



Co-Active[®] Selling

Success Coach 100

INTRODUCTION

Welcome to Success Coach 100!

With this simple but powerful self-accountability tool, you will be able to:

- Track the actions you take that lead to marketing success.
- Assess how well you are implementing your marketing plan.
- Generate new ideas for marketing, and implement them.
- Celebrate your successes as you build your practice.

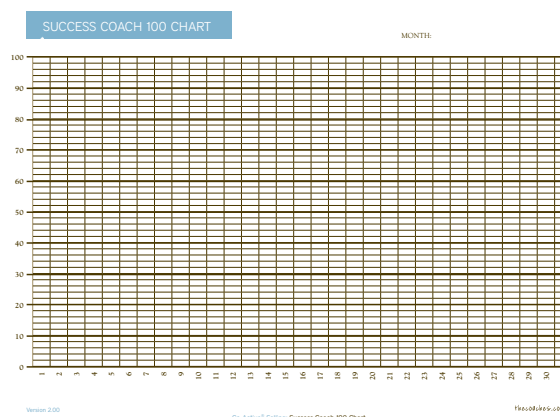
Note: Definitions for all words or phrases marked with a “*” can be found at the end of this document.



DIRECTIONS

Here are the step-by-step instructions for using Success Coach 100:

1. **OVERVIEW OF THE CHART.** The numbers along the long edge of the page represent the days of the month: day one to thirty-one. The numbers along the short edge of the form represent the number of points you have earned for each completed action that builds your full practice. Shade in each box for every two points that you earn.
2. **THE GOAL** of each day that you work is to earn **ONE HUNDRED POINTS**. Full-time coaches need to devote at least two days a week to marketing their coaching business. That means at least two 100 point days a week.
Let's see how you do that...
3. **HOW TO EARN POINTS:** You earn a specific number of points every day for each action that you take to build your business.
 - Get a client. You just earned 100 Points!!
 - Give a one hour tele-class during which you ask for referrals and/or sample sessions. YEAH! You just earned 50 points!!
 - Set up a Sample Session. Log in 26 points into your chart!
 - Initiate a conversation in which you talk about coaching. Wow! You just earned 10 points. Shade in 5 boxes!
 - Leave a message on a voicemail where you talk about coaching. That was worth 2 points per message. PRETTY COOL!



Get the idea? This could actually be fun. You can see the attached list of Success Actions for the complete table of points.

Keep a running total of your points. The minute you achieve 100 points in a day you can stop marketing! Walk out of your office and give yourself a small, but special, nurturing treat or experience. In any given week in which you make 500 points, give yourself a day of luxury! In any month in which you make 2,000 points, take a week off from marketing your coaching business and find an exceptional way to celebrate your success. Hawaii anyone?

On the next page is an example of the tool in action...

A DAY IN THE LIFE OF “MARGE, THE CERTIFIED COACH”

Marge woke up early, drank her morning coffee and walked into her home office, ready to build her coaching career. She opened her contact management system* and chose 10 names from her sphere of influence* to call.



She made all 10 calls. One number was disconnected. She left six messages on voice mail. In each of these voice mail messages she talked about coaching and she asked the person to call her back to set up a free Sample Session. She just earned 18 points and shaded in nine boxes on the Success Coach 100 form.

She spoke to three people. She was politely rebuffed by one person. With the other two people, she had a conversation about coaching. One of them asked her to call back in two months. The other scheduled a Sample Session with her. After making these calls she sent a “Thank You” card to the two people she talked with who were interested in coaching. She earned 10 points a call for the people that she talked to, totaling 30 points. She earned 26 points scheduling a Sample Session. She also earned six additional points a card for the “Thank You” cards.

She made one call to a past client and asked her for a referral. The woman promised to call her back tomorrow with a lead. She started to shade in an additional 13 boxes.

Then she realized that she had earned over 100 points. She said “Yes!” Her marketing was done for the day. She called her friend and spent the afternoon at her favorite local golf course.

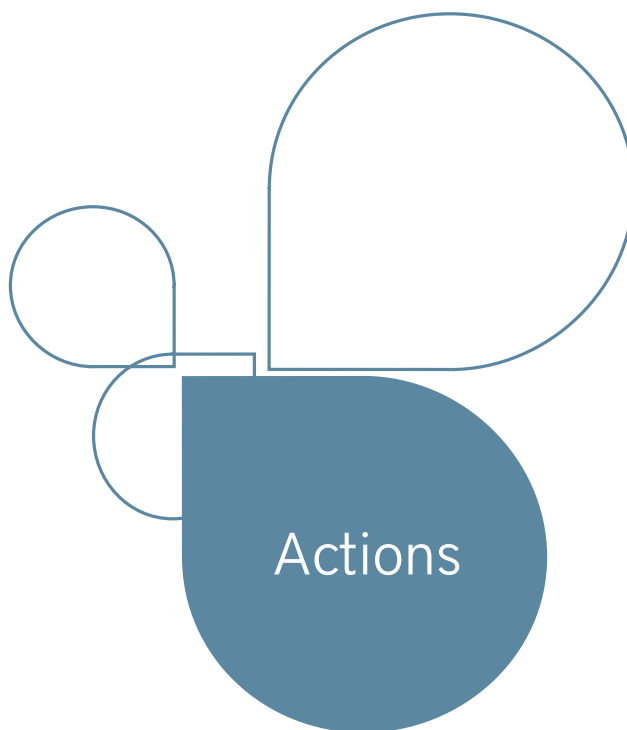


SUCCESS ACTIONS

Table of Points

The following is a list of success actions with the point values that correspond to each. Make sure to mark each point that you earn on your form each day!

- Face-to-Face or Voice-to-Ear
- In a Crowd
- For Yourself
- Get a Stamp
- On the Computer
- Social Networking



Face-to-Face or Voice-to-Ear



- Get a client. This includes setting up the intake or the first session and receiving payment for the intake/first session in advance. **(100 points)**
- Give a Sample Session* in which you ask the person to be your client or to give you referrals.* **(76 points)**
- Walk up to someone you don't know, strike up a conversation about coaching, and ask her or him for a Sample Session. **(76 points)**
- Fire your least favorite client from your practice. **(30 points)**
- Set up a Sample Session with an actual date entered in your calendar. **(26 points)**
- Call an existing client or past client and ask for referrals. **(26 points)**
- Refer a client or a potential client that you can't or don't want to work with to another coach. **(10 points)**
- Meet with a person who could send you referrals and ask for those referrals. **(10 points)**
- Call a client just to tell them you're thinking of them. **(10 points)**
- Ask a client for feedback on your coaching and how it could be better. **(6 points per client)**
- Leave a message on a voice mail where you talk about coaching: in that message you ask at least one of these three things: "Will you do a Sample Session with me?" "Will you give me referrals?" or "Will you be my client?" **(2 points)**
- Call up and offer a person in your Sphere of Influence* a sample of your coaching. **(10 points)**
- Have a conversation (in person or on the phone) where you talk about coaching. In that conversation ask at least one of these things: "Will you do a Sample Session with me?" "Will you give me referrals?" or "Will you be my client?" **(10 points)**
- Set up a Sample Session with a successful coach who can refer you business. **(10 points)**
- Complete a Sample Session with a successful coach and ask for referrals. **(26 points)**



In a Crowd



- Give a tele-class* to your clients and prospects where you ask for referrals and/or Sample Sessions. The topic is one about which you have passion or expertise! One hour tele-class: **(50 points)**
- Go to a networking meeting* where you talk to at least five people about being a coach, give out your business card and collect cards from those same individuals. **(50 points)**
- Follow up with all those people whose cards you collected from the networking meeting via telephone and tell them how much you enjoyed meeting them! **(5 points per person)**
- Do a workshop or speak to a group of people where, as part of your talk/workshop, you ask for referrals* or ask for Sample Sessions. **(100 points)**
- Go to a meeting where your 'ideal clients'* tend to congregate and talk about coaching. **(50 points)**

For Yourself



- Go to an ALL DAY training program to enhance your coaching, business or life skills. **(50 points a day to a maximum per month of 100 points)**
- Once a month take 2 days off in a row, away from all business (including email and texting) **(100 points)**
- Hire a personal assistant to do business and personal work for you. **(100 points)**
- Create a contact management system* where you can track all of your prospects* and referral* sources. **(100 points)**
- Sign up and pay for an ongoing group that provides an accountable environment focused on building your practice. **(100 points)**
- Hire a coach and send a check to do the intake* or first month of coaching. **(100 points)**
- Get an hour of supervision* on YOUR coaching that you do with your clients. **(76 points)**
- Have a session with YOUR coach (that you pay for). **(50 points)**
- Take an hour long tele-class in which you actively participated on the call. This class must be designed to enhance your coaching, business or life skills. **(10 points)**
- Write a paragraph describing your 'ideal client'. **(10 points)**
- Read aloud your 'ideal client' paragraph. **(2 points)**

Get a Stamp



- Send a card to someone in your Sphere of Influence for no reason at all. **(6 points)**
- Write and send a “Thank You” card to a coaching prospect or a referral source. **(6 points)**
- Send a “Thank You” card to someone who gave you a referral. **(6 points)**
- Send a hand-written birthday card to a client, prospect or someone who is in your Sphere of Influence*. **(10 points)**
- Send a “Thank You” card to an existing client. **(10 points)**
- Send out a newsletter to clients, prospects and to your Sphere of Influence*. This can be in email format or postal mail. **(26 points)**

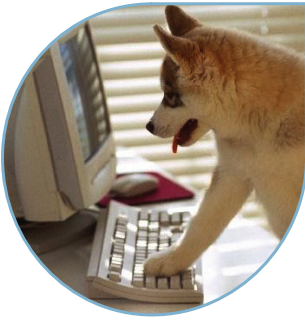
On the Computer



- Compile a list of 100 names (with addresses, phone numbers and email addresses) from all the people you know (past business associates, past club associations, Christmas card lists, neighbors, virtual communities, temple or church contacts, family, friends, all the people you have talked to about coaching or have ever done a Sample Session with, past clients either coaching or your past life and current coaching clients. Think of who else you want on that list). This is your list of people in your Sphere of Influence. **(200 points)**
- Enter your Sphere of Influence list into your contact management system. **(2 points per contact)**
- Enter a NEW contact you have made into your existing contact management system. **(4 points)**
- Design and/or work on your newsletter or e-zine*. **(6 points per hour)**
- Send out a newsletter to clients, prospects and Sphere of Influence. This can be in email format or postal mail. **(26 points)**
- Contact one of your current clients (not during their coaching time with you) and offer them a free session of coaching for every person they refer to you who ends up scheduling a Sample Session of coaching. **(10 points)**
- Contact one of your current clients and in a personal way offer them a month of free coaching for every person that they refer who becomes a paying client. **(10 points)**
- Work on your website – writing content, looking at graphics, talking to your web designer and editing what you have already created. **(6 points per hour)**
- Send your ‘ideal client’ paragraph to your Sphere of Influence and ask them to refer anyone who fits this description. **(4 points a person)**
- Send an email out to your Sphere of Influence that describes your coaching services. The email must include a request for a Sample Session and/or referrals. **(2 points)**

Social Networking*

(Facebook*, Google+*, LinkedIn*, Blogging*, Twitter* and Beyond)



- Google yourself to see what kind of on line presence you have. Just type in your name in the search bar in Google and see what comes up. If nothing about you comes up you know you have work to do!! **(10 points first time)**
- Set up or update your Facebook, Goggle+, Twitter and LinkedIn account. **(15 points per account)**
- Offer a free session of coaching for all of the people you have on your social networking sites. **(15 points per account)**
- Take a class in how to us your social media accounts. **(25 points)**
- Invite your Sphere of Influence to be followers, friends, circles, etc. (using the same Sphere of Influence list that you are using for your other practice building activities). **(20 points per account 1 time)**
- Make a personal inspirational post on your social networking sites one per day. **(10 points per account)**
- One inspirational post on your social networking sites one per day. **(10 points per account)**
- Make an inspirational post on your social networking sites regarding your business at least weekly. **(10 points per account)**
- Invite the people on your social networking sites to come to an event that you are doing. **(10 points per account)**
- Post on your blog weekly. **(10 points)**
- Share a recommendation or a testimonial about your coaching on your social networking sites. **(16 points)**
- Respond to someone who posts about your status, invite, blog post, etc. **(16 points)**
- Contact the people in your Social Network via some other form – phone call, email, snail mail. **(10 points per contact)**
- Do all of the above weekly for three months. **(300 points)**

DEFINITIONS



Blog

A website that contains an online personal journal with reflections, comments, and often hyper-links provided by the writer.

Contact Management System

A system to track names, addresses, phone numbers, email addresses and activities for your Sphere of Influence and prospective clients. Computerized systems include Outlook and ACT.

Facebook

A social networking website.

Google+

(Pronounced Google Plus) is Google's social networking website.

Ideal Clients

Those people who you love to work with who energize you!

Intake

An initial session with a new coaching client where the coach and the client determine how they will work together, define the goals and values of the client and establish a foundation of trust. This can also be called the "Welcome Session" or "Discovery Session." Free intake forms are available in the Free Resource section at www.myfullpractice.com.

LinkedIn

A business-oriented social networking site.

Networking Meeting

Any meeting where people talk with each other about one another's business and offer support to one another by giving each other referrals of potential clients.

Prospect

Any person who could benefit from coaching.

Referrals

People who could become your client or member of your sphere of influence who are sent by people you know.

Sample Session

A complimentary (free) coaching session offered to prospective clients or prospective referral sources. I recommend giving Sample Sessions as a way to enroll prospects into your business. Sample Sessions can be done via telephone or in person. They can also be done for both personal (Life) coaching and for Corporate (Business) coaching.

Social Networking

The use of a dedicated website (like Facebook and Google+) to communicate informally with other members of the site, by posting messages, photographs, etc.

Sphere of Influence

A collection of people who are willing to influence others to become your client or to help you to build your coaching practice.

Supervision

Focused feedback on your coaching to develop coaching mastery. This is delivered either in a group format, or in one-on-one sessions.

Tele-class

A class that is delivered on the telephone where participants call into a conference line that can accommodate 3-3,000 participants.

Twitter

A social networking website and micro-blogging service that enables its user to send text-based messages, popularly called as "Tweets."