



ENROLLMENT 101

We are inviting people all day long – through our interactions, our way of being, our tone, our words, even our absence or our silence. The question is not if you’re enrolling, it is a question of, at any given moment, am I enrolling someone into a limitation or a possibility? There are no neutral exchanges.

Think about how often you’ve seen a great movie, discovered a good restaurant, or latched on to the latest trend, and you couldn’t stop talking about it! You probably naturally invited a number of others around you to get curious or even spend money or time towards what it was for you, simply because of your personal experience, your clarity about the value, and your willingness to share it! Trainings are no different. Here’s some subtle tips and guidelines, that might support you in your conversations, just as long as you bring along with it your own personal commitment to the person in front of you.

THERE’S JUST NO FORMULA... BUT IF THERE WAS... THIS WOULD BE IT!

- 1) Pre-conversation: who comes to your mind? Just allow yourself to be still long enough to see whose name comes to mind and picture them on the last training day in that room and imagine what it could open up for them.

When you talk to them on the phone or in person...

- 2) I thought of you because (here’s the things I see in you) _____.
- 3) I wanted to invite you to this (training specs) _____.
- 4) It changed the trajectory of my life because (one or two brief sentences at the most of the impact it had on you) _____.
- 5) Could I send you some info and follow-up to see if it might be something you’re interested in knowing more about? P.S. Then actually FOLLOW-UP! After a couple of days usually works.

The above conversation is for when you just have 2 – 3 minutes of time. If they are at all curious or you have a few more min of time available, here's some key areas to connect on, or on your next follow-up conversation after they've seen the basic info via email or text.

- 6) Is there an area of your life that you can think of that you'd really like something new in as well?
Could be a relationship, career, personal area...

If you are able to ask a few simple clarifying questions about whatever area matters to them, that becomes their "why," and their anchor to deciding if this training is/isn't for them. Your role as their friend/champion is to support them into pressing into that area of life that matters to them, and helping them get clear on how this training, if they're up for it, has the potential to really support them in going further faster in that vision.

KEY DESCRIPTORS

Basic understanding and context for helping people know what they are being invited to...

- # - day interactive training, not just a sit/listen/take notes kind of approach
- Explore your thought patterns and beliefs (about yourself, others, circumstances) and how those patterns of thinking either line-up with what you say you want, or how sometimes they can sabotage you under the surface.
- It's for people who want to "take themselves on" and take their relationships and impact to a new unprecedented level. It's for people who are willing to be curious and open to seeing any blind-spots that may stand between them and the people that matter to them.

