of their dreams. The problem was that even though *I knew* I could really help people, *I couldn't get them to see that and I couldn't get paying clients.* My potential clients stopped returning my messages, and I started to get depressed again.

Although I tried to think positive, I started to wonder if there was something wrong with me that nobody saw that I could help them. After a year of struggling, I gave up on my dream and took a full-time job.

It was fantastic, *for the first 3 days.* But month after month of not fulfilling my life purpose started to take a toll on me. One day, I was stuffing cookies down my throat in the back room of the office, and I realized my depression was really coming back.

I had been living with Sharla and watched her struggle to build her practice. Then, I watched her hire a coach (Tip #2 again) and triple her acupuncture and coaching practice in 3 months. Seeing her succeed woke up something inside of me. I thought, ***“If Sharla can do It, I can do it too.”***

So, that evening I hired a coach (Tip #2 again) and set a goal to get 5 paying coaching

clients. One month later I had 4 paying clients and I was so excited I gave my two weeks notice.

That was the last job I've ever had. It was as if my training wheels were taken off and I was now flying through the neighborhood on my new bike.

**And I fell in love with win-win business.** I gave therapy and personal growth workshops a break and started getting business coaching (Tip #2 again) and going to business seminars (Tip #5). I absorbed all of the knowledge I could...and the more I absorbed and put into action, the more my business thrived.

When I looked back at my first year of failing as a coach, I realize that there really was nothing wrong with me. **I was just missing the knowledge I needed to attract clients.** And I was missing Heartselling™ and the steps I needed to have a successful business.

Living in Santa Cruz, I looked around and saw a lot of my friends (who were coaches and holistic practitioners) struggling in their businesses. Because we knew how painful it was to want so badly to help people but not know how to get clients, we decided to **dedicate our lives** to making sure that Coaches, Holistic Practitioners and other Heart-based Business Owners had **all of the support and tools they needed to be successful.**

Together, **we developed the Heartselling™ Model into the powerful client magnet tool it is today.** Our business grew quickly, to the point that it has now become more like a movement. We feel so blessed to teach the world's most heartfelt people (that's YOU!) how to earn 6 figures in their business while staying true to their passion.

We've found there is one major principle that has helped us to keep growing ourselves and our business. And that is to **just take the next logical step** (Tip #6). When we stay true to our Vision to serve as many people as we can, the Universe always places the next step right in front of us. For as long as we have been willing to say "Yes," (Tip #7) the Universe has continued to say "Yes" to us. But it's not just the Universe we've been saying "Yes" to. We consistently ask our clients how we can serve them more fully and when we say "Yes" to what they want, they say "Yes" to us.

Since that time, we've just kept following Spirit (Tip #8) and listening to our clients about how we could serve them more fully(Tip #9). We developed 6 other business training programs based on our own experiences of success. Only three years after leading our first [Rejuvenate Your Practice 2 Day Intensive](#), we've earned over \$1.2 million. We've helped many of our clients **earn 6 figures in their business without compromising what is important to them.**

### **What is Heartselling™ and how can it help you get more clients?**

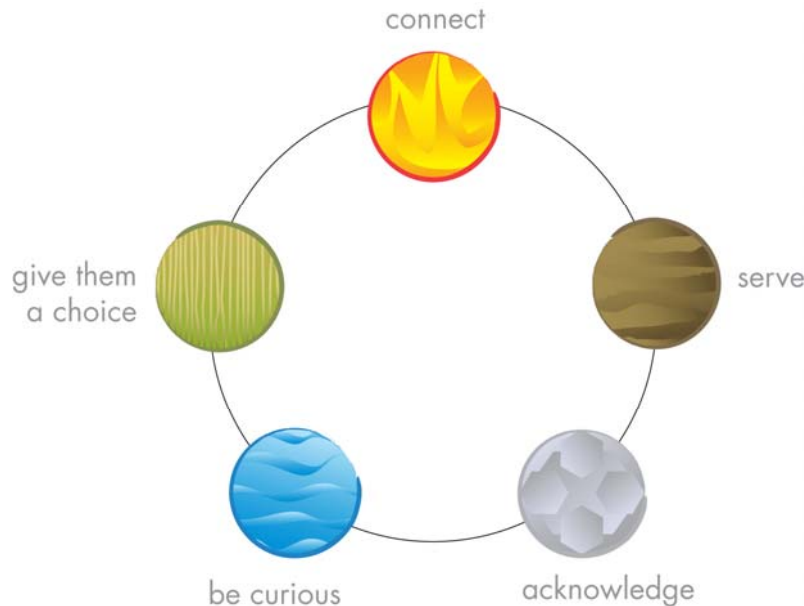
Have you ever been subject to a hard sell where someone uses pushiness and manipulation to "close" you on what the hard seller wants you to buy?

While hard selling uses techniques and gimmicks to "close the sale," **Heartselling™ is the art of using the 5 Elements to serve your potential client in a way that helps them decide if**

what you have to offer is a good match with what they are looking for (Tip #10). The best Heartselling™ conversations occur when the potential client *talks themselves into working with you.* (Tip #11)

When I (Sharla) was in acupuncture school, I had studied the Five Elements of Chinese Medicine. You may know it as the basis for Feng Shui. The Five Elements are Fire, Earth, Metal, Water, and Wood. And we human beings are made up of all Five Elements, reflecting the wisdom and beauty of nature.

The Heartselling™ Model is made up of the same 5 Elements.



You can see how Heartselling™ includes all 5 Elements:

Fire = Connect

Earth = Serve

Metal = Acknowledge

Water = Be Curious

Wood = Give them a Choice

In Chinese Medicine, when any of your Five Elements is out of balance, your health suffers. The same is true in Heartselling™ conversations.

The circle of the 5 Elements is like a bike tire. Miss any of the 5 Elements in your Heartselling™ conversations and it's like putting a nail in the tire. Your conversations fall flat and you'll find that your potential clients will usually decline your services.

However, when all 5 Elements are present (Tip #12), chances are your potential clients will say "YES!" to your services (that is, of course, if you discover what you have to offer is a good match for what they are looking for...more about that in the 6 Stages of Heartselling™).

The 5 Elements are the first module of The Complete Heartselling™ System and in this report we'll share with you some of the basics of how to use all 5 Elements in your Heartselling™ conversations so you can attract new clients immediately without being pushy.

The rest of the modules of Heartselling™ can be found in our soon to be released book, [“Sell is NOT a 4-Letter Word: How to Serve More People to Earn a 6 Figure Income”](#) and in [The Complete Heartselling™ \(not hard selling\) System Home Study Program](#).

## We say “Sell’ is NOT a 4-Letter Word.” What does that mean?

So many Heart-based Business Owners are afraid that they will sound like a pushy car salesman or a telemarketer when it comes to selling your services, but we have a very different perspective about selling.

Sell is usually spelled:

S-E-L-L

But we prefer to spell it like this:

~~S-E-L-L~~  
*S-E-L-L*

When you use Heartselling™ to *SERVE* more people, you are offering a gift that someone who has expressed interest in your services, rather than trying to convince them they need what you have (Tip #13). This is why “Sell” is NOT a 4-letter word...it’s actually a 5-letter word and doesn’t need to be associated with profanity. ☺

Heartselling™ is the art of turning a selling conversation into a healing conversation. So rather than selling something to someone, you are working with them to discover what will most *SERVE* them (Tip #14).

When you’re nervous or uncomfortable when it comes to selling your services, it might be because you’re missing the primary ingredient in any Heartselling™ conversation: SERVICE.

In the [Rejuvenate Your Practice 2 Day Intensive](#), we teach you how to take the focus off of yourself and instead put the focus on *SERVING* your potential client. When you learn how to do this, you’ll find yourself feeling completely confident in any conversation with a potential client.

And, if you believe that your services can change someone's life for the better but you don't let them know about it, then you are doing them a *disservice* (Tip #15). This is why it is imperative that you learn Heartselling™...because **YOUR PEOPLE** are waiting for you to show up fully to share your gifts with them.

## So, how do you use the 5 Elements to have great Heartselling™ conversations and get more clients?

Earlier we shared how we received the “Divine Download” of the Heartselling™ model that is made up of the 5 Elements? This treasure map has earned our clients over one million dollars collectively. And it can help YOU Double or Triple your practice in a few short months.

The 5 Elements are the foundation of Heartselling™. What makes it different from any other sales training out there is that it is a *holistic model*. It isn't full of techniques and gimmicks, instead it's about using *your intuition* and becoming a CLIENT MAGNET.

When you master the 5 Elements of Heartselling™, you've got a heart-centered formula to double or triple your business (and even make 6 Figures!).

The 5 Elements are Fire, Earth, Metal, Water, and Wood.

## How do you use the Fire Element to Create Instant CONNECTION with Potential Clients?

Many Coaches and Practitioners feel nervous about selling their services because they are so busy trying to avoid being “Sales-y.”

If this describes you, you're not alone. I (Sharla) remember going to networking events in Santa Cruz and I was sure I was the youngest person there. So, there I am walking into this event as a life coach and an acupuncturist thinking “*I feel so uncomfortable at these things!*” **Then one day it dawns on me that I'm so busy worrying about how I am being perceived that I can't really CONNECT with anyone there.** Once I realized that if I could find a way to CONNECT instantly with people I meet, I would stop feeling anxious and instead start engaging with others on a heart level (Tip #16).



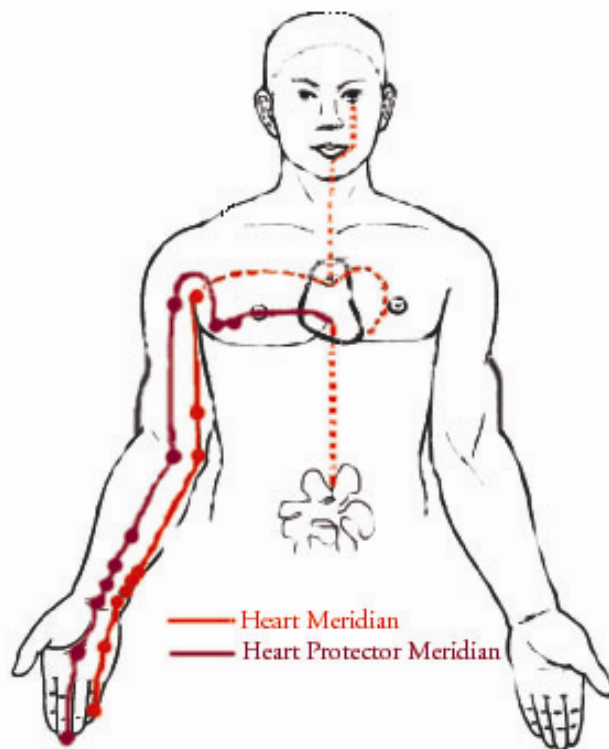
**connect** CONNECTION comes from the Fire Element—Fire comes from the energy of summertime. Imagine laughing around a camp fire and having fun with your friends enjoying the feeling of CONNECTION. In the 5 Element model, your Heart is related to the Fire Element. So **when you're meeting new people, you can use your Fire Element to CONNECT.**

We'll share a tool you can use to create instant CONNECTION with anyone you meet. Before we share the tool, we want to share a little about the theory behind why it works so well.

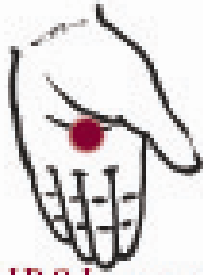
Did you know there are special “meridians” or “channels” on the surface of your body and they have acupuncture points along their path? These meridians are much like a stream or a river on the surface of your body—and **when you touch a point along the meridian you send a stream of energy through it.** Since meridians are connected to internal organs, this stream of energy can infuse internal organs with positive change.

And did you know there are two meridians in each of your hands that are connected to your heart? One of these meridians is directly connected to your heart and the other meridian is connected to your heart via your Heart Protector, otherwise known as your pericardium or covering of the heart.

**Here are the pathways of both your Heart and Heart Protector Meridians. You can see how they connect your heart to your hands.**



Have you ever done any kind of Chi Gong where you rub your hands together and when you pull them apart, you feel the energy between them? Well, that energy is moving between an acupuncture point on your Heart Protector Meridian (called “Laogong” or Heart Protector 8) that is in the center of your palm.



### HP 8 Laogong

When you create this energy in your hands, **you have the ability to create instant CONNECTION.** One way I (Sharla) got over feeling nervous at those networking events is by using the power of my Heart and Heart Protector Meridian in my hands.

**Here's how you can do this too:**

1. Put your hands on your heart to **really connect with your heart energy** (Tip #17). Think about how you're going to meet some great people (like some of your clients you really love) (Tip #18)!
2. Take the energy from your heart and **consciously put it in your hands** (you can rub them together like the Chi Gong exercise we described above if that helps)(Tip #19).
3. When you shake the hand of someone you are meeting for the first time, take their hand between **both of your hands** so you are surrounding *their* hands with *your heart energy* you gathered earlier (Tip #20). Just having that intention to send your heart energy to them, looking into their eyes (Tip #21) and being interested in them (Tip #22) creates an instant CONNECTION.

Next time you're at an event where you're meeting new people, we encourage you to try this and notice how different it feels. This is especially helpful if you normally feel shy.

This is one tool that creates instant CONNECTION. We give you 3 more powerful tools in the [Rejuvenate your Practice 2 Day Intensive](#) and we wanted to give you one tool to get you started right away.

### **How do you use the Earth Element to SERVE your potential clients?**

Earlier we shared that "SELL" is NOT a 4-letter word and instead it is a 5-letter word.

The reason that so many Heart-based Business Owners have a hard time selling their services is that **they forget that they are offering *services*** and that the point is to *serve*. If you are a plastic sales person in one moment while you are offering your services but a coach or a practitioner in another moment...it can feel pretty awkward. Because it's not authentic. So the good news is that **in Heartselling™, you get to be yourself.**

Just like how the Earth we live on is so abundant and lush and provides us with nourishment—with Heartselling™ the Earth Element is about *service*.

serve



So you'll want to be in a state of *service* when you are having Heartselling™ conversations (Tip #23).

What does this mean? We believe you should treat your potential clients as you would treat the people who are *already* your clients (Tip #24). When you're with your clients, you show up to *serve* them and it should be the same with potential clients. So your Heartselling™ conversations should be centered on *servicing* the person in front of you. How do you *serve*? **You find out if what they are looking for is something you can help them with *before* you launch into your spiel about what you do** (Tip #25).

When we meet someone new, we try to find out what is going on with them in their life and business so we can figure out HOW we can best serve them. Sometimes it means we recommend our own programs and sometimes it means we recommend someone else's products or services.

Wouldn't you rather share what you do with someone who has just said they need the exact thing you offer? Welcome to Heartselling™.

**Here's a tip for using the Earth Element to *serve* potential clients:**

After you hear a bit about what they do for a living or about their kids or whatever the direction the conversation has taken, you can ask the question, "*When it comes to (your job, your kids, your business) what are you looking for next?*" (Tip #26)

So in the Earth Element, you **engage with potential clients from a state of *service*** and you ask questions to find out what they are looking for (and see if it's a match).

**How do you use the Metal Element to Acknowledge the Diamond in potential clients?**

Most Heart-based business owners forget this key ingredient in Heartselling™ conversations and it leaves their potential clients feeling empty. This key ingredient is acknowledgment.

Instead, you can start using the Metal Element immediately to **leave people feeling better than how you found them**...and remember, people remember how they felt when they were around you more than anything you said (Tip #27).

Metal is an unfamiliar Element many people don't understand—when you look at the Western Four Elements model, there is no Metal. To help you feel more familiar with Metal, we like to compare the Metal Element to the Air Element in the Western Four Elements Model.



What is the Metal Element about? The Metal Element is about **seeing the shining diamond in everyone** (Tip #28). If you think of the energy of Autumn, which is when everything begins falling away and decomposing, we often feel SAD—(diagnosed as “Seasonal Affect Disorder”). In Chinese medicine, it’s perfectly normal to feel grief and sadness during this time of year. The leaves aren’t the only things falling away! Without letting go of the things that no longer serve you, you would never be able to allow anything new into your life.

We’ve learned to surrender to the energy of Autumn and the Metal Element. Have you ever noticed that when you allow yourself to *go through* your grieving process (rather than try to ignore it or push it away), the melancholy you feel is much like the energy of *prayer*? It’s a way to get connected to the *Divine*. The Metal Element represents the Heavenly Realms and also helps you to **recognize the Divine in each person you meet**.

Most people you meet are aching to be “seen” for *who they really are* (Tip #29). And they want to be seen in a deeper way than just a compliment. Have you ever received an acknowledgment from someone that you remembered years later? Maybe you felt so seen and heard that it touched your soul and it changed the way you feel about yourself.

I (Sharla) remember my seventh grade teacher, Ms. Ramshaw. She had a way of letting me know she recognized my brilliance and she believed in me. I can’t remember the words she said, but I DO remember the way I felt when I was around her.

When you can be like Ms. Ramshaw, seeing the “gem,” “gold” or “diamond” (Metal Element) in potential clients, you will be someone that other people want to spend more time with...and they’ll gladly pay you for your time (Tip #30)!

When Jesse and I have Heartselling™ conversations with potential clients, we allow ourselves to see the Divinity in them. **We allow ourselves to see their brilliance and magnificence.** And we have both had the experience of falling in love (not the romantic type of love but falling in love with their soul) with potential clients during Heartselling™ conversations. You can do this too.

When Jesse and I have Heartselling™ conversations, our potential client shares with us about their life and business and what they are most looking for. If they want to build their business, we find out more about how they offer their services (and the limits of their time and ceiling on their income) and then we envision a different way they can deliver their services to way more clients with less effort (and more money).

We feel their Heart and their intention to really make a difference. And we can see them making hundreds of thousands of dollars.

When we see the Divine in others, **we can see their amazing potential and what gifts they have to offer through their work**. It’s a huge acknowledgment to them when so many others don’t take the time to REALLY SEE their potential!

So when you are in a Heartselling™ conversation, your job is to **help them discover what they are most looking for and *feel* how great it will be when they get it.** (Tip #31).

Are they looking for pain relief, joy, success, love...? Whatever they're looking for, it's important you acknowledge them. You can acknowledge them for their courage for dealing with pain for this long. Or their willingness to step into the adventure of going after their big Vision.

When you acknowledge your potential client in a way that they feel like there is no one else in the room but the two of you—you are going to have people signing up right and left for your services.

We can only teach you so much about acknowledgment through this written report, but to really learn how to become a powerful acknowledger, we recommend you join us at the [Rejuvenate Your Practice 2 Day Intensive](#). During the workshop, you'll get the art of acknowledgment in your bones to **help you become a Client Magnet**.

So far we've shared about 3 of the 5 Elements: Fire helps you to CONNECT, Earth helps you to SERVE and Metal helps you to ACKNOWLEDGE.

### How do you use the Water Element to BE CURIOUS with potential clients?

There are so many people that don't take the time to ask you about yourself...have you noticed? **Isn't it refreshing when someone is CURIOUS about you?** Would you agree that we human beings like to talk about ourselves? Can you see what a gift it is to give someone the opportunity to talk about themselves by BEING CURIOUS?



How does CURIOSITY relate to the Water Element? Well, think about the surface of the ocean; sometimes it is really beautiful and sometimes stormy but how often do you think about what's under the surface? If you go into the depths there is so much to discover.

The problem is that most sales people go into a sales conversation with an agenda to push their product or service. Unless you get curious with your potential clients, they will feel like an object and want to run away.

It's in going deeper and the CURIOSITY that your potential clients feel that you care about them (Tip #32). You've probably heard that people will buy from you when they Know, Like, and Trust you. **When you express genuine CURIOSITY about a potential client, it creates trust.** The Water Element is about BEING CURIOUS. It means that you care enough to take the time to care about them.

There are two types of CURIOSITY we want to share with you. One is curiosity for your own sake, your own agenda. This type of curiosity is what most people refer to as being "nose-y." In other words, this is the type of curiosity you want to avoid (and the type of curiosity that gave us the expression, "Curiosity killed the cat").

The other type of CURIOSITY is the type you use in a Heartselling™ conversation to help your potential client learn more about themselves while they reveal why they are perfect for your services at the same time (Tip #33).

We always do a *Live Heartselling™ Demonstration* on stage at the [Rejuvenate your Practice 2 Day Intensive](#). One time I (Sharla) was being curious about an amazing woman named Jan and her Vision and dream for her business. I was talking with Jan about what kind of experience she wanted her people to have at her retreats. We were both getting more and more inspired and I kept asking more questions (BEING CURIIOUS) about what kind of value she wanted to provide for her clients. AND at the same time, she was revealing to me how she was perfect to take our [Build Your Empire Program](#), where we teach our clients how to make \$5,000 during a 90-minute class and lead a weekend workshop making \$10,000 and up. And she was also revealing to herself how excited she felt about her own Vision. This is the perfect example of how selling conversations can be healing conversations.

So, let's say for example you're a Coach who helps people transition from working a corporate job to a home-based business. And you're having a Heartselling™ conversation with a woman who is scared, frustrated and probably feels she can't leave her job because of the money or the insurance, for example...and yet she *REALLY WANTS* to start a business based out of her home. In this case, we recommend using CURIOSITY to find out WHY she really wants to own a home-based business. Is it because she can be home with her kids? Is it because she wants more freedom?

You could get CURIIOUS about what that home-based business will provide for her. At the same time she is sharing with you **WHY she wants this change**, she is simultaneously revealing how she is your perfect client. The more curious you get, the deeper the conversation goes and the more she talks herself into working with you.

This is the power of the Water Element and when you master CURIOSITY, you'll be someone who clients are magnetized to.

### How do you use the Wood Element to Double Your Income?

The Wood Element is what **90% of the Heart-based Business Owners we meet are missing**. Most Coaches and Practitioners are uncomfortable asking for the business and shyly hand out their business card and hope someone calls them for a session. If this sounds familiar, what we share about the Wood Element **can double your income in a few short months**.

The Wood Element is about being bold. Think about a seedling or an acorn in the springtime—housed inside of it is the plan to grow into an oak tree. It has to burst from its shell and then grow around all of the rocks and roots and then finally it breaks the surface of the ground. Then there are huge trees surrounding it...but *it has a Vision* to become an oak tree. It's going to grow to the light no matter what. That is the power of the Wood Element. It's the boldness and **decisiveness it takes to take a stand for other people's lives**.



give them  
a choice

To have effective Heartselling™ conversations, it takes focus and intention (Tip #34). You can't just hope and pray that someone is going to call you—you have to be bold. **So when the time is right you have to give them a choice.** (Tip #35).

What you don't want to do is just hand them your business card. Instead, you want to **get permission to take the next step** (Tip #36).

For example, we were at an event where we discovered during a conversation that a woman named Sheri had a coaching practice for 2 years, but wasn't really earning a living as a coach. She really wanted to quit her job and have enough clients to really enjoy her life and stop working a job she didn't enjoy.

She knew coaching was her Divine Right Livelihood and she was ready to take the next steps. We felt it was appropriate for her to participate in our [Double Your Practice in 90 Days Program](#), so she could finally get the structure and support to reach her goal. But we were at a seminar and it was time to go back to our seats.

**So instead of trying to “close the sale,”** we said, *“It sounds like you're looking to get the support to quit your day job and be a full time coach. If we had a program that could support you to easily make that transition, would you be interested in hearing about it?”*

She said, *“Absolutely!”*

*“Well, since we need to get back to our seats, we'd love to follow up with you by phone. Do you have a business card?”*

She handed us her business card and we said, *“Would Tuesday of next week be a good time to connect about this so we can hear more about your coaching practice and see if what we have to offer is a good match for what you are looking for?”*

She said, *“Please call me on Tuesday. I'm looking forward to it.”*

If we had just given her our business card, chances are pretty high we would have never heard from Sheri again. But instead we followed up with her on Tuesday (Tip #37) **and she ended up signing up for the program.**

When you first are getting to know someone, it isn't wise to try to “close the sale.” (Tip #38) And in Heartselling™ conversations, you never “close a sale,” but instead you help people to “Open up into what is possible in their life.” (Tip #39). Although the result of having your potential client say “Yes” is the same, **the feeling of opening them is much more heartfelt than “closing them.”**

**The Wood Element teaches you to GIVE THEM A CHOICE.** As you get further into a Heartselling™ conversation you may discover that what they're looking for is indeed a match for what you have to offer (through your CONNECTION, SERVICE, ACKNOWLEDGMENT and CURIOSITY). Then you'll want to ask them a “Yes” or “No” question to determine if it makes sense to take the next step.

**Many Heart-based business owners are afraid to hear the word “No;”** they’re afraid of rejection. Truthfully, if a potential client isn’t interested in taking the next step, it probably wasn’t a good match anyway (Tip #40). And you would have wasted the paper your business card was printed on if you had just handed it to them and hoped they called. In this case, it’s best to move on (Tip #41).

If they are interested in a follow up conversation, **you just increased your chances of getting a new client!** This is how using the Wood Element can double your income in a few short months.

Do you see how each of the 5 Elements is essential to doubling your income and feeling great about selling your services?

If you enjoyed this report and are ready to get the 5 Elements of Heartselling™ in your bones, we invite you to join us at the next [Rejuvenate Your Practice 2 Day Intensive](#).

You’ll not only learn how to become a Client Magnet by experiencing the 5 Elements through high-impact exercises. You’ll also learn:

- How to answer the question “*What do you do?*” so your potential clients **can’t wait to hear more** (we’ll give you 5 fill-in-the-blank templates to make it easy for you)
- The **3 Magic Questions** to ask when someone says “*I can’t afford it*” that can turn half of your “no’s” into “yes’s”
- The **#1 Secret to filling your practice**
- How to breakthrough some of your “money beliefs” and give yourself a raise (over 50% of our participants give themselves a raise)
- And so much more...

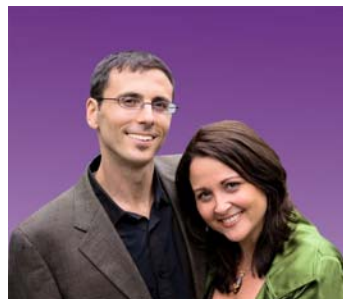
[Click here](#) to reserve your spot for an upcoming [Rejuvenate Your Practice 2 Day Intensive](#) or contact one of our amazing Client Care Specialists at 1-800-632-2944 x100.

We hope to see you soon!

Love and Success,

*Jesse & Sharla*

Jesse and Sharla



## ABOUT JESSE AND SHARLA

Award Winning 6 Figure Coaches Jesse Koren and Sharla Jacobs teach Coaches, Holistic Practitioners, and Heart-based Business Owners **How to Earn 6 Figures in Their Business without compromising their values.** They are the co-founders of Rejuvenate™ Training, the home of the [Rejuvenate Your Practice 2 Day Intensive](#).

In the last three years Rejuvenate™ Training's workshops and training programs have helped thousands of Heart-based Business Owners increase their business success. They are the authors of over 7 information products, including “**The Complete Heartselling (not hard selling System)**” and 8 training programs teaching business owners how to help more people by successfully marketing their business, leading lucrative workshops and creating and leading their team to **double, triple, and even quadruple their income.**

In addition to being published in the best-selling book “Who do you think you are?” with transformational leaders such as Bob Proctor, Jack Canfield and Joe Vitale, you'll soon have access to their heart-felt wisdom in their soon to be released book “**SELL is NOT a 4-Letter Word: How to Serve More People and Earn a 6 Figure Income.**”

**41 Tips to Easily Build Your Practice (distributed throughout this report and listed here for your reference)**

1. No matter what problem you have, there are people out there who have gone through the same problem and overcome it...and the key is to **find these people and learn from them.**
2. When you want to build your business, **sign up for a business coaching program** (as opposed to a personal coaching program).
3. Made a “*No-matter-what*” decision to succeed
4. Take the time to **evaluate each Heartselling™ conversation** you have with potential clients for what works and what doesn't work
5. Go to Business Seminars
6. Just take the next logical step
7. Say “Yes” to what the Universe puts in front of you
8. Keep following Spirit's Guidance to move you forward
9. Listen to your clients about how you can serve them more fully
10. Use the 5 Elements to **serve your potential client** in a way that helps them decide if what you have to offer is a **good match with what they are looking for**

11. The best Heartselling™ conversations occur when the potential client *talks themselves into working with you*
12. When all 5 Elements are present (connection, service, acknowledgment, curiosity, choice), chances are your potential clients will say “YES!” to your services
13. Offer the gift to someone who has expressed interest in your services, rather than try to convince them they need what you have
14. Heartselling™ is the art of turning a selling conversation into a healing conversation. So rather than selling something to someone, you work with them to discover what will most *SERVE* them
15. If you believe your services can change someone’s life for the better, but you don’t let them know about it, then you are doing them a *disservice*
16. When you make CONNECTING instantly with people you meet more important than the thoughts in your own head, you will stop feeling anxious and instead start engaging with others on a heart level
17. Before going somewhere you will meet new people, put your hands on you heart to **really connect with your heart energy**
18. As you’re doing #17, think about how you’re going to meet some great people (like some of your clients you really love)
19. Take the energy from your heart and **consciously put it in your hands** (you can rub them together like the Chi Gong exercise)
20. When you shake the hand of someone you are meeting for the first time, take their hand between **both of your hands** so you surround *their* hands with *your heart energy* you gathered earlier in tip 19
21. Create the intention to send your heart energy to each person you meet and look into their eyes
22. Be interested in them to create an instant CONNECTION
23. Be in a state of *service* when you are having Heartselling™ conversations
24. Treat your potential clients as you treat the people who are *already* your clients
25. Find out if what they are looking for is something you can help them with **before** you launch into your spiel about what you do
26. After you hear a bit about what they do for a living or about their kids or whatever the direction the conversation has taken, you can ask the question, “*When it comes to (your job, your kids, your business) what are you looking for next?*”

27. Use the Metal Element immediately to **leave people feeling better than how you found them...**and remember, people remember how they felt when they were around you more than anything you said
28. **Look for the shining diamond in everyone** you meet
29. Most people you meet are aching to be “seen” for *who they really are*
30. When you acknowledge the “gem,” “gold” or “diamond” (Metal Element) in potential clients, you will be someone that other people want to spend more time with...and they’ll gladly pay you for your time
31. When you are in a Heartselling™ conversation, your job is to help them discover what they are most looking for and ***feel how great it will be when they get it***
32. Being CURIOUS with your potential clients shows them you care about them and people will buy from you when they Know, Like, and Trust you.
33. Using Intentional CURIOSITY in your Heartselling™ conversations will help your potential clients learn more about themselves while they reveal ***why they are perfect for your services*** at the same time
34. To have effective Heartselling™ conversations, it takes focus and intention.
35. You can’t just hope and pray that someone is going to call you—you have to be bold. **So when the time is right you have to give them a choice**
36. Don’t just hand them your business card. Instead, you **get permission** to take the next step
37. Follow up with your potential clients
38. When you first are getting to know someone, it isn’t wise to try to “close the sale.”
39. In Heartselling™ conversations, you never “close a sale,” but instead you help people to “Open up into what is possible in their life.” Although the result of having your potential client say “Yes” is the same, **the feeling of opening them is much more heartfelt than “closing them.”**
40. If a potential client isn’t interested in taking the next step, it probably wasn’t a good match anyway
41. If they aren’t interested in taking the next step (at least a follow up conversation), it’s best to move on
42. Bonus Tip #42: Join us at the [Rejuvenate Your Practice 2 Day Intensive](#) for experiential exercises designed to teach you how to become an amazing Heartseller