**Month 9: Business Development**

## 9.) Business Development Activity

## Free 30 minute offer

Create a Free 30 Minute Style Audit (give it your own name) to promote on your website.  
  
The value of this free 30 minute session is that it will get people to meet you.  Many clients want to get a touch and feel of you before the book, they want to feel that you're the right fit for them.  This short session will give them the chance to ask you questions and feel comfortable with you so that they then go on to book your paid services.  
  
We want you to develop your strategy and system for this free session:  
  
1. Booking - how do they book?  When do they book?  Where do you do these sessions?  
2. Booking Confirmation - how do you follow up with them?  One of the pitfalls of free sessions is that as they haven't put any money on the table as yet, they don't value it the way you do, so you want to ensure they turn up - you will need both an email and text-message confirmation to ensure the best attendance.  
3. Style Audit - create a short questionnaire that you can ask them to fill in - this will give you some ideas about where their struggles lie and how you can help them.  It's to start a conversation that leads them to book your services.  
4. Follow Up - after you've met, hopefully during that meeting you've booked in a consultation or two, if not, follow up with an email or phone call to see if they will book in with you.  Create an email template to use for this  purpose.