

Host Lisa Sasevich – “The Queen of Sales Conversion” Introduces Christy Whitman

About Christy:

Christy Whitman is a New York Times Bestselling Author of *Taming Your Alpha Bitch: How To Be Fierce and Feminine (and Get Everything You Want!)*, CEO and founder of the Quantum Success Coaching Academy™, a 12-month Law of Attraction coaching certification program, and creator of the Enlightened Kid Program. She has helped thousands of women and men around the world achieve their goals through her empowerment seminars, speeches, and coaching sessions and products. Christy's life-changing message reaches over 100,000 people a month and she has been seen on The Today Show, The Morning Show and The Marilyn Dennis Show in Canada. She has been quoted in *Seventeen*, *Woman's World*, *Woman's Day*, *Teen Vogue*, *People Magazine*, *Hollywood Life*, and *Knot Magazine*. As a certified Law of Attraction coach, her work has been promoted by and featured with best-selling authors like Marianne Williamson, Dr. Wayne Dyer, Marci Shimoff, Brian Tracy, Neal Donald Walsch, Abraham-Hicks and Louise Hay. She currently lives in Montreal with her husband, Frederic, and their two boys, Alexander and Maxim. Meet her at www.ChristyWhitman.com and www.7EssentialLaws.com.

ACTION SHEET / SUMMARY

Christy has a 3- and a 4-year-old.

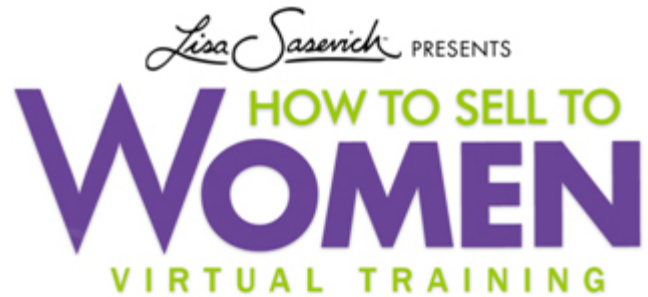
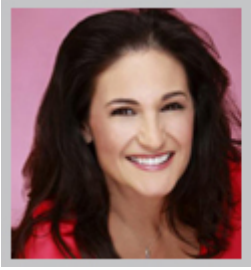
Everything she does is based on teaching the 7 essential laws.

She has about 80% women clients.

Attracting women clients:

She does a Goddess weekend once a year for just women, but everything else uses marketing to both men and women.

Christy believes in energy and vibration, and that this is happening for attracting clients. We are putting out the vibration "I don't have enough clients" or "I do." You have to get



very specific about who your perfect match is in a client. What kind of attributes do they have? For example, people really struggling in life are right for some coaches, but not for all.

Get clear on what you want, why you want it and how you will feel when you have it.

Imagine lines of light going from your heart center to theirs.

Important to do the energy work AND take physical action.

Tactically she has built her community on affiliate marketing and introducing other people's programs (selectively) to her list, which she calls her family.

Inspiring women clients to say YES:

It's all about giving value and being real and honest about what someone is going to experience. The more value you give the more trust you build. It starts with generosity and rich content, and then people want to learn more.

It's not about just features and benefits. What can they imagine beyond what they have right now and that this program is the bridge?

Christy loves giving value in video, teleseminars, and summits. Loves being on camera where she is not perfectly edited.

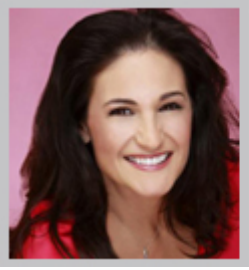
No-no's when selling to women:

It doesn't work when a woman is really passionate about something and someone tries to direct her away from it so it will sell better.

Bonus thoughts:

Keep updating your list of who you want to serve and who is best served by you and then keep holding the vision of exactly of what you want. Beyond vision boards and affirmations, be with those visions and then feel your way into it. The feeling is the key. Feeling is the key to energy and everything is energy.

Action Steps:



Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

1. Practice clarifying your vision of who you want and why you want them, and then make sure to include how you will FEEL when you get it.
2. Practice giving value using video and thinking of your followers as your family as you consider what to give them.
3. Access Christy's free gifts at www.selltowomen.com/christy