

## **2. Getting Sample Sessions – what you need to do to get people signing up for them**

This is about doing the basics brilliantly. So what are the basics? And how do you do them brilliantly?

Please read the notes below in preparation for the call on Monday night. On Monday night we'll do some role-plays and get you organised so this is fairly effortless. There will also be some time for discussion.

### **Introduction**

This teleclass is just about getting sample sessions in the diary so you start spreading the word about you as a coach and get your first group of clients. I would advocate that alongside this you are also getting clear about who you coach and what you coach them on and how you do that etc as you get ready to launch your business.

The reason I advocate not waiting until you are clear, is that that can take people quite a while to get clear on and sometimes it can be somewhere that coaches end up hiding, they lose momentum and go off track. I want you to be out there spreading the word so that your first group of clients help keep you motivated and on track!

These are the basics, I would be surprised if you didn't know 90% or more of what I've written here and yet over the years I've watched 100s of coaches know them too and still not do them and wonder why they weren't starting off as they wanted too.

So as you are reading this please notice how you react to these suggestions and how you feel about them – that is what we will be discussing together on the teleclass along with the role-plays.

### **A. Sample Session Mindset and Challenge**

Free yourself up from the beginning. Please don't think about getting clients – I've noticed it puts a lot of pressure on many people that doesn't work for them. Do think about practicing – practicing getting and delivering sample sessions and practicing your coaching. It feels lighter, easier, doesn't it?

Create a sample session challenge for yourself and buddy up with 2 or more from your class to help motivate, celebrate, brainstorm and keep you and them on track. E.g. I will deliver 60 sample sessions in the next 3 months or 40 or 80 or 20 whatever is a meaningful stretch for you. **Please write down what your sample session challenge will be and notice how you feel about it.**

### **B. Lets look at your network**

For the vast majority of coaches, their clients come from people they know already who refer them on or who decide to coach with them themselves. So this is really the place to focus your effort. This is where most coaches make quite a fundamental mistake. They contact some of their network – maybe 10 or 20 people – sometimes by phone or by email and then they send out a blanket email to everyone else. Whilst that is lovely to announce to everyone that you are now a coach and many of your friends will join in celebrating you, it is unlikely, although not impossible, that any business will come from it. Business will

come from you engaging directly with each of your contacts and asking directly for their support. A lot of coaches prefer to give support than take it and so my hunch is that this is what stops them – they get shy or nervous about asking for help. We'll be talking about this on the teleclass and supporting you with that so you can reframe it and stay in action.

**Please take some piece of white A4 or A3 paper and draw quite large circles on them. Each of these circles represents a community you are part of: an old or current place of work, a club you belong too, a sport you practice, a group of people you are part of e.g. mums, animal lover, readers of the guardian newspaper etc. the university or school you went to, the coaching community – please create a circle for watch community you belong too – they are a lot of them! Whoops nearly forgot your family too!**

**Now stand back and consider each community – how close are you too it? On a scale of 1 -10 how involved, active, close are you to that community?**

**Who are the centres of influence that you are aware of in that community? (Centres of Influence are the people in the community that others go to and ask for advice/referrals from) List them out and again look at how strong your personal relationships are with them.**

### **C. Getting in touch**

Your next step is to call as many of these people as you can, be clear about what you need and organise to meet them face to face as soon as possible.

The key here is to get face to face with as many people as possible and if that is not possible speak to them on the phone. Email is your last resort – it tends to work least effectively.

That's all very well, I hear you say but what do I say to them? The key here is to make a clear simple request and offer and be unattached to the outcome.

Here are some ideas:

I'm launching myself as a coach. At the moment I'm in training and I'm looking to work with up to 10 clients. I'd love your support. Can we meet for lunch/coffee/drink? I can then offer you a coaching session so you can experience what coaching with me is like and answer any questions you have.

I'd love your support. I'm training as a coach and I'm looking for my first 10 clients. Could you help me please?

My business is launching properly in 3 months time and in the meantime I want to work with up to 10 people only. I'd like to meet up with you so I can talk to you more about what I'm offering and who you might know who I could help.

I'm launching my coaching business in September in the meantime I'm training and I'm looking for a small group of clients to work with 10. I'd love your support. Would you be

willing to refer me to people you know?

#### **D. Preparing for meeting them.**

If you are going to coach them, which I would suggest, send them a professional confirmation and preparation.

They will know quite a few people and will want further guidance from you on who they can put you in touch with. You probably don't have that clarity at this stage. No problem! Be prepared with a generic what you are going to coach them on and how you do that. This will of course change as you get clearer over the coming weeks and these people still need something to help them help you.

To help you with that here are some areas that may work well as the WHAT:

- Changing career
- Finding a job
- Starting your own business

I suggest those at the moment as that is where many of you are and areas that people would therefore find you more credible. If you are very credible in another area such as - you've lost a lot of weight, or turned your relationship around pick that - just don't get hang up on this. It will change and this is just to focus your networks mind.

In terms of a simple HOW, here is one below. Again at this stage it is generic. It is just to give comfort and create a sense of you knowing what you are doing.

Step 1. First I help you clarify your dream or your vision. What exactly do you want in this area? If you are unsure, as many people are, I have a process to help you figure it out.

Step 2. Next we uncover what is holding you back from having what you really want. We identify any fears, concerns or obstacles that may be in your way and devise strategies to overcome them.

Step 3. Then we break your vision into six to eight bite-size manageable chunks called "Keys to Success." When you focus on your Keys to Success you will quickly begin moving towards your dream.

Step 4. From there, we create specific, measurable, goals and an action plan to achieve them.

Through our bi-monthly calls, I help keep you accountable, focused and inspired to execute your plan. The difference between those who "have" and those who "have not" is the execution of a plan. Many people have great ideas. For success, you must ACT on them. I help you do that!

At the meeting itself, be clear on your primary objective – is it to blow their socks off with your coaching skills? And also be clear on your secondary objective - get 1 referral? 3 referrals?

At the meeting be upfront about what you want and use your coaching skills not only in the coaching but also in the meeting in general. Ensure that there are action steps that the person is committing to and comfortable with.

## **E. The Referral**

Well done! Your contacts are referring you to people. Make sure that when they refer you to someone that they cc you in on the email or that they ask permission of their contact to pass their contact details to you. Then please follow up with them within 2 business days.

When you follow up with the person, your primary objective is to get the sample session confirmed in the diary – have times blocked out for sample sessions in your diary before you call them.

You can say something like:

So and so thought it may be helpful/valuable for us to speak to see how I could help you with xx. The best thing to do is to get a chemistry/sample session booked in the diary. I can answer all your questions there and also importantly coach you so you see how it may work for you. Would you like to do that?

Avoid getting into long conversations at this stage. It could take the fizz out of the sample session itself and because it isn't organised or structured it may not be as powerful.

When the session is booked in remember to send across a confirmation email and preparation and you are ready to go!

Looking forward to speaking on Monday!

Best

Zoë