

MASTIN KIPP'S

GET IDEAL CLIENTS MASTERCLASS

The Thriving Practitioner Roadmap

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BEFORE YOU READ

GET THE MOST FROM THE ROADMAP

The Thriving Practitioner Roadmap has a ton of information, and I know you want to get started reading through it right away. But, you'll get MUCH more out of it if you use it to follow along with the Get Ideal Clients Masterclass Series

In session 3 of the series, I walk through the entire Roadmap and go into a lot more detail that will help explain what you're seeing in this PDF. If you haven't already, join us here:

rebelpractitioner.com/concierge

—Martin



WELCOME TO THE THRIVING PRACTITIONER ROADMAP

One of the single biggest questions that I get from people is “Mastin, where do I find clients ready to invest?”

That’s what the Get Ideal Clients Masterclass Series is about -- recognizing what’s really keeping us stuck. It’s not just knowing the “business strategy” or how to find clients... it’s seeing what patterns of behavior get in our way.

The answer isn’t going to be in another degree or another business course. It’s only going to come from doing the deep work around the root cause.

What I want to show is exactly how I did it and how I’ve helped others do it too. This is the framework I give all my clients to help them thrive. I’ve condensed it down into one PDF so you can see it in just a few pages.

For me, it was about small daily progress, just kind of getting through stuff, trying to piece things together. And slowly things started to turn around. But I wasn't getting the results fast enough until I decided to stop making mistakes and get support.

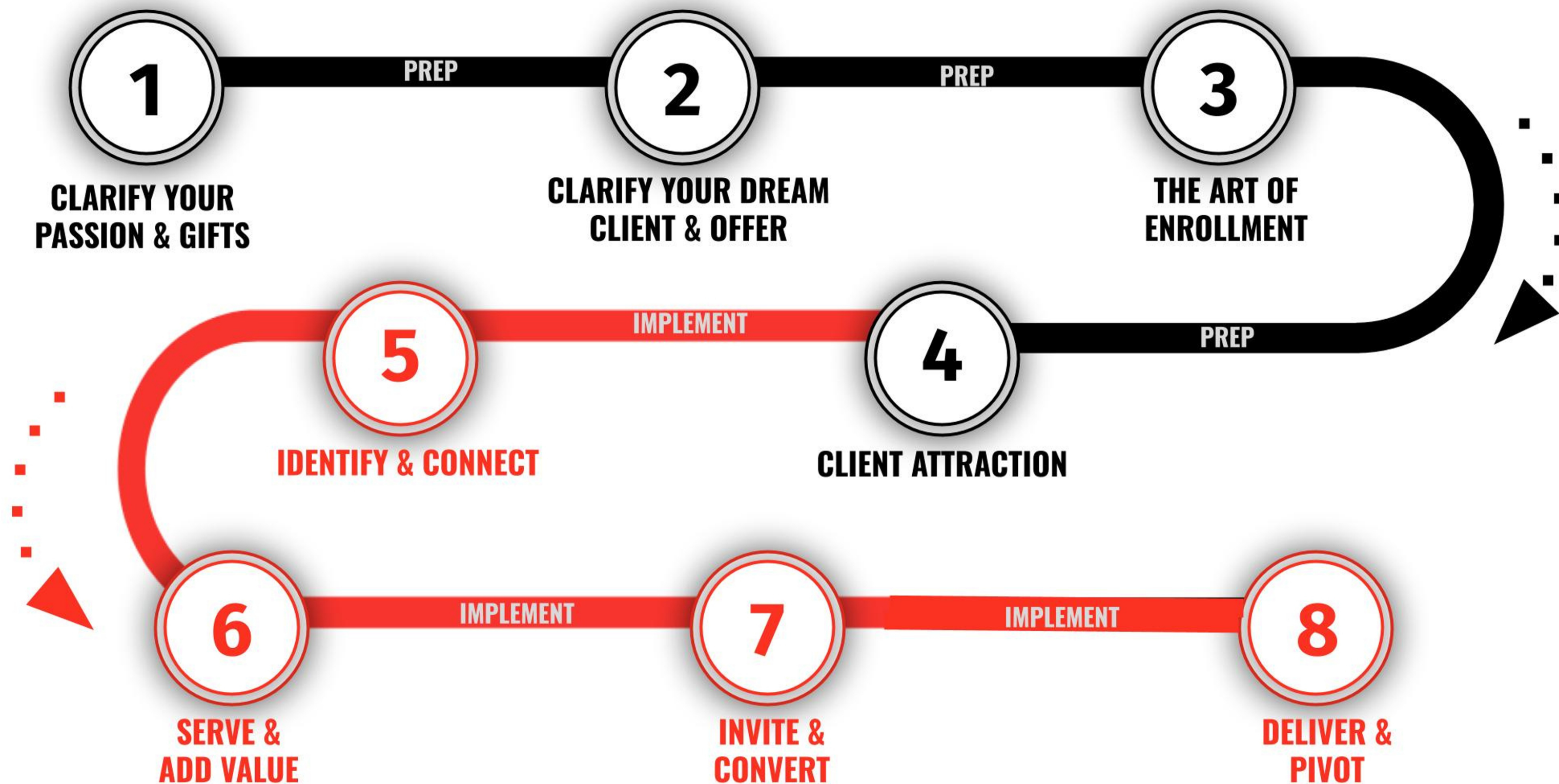
And with that support, slowly, I discovered this framework to work through all my doubts about make the impact (and income) I knew I could. And that’s when I went from couch surfing to being featured on Oprah Winfrey’s Super Soul Sunday as a thought leader for the next generation. And then publishing my two best-selling books: Daily Love and Claim Your Power and creating the Functional Life Coaching process.

And today I use this framework to help thousands of rebel practitioners, coaches, therapists, teachers, functional medicine practitioners and other health and wellness entrepreneurs create a thriving practice and business in today's modern, digital times.

So if you're looking to get clients and finally transform your degree, certification, education or passion into sustainable financial freedom., you’re looking at the roadmap to get you there.

Let’s get started.

THE REBEL PRACTITIONER ROADMAP

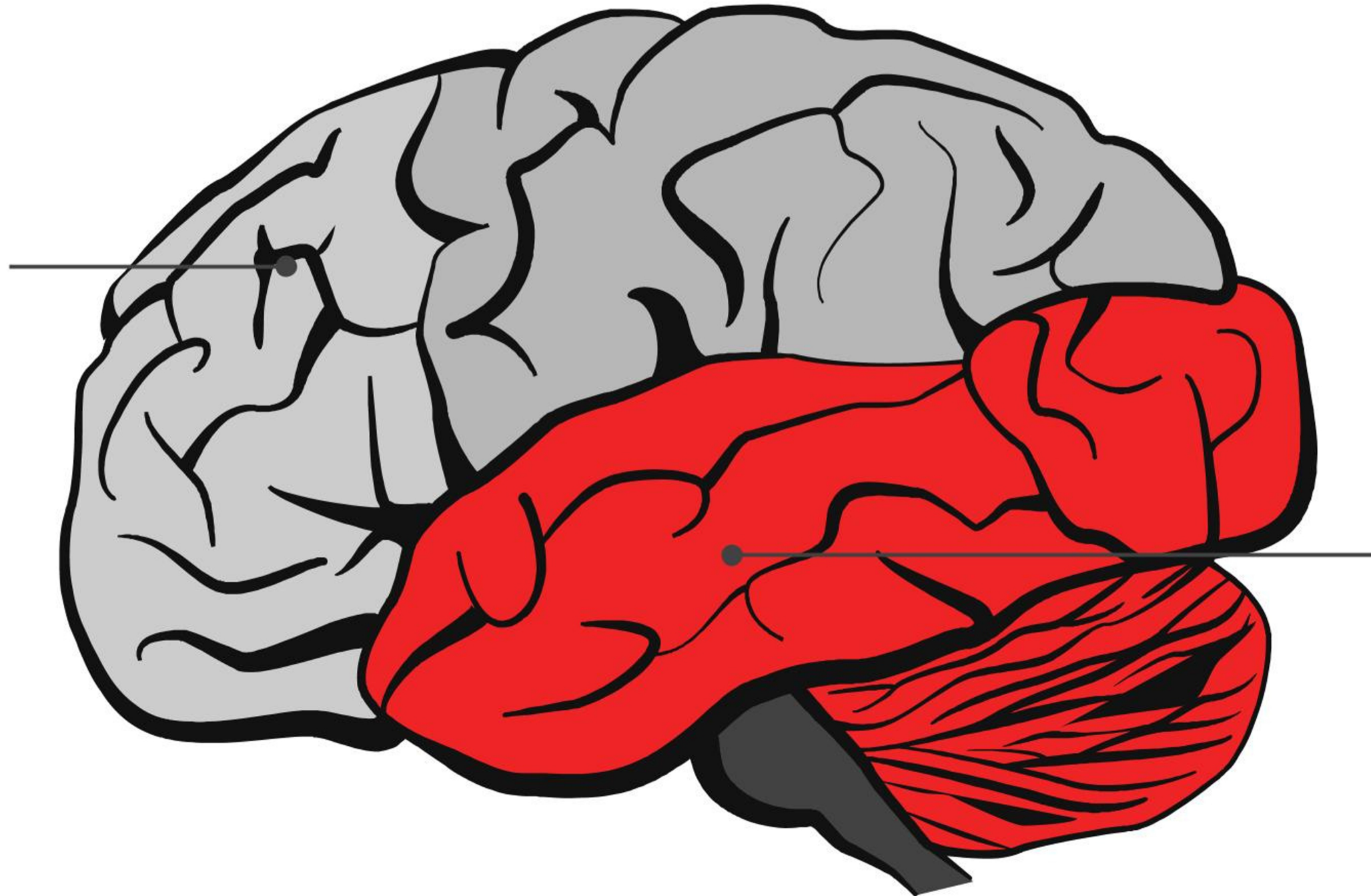


WHY UNDERSTANDING ISN'T ENOUGH

"Brains are wired through hands-on interaction with the physical world."
-Infinity Children Education

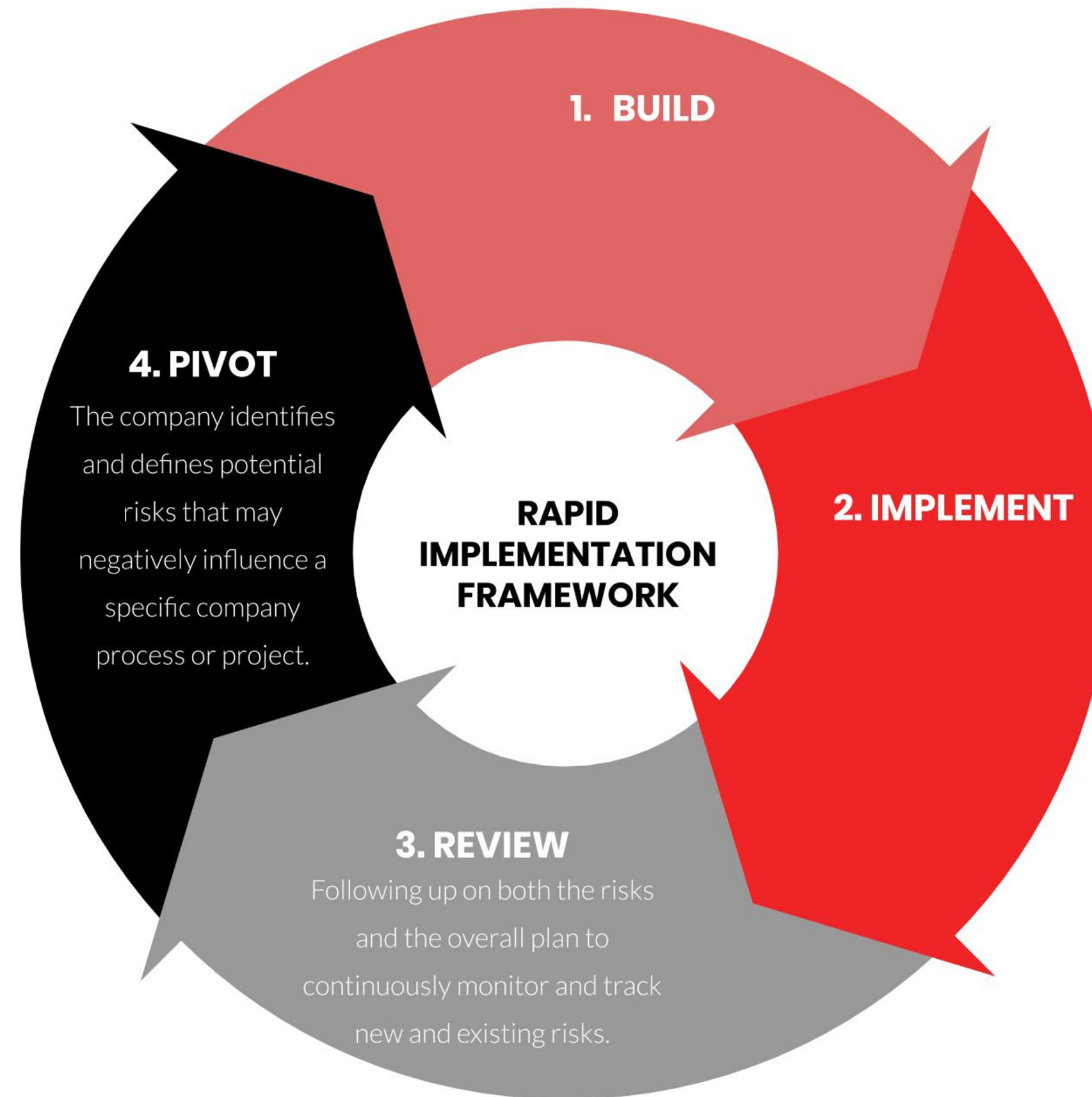
Cortical Brain

Executive function, critical thinking, creativity & problem solving. Comes online later in development.



Sub-cortical Brain

Emotional, reactive, younger and sub-conscious.



ARE YOU MISSING IMPLEMENTATION DATA?

WITHOUT I.D.

WITH I.D.

4

WHAT IS MY NICHE?

✗

✓

WHAT BUSINESS DO I START?

✗

✓

WHAT DO I CHARGE?

✗

✓

WHERE TO FIND PEOPLE?

✗

✓

HOW TO COACH?

✗

✓

WHAT TO SAY ON SOCIAL?

✗

✓

HOW DO I DESCRIBE WHAT I DO?

✗

✓

DO I NEED MORE INFO?

✗

✓

AM I ON THE RIGHT TRACK?

✗

✓

AM I QUALIFIED TO DO THIS?

✗

✓

ATTACHMENT & BUSINESS SUCCESS CHEATSHEET

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**SECURE
ATTACHMENT**

1



1

Maintains secure attachment through safe & secure mentorship.

**ANXIOUS
ATTACHMENT**

2



2

Creates success through identifying unmet needs and the practice of receiving them + releasing the past.

**AVOIDANT
ATTACHMENT**

3



3

Creates success through learning how to count on others & no longer be an island. Less focus on the future & more on the present.

**DISORGANIZED
ATTACHMENT**

4

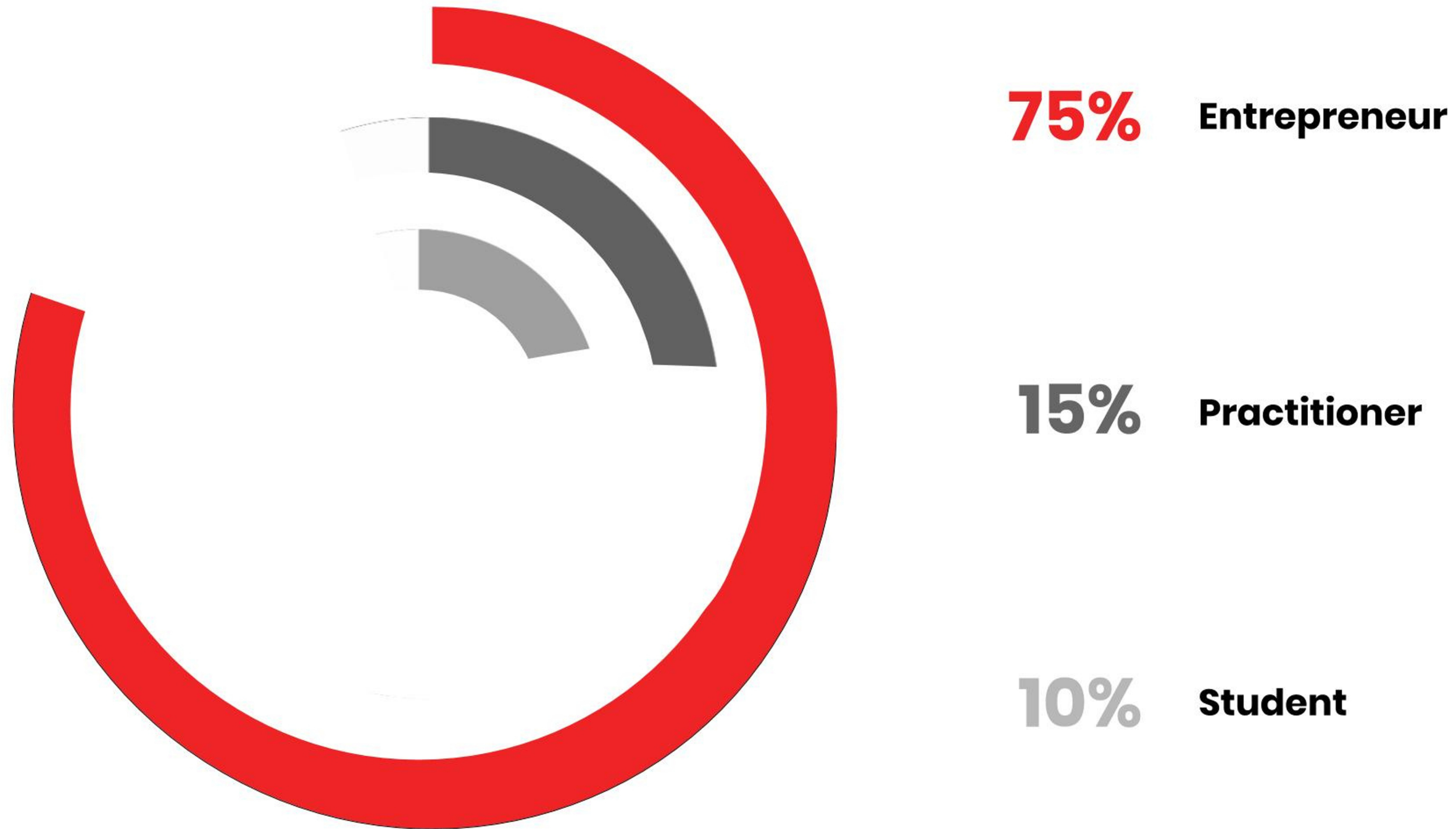


4

Creates success through more thinking & less feeling, having a clear plan to follow and feeling safe within a group.

It's time to train your Entrepreneur skill set!

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Prepare

YOU'LL LAY YOUR SUCCESS FOUNDATION AS YOU IDENTIFY WHAT TO SELL, WHO TO SERVE, AND HOW TO START. WE'LL CREATE A RUNWAY BASED ON TRAUMA AND ATTACHMENT-INFORMED BUSINESS PRINCIPLES AND ELIMINATE THE BLOCKS THAT HAVE BEEN KEEPING YOU STUCK UNTIL NOW.

Step One

ALIGN WITH YOUR PASSION AND GIFTS

When you lean into your unique gifts, competition disappears. Nobody can start a practice or a business the way you can. Inside the Rebel Practitioner Bootcamp, you'll learn the process to discover your unique gifts, your core values as a practitioner, and your disruptive and myth-busting beliefs -- all of which will help you stand out, no matter what the competition is doing.

**DISCOVER &
REFINE YOUR
GIFTS &
PASSION**

**UNCOVER YOUR
EXPERTISE &
AUTHORITY**



**DISCOVER &
REFINE YOUR
DISRUPTIVE
MESSAGE**

**CLARIFY & LIVE
YOUR CORE
VALUES**

Step Two

DEFINE DREAM CLIENTS AND CREATE OFFERS

Using your unique gifts refined in step 1, we'll identify your ideal clients and offer them world-class customer care. Now that you have your unique gifts defined, you can create products and services and offer them to your market right away. We'll learn to iterate and pivot on-the-fly so the income is coming in and your product and service line is constantly getting better. We'll define which metrics to track (and which to ignore) so your decision-making is data-driven, taking the guesswork out of your next steps.

IDENTIFY DREAM CLIENTS

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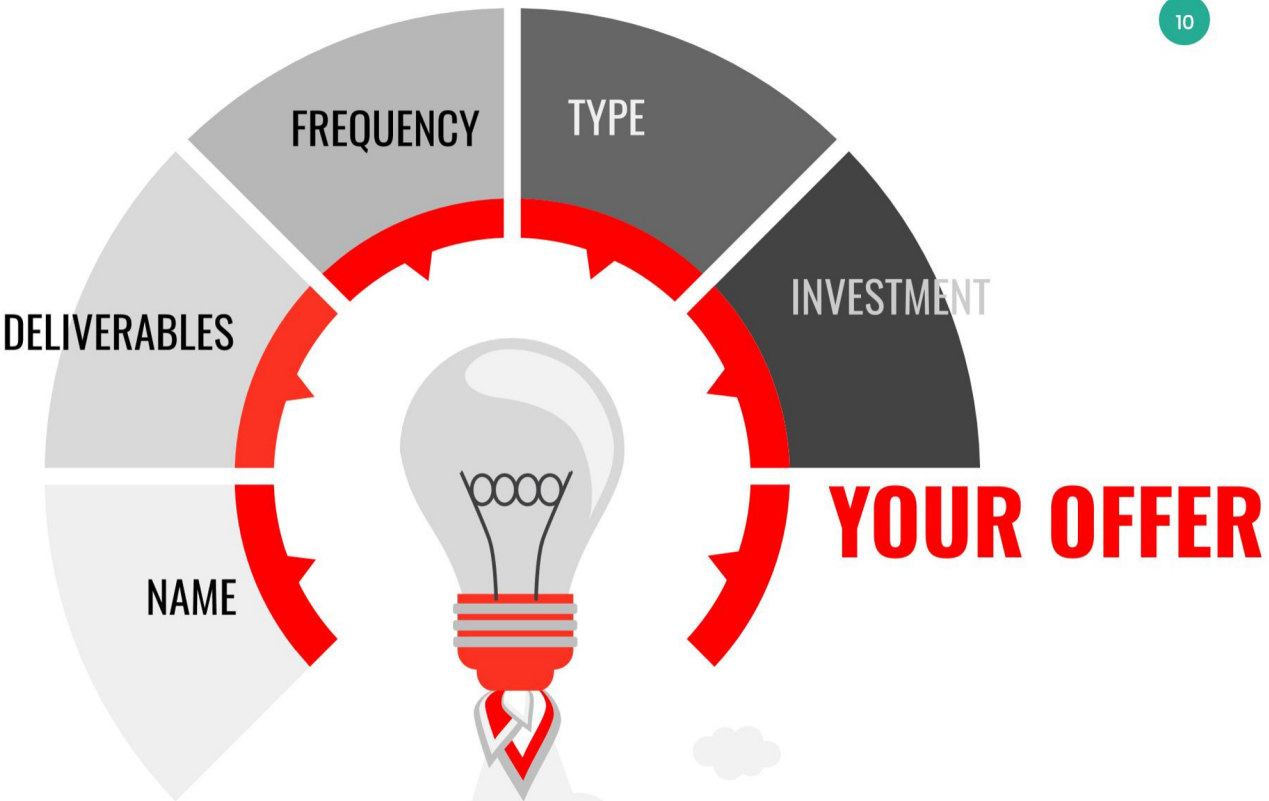


IDENTIFY DREAM CLIENTS BY WORKING WITH CLIENTS, NOT THROUGH "THOUGHT EXERCISES"

There's a MASSIVE difference between the right clients and the wrong clients. The wrong clients are draining, low-paying, and a ton of work. The right clients energize you. They make you feel like you're making a difference. You're excited to talk to them.

And most of all, they pay. And they pay what you're worth. They don't argue about prices or ask for discounts. They don't flake. They are as excited to work with you as you are with them.

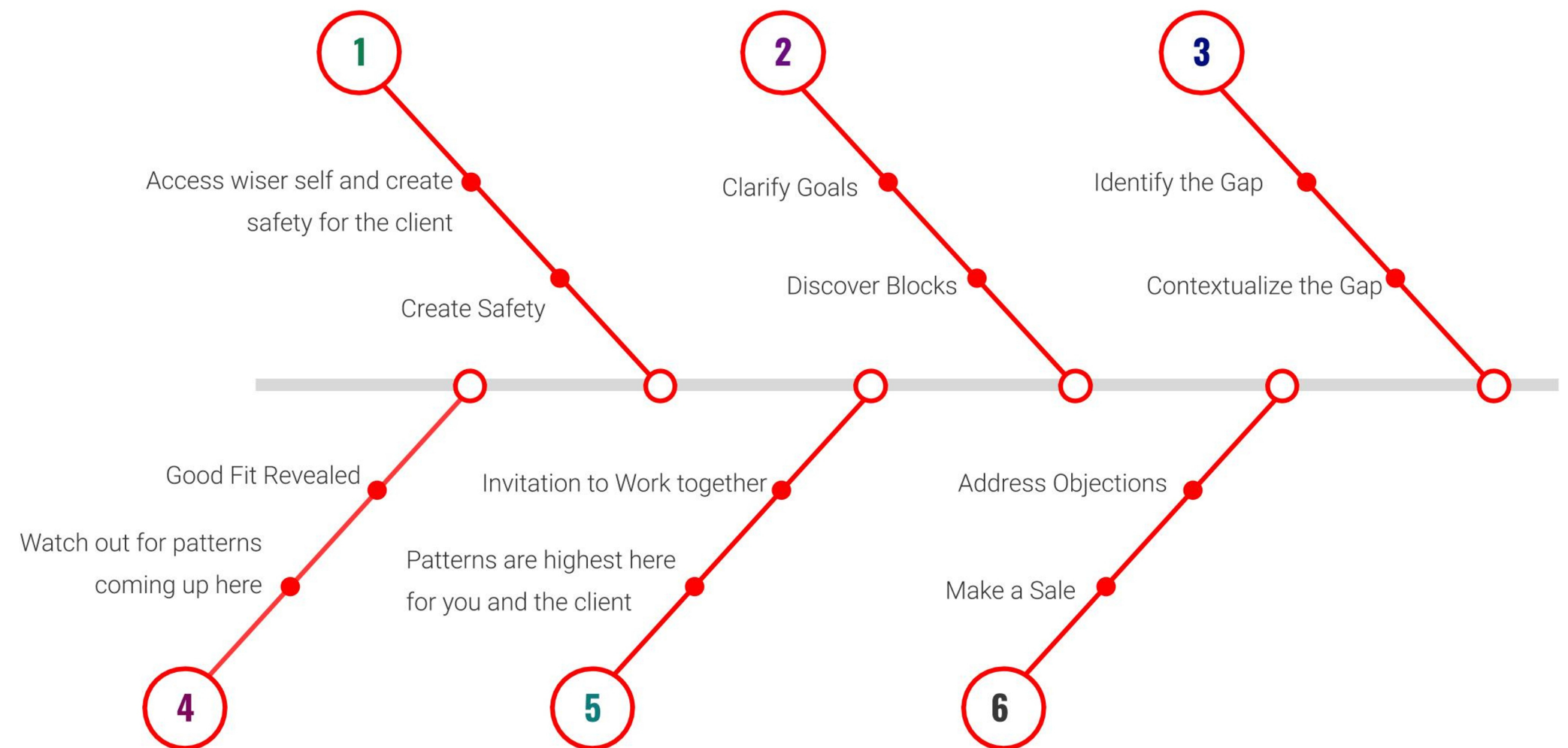
10



Step Three

THE ART OF ENROLLMENT

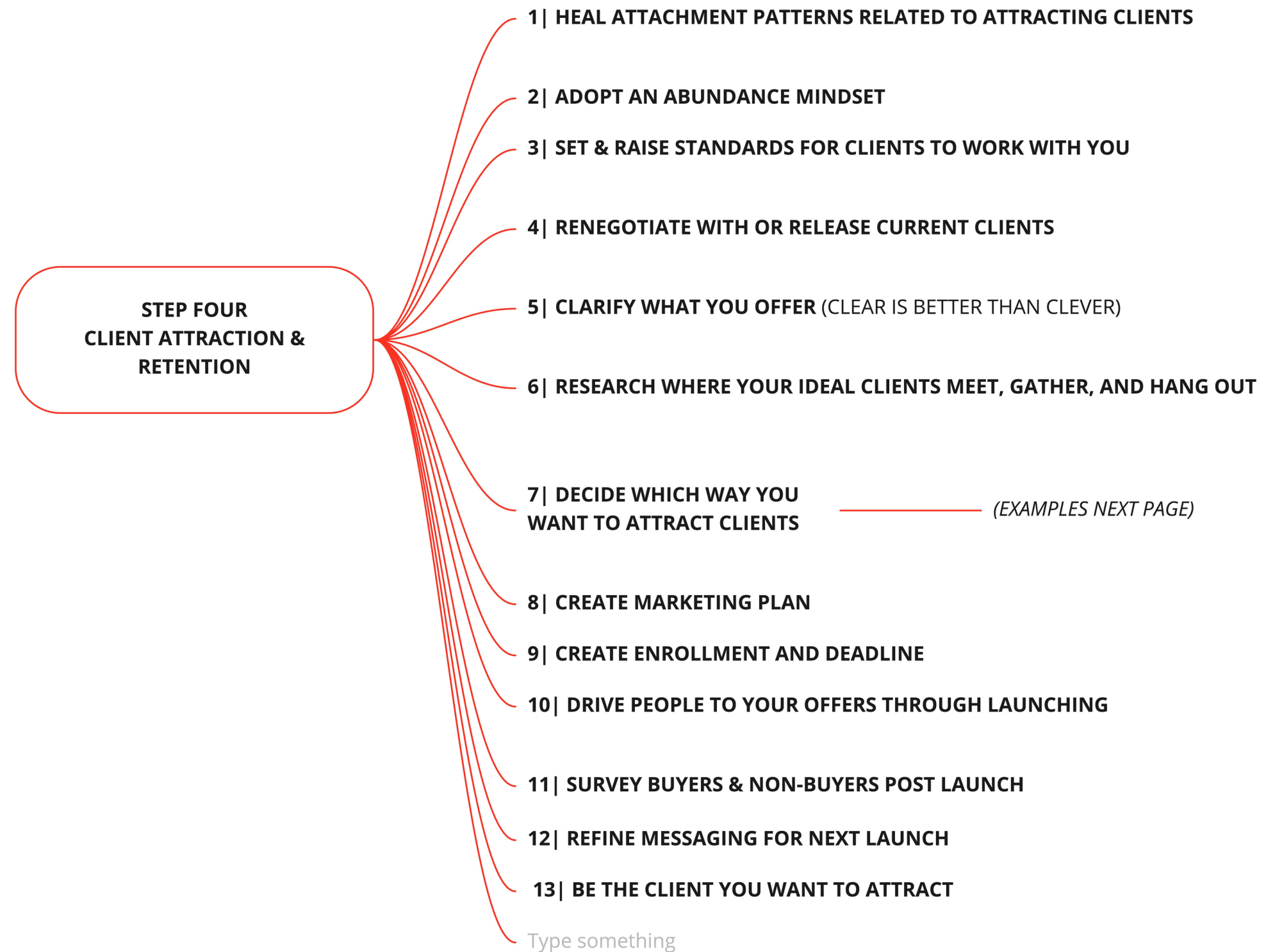
Most people have the wrong idea about sales. When you've "sold" something that you really need, you're grateful. It doesn't have to feel sleazy or manipulative. It can be healing. In this epic module, we'll cover the 12 Steps of the Trauma-Informed Enrollment Conversation, How to address and overcome the most common objections, and the exact software and tools we use to make the sale (most of these tools are free). You'll discover the fastest path to cash and how to feel authentic and aligned during the entire process.



Step Four

CLIENT ATTRACTION 101

Attracting the right clients is the lifeblood of your business. There's a missing piece when it comes to advice about attracting clients. We can do everything right and STILL be spinning our wheels. That's because there's a MASSIVE difference between the right clients and the wrong clients. The wrong clients are draining, low-paying, and a ton of work. The right clients energize you. They make you feel like you're making a difference. You're excited to talk to them. And most of all, they pay. And they pay what you're worth. They don't argue about prices or ask for discounts. They don't flake. They are as excited to work with you as you are with them. In Rebel Practitioner Bootcamp, we'll talk about how to identify, find, and attract the right clients and keep them working with you for years.



Implement

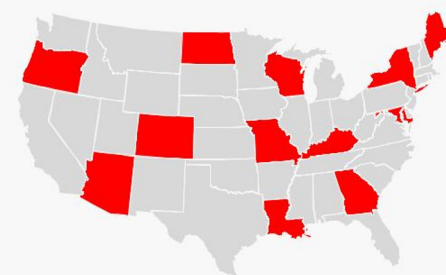
WITH A SOLID FOUNDATION IN PLACE, YOU'LL BE READY TO FIND, INVITE, CONVERT, AND SERVE YOUR IDEAL CLIENTS. YOU'LL USE WHAT YOU BUILT SO FAR TO TAKE MEANINGFUL, PRECISE, DELIBERATE ACTION AND GET YOUR FIRST OR NEXT CLIENTS.

Step Five

FIND CLIENTS IN THE RIGHT PLACES

Gone are the days of “blasting out” content. Today’s marketing is about connection. Here’s the good news. If you are a practitioner, coach, therapist, teacher, functional medicine practitioner or in the health and wellness field, you’ve already built the skills to be a great marketer. Using frameworks, scripts, and examples, you’ll discover how to find where your ideal clients are and then be in proximity both locally and online... and, how to start an authentic conversation that seeds your work.

IDENTIFY & CONNECT



Be in proximity to your ideal clients both locally and online



Identify ideal clients and release guilt around working with only ideal clients.

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THE RIGHT PLACES TO FIND CLIENTS

CONSISTENCY IS KEY



Schedule time for regular consistent content

FIND CLIENTS THAT ACTUALLY PAY

START AUTHENTIC CONVERSATIONS



Step Six

AUTHENTICALLY ADD VALUE

You need to understand your market's challenges and speak to those challenge. In other words, demonstrate empathy... a skill that practitioners already have. We'll help you refine your messaging and create an effective content strategy that doesn't feel forced... just you speaking your truth authentically. We'll also cover how to repurpose the right content strategically so you don't feel like you're on a "content treadmill" and even how to maximize local opportunities to add value and become the go-to authority in your community.

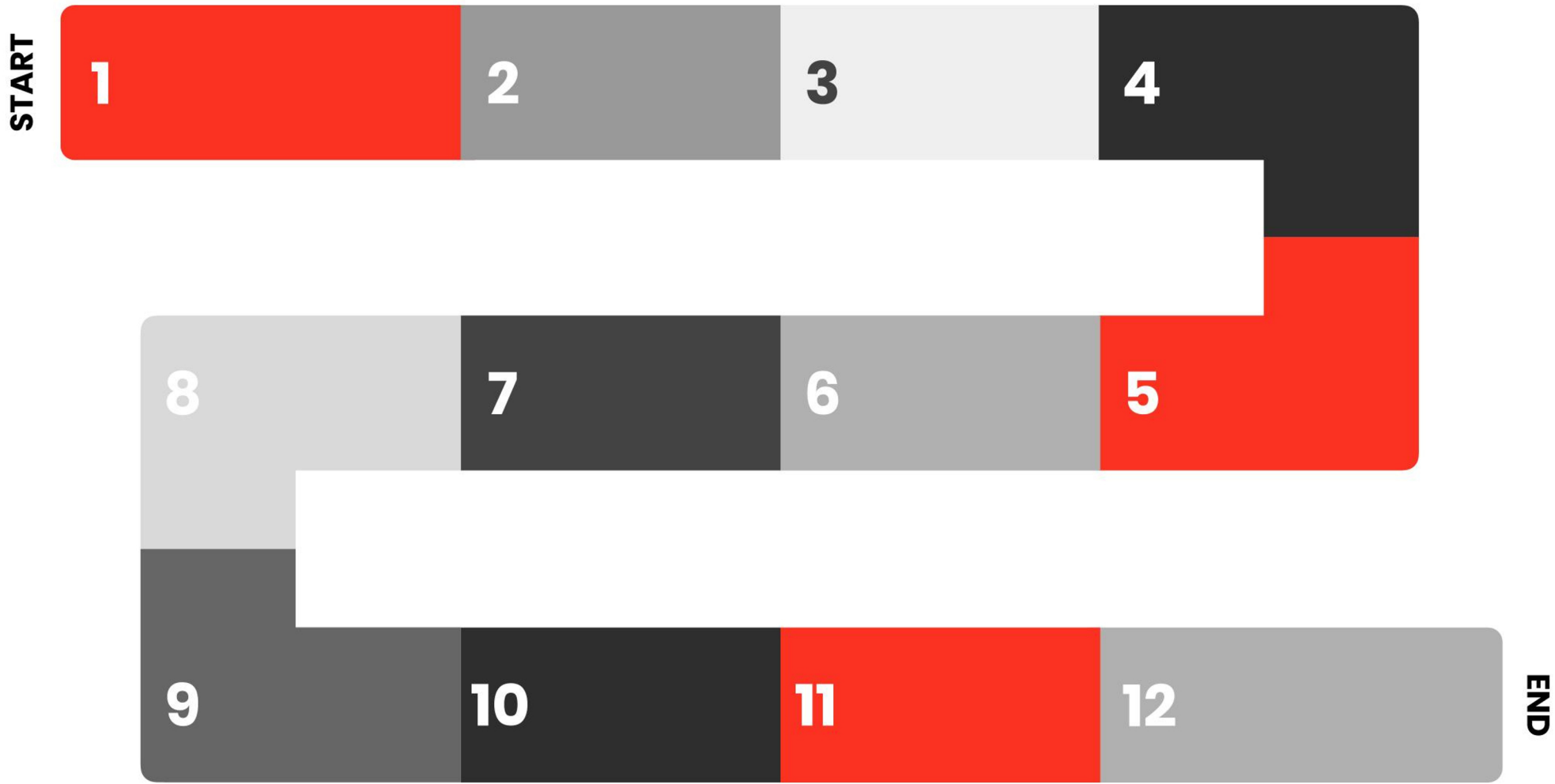
SERVE & ADD VALUE



Step Seven

INVITE AND CONVERT
MAP OUT YOUR ENROLLMENT
CONVERSATION

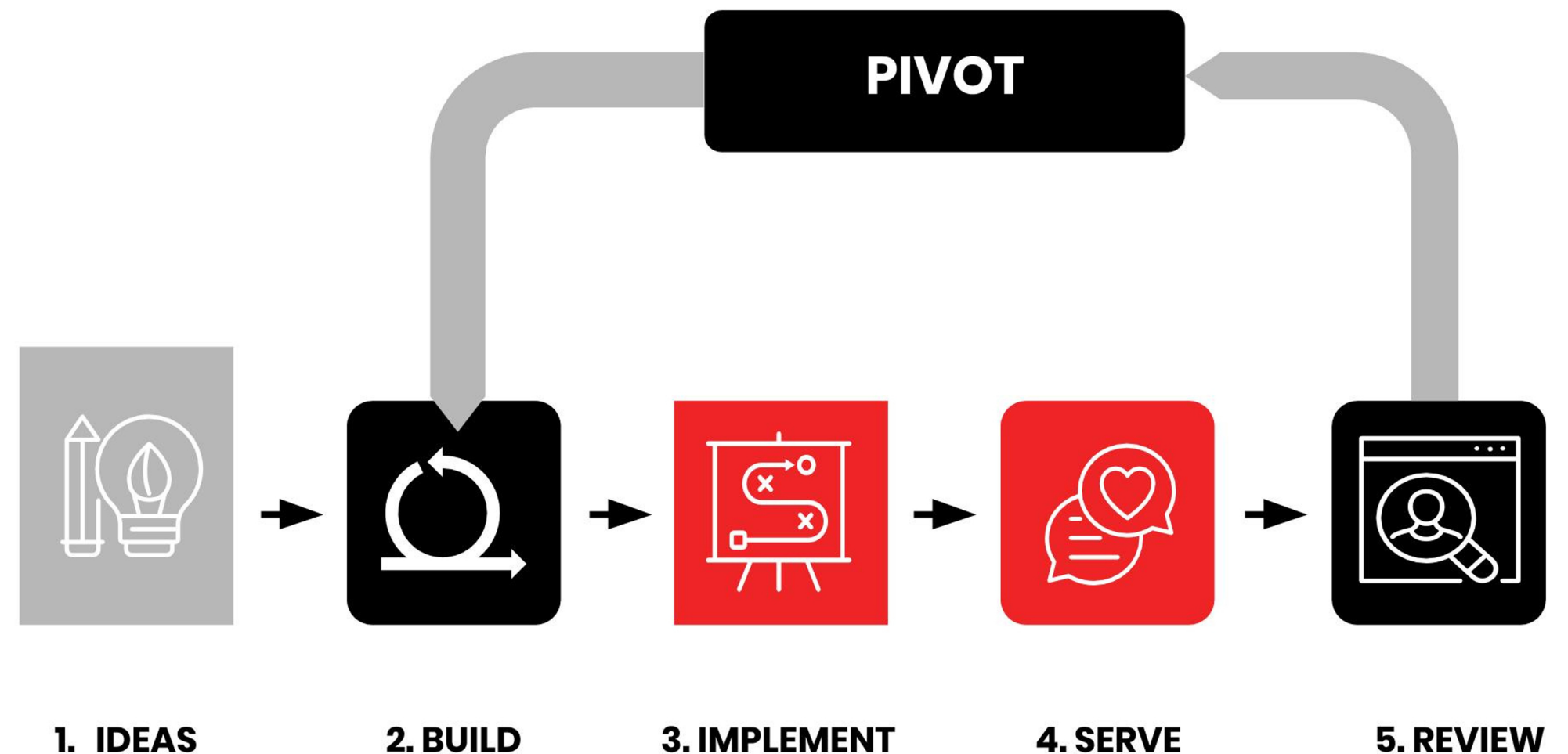
With the foundation you've built up until now, invitations to your ideal clients will feel natural and authentic -- not sleazy. We'll give you checklists, scripts, and examples so you know exactly what to do and say in a way that's aligned with your unique gifts and your clients needs. Hundreds of people have ALREADY followed this step-by-step guided process to land \$1,000+ clients -- and felt natural and aligned through the process.



Step Eight

SERVE AND PIVOT

The idea that you can grind and hustle on your own is outdated and damaging. Growing a sustainable business or practice to create impact and provide income for you and your family is not a one-time event. It takes stamina and support to keep it going. We cover how to recognize and overcome your patterns around accepting help, and how to provide the system and infrastructure to pivot, scale, and grow over the long term. It starts with recognizing that nobody is an island and our impact can be so much greater when we're in it together.



THERE YOU
HAVE IT,

The Thriving Practitioner Roadmap



This is the exact framework I've used to help myself and thousands of other people to get clients and transform their degree, certification, education or passion into sustainable financial freedom.

I hope this Roadmap has given you a new perspective on how to create a thriving practice and business in today's modern, digital times. Use this Roadmap as a companion that you return to when you stumble while you turn what you know into sustainable financial freedom so that you can do what you love and earn more.

So now that you have this information in your hands, it's up to you to decide what to do with it. You now have everything you need to take the guesswork out of turning your hard earned education into sustainable financial freedom. And if you want the map to help you thrive, then your way forward is clear using this framework.

Now I know some go-getters will take the information from the training and the Roadmap and get started living their purpose right away. And to them I say: Go for it!

Other people may realize that they want to use this information to help them thrive, but they also want the accountability, support, and step-by-step guidance.

In a few days, I'll be opening up my program, the Rebel Practitioner Bootcamp. It'll only be open for a few days, and then we'll be getting started right away with getting people unstuck so they can make impact (and income).

Once registration opens, you'll need to act quickly, so watch your email over the next few days for all the details about how you can join us inside Return on Impact.

In the meantime, for a limited time you can access the free training at: rebelpractitioner.com/concierge