



Co-Active[®] Selling

Webinar Action Steps

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Pre-Work Before Webinar #1



**Read Chapters
#1 and #2 of the
Resource Book**



**Complete Action
Exercises #1 thru #4**



Action Exercise #1: How committed are you?

To what extent are you committed to your success as a coach?

For the next four weeks, every Friday afternoon, score yourself on a scale from 1–10.

1 = I'll get to it tomorrow.

5 = I really want to make this happen for me.

10 = Nothing can stop me!

Then make a commitment about what do you need to do to raise that number higher?

Example: "Week One: I am at a seven. I want it but I'm not sure how to get there. I need to totally commit two hours of "P" time a day, for five days this week, towards building my practice. Then I would get to a 10!"

Week One Score: _____ **Why?** _____

Commitment: _____

Week Two Score: _____ **Why?** _____

Commitment: _____

Week Three Score: _____ **Why?** _____

Commitment: _____

Week Four Score: _____ **Why?** _____

Commitment: _____

**Action Exercise #2: List your assets!**

List 10 positive attributes about yourself and about your life circumstances that support you in becoming a successful and masterful coach.

*Example: I'm a mom, and I raised two great boys.
I have learned how to listen very well."*

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Who are your heroes, and/or heroines? Who are your Captain and Crew? Choose either your favorite hero or Crew member. Imagine what advice that person would give you about trusting your-self to build your practice. If you can't imagine what they would say, try one or more of these techniques... Describe her or him. Draw a picture of him or her. Write down all the things you admire about that person. Now embody that person! Stand up and get into the body posture he or she would take. Notice what that feels like in your body.

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Action Exercise #4: My Life Purpose

Review your Life Purpose Statement that you started to uncover in Fundamentals. Is it resonant? Does it have you feel called to be fully who you are? If not there is still more to discover... spend some time with your statement and see what needs to be tweaked.

Examples:

Marla: I am the Tick Tock of death's clock that screams,
"Wake the #*~! UP to this precious moment!"

David: I am the restless hunger that inspires you to do more than you ever thought possible.

I am the

(Metaphor)

that/who

(Impact on people and the world)

Homework After Webinar #1



**Read Chapter #3
of the Resource Book**



**Complete Action
Exercises #5 thru #9**

[illegible]

***Action Exercise #6: Put it down!***

You must be courageous in asking for your fee. Decide on a number right now. Stop reading. Close your eyes and do it. OK, got it? Ask your Captain or a Crew member. Now add \$50. That is your fee. Don't hedge!! If you hedge on your fee and don't ask for what you want, you may feel resentment or feel as if you are unfairly being taken advantage of.

My Fee for coaching is:

\$

Take the fee you discovered in the last exercise and write it down as:
\$ _____ per month. Walk over to a mirror and tell yourself your fee.
Speak the sentence out loud a few times, “I charge \$XXX per month for
coaching, and \$XXX for my initial Discovery Session.” How does it feel?
Does it make you sick to your stomach? Does it make you feel powerful?

Take time now to write about what comes up for you when you say your fee out loud:

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**Action Exercise #8: Put it out there!**

Now go out and practice telling your fee to 15 people in the next five days, and notice what happens to you? To them? (Yes, 15 be happy we did not say 40!) How did it feel? How did they react? How did you react? What did you create? Write down here about what you experienced. *(Don't forget to ask for a Sample Session.)*

1. _____ How did it go: _____.
2. _____ How did it go: _____.
3. _____ How did it go: _____.
4. _____ How did it go: _____.
5. _____ How did it go: _____.
6. _____ How did it go: _____.
7. _____ How did it go: _____.
8. _____ How did it go: _____.
9. _____ How did it go: _____.
10. _____ How did it go: _____.
11. _____ How did it go: _____.
12. _____ How did it go: _____.
13. _____ How did it go: _____.
14. _____ How did it go: _____.
15. _____ How did it go: _____.



Action Exercise #9: Renew your Coaching Purpose

Look at the Coaching Purpose Statement that you created in Webinar #1. Does this statement feel resonant? Is it something that will have you look beyond your fear and your Saboteur's voice? If not what needs to change in the statement? What is the bold declaration that will support you owning your coaching fee? If you make changes send them to your CAS leaders.

My Coaching Purpose is:

Homework After Webinar #2

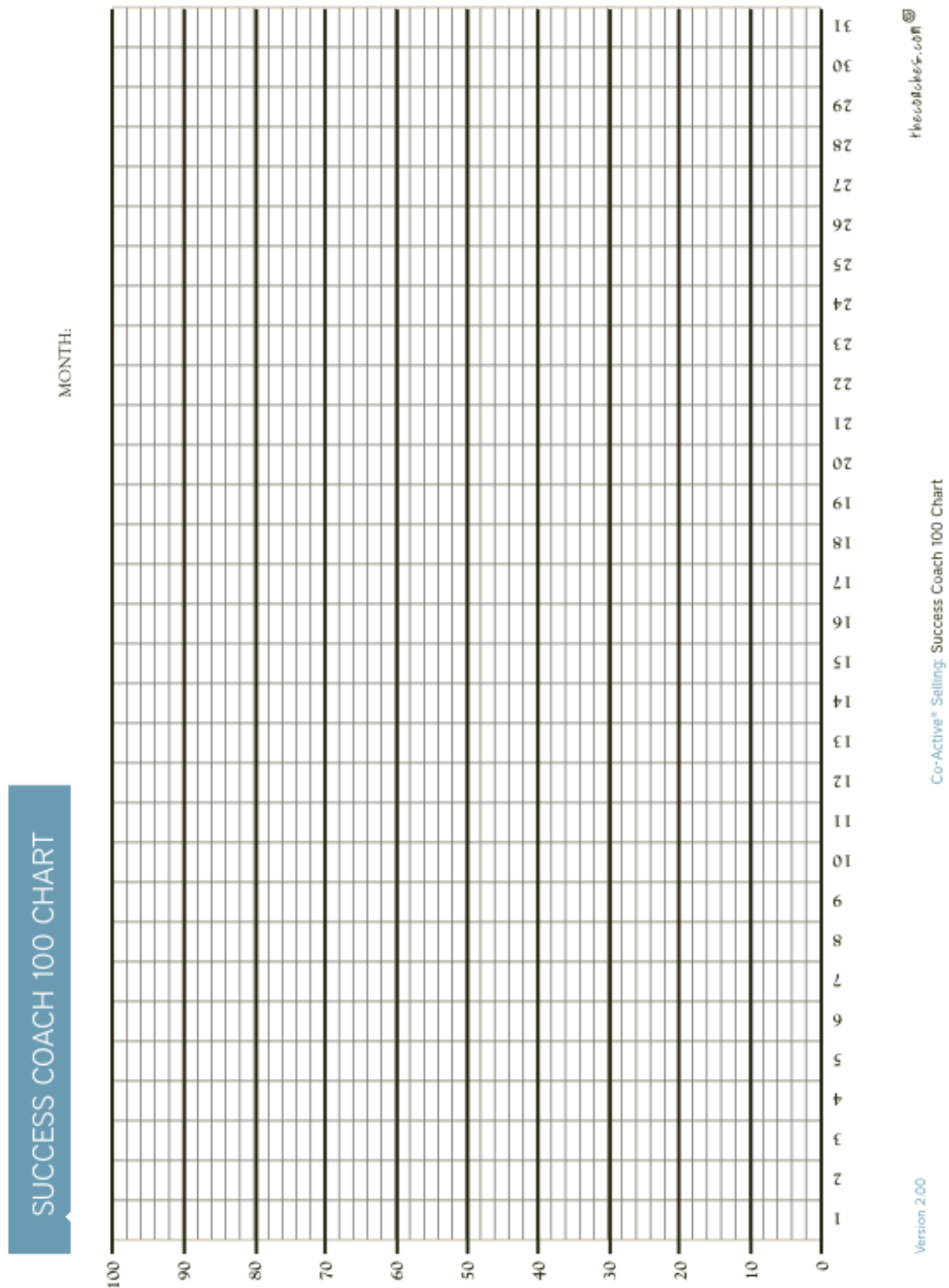


**Read Chapters
#4 and #5 of the
Resource Book**



**Complete Action
Exercises #10 thru #16**

Action Exercise #10: Earn 100 points in Success Coach 100!



Stop reading and take the next 40 minutes, go to the hub and listen right now to: **“Enrollment Demo.”**

This talk focuses on how to effectively talk about your product and understand what your product is. Take notes. What did you learn that you did not already know? Of the 6, which tools worked for you? What will you practice?

[illegible]

Stand up! Imagine a time in your life when you felt very confident. Now, while you remember that time and that feeling, put your body in the posture of having confidence. Notice how you feel. Where is your head positioned? Where are your arms and legs? Are you standing tall or slouching? How does it feel when you stand with confidence? This is your geography of confidence. Take the time now to try different postures where you feel as if you are exuding confidence. Write down what you discover below!

[illegible]

This week, use your confidence geography when you need to talk to people about your coaching... see what happens!



Action Exercise #13: Say it loud!

Write two scripts in response to the questions:

Script #1. What do you do?

Example: "I work with people who are on the edge, ready to jump into the passion and purpose of their lives. I'm a Co-Active® Coach."

Script #2. What is coaching?

Example: "I help people make their dreams become their reality, by taking one small action at a time."

**Action Exercise #14: Say it to someone!**

Now memorize the scripts you wrote in Exercise #13. Learn the words so you can be who you are and not worry about the words. The words don't matter as much as the delivery. Use the geography you found in Exercise #12. Go out and practice your scripts with 10 people over the week, and check them off. *(Remember to ask for a Sample Session.)*

People I talked to about what I do:

1. _____ Result: _____.
2. _____ Result: _____.
3. _____ Result: _____.
4. _____ Result: _____.
5. _____ Result: _____.
6. _____ Result: _____.
7. _____ Result: _____.
8. _____ Result: _____.
9. _____ Result: _____.
10. _____ Result: _____.

Get Confident. Know that you are successful no matter what happens.
Believe in what you do and people will believe in you and what you do.

***Action Exercise #15: Do it!***

Go out and ask at least five people to be your client this week. You can use some of the folks you talked to about coaching in the previous action steps. But it is one step further than just asking for a Sample Session, isn't it! Do this assignment and stay curious, awake and aware of what comes up as you ask people to be your client. Time to be your own R&D department. What happened? Report back below.

People I asked to be my client:

1. _____ Result: _____

2. _____ Result: _____

3. _____ Result: _____

4. _____ Result: _____

5. _____ Result: _____

Think about the last person who said “No” to you when you asked them to become your client or to do a Sample Session with you. OK, now ask yourself what you made up about what that “No” meant. Write down what comes up for you when you hear know “No.” What do you make up about you, your ability and your coaching business?

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Homework After Webinar #3



**Read Chapter #6
of the Resource Book**



**Complete Action
Exercises #17 thru #21**

Go to the hub and listen to: **“Working with Resistance.”**

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Action Exercise #18: The no-athon!

Go out and get 10 “Nos” this week from potential clients. Remember the goal is to get a “No,” not a yes. You may actually get some “Yesses.” (Bummer, you’re failing the exercise by building your practice.) But remember that this week’s homework is to get 10 “Nos”! Write down all the people you asked that said “No” and also write about what you discovered about yourself in this process.

Person #1:

Person #2:

Person #3:

Person #4:

Person #5:

Person #6:

Person #7:

Person #8:

Person #9:

Person #10:

What I learned about “No.”



Action Exercise #19: Listen up!
How to give a Sparkling Sample Session.

Go to the hub and listen to: **“Sparkling Sample Sessions.”**

Take notes and include whatever reactions may have come up for you:

What will you do differently now?

Action Exercise #20: Rock on!

Give five Sample Sessions in the next week. Things to remember:

- Stay focused
- Be aware
- Be “edgy” — ask questions that scare you a little to ask
- Turn down the volume on “The Judge”
- Be your research and development team
- Be aware of what you are learning



***Action Exercise #21: Now learn from it!***

Debrief below what you discovered from Exercise #20. How did your Sample Sessions go? What did you notice about how you did? Write about what you learned. How will next time be different?

First Sample Session

Next time I will:

Second Sample Session

Next time I will:

Third Sample Session

Next time I will:

Fourth Sample Session

Next time I will:

Fifth Sample Session

Next time I will:

What I learned from doing these five Sample Sessions:

Homework After Webinar #4



**Read Chapter #7
of the Resource Book**



**Complete Action
Exercises #22 thru #23**

Action Exercise #22: The most important action step!

Create a list of every one you want to keep in contact with regarding your coaching business (at least 100 contacts with email, phone numbers and mailing addressed). Yes, 100!

These people can come from your affiliations like PTA and clubs, from your alumni associations, from your past and present colleagues, from professional organizations you are a member of, your current and past clients, of people that have given you referrals, any one you have done Sample Sessions for, all of your classmates from CTI, your email “list”, your holiday card list, your Facebook friends, your neighbors, family, people you do business with (your hair stylist, dry cleaner... get creative). Everyone you can think of should go on this list!

This may be the most important homework you have! It will make all of the difference in you building a stream of people coming towards you to buy your services. **DO NOT PROCRASTINATE!**



Action Exercise #23: Track 'em!

Design or implement a system that will work for you to track potential leads, and which will remind you to reconnect regularly with them.

I will use:

[illegible]

Now, onward to the Accountability Pods!