

Scripts for Answering The Question: “What is a coach?”

Prospect “What is a coach?” (Mini-Sample Session Version)

COACH: To answer that I’d like to ask you a couple of questions. Is that OK?

PROSPECT: Yes.

COACH: What is one thing you want more of in your life?”

PROSPECT: Well nothing, my life is great!

COACH: WOW! Very cool! Tell me what ‘great’ means to you.

PROSPECT: Well, I love my husband, my job rocks and we just bought a Victorian house with the most awesome rose garden.

COACH: I’m hearing such joy and gratitude in your voice.

PROSPECT: Yeah! That’s really true!

COACH: Sounds like your life on a scale of 1-10 is up toward a 10!

PROSPECT: Almost! Maybe 9.5

COACH: Now imagine your life beyond 10.

PROSPECT: Okay...oh wow beyond a 10.

COACH: Yep! What would that look like?

PROSPECT: I would own my own business doing the same thing I’m doing now AND I would be able to take a six month spiritual retreat.

COACH: Coaching is about having you live beyond “10” life. Will you do a complimentary coaching session with me to see how you could move your life beyond a 10?

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“What is a coach?” (Mini-Sample Session Version)

PROSPECT: What is a coach?

COACH: Can I ask some questions to get at that?

PROSPECT: Well, umm, sure.

COACH: Think about your life. (Pause)

PROSPECT: Okay.

COACH: Now, on a scale of 1 – 10, how excited are you by your life?

At a 10 you **can't wait to get out of bed on a daily basis** because your life is waiting for you and you can't wait to start!

At a 5 you **can wait to get out of bed** but bed is not all that great either.

At a 1 you **can't get out of bed** because your life *is* waiting to get you!

Where does your life score?

PROSPECT: Oh, about an 8.

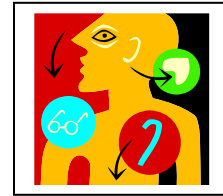
COACH: Cool! Now, where do you want your score to be? 9? 10? 14? 25?

PROSPECT: Wow! I never thought about my life over a 10. Okay, how about a 10 to start!?

COACH: Great! Coaching is about taking your life from wherever you are now, (an 8 for you) to wherever you want it to be.

PROSPECT: Wow, what a cool job!

COACH: Yes, it truly is! What would your thoughts be on having a complementary coaching session to discuss what would have to happen to have your '10' life become a reality?



What is a coach? (Mini-Sample Session Version)

PROSPECT: I don't know what a coach is. Can you tell me?

COACH: May I have permission to ask you some questions to answer that?

PROSPECT "Yes"

COACH: What is one thing you want less of in your life?

PROSPECT: Oh! There's a lot I want less of in my life!

COACH: Wow, it sounds as if your life is really busy so tell me one thing you want less of in your life!

PROSPECT: Emails!

COACH: Cool! What would your life be like with fewer emails?

PROSPECT: I wouldn't have to spend so much time in front of the computer.

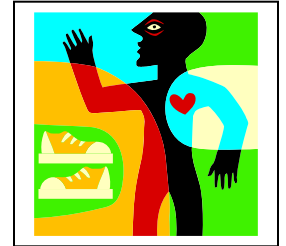
COACH: What would you do with all of that extra time?

PROSPECT: Spend more quality time hanging out with my significant other.

COACH: So what would your thoughts be on setting up a sample coaching session with me to discover how that extra time could benefit you in your overall life?

PROSPECT: You mean there IS something I can do about all of these emails?

COACH: Yes! Let's do a sample session and find out! I work with many of my clients to find out about how they can find more time in their lives. I am free to do a complimentary session on Friday at 2 pm. Will that work for you?



"What is a coach?" (Mini-Sample Session Version)

COACH: "May I have permission to ask you some questions to answer that?" (Wait for response)

PROSPECT: "Yes"

COACH: What do you love?

PROSPECT: Well, I love my kids.

COACH: What do you love about your kids?

PROSPECT: I love how cute, how funny and how alive they are.

COACH: So tell me more about cute!

PROSPECT: Well, they make me laugh! They do silly things and they have me not take things and myself so seriously.

COACH: So I am really hearing that they lighten up your life!

PROSPECT: Yes! My life wouldn't be the same without them.

COACH: So where else would you like to lighten things up in your life?

PROSPECT: Hmm...Well, at my work, I guess. I need to lighten up some. I think I take my job too seriously and it stresses me out.

COACH: Part of what coaching is about is finding out what you love and then finding a way to have that much joy in other areas of your life. What would your thoughts be on setting up a free sample session on how we could figure out a way to help you lighten up in your work?

PROSPECT: Wow! Yes, I would be into that!



“What is a coach?” (Metaphor version)

COACH: Coaching is like chocolate. It is better to taste it than talk about it. Would you like to set up a complimentary session so that you could get a taste of what coaching is like?

“What is a coach?” (Metaphor version)

PROSPECT: What is a coach?

COACH: Coaching is like having a personal trainer. You've heard of that, right? Well just like a personal trainer works with you to strengthen your muscles, I work with you to strengthen and enhance the vision of your life and then plan and take the steps to have that vision become a reality! What is the vision you have for your life?

“What is a coach?” (Metaphor version)

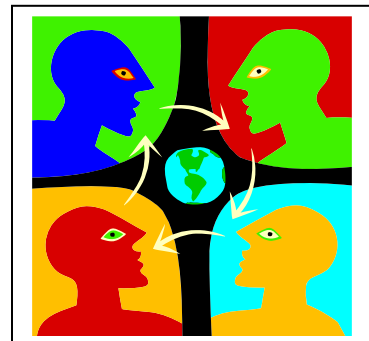
Prospect “What is a coach”

COACH: “A coach is a personal invitation to the rest of your life!
What is the life you want to invite?”

“What is a coach?” (Instant segue to sample session)

PROSPECT: What is coach?

COACH: It is easier to experience than explain. What would your thoughts be on a mini sample of coaching right now?”



“What is a coach?” (Metaphor version)

PROSPECT: So, what is a coach?

COACH: I work with people who are you the edge who are ready to jump into the passion and purpose of their life. I am a life coach. What are you ready to jump into?

“What is a coach?” (Metaphor version)

PROSPECT: What is a coach?

COACH: What my clients say about me is that I'm fierce, compassionate, loving and pushy. And the impact on them is that they get to have what they say they want in their lives. I am a life coach. What do you want more of in your life?

Scripts for talking to your family about coaching

COACH: “I’m so excited about being a coach and I would love you to know about my coaching first hand. That way you can support me by referring people who could benefit from my coaching. What would your thoughts be about doing a sample session with me?”

FAMILY MEMBER: Sure!

COACH: Let’s set up a time to do that!

COACH: “I’m so excited about being a coach and I would love you to know about my coaching first hand. That way you can support me by referring people who could benefit from my coaching. What would your thoughts be about doing a sample session with me?”

FAMILY MEMBER: But I am never going to become your client.

COACH: That is exactly right! But what I find is that when people have a first hand experience of my coaching, it makes it a lot easier for them to identify people who might benefit. So, what do you say? Will you do one with me?

COACH: I know how much you love me and you want the best for me. You’re on my side and you want me to succeed with my new coaching business, I want everyone who knows me to have a first hand experience of my coaching so that they can be my raving fans and send me any they know who might want my coaching.

PROSPECT: I would love to help you. What can I do?

COACH: Let’s do a sample session!

Scripts for Talking to Your Sphere of Influence about Coaching

From your past work/career – “I just wanted to check in with you and let you know what I am up to now since I left the company. Do you have a moment to talk? I am really excited about the direction I am going in my career and with being a coach. I’m wondering what your thoughts would be on doing a complimentary sample coaching session with me. I’m not so much looking for you to be my client (unless you are interested!)...what I would like is for you to have an experience of coaching so that you could better understand who you may know that coaching would be a good fit for. How does that sound to you?”

From other coaches you know that are successful - “I know that you’re a successful coach who probably has more prospects than you do room in your practice. What would your thoughts be on referring me prospects that don’t fit into your practice? What would have to happen for you to be willing to do that?”

From someone in the business community that you admire – Hello! I am wondering if you would have lunch with me. As you know, I admire the work that you do in our community and would love to know more about your company and what you do. I also want for you to know what I am up to as a professional (Life/Business) coach. I would like to see how we could support each other in being even more successful!! When do could we meet for lunch?

Past acquaintances you have not talked to for awhile – Hey! I was thinking about you the other day and wanted to connect with you. It’s been too long! How are you? What have you been up to for the last ten years? I recently changed careers. I am a Professional Business and Life Coach. What do you know about coaching? I am wondering how we might work together to support each other in being a success in our businesses and our lives. What would your thoughts be on setting up a time to network and brainstorm about business and what we might be able to give to each other?”

Scripts for asking for Referrals

Church or social group

Hi! It was great to see you last week! I just wanted to check in with you and let you know that I have a few openings in my coaching business and I was curious to know who you might know in our church/social group that might benefit from my coaching.

Business Contact

Hello! As you know, most of my business comes from referrals and I am wondering who you might know in your office that could benefit from coaching with me?? I have an opening in my coaching practice and I know that you have some really dynamic people in your company that I would love to coach. Who do you know?

Past or Current Clients

Hey! How are you? What have you been up to?? I was thinking about you and I just wanted to check in with you and let you know I have a couple of openings in my business. I bet you know others like yourself who would benefit from my coaching. Who do you know that you could refer me to?

People who have referred you business before

Hey you! Did you get the thank you flowers I sent? I wanted to thank you again for the referral you sent me recently. He was just the kind of client I was looking for. I am wondering who else you might know that you think could benefit from my coaching?

Someone who has done a Sample Session with you in the past

I haven't heard from you in awhile. How are you doing?? I loved the coaching that we did in our sample session and I am wondering who you might know like yourself that might want to experience my coaching??