

***Welcome to***

***Wild About Your Business Program***

***2014 and beyond!***

***A Virtual Journey into a 6 figure Coaching Business***

***February 2014 – November 2014Are you Wild About Your Business***

Congratulations on making it on the “Wild About Your Business Program”. A Program that will have the opportunity for you to belong to the top 10% of coaches that earn over $100,000.00 a year doing what they love. But what is more important to build the systems, tools and structures that will enable you to do what you love and get paid for it.

***Because, let me guess, you want to make a difference and live a life where you can do what you LOVE. Supporting other people moving into greatness. Excellent, that means you are in the right place.***

The **painful truth** however is that just over **75% will not achieve** this outcome. 15% will just be able to pay the bills and only the remaining 10% makes a 6 figure income.

If you don't belong to the latter group you'll probably have experienced frustration, being overwhelmed, confusion, a struggle and finding it hard to pay the bills at some time in your journey. And **I know where you're coming from**. Having set up two different coaching businesses in two different countries; being inspired I thought getting clients was easy. And man, **was I wrong**.

Until I **created a system** for getting clients, I was struggling as well. No matter how good a coach you are, **lacking a system** that will get you clients will have you stay in the bottom 75%. And after 18 years of coaching, and this is not to impress you but to **press upon you, it's really easy!**

And I am doing it all over again in 2014 in Europe.

**And you want to know why? Because**… (and these are just some of them)

it’s a most exciting journey; all the ups and downs, the outside of the box thinking, the connections I have made, the one I have become

it’s a Personal Development journey; all the learning I have incorporated thanks to my clients as well as my continueing education is priceless

You have an impact in people’s life; the results that you are getting is what makes me tick. I love it when clients, even after years and years, come back to you and acknowledge your part in their life and results

I can take a day off when you want to; I am so flexible and have a sense of freedom

Most of all I feel I am doing the work that I am supposed to be doing. I am living a life on purpose!

Then on the other hand, it hasn’t always been an easy journey. And all of the above made it more than worthwhile. So that makes me do it once again.

If I would sum up what the characteristics have been that has allowed me to create what I have created.. well lets not get ahead of the game.

**Client Testimonials**

"Thank you, Wilbert. You have helped me to move straight from inaction to action. Having completed the first training session, one coaching session with you and two teleconferences I have gone from zero clients to 5 coaching clients. I have followed some of the multiple strategies you have shown us and as a result I am feeling excited, confident and totally committed to achieving my goals".   
Rosalie Nikellys, Perth

Everything so far has surpassed my expectations. We have just covered 25% of the program and here are some of my results;

* My confidence in managing business development has grown enormously;
* My level of self-awareness has deepened;
* I have expanded on my coaching techniques;
* I never thought I'd be coaching CEO's already;
* I now have 15 paying clients, where 5 months ago I just had 2 AND I charge more money for my services;
* I am accountable for my goals and am achieving them.  
  S. L., Executive Coach Perth

***Learn the Secrets to   
Building a Profitable Coaching Business***

Over a period of 10 months you will receive 5 tele-classes, 5 group coaching sessions and 5 individual session, an iWAM profile, email support and lots of exercises/tools that will enable you to…

**This is what you'll learn in the program;**

* Identifying what motivates you and what de-motivates you in building your business & creating a plan to work througt that
* Work through any personal beliefs that may hinder you from getting what you want
* Identifying your ideal client and market;
* Positioning your brand in the market;
* Education Marketing; Writing an E-book & articles
* Creating your unique tangible system that sells;
* Choose a business model that fits you;
* How to sell and market your unique brand and coaching packages;
* Client enrolment systems and sales;
* Leverage your systems.

**This is what's possible**

* You have **10 - 20 clients** that all **rave** about you
* They **pay** you **handsomely**
* They **recommend** other potential clients **to you**
* **You have .....a waiting list!**
* **Clients seek you out** - your **procedures and systems** will help **build your business easily** and consistent
* You **have procedures and systems in place**
* All of your **work time is spent coaching/training**, you make a **generous living** and have tons of free time (if you choose to)

It is **possible** to be in this place.

**What is involved in The Wild About Your Business Virtual Program**

* Five Individual coaching sessions
* Five tele classes
* Five group coaching sessions
* Video's how to build your business
* An iWAM – profile that will allow you to get clear on what motivates and demotivates you in setting up your business
* A WAYB workbook
* You will have a unique blueprint for your coaching business to work with
* Ongoing e-mail support for the duration of the program
* Audio recordings of all events to listen to it over and over again
* A private social media presence where we share, connect and inspire

**Through this unique program you will transform the way you work on and in your business.**

***Planning 2014***

**2014 Program: February – November**

* Teleclasses on the second Monday of each month at 7:30pm starting in February 2014 until November
  + February 10th @ 7.00 PM AWST
  + April 14th @ 7.00 PM AWST
  + June 9th @ 7.00 PM AWST
  + August 11th @ 7.00 PM AWST
  + October 13th @ 7.00 PM AWST
* Virtual Group Coaching on first Monday of that month at 7.30PM starting in March, May, July, September, November.
  + March 3rd @ 7.00 PM AWST
  + May 5th @ 7.00 PM AWST
  + July 7th @ 7.00 PM AWST
  + September 1st @ 7.00 PM AWST
  + November 3rd @ 7.00 PM AWST
* The individual session will be planned on an individual basis in the alternate months: February, April, June, August, October.

***Put them in Your Diary!***

**Quite a BIG Introduction**

In a coaching program, your primary goal is to take your clients from where they are to where they want to be. So, if you're a professional organizer, your coaching program, which teaches professional organizers how to fill their practices, could easily target new professional organizers who are currently struggling to find clients. Get the idea here?

I've watched my clients develop coaching programs over the years, and I've discovered that there are 7 elements to creating a successful coaching program. They are:

**1. Target Market**: Who is your target market for this program? The ability to target a defined group of prospects will make it so much simpler to market your coaching program. Understanding key characteristics of this market, such as knowing in what professional associations they hold memberships, the magazines and newsletters they read, and the discussion groups to which they belong will help you "reach out and touch" this group on a regular basis.

**2. Your Niche**. I define niche a little differently than others. I use the term niche to refer to the specialization you will use to reach your target market. For example, if you're a residential cleaning company who's had a great deal of success in building your business through referral marketing, then you'll want to create a coaching program that teaches other residential cleaning companies how to build their businesses fast by mastering referral marketing techniques.

**3. Core Message**. What is it that you do better than anyone else in the world? Where have you been successful? How can you best convey this information to others? The answers to these questions are your core message. Your core message combines your target market (residential cleaning companies) with your niche (referral marketing) along with the results you'll provide (have a waiting list of customers). So, in this example, the core message for this fictional cleaning company coaching program might be, "Discover how residential cleaning companies create a waiting list of customers through successful referral marketing." Sounds compelling, doesn't it?

**4. Your System**. Now you need to document your system that helped you get from point A to point B to point C. In a coaching program, people want to buy a series of steps or a system and they want to have some idea of what those steps are or what's in the system. That doesn't mean that you have to give away all of your program secrets in your marketing materials, but you do have to disclose enough information so that they can clearly visualize themselves going through that system to reach the level of attainment they desire. If you can give them a realistic number of steps over a period of time, (your 9-step, 90 day process, for example), you'll have a much greater chance of enrolling enthusiastic participants in the program.

**5. Coaching Model**. How do you want to deliver this program? Will you conduct group coaching sessions of 10 participants per group over a teleconference bridge line? How about an email coaching program in which you send out weekly lessons and offer to meet twice a month with your participants on a teleconference line to answer questions? Will you take only 1:1 coaching clients at a premium price? Or, will you do all three? There are a myriad of ways to deliver a coaching program. You need to discover the one that's the best fit for your style and will be most appealing to your target market.

**6. Signature Coaching Program**. Your signature coaching program is the one that emerges from combining your system with a particular coaching model. In the fictitious cleaning company coaching program I've been using, the signature coaching program might be, "Get More Clients Through Referral Marketing Coaching Program: 90 Days to Creating a Waiting List for Your Residential Cleaning Company." In the marketing materials for your program, you would further explain your 9-step process that is delivered in 3 group coaching calls per month via a bridgeline over the next 90 days.

**7. Your Marketing Funnel**. Once you've created your program, now you need to determine how it fits into the market funnel for this segment of your business, what your longer-term plans are for attracting participants into the program, and then selling them an advanced version when they complete your initial program. For example, for the cleaning company coaching program, you might get participants into the marketing funnel with a low-cost ebook or ecourse, with the upsell being the 90-day coaching program. Once they've completed that coaching program, then you offer to work with a limited number in a 1:1 setting at a premium price, or offer an advanced version of the program, which would take them to the next level. Or, perhaps you turn the 90-day program into a home study audio course and you offer a live version of the program only occasionally. You don't have to have all of these pieces mapped out to get started, but it's helpful to have a plan in place to help you market this program.

Adding a coaching program to your mix is yet another way to create multiple streams of income for your business. If you have found success in implementing a particular system, more than likely there's an audience willing and eager to pay you for your learning and experience.

Running a group coaching programme is a goal for many coaches. It allows you to leverage your time effectively, gets your name in front of a wider audience and can be the first step in creating a product that gives you passive income. Leading a successful teleclass series is not rocket science but there are simple mistakes people make when setting up their first group coaching sessions. These can be avoided if you know what to watch out for.

**1. Group Size** -- Too many participants in your group coaching programme and the calls are hard to manage. I recommend a maximum of 12 delegates to keep everyone involved. On the other hand, with too few people, there is not enough energy to keep your coaches enthusiastic. I recommend a minimum of 6 delegates so that even if a couple of people miss a call, you still have a 'group' to interact with.

**2. Your Niche or Topic** -- If participants have too diverse a set of interests, it is much harder for the group to bond. When creating your group coaching classes be sure to define your niche or topic carefully. The more specific your topic, the easier it will be to attract the right people to join and they will quickly build relationships. In this way, your coaches will find it easy to help and support each other.

**3. Content** - Unlike 1-1 coaching where the client brings the issues, your group coaching should include a certain amount of content. Without this they are not getting the benefit of your expertise and experience in your chosen niche. Sharing your knowledge also acts as a springboard to help people join the conversation, ask questions and get coached around their issues

**4. Programme Structure** -- As suggested in the last point, your programme will disappoint if it lacks structure. Plan this carefully in advance. It should include time for group discussion and coaching, expert content from you (or bring in a guest who has knowledge to share), accountability, homework and programme objectives. People like to know what to expect and will value the variety of elements included.

**5. Participation** -- If can be tricky to ensure everyone gets involved and gets heard. Stronger personalities might dominate while quieter delegates shrink into the background. Keep note of who is in attendance and if necessary, call on individuals to share rather than waiting for volunteers; this way you can manage who speaks and when.

When a group coaching programme works well your participants will leave each call feeling energised and positive. They will set and achieve their goals and they will happily promote you and return to work with you in the future. It is well worth knowing the pitfalls as they are so easy to avoid. A successful group coaching programme will boost your confidence and leave you eagerly planning your next one.

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| Are you interested in building your business online, attracting clients more easily and increasing your income? Would you like to read tips to improve your website or blog written by someone who doesn't speak geek or assume you know more than you do? |

One-to-one coaching is rewarding, but it's also exhausting, time consuming and often leaves you scrambling to find additional clients just to keep your pipeline full.

Many coaches are now realizing that focusing solely on one-to-one coaching for income isn't a profitable way to grow a coaching business. You're probably in the same boat. It's now time for you to coach less and earn more.

Group coaching over the phone can be a rewarding income stream for coaches. You can help more people in less time, yet make more money than you ever could doing one-to-one coaching.

Here are 5 ways to create a (group) coaching program that sizzles and helps you to grow your coaching business.

1. **Focus on your client's pain points**. People want results, not fluff. Help your target audience solve one particular problem through your group coaching program and you'll have a higher chance of filling your program every time you hold it. For example, if you're a business coach, you can help entrepreneurs in the start-up phase put together a strategic plan.
2. **Design a course outline**. This helps you to know what lessons and exercises you'd like your participants to complete each week. You can include learning objectives, homework assignments and activities that you want participants to take part in.
3. **Decide on how you'll deliver your program**. There are so many technology options available and there's no limit on what you can use to bring your participants together. However, to maximize their learning potential - and to grow your coaching business - it's important to choose the technology that your target audience is familiar with. For example, trying to deliver your program using vSkype when your target audience is baby boomers may be a lost cause. Instead, opt for the telephone with this group.
4. **Decide on the length and duration**. Typically, group coaching programs are between 4- to 8-weeks in length and are scheduled weekly for 60- to 90-minutes. What you decide on will depend on the topic and the number of participants.
5. **Make your program interactive**. A group coaching program is not a university lecture. People make changes in their lives, businesses or careers when they are taking an active part in the lessons. Aim to provide an environment where there's a lot of discussion and interaction. This way, you'll receive valuable information to add to future versions of your program and participants walk away feeling like they've accomplished something.

Launching a group coaching program is a perfect way to offer your target market another coaching package that's less expensive and less demanding compared to private coaching. Coaching many people at once will help you to double - even triple - your coaching income and help you to stop trading your time for money.

Are you considering creating a coaching program but don't have much time choosing your topics, and writing your content? There is no need to worry as you can easily convert your existing ebooks to coaching programs! Here's how you can do that:

1. The first thing that you need to do is to determine if your book topic is suitable for coaching programs. If you have written about the planets or some romance novel, I'd say they are not great topics for coaching programs as people who are purchasing these kinds of information products are looking for topics that can empower them to do things on their own or can help them improve the quality of their lives. So, you need to make sure that your ebook topics can offer your potential clients with practical information that they will find useful and relevant to their lives.

2. Check the language. If you are targeting different group of people (different from your ebook's target market), you will need to modify the language that you have used on your content so you can better connect with your target audience. Ensure that you use their preferred language and those words that they can easily identify with to make it easier for them to get the message that you are trying to get across.

3. Determine the skill level of your target market. If you have created an ebook designed for beginners but would like to create a coaching program for those people who are already on the intermediate level, you will need to adjust all the information that you include in your content. You may need to offer more detailed, more in-depth information so you can address the needs of your audience.

4. Expand your ebook's content. As you will expect your clients to pay huge amount of money for your coaching programs, you need to make sure that you'll offer them with more information that cannot be found on your ebook. Do your research, collaborate with other experts on your chosen niche, and check out printed materials to get more information that can help your clients better understand your main topic.

5. Spill the beans. Provide your clients with more trade secrets, tips, and valuable techniques that can help them easily advance in their endeavors. This is one way of giving them great value for their money.

**Marketing**

The buzz word in coaching these days is - platform. But what is a coaching platform and what are the beginning steps to creating one?

A platform is a tool used for promotion. It's a way to sell yourself as an expert and to sell the products or services that you have to offer. It's a method for publicity and can be a way of branding yourself.

The beginning steps to creating a platform:

(1) Define your niche (who is your "specific" target audience - the better you can define this, the better your chances are at creating the exact products and services this audience needs).

(2) Find out what this audience needs (do online surveys, teleconferences, forums with your target audience and find out what they need, what they want and what they're willing to buy to get the answers or services they're looking for).

(3) Create your own website or blog site where you can share your experience and your offerings with your target audience.

(4) Paint yourself as the expert (why are you interested in serving this audience, do you have any experience with serving this audience, have you had a personal experience that this audience can relate to - if so, write about through articles, blogging, a book - speak about the experience through talks, forums, serving on panels, being interviewed).

(5) Get your name in front of your target audience (offer to do talks for groups related to your target audience, submit articles to the publications they read, blog on the blog sites they read, attend events that they would attend, ask to be interviewed for newsletters or publications that they would read with someone else doing the writing).

(6) Brand yourself (create a "theme" around your expertise and package it under a marketing umbrella - for example, Alexandria Brown calls herself the "E-Zine Queen" - she works with entrepreneurs in creating top-notch electronic newsletters with messages that sell their services and products, then assists them with the creation of an electronic mail campaign to sell their products ).

These are the "starter steps" that are needed to launch a platform. You don't necessarily have to do them in order (although # 1 and # 2 are recommended first - the others can all happen simultaneously).

Here's to building your coaching business!

**Now a smaller Introduction**

**Back in 2010 I wrote an article about the things I wish I knew when I started my coaching business. I thought it would be good to share that here with you.**

**#10 - Passion Is Your Trump Card**  
Your passion, enthusiasm and energy will open doors, deliver opportunities and literally work as a magic wand in your business. Find your true passion and stay connected to it!  
  
**#9-Use Your Head And Check-In With Your Heart and find the courage in your guts and make it happen in an aligned state**

As a business-owner you need to make a lot of decisions.  If your brain is telling you one thing and your heart is telling you something else, trust your heart. Follow your intuition.  
  
**#8 - Be Who You Are**  
This is your business. You get to create it however you want.  Quirks are good and your best clients will be most attracted to the real, authentic you.  
  
**#7 - Have Big Enough "Why's"**  
What are your reasons for wanting a thriving, rewarding and profitable coaching business?  You need strong and powerful reasons so you get and stay committed to do what it takes.    
  
**#6 - Things Often Take Longer Than Expected**  
Whether it's launching a website, achieving a full practice or reaching an income goal, things often take longer than you want or expect. Build in extra time and don't beat yourself up.   
Late is better than never.  
  
**#5 - Playing Big Is Actually Easier Than Playing Small**  
This may seem counter-intuitive, but it's totally true!   
When you play big and really go for it you have to take more action, reach out for support, be bold and really put yourself out there. Playing small really doesn't serve you or the world.  
  
**#4 - If You Aren't Willing to Invest, Neither Will Your Clients**  
Building a successful business requires a significant investment of time, energy and money. If you aren't willing to make financial investments in your business, you end up attracting potential   
clients who aren't willing to make financial investments either.  
  
**#3 - It's Okay To Make Mistakes**  
Making mistakes and experiencing setbacks are inevitable when growing a business. Be okay with it. Besides, nobody pays half as much attention to your mistakes or setbacks as you do.    
  
**#2 - Perfection Is Highly Overrated**  
Done is better than perfect. Keep in mind the 80/20 rule and remember that often "good enough" really is perfect.  
  
**#1 - To Grow Your Business, You Must Grow Yourself**  
The more you grow yourself as person, the faster and easier your business will grow.

***STAGE 1*STAGE 1**

Okay, now that we have the BIG and smaller introduction behind us it’s time to get started. I have always said to myself: “it’s great to plan and think, but the only way to get things done is by doing them”. At the ICF I once did a talk on buidling your business that I called; “Building a plane while flying it”

The core message of that presentation is that a lot of coaches sit, think and write but don’t do the right actions. There’s an overload in marketing strategies that you can follow but how do you know which one fits your.

So to be able to make a decision on what suits your coaching business we do have to start thinking about who we are, why we are here and what we want. So the next couple of exercises are just about that?

**Are you ready?**

Oh and I think I forgot to mention that yes these exercises take time, focussed attention and possibly an environment where it’s not helpful to be interrupted. Energy goes where attention flows, right?

**Exercise One** – **Creating Awareness**

**Clarification – Who are you?**

Many coaches start working as coach because they love working with people or because they have experienced a shift that was so profound that they want to bring that into the world.

There are 4 gateways why people are successful in setting up a coaching business. These gatewya are;

1. Blessed
   * Meaning that you were born to do this and you knew this from a very young age. It’s like being born as the Daila Lama
2. Blissed
   * You have experienced blissed doing what you love and decide to make your life’s purpose of that.
3. Pissed
   * You are opposed (pissed off) by a certain treatment certain people get. You become a beacon for people in need (of something)
4. Dissed
   * At one point in your life you have been put aside (in a certain area) and you don’t want that ever to happen to anybody.

The first 2 gateways have a towards motivation whereas the latter 2 have an away from motivation. You might come to the conclusion that there’s a mix between the 4 gateways and that’s okay. Later one we will go into values and towards versus away motivation.

For now I would like you to get clarity on what gateway you got into your profession?

**Clarification – Who are you?**

Clients don’t buy coaching. They buy what coaching does for them and the person providing it. **YOU!**

So understanding who you are and how your story will connect to your niche is an importanbt first step towards filling your coaching business.

**So who are you?**

I want you to think about the following questions and write about it?

* What were your defining moments that have created your life, both positive and limiting?
* What are your core characteristics and how have you developed them?
* How has your upbringing defined who you are right now?
* What hero journey’s have you journeyed?
* What challenges have you faced and how did you deal with them?
* What Significant Emotional Events have yuou experienced; what have you learned from that and how have you dealt with them
* What is your own personal life motto? In other words what beliefs do you carry in regards top life in general

**Exercise Two – Creating a Vision**

**Assignment: Envision Your Ideal Coaching Business**

Your objective is to identify and write down what you *really want* your business to look like. Think about the best possible scenario that you can imagine. Don’t worry about how it is going to happen. Instead, focus on what you really desire and be as specific as possible. From an NLP Perspective step inside the dreamer’s energy. Eyes up and with the mindset of anything is possible.

**Your Dream Coaching Business:**

* What does your coaching look like? (i.e.: individual clients, group coaching,
* email coaching, coaching by phone, coaching in person)
* How many clients do you want to have?
* What are your clients like?
* What kind of income are you earning?
* Are you doing things in addition to coaching, such as speaking, training,
* developing products, writing a book?
* What qualities do you possess?
* What are you learning?
* What skills have you mastered?
* What kind of impact are you having on your clients and in the world?
* What is your reputation in the industry?
* What is your work environment like? How is your office set up?
* Are you working alone or with others?
* Do you have an assistant to support your business?
* What systems do you have in place that make it easy to run your business?
* What does your typical workday look like?
* How many hours per day/week/month are you working?
* How does your business support your life?

**As you work on your dream for your business ask yourself:**

* Is my dream a reflection of what I really want?
* Is my dream congruent with my values and priorities?
* Does my dream inspire and excite me?
* Have I been as specific as I can be about my dream?
* Have I created a dream that I really want to achieve or a “pie in the sky” fantasy?
* **Am I willing to do what it takes to achieve my dream?**

Creat a visual **(Vision Board)** for this dream and place it somewhere so you can see it everyday. I personally also have a song connected to my dream that I listen to regularly. So if that is something you like – Go For It!**Exercise Two - – Creating a Vision**

**Assignment: Write a Future Letter**

**Instructions:**

1. Imagine that it is one year from now and that you are writing a letter to someone you care about who would want to celebrate your success. Write about what you see yourself accomplishing in your coaching business during the next year as if they have already happened.

2. Connect with your heart and how you want to feel about your business one year from now. Write what comes to mind when you are in that feeling place.

3. The Future Letter format helps you connect with what you really want to achieve in your business. Areas to address include:

* what your coaching business looks like (number of clients,
* type of clients, revenue generated)
* how you feel about your business
* your coaching skills
* your business infrastructure
* your marketing strategies
* what your typical work day/week/month looks like
* anything else that is important to you regarding your business

4. After you have written your Future Letter read it daily for at least one month.

For maximum effectiveness, balance *what you would love* to have happen in your business with *what you believe* can happen. You want to balance what you currently believe is possible with what you could believe possible.

For example, let’s say part of your long term vision is to write a best-selling book on your coaching specialty and you haven’t yet written a word and aren’t even sure about the way to make it happen.

Better to write about what you believe you could accomplish (i.e., I’ve written the outline, have gone to a writers conference, have a lead on an agent, have written 4 amazing chapters and have sent 30 query letters) then something that is a huge stretch for your belief (i.e., a year from now my book will be on the NY Times Best Seller List). Of

course, if you want to have a best-selling book in contract within a year and believe you can do it, then don’t hold back.

**Mistakes To Avoid**

**1. Dreaming Too Big**

Some people have a tendency to create grand visions without any intention or desire to take the actions necessary to achieve their dream. There is nothing wrong with dreaming big, as long as you believe in your dream and demonstrate that belief by consistently taking inspired action to achieve your dream.

**2. Dreaming Too Small**

On the flip side, some people are afraid to dream big, so they play small and settle for less than their true heart’s desire. Don’t let this happen to you. Identify what you really want and work on building your belief that you can achieve it. The only thing that limits you is what you think and believe.

**3. Basing Your Dream on “Shoulds”**

Sometimes we base our dreams on what other people want for us or what we feel that we “should” do or have. This is obviously a big no-no! Your dream needs to be perfect for you.

**4. Worrying About “The How”**

As you work on your dream do not worry about how you are going to achieve it. Have you ever heard the saying, “When the why is big enough, the how will follow?” The same applies to your dream. If you identify what you really want and believe you can have it, the “how” will show up!

**5. Choosing the Wrong Time Frame**

Some people are long-term thinkers and can easily create a vision for five or ten years into the future. Other people find it easier to develop a vision that is not so far out. If you can easily see far into your future, create a five or ten year vision. If not, pick a time frame that you can comfortably see.

**Exercise Three – Balancing Ego & Soul**

The following exercise will give you an insight, from the logical levels perspective, how your soul and ego can be balanced out in creating your coaching business. Once again this is a reflective exercise.

It starts with some reading followed by an exercise.

**Ego and Soul**

Identity coaching is about supporting transformation and evolution on an identity level. The deeper structure of identity can be viewed as being composed of two complementary aspects: the ego and the soul. According to psychoanalysis, the *ego* is "the part of the psyche that mediates between the conscious and the unconscious and is responsible for reality testing and

a sense of personal identity." Thus, the ego has to do with the development and preservation of our sense of a separate self, perceiving reality from its own individual perspective.

At the level of environment, the ego tends to focus on dangers and constraints, and the pursuit of short term gain and pleasure. Consequently, at the level of behavior the ego tends to be more reactive to external conditions. The capabilities associated with the ego are generally those connected with the cognitive intellect such as analysis and strategy. At the level of beliefs and values the ego focuses on safety, security, approval, control, achievement and self-benefit. At the identity level, ego relates to our social roles and who we feel we should be or need to be. At the level of spirit or purpose of the ego is oriented toward survival, recognition and ambition.

From the NLP perspective, the ego can be considered a cognitively constructed map or model of one's "self' and a natural developmental process. These notions of "reality" and "self' associated with the ego, however, are influenced by external references such as social norms, cultural values and family patterns. Like all maps or models, it is necessarily shaped by the processes of deletion, distortion and generalization. When these distortions create too much separation from the actual territory and potential (superposition) of ourselves they can create symptoms. Some characteristics of an unhealthy ego take the form of either *self-inflation­* pride, arrogance, self-importance, narcissism and self-infatuation--or *self-depreciation* —self-judgment, depression, self-criticism, lack of self-worth and self-confidence, etc. These can lead us to become overly gripped by greed, fear and survival strategies (fight, flight, freeze).

The *soul* is the unique life force, essence or energy that we come into the world with and that comes into the world through us. As a newborn baby, for instance, we do not yet have an ego, but we have a unique energy and being that is the foundation for our identity. This energy is expressed through our bodies and our interface with the larger fields surrounding us. Because the soul is an energetic "deep structure," it is not associated with any particular content—and therefore is not constructed from influences such as society, culture and family. It does, however, express itself in the form of contribution to these as larger fields. Thus, rather than being an objectified or separate self, the soul is our expression of an unfolding, connected self.

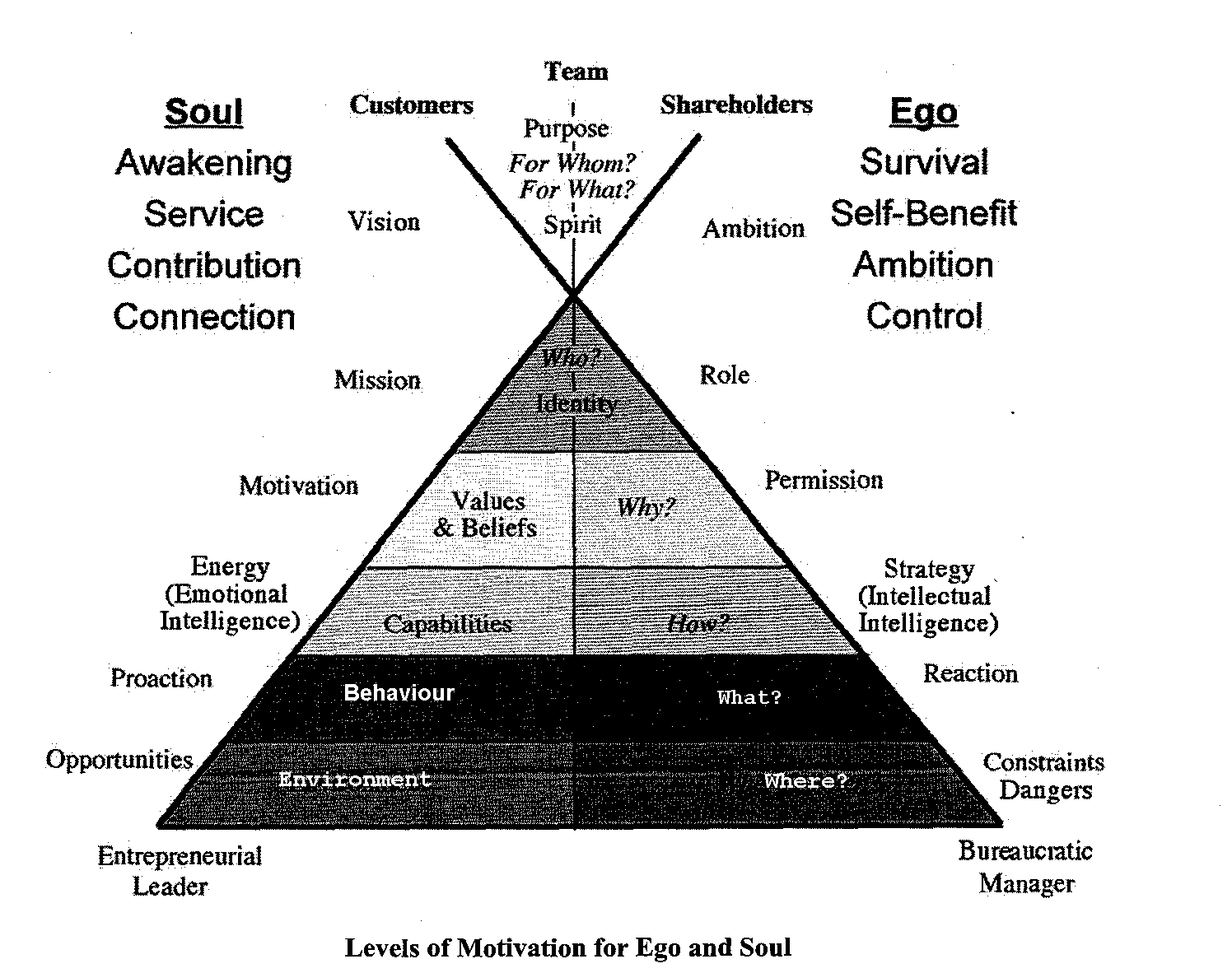
At the level of environment, the soul tends to focus on opportunities for expression and growth. As a result, at the level of behavior the soul tends to respond more proactively to external conditions. The capabilities associated with the soul are generally those related to the perception and management of energy and emotional intelligence. At the level of beliefs and values, the soul focuses on internal motivations such as service, contribution, connection, being, expansion and awakening. At the identity level, soul relates to our mission and the unique gifts that we bring into the world. At the level of spirit or purpose of the soul is oriented toward our vision of what we want to create in the world through us but that is beyond us.

Thus, we can say that while ego relates to the content of our experience, soul relates to the

container. Similarly, the ego functions through analysis while the soul operates through

awareness. Some disciplines, like the Course In Miracles, maintain that there are two fundamental forces in the world, fear and love. From this perspective, we can view the ego as arising primarily from all of the variations of fear and the soul as arising primarily from all of the expressions love. Clearly, both of these aspects of ourselves are necessary for a healthy and successful existence. The primary questions with respect to the soul are those related to vision and mission: "What do I want to create in the world through me that is beyond me?" and "What is my unique contribution to bringing that vision into expression?" The questions relating to our ego are, "What type of life do I want to create for myself?" and "What type of person do I need to be in order to create the life I want?"

When our body (somatic mind) and our intellect (cognitive mind) connect like two dancers responding to the music of life, then the soul has a vehicle for expression and we find ourselves more alive, with greater joy, heightened intuition and more at home in the world. Charisma, passion and presence emerge naturally when these two forces (ego and soul; vision and ambition) are aligned. Optimum performance comes when the ego is in service of the soul. When we "sell our soul" for ego benefits, we may have short-term success but are heading for a crisis in the long run.



Our "callings" at the identity level combine and integrate aspects of our vision, mission,

ambition and role. The following worksheet may be used to explore the relationship between of these key aspects of your current calling.

**Vision and Ambition Worksheet**

|  |  |  |
| --- | --- | --- |
| **Soul** |  | **Ego** |
|  |  |  |
| **Vision**  What do you want to create in the world through you that is beyond you? What do you want to see more of and less of in the world? |  | **Ambition**  What type of life do you want to create for yourself? What type of status and performance do you want to achieve with respect to yourself and others? |
| **Mission**  What will be your unique contribution to making your vision happen? What are the special gifts, resources, capabilities and actions that you bring to help reach the vision? |  | **Role**  What type of person do you need to be in order to create the life you want? What are the core competences necessary to be this type of person? What are your most important roles? |
| **Motivation**  How important are the beliefs/values of service, contribution, connection, being, expansion and awakening to you in the contexty of your business and if you look back to the context of your life? |  | **Permission**  How important are the beliefs/values of safety, security, approval, control, achievement and self-benefit to you in the contexty of your business and if you look back to the context of your life? |
| **Emotional Intelligence**  How well in your past have you been able to connect to competences related to the perception and management of energy and emotional intelligence? |  | **Strategy or Intellectual Intelligence**  How well in your past have you been able competences related to analysis and strategy? |
| **Pro-active Behaviour**  How in the past have you been more reactive to external conditions? |  | **Reactive Behaviour**  How in the past have you been more reactive to external conditions? |
| **Opportunities**  How in the past have you been focussed on on opportunities for expression and growth? |  | **Dangers/Constraints**  How in the past have you been focussed on dangers and constraints, and the pursuit of short term gain and pleasure? |

As you reflect upon the questions above consider them from the point of view of both a literal (all logical levels) and a symbolic or metaphoric answer (only Identity & Purpose) (for example, "My mission is to be an explorer who makes a path for others into new territories.").

**Exercise Three – Balancing Ego & Soul, Notes**

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**YOUR SELF AWARENESS JOURNEY HAS COME TO AN END AT THIS STAGE.** Off course you are aware that your awareness journey doesn’t stop from now on, don’t you?

It’s now time to start thinking about your business.

So lets go to the next session…

**Your business blueprint**

**Phase 1**

**Your business blueprint**

**Phase 2**

**The question is not; “Where do I start?”**

**The question is; “WhO IS MY CLIENT?”**

So here’s the first part of you exercises. We all know that shooting with a shotgun is not really effective as is the guy who is everything to everybody, right?

I sometimes tell the story of the carpenter who comes into my house to fix the ceiling and suddenly is capable of fixing my pond, sort out my holidays as well as financial advise. After a while I start to doubt where his real capacities are.

Another way of looking at it is if you need a ceiling fixed you ask for a carpenter, if you need some plumbing done you ask for a ….? Right.

The point is that from a marketing perspective it’s wise (a necessity) to put some thoughts around who you are and who your client is. The exercise I have for you is to create an overview of your market following the next questions.

**Clarity About Your Ideal Client/Niche**

 Determine how your ideal client looks like

 Know what problem you solve and for whom

 Have an ideal client profile with demographics, characteristics and problems of your Ideal client

 What problems you can solve and what results you can get?

 Where they gather and connect

 Know that your ideal client is keen to have the problem solved and is prepared to pay what you want for it

 What’s the reason you want to work with this client

How camn you connect your story to your niche

**target Market Worksheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Possible Niche** | **key problems** | **key benefits** | **your offer** | **where to find them** |
| **1** |  |  |  |  |
| **2** |  |  |  |  |
| **3** |  |  |  |  |
| **4** |  |  |  |  |

**Your Coaching services,**

* **face to Face – email – phone**
* **Hours available**
* **duration session**
* **coaching cycle – number of sessions**
* **Contract & Billing, payment method**
* **Guarantees**
* **refund policy – rescheduling**

**coaching alliance form**

|  |  |  |  |
| --- | --- | --- | --- |
| **alliance providers** | **what can they do for me?** | **what can I do for them** | **contact details** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Coaching bio**

**Your Core message**

**DEVELOPING YOUR CORE MARKETING MESSAGE**

**OUTLINE**

Target Audience

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Problem facing / Solution looking for

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Ultimate Outcome / Solution / Benefit

----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Why you? / Unique Selling Proposition

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Proof — have a reserve at the ready. You can use 1 or 2 of these in your

Core Marketing Message, but have several to use if need be.

Case Studies

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Testimonials

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Stories

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Metaphors / Visions

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Putting it all together:

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I work with----------------------------------------------------------------------------------------, who experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Together we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For example, I had one client who\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(PROOF)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lots of coaches are looking for that silver bullet that you can give to your client. And when you look at all marketing materials many of them are focussed on the silver bullet. Guess what? There’s no silver bullet, right? There is no one size fits all strategy or tactic that will serve everybody. The present coaching market is flooded with those silver bullets. Coaching is about you and how you relate to you market.

The focus of your first exercise was more about your client, your niche and you. This second exercise is more about YOU. And it comes in 2 parts. Part 1 is about uniquely you; please do take some time to describe who you are as a coach and as a brand. Whereas step 2 is what we call a “signature system”. A systematic way how you say you deliver the results. In other words what does your package include?

Schedule some quiet time to go through these exercises.

**2.a       Create A Distinct Brand That Stands Out and is uniquely You**

 Have a compelling Story related to the service you offer that connects you with your clients (eg. how you got to be in this business)

Have your brand reflect the personality you are and the approach you are taking (eg are you structured, high quality, fun, bargain, artistic etc.)

 Have your logo and website banner and all marketing material reflect this approach

 Have your customer service reflect your brand

 Talk about yourself and what you do in terms of your distinct brand (eg. I say give coaches and trainers the structure they need so they can be creative within their business and thrive)

 Have your compelling story reflect your brand personality

**2.b       Have A Signature System**

 Have a step by step systematic way of achieving results for your clients

 This is the question; “What & How do you do what you do?” and put this into a structure.

 Communicate and educate your clients about the step by step system

 Base your packages on this system and offer it at different price points

**4. Have A Business Model With Multiple Streams Of Income**

􀂅 Have different offers at different price points for clients to choose from

􀂅 Create subscription based programs for continuous cash flow

􀂅 Have at least 1 upsell for every program you create (preferably 2 or more)

􀂅 Leverage your time by including information packages and group sessions (eg.

tele-group coaching, ebooks, home study courses)

􀂅 Put your personal one on one attention only into the highest level offerings

􀂅 Set fees based on outcomes rather than effort you put in (so no hourly rates)

**5. Create Irresistible Offers**

􀂅 Have an offer created based on what your clients want (ask them what they

want)

􀂅 Include a "step by step easy to do" or a "done for you' component

􀂅 stack value by offering 2-3 relevant bonuses

􀂅 offer a money back guarantee

􀂅 create a time limited special offer

􀂅 focus on the benefits of the offer rather than the features when offering it

**6. Have A Website That Attracts Visitors**

􀂅 Have a clear opt-in form above the fold (no scrolling down to see it)

􀂅 Provide a free valuable giveaway in exchange for email address and name

􀂅 Provide benefits based copy that sells the free giveaway

􀂅 Provide testimonials about the free giveaway

􀂅 Have an autoresponder setup to follow up on the free giveaway

􀂅 Follow up with a regular broadcast

􀂅 Make your website visually appealing and reflect your personality

**7. Build Your Database By Spreading The Word**

􀂅 Track how many new subscribers are joining your database regularly

􀂅 Have a blog with regular valuable contributions (boost your ranking and can

spread the word about you virally)

􀂅 Be active on social media sites such as Twitter, Facebook, Linkedin and refer

back to your site

􀂅 Submit articles to article directories

􀂅 Comment on others' high traffic blogs

􀂅 Do public speaking and offer a freebie in return for contact details

􀂅 Optimise your website for relevant keywords

**8. Regularly Communicate With Your 'Tribe' So They Get To Know-**

**Like And Trust You**

􀂅 publish a regular ezine/newsletter -weekly or fortnightly

􀂅 tell them about yourself

􀂅 educate them with useful information

􀂅 offer them free teleseminars and your paid programs

􀂅 run monthly free teleseminars

**CLIENT PROSPERITY CHECKLIST FOR 6 FIGURE INCOME SOLOBUSINESS FOR COACHES AND CONSULTANTS**

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**9. Run Marketing Launch Campaigns That Sell Your Offers**

􀂅 Seed your offers well in advance

􀂅 run preview teleseminars

􀂅 promote in your regular ezine with relevant articles and updates

􀂅 have special offers for early birds

􀂅 take away special offers as it gets closer to the date

􀂅 keep marketing right to the start date

**10. Create Compelling Sales Pages**

􀂅 Have a benefit orientated heading

􀂅 write from the client's perspective

􀂅 draw them in with marketing pull questions

􀂅 write benefit orientated copy, short and succinct with bullet points

􀂅 provide strong testimonials

􀂅 use graphics to make the page visually attractive

􀂅 use highlights, boxes etc. to make it easy to read

􀂅 state clearly what the offer is and what is included

􀂅 provided bonuses

􀂅 provide a time limited offer

􀂅 sign off with a personal message

􀂅 use the P.S. To reinforce your message more directly

**11. Learn How To Have The Sales Conversation**

􀂅 pre-qualify your prospects before having the conversation

􀂅 ask questions to find the most relevant need and motivator

􀂅 show the pathway to a solution that is achievable and you can provide

􀂅 pre-close

􀂅 give package options

􀂅 ask for the sale

􀂅 organise payment straight away

**CLIENT PROSPERITY CHECKLIST FOR 6 FIGURE INCOME SOLOBUSINESS FOR COACHES AND CONSULTANTS**

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**12. Systemise And Outsource**

􀂅 outsource all non-income producing activities as soon as possible:

􀂅 book keeping

􀂅 cleaning, shopping, errands

􀂅 all admin tasks

􀂅 publishing your ezine including formatting, etc.

􀂅 customer service activties, reminder emails etc.

􀂅 systemise as much as possible

􀂅 have an email marketing system for broadcasts/autoresponders

􀂅 have an online payment gateway

􀂅 combine your updates to all social media networks

**13. Continue To Upgrade Your Mindset**

􀂅 keep updated new developments in your industry

􀂅 subscribe to your competitors'/colleagues' ezines

􀂅 attend workshops

􀂅 become a member of a mastermind group

􀂅 get a mentor/coach