



Dr. Michele Gunderson's

The Dos and Don'ts of **Strategy Sessions** (Cheat Sheet)

Strategy sessions are a popular way to connect with your potential clients, but what exactly are they?

A Strategy Session is *Not*:

✘ Endless coffee dates

Having a potential client meet to “pick your brain” for hours on end is not a strategy session. While I encourage you to give a certain amount of your content and knowledge away for free, it must be done in a structured, strategic way. Endless coffee dates are a sure sign of a lack of commitment on your potential clients part.

✘ A connection call

A connection call is a mutually beneficial meeting. Perhaps you want to mastermind together, speak to one another's lists, or simply become friends. During a strategy session, you are the only one providing help or guidance.

✘ A sales call

Strategy sessions do not have to be salesy. Instead, think of them as your opportunity to find out how you can best serve this potential client. It is also your chance to get to know the client and determine if they are the right fit.

A Strategy Session *is*:

✓ A structured conversation to help you and your potential client discover how you can best support them. Strategy sessions only work when the potential client is committed to finding a solution to their problem and wants you to help them find their next step forward (regardless of whether or not they choose to work with you).

We discuss strategy sessions in depth in [this](#) training call.