

New Client Starter Plan

Start building consistency in connecting and having conversations that naturally lead to New Clients.

TWO THINGS TO REMEMBER AS YOU START:

- On average, it takes about 10 meaningful conversations to lead to 1 sale
- People usually need to see or hear something 5-12 times before they decide to buy

That means this is not about doing everything perfectly or getting instant results. It's about staying consistent long enough for trust to build.

Your focus is simple: show up, start conversations, and stay present.



Step 1

PUT YOURSELF AROUND PEOPLE

Instead of starting with “Who do I message?” start with: “Where am I already naturally around people?”

You are not trying to create new spaces. You are learning to be more intentional in the ones you already have.

Everyday life examples:

- School drop-off or pickup
- Sports practices, games, or activities
- Church or community groups
- Gym, walks, errands, coffee runs
- Work conversations or coworkers

Online spaces:

- Replying to stories with real comments (not just likes)
- Engaging in posts with actual conversation starters
- Being active in group chats or community groups

Simple connection moments:

- Coffee with a friend
- Skincare or “get ready with me” night
- Small group hangouts
- Local events or pop-ups



Action: Pick 2 places this week where you will slow down and be more intentional about connecting with people.



Step 2

START REAL CONVERSATIONS

(This is the beginning of the 10)

Every conversation matters. You are simply starting the process.



Think of it this way: Each real conversation is one step closer to that 10-conversation average.

In-person examples:

- “Your skin looks really good, have you been doing anything different?”
- “I’ve been trying to simplify my routine... have you found anything that works for you?”
- “How have things been going lately?”

Online examples:

- “I saw your post about _____. How’s that going?”
- “Random question, what are you using for skincare right now?”
- “This reminded me of you... have you tried anything like this before?”



Your job here is not to sell. It's to start conversation #1, #2, #3... and keep going.



Step 3

BE CURIOUS AND STAY IN THE CONVERSATION

This is where trust starts building, and where repetition begins to matter.

People usually don't buy from the first conversation. Or even the third. This is why staying connected matters.

Pay attention to:

- What they're struggling with
- What they've already tried
- What feels overwhelming or confusing

Simple responses:

- “That makes total sense.”
- “I hear that a lot.”
- “I’ve dealt with something similar too.”



Stay here longer than feels natural. That's what builds familiarity and trust over time.

(Remember: most people need 5-12 touchpoints before they're ready to act.)

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Step 4

OFFER HELP

(Not a Pitch)

Once you understand their needs, you can gently offer support.

Simple ways to offer:

- "If you ever want, I can help you simplify your routine."
- "I can send you what I've been using if that would be helpful."
- "I'm happy to share what's worked for others with similar skin."



This is one of your touchpoints in the 5-12 range. It's not about closing. It's about staying helpful and relevant.



Step 5

KEEP IT SIMPLE WHEN THEY SHOW INTEREST

If someone leans in, don't overwhelm them.

At this stage, you're just guiding, not selling hard.

Examples:

- "Let's start really simple so it's easy to stay consistent."
- "Most people begin with just these two things."
- "This is usually where I recommend starting."



Simplicity helps move them from interest to action.



Step 6

STAY IN TOUCH

(This is where most of the 5-12 touchpoints happen)

Not every conversation leads to action right away. That's normal.

Most sales happen after multiple touchpoints over time.

Simple ways to stay connected:

- Share a helpful tip
- Send something that made you think of them
- Check in casually

Example:

- "Hey, I saw this tip about dry skin and thought of you."



This is where repetition builds familiarity, trust, and readiness.



Step 7

ASK FOR REFERRALS NATURALLY

When someone has a good experience, don't overthink this.

“

If you know anyone else looking for something simple like this, I'm always happy to help them too.

”

Daily Rhythm

KEEP IT SIMPLE



Connect with 3-5 people

Have 2 real conversations



Follow up with 1-2 people

Share 1 helpful touchpoint

(tip, story, or check-in)



Weekly Focus

THINK IN VOLUME, NOT PRESSURE

Remember:

- ~10 conversations = 1 sale (on average)
- 5-12 exposures = buying decision range



So consistency matters more than intensity.

Weekly rhythm

- Start 5 new conversations
- Follow up with 5-10 people
- Stay present in ongoing conversations