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The Consistent Clients Guide

How to create more client conversations without
relying on constant content

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This is for you if...

You have been showing up. You are good at what you do. But the clients are not coming in as consistently as you need. If any of the following sounds familiar, this guide is for you.

- ✓ You have been posting consistently but clients still are not coming in consistently
- ✓ You have tried freebies, newsletters, maybe a course or programme, and it is still feast and famine
- ✓ You are making some money but you cannot make it reliable month to month
- ✓ You want to reach steady, well-paid months without burning out or doing it all alone
- ✓ You are tired of guessing where your next client is coming from
- ✓ You want to feel in control, steady, and supported, not constantly scrambling
- ✓ You have invested in advice or coaching before and you are a little sceptical because it has not stuck
- ✓ You do not want a massive empire. You want a business that works, pays you well, and does not consume your whole life

If you recognise yourself in even three or four of those, this guide is exactly where you need to start.

I have worked with hundreds of women in service-based businesses. The ones who feel stuck are not stuck because they are not good enough. They are stuck because nobody has helped them build the right foundation. That is what this guide is about.

WHY MORE CONTENT

isn't the answer

Here is something the online business world does not say loudly enough: content is not a client attraction strategy on its own.

It can support one. It can warm people up. It can build your credibility. But I have spoken to women who have posted every single day for two years and still do not have consistent clients.

And I have spoken to women who post once or twice a week, never go viral, and have a full, well-paid practice.

The difference is not the content. The difference is what is underneath it. The clarity, the conversations, and the confidence to invite people in.

WHY CONTENT ALONE KEEPS YOU STUCK

- ✓ Content without clear positioning confuses people. They scroll past even if they like you
- ✓ Content without conversations keeps you hidden. People watch but never reach out
- ✓ Content without a clear offer leaves people unsure what to do next
- ✓ Content without follow-up loses warm leads you have already worked hard to create

You are not failing at marketing. You are missing a piece of the puzzle. And that piece is conversations that convert.

Clarity + conversations = consistent clients

When I work with a new client, the first thing we do is get clear on three things:

- 1 Who she is actually for**
Not a vague 'women who want more' but a specific person with a specific problem who is ready and able to invest in solving it.
- 2 What she actually offers**
Not just 'coaching' but a clear outcome, a clear process, and a clear reason why working with her is the right next step.
- 3 How she talks about it**
In language her ideal client actually uses, not marketing speak that could describe anyone in her field.

When those three things click into place, conversations start to feel natural. Not pushy, not scary. Just real.

Then we build more of those conversations. Proactively, strategically, and sustainably, without living on the content treadmill. This guide walks you through exactly how to do that.

Why listen to me?

I am Lydia Kimmerling, master life coach and business mentor with 16 years of experience working with women in service-based businesses.

I have appeared on TEDx, the BBC, Happy Place Festival, Hello! Magazine, The Times, Marie Claire, Metro, and Ferne McCann's TV show. I have worked with celebrities, millionaires, and thousands of women who needed real change.

I burned out in 2022, rebuilt from scratch, and created Faith Over Force because I believe women in business deserve real support, not just another course.



I am not here to give you a generic framework. I am here to work with you on what is specific to you, your positioning, your people, your conversations, your confidence.

“

Working with Lydia changed how I think about my business completely. Within three months I had gone from stressed and inconsistent to feeling like I actually had a plan, and the clients started coming. She is the real deal.

-- Sarah Mitchell, Business Consultant

Conversations create clients

Most service-based business owners wait for people to come to them. They post, they hope, they wait. And sometimes people do come, but not reliably enough to build a steady income.

The shift I want you to make is this: from passive to proactive, without it feeling pushy.

Proactive does not mean cold outreach to strangers. It does not mean sliding into DMs with a pitch. It means:

- ✓ Knowing who your warm people are and nurturing those relationships intentionally
- ✓ Following up with people who have shown interest, without feeling like you are chasing
- ✓ Creating invitations, not pressure, making it easy for the right people to say yes
- ✓ Building a reputation through real conversations, not just content
- ✓ Asking for referrals in a way that feels natural and generous

Consistent clients are not built from one viral post. They are built from thirty real conversations.

Which is exactly what the next section is about.

REFINE YOUR POSITIONING

Get so clear that the right people know you're for them

Before you can create more conversations, you need to be clear enough that those conversations go somewhere. Fuzzy positioning creates polite interest. Clear positioning creates paying clients.

Ask yourself honestly:

- ✓ Can you describe your ideal client so specifically that she would recognise herself immediately?
- ✓ Can you articulate the problem you solve in words your client would actually use?
- ✓ Does your offer have a clear outcome, something tangible she will have or feel at the end?
- ✓ Is it obvious why someone would choose you, specifically, over someone else in your field?

POSITIONING PROMPT

I help [specific type of person] who are struggling with [specific problem] to [specific outcome] through [your method or approach], without [the thing they are afraid of or the cost they do not want to pay].

This is one of the most important pieces of work you can do in your business. Do not rush it and do not settle for vague. Clarity is what makes conversations feel easy.

IDENTIFY YOUR 30 PEOPLE

The 30 Leads in 30 Days Sprint

This is one of the most practical things I teach and it sounds almost too simple, but it works.

Your goal is to identify 30 people in your world who could become clients, refer clients, or open doors for you. Not strangers. Your warm world. People who already know you, follow you, have spoken to you, or who are connected to your ideal client.

YOUR 30 PEOPLE MIGHT INCLUDE

- ✓ People who have enquired before but did not go ahead. Life changes, so follow up warmly
- ✓ Past clients who might be ready for more, or who might refer someone
- ✓ People who regularly engage with your content, stories, or posts
- ✓ Peers and colleagues who work with similar people in complementary ways
- ✓ Friends or family who are connected to your ideal client
- ✓ People you have met at events, online or in person
- ✓ People in communities or groups you are part of

You do not need a huge audience. You need 30 real people and 30 real conversations.

Open a document or notebook and write them down. Do not overthink it. Just list the people who come to mind. You can refine as you go.

START CONVERSATIONS

Reach out without feeling salesy

Now you have your list, it is time to start conversations. Real ones. Not broadcast messages, not copy-paste pitches. Genuine, thoughtful outreach that starts with the other person, not your offer.

CONVERSATION STARTERS THAT FEEL NATURAL

FOR SOMEONE YOU HAVE BEEN OUT OF TOUCH WITH

Hey [name], I have been thinking about you. How are things going with [what you last talked about]? I would love to hear what you have been up to.

FOR SOMEONE WHO HAS BEEN ENGAGING WITH YOUR CONTENT

Hi [name], I noticed you have been watching my stories. Thanks for being there! Just wanted to check in and see how things are going for you in [relevant area]. How are you finding it at the moment?

FOR ASKING FOR A REFERRAL

Hi [name], I am looking for [ideal client description] at the moment. I know you are connected to a lot of people. If you know anyone who might be a good fit, I would be really grateful for an introduction.

The goal is a real conversation, not a sale. Start there and trust the process.

USE THE INSIGHTS

Let the conversations teach you

One of the most underrated benefits of having more conversations is what you learn from them.

When you are talking to people rather than broadcasting at them, you hear their actual words. The things they are struggling with. The language they use. The fears they have. The things they have already tried. The results they are desperate for.

That information is marketing gold. And it is yours, free, just from having real conversations.

The language your ideal clients use to describe their own problems is the most powerful copy you will ever write.

AS YOU HAVE CONVERSATIONS, TRACK

- ✓ What words do they use to describe their problem?
- ✓ What have they already tried that has not worked?
- ✓ What do they say they really want?
- ✓ What are they worried about or sceptical of?
- ✓ What made them ready to reach out or take action now?

Use this to refine your positioning, your content, your offer language, and your conversations going forward. The more you listen, the clearer you become.

INVITE THE RIGHT PEOPLE DEEPER

When the time is right, extend the invitation

Not every conversation needs to lead to a sale. But when you sense that someone is genuinely struggling and your work could help them, it is a kindness to offer the next step, not a push.

The key is timing and tone. You are not pitching. You are inviting.

A GENTLE, NATURAL INVITATION

It sounds like this is something you have been sitting with for a while. I work with women in exactly this place. If you would ever like to have a proper conversation about whether I could help, I am happy to do that. No pressure at all, just a chat.

IF THEY HAVE SHOWN CLEAR INTEREST

Based on what you have shared, I think there is a real opportunity to change this for you. Would you like to explore what working together could look like?

If they say yes, brilliant. If they say not yet, stay warm. People often need more time, more trust, or for the moment to be right. Keep the relationship, not just the sale.

A no today is often a yes three months from now, if you have kept the connection warm.

What this creates over 30 days

When you do this consistently, even imperfectly, something starts to shift. Not overnight. But within a few weeks you will notice:

More

warm enquiries coming naturally, because your positioning is clearer

Real

conversations that lead somewhere, instead of likes that go nowhere

Less

anxiety about where the next client is coming from, because you have a strategy

Steady

client flow building. Not luck, not launches. Sustainable momentum

This is how a business starts to feel safe. Not perfect, not huge. Just steady, supported, and real.

“

I used to dread looking at my diary for the next month. Now I have a waitlist. Lydia helped me get so clear on who I help and how to talk about it, and then the enquiries just started coming naturally.

-- Rachel Davies, Nutritionist

What it takes to go from occasional to consistent

This guide gives you a starting point. But if I am honest with you, and I always am, consistency does not come from a method alone.

The women I work with who make the biggest leaps are not necessarily the most talented or the ones with the biggest platforms. They are the ones who:

- ✓ Stay clear on their positioning even when doubt creeps in
- ✓ Keep showing up in conversations even when it feels slow
- ✓ Have someone to refine their strategy with, not just a template to follow
- ✓ Work through the mindset and money blocks that keep them undercharging or over-delivering
- ✓ Build accountability into their business, not just motivation
- ✓ Learn to trust the process without forcing or burning out

That is the work. And that is what I help with inside my programme, Faith Over Force.

Consistency is not about doing more. It is about building something solid enough that it holds, even in the hard weeks.

Faith Over Force is for women who are done with guessing and ready to build a business that works, with strategy, coaching, accountability, and real personalised support.

INSIDE THE PROGRAMME

Four pillars. One clear path.

01

CLARIFY

Refine your positioning, message, offer, and audience so the right people immediately know you are for them.

02

CONNECT

Create more meaningful conversations through the 30 Leads Sprint, warm outreach, referrals, and strategic visibility.

03

CONVERT

Improve your invitations, follow-up, and sales conversations so interest turns into income, with confidence not pressure.

04

CONTINUE

Build sustainable consistency through accountability, mindset support, and ongoing refinement so it holds long-term.

WHAT'S INCLUDED

- ✓ The Positioning Intensive, a private 1:1 session to get crystal clear on your offer
- ✓ 30 Leads in 30 Days Sprint to build your client pipeline
- ✓ Twice-weekly Client Flow Mentoring Calls for live support and strategy
- ✓ The Consistent Conversations Strategy, your personal client attraction plan
- ✓ The Steady Clients Training Library with practical tools and frameworks
- ✓ Weekly Action and Accountability so you stay consistent without burning out
- ✓ Personalised Strategy and Coaching specific to you, not generic advice

o READY TO TAKE THE NEXT STEP?

Let's build your steady client flow together.

You have been doing so much on your own. The missing piece is not more information. It is having someone genuinely invested in your business who stays with you until consistent clients become your normal.

MESSAGE ME ON INSTAGRAM

Send me the word CLIENTS in a DM and I will send you details for a free Consistent Clients Call. No pitch, no pressure, just a proper conversation.

[@lydiakimmerling](#)

BOOK A FREE CONSISTENT CLIENTS CALL

Book a free 45-minute call where we look at exactly what is keeping you stuck and what would make the biggest difference to your income right now.

calendly.com/lydia-he/consistent-clients

You have been doing so much on your own for so long. You do not have to figure this out alone anymore.

With love,


Lydia KIMMERLING