Webinar #1: Pre-Work

***Pre-Work Before Webinar #1 Co-Active® Selling Program***

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

• Complete Action Exercises #1 thru #4

***Action Exercise #1: How committed are you?***

Where is your commitment 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?

*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 three hours a day this week to building my practice. Then I would get to a 10!”

Week One Score: ­­3 Why no rush, enjoy free time to gather energy for the endeavor

Commitment: get at least to 5 next week

Week Two Score: ­­5 Why this is what I have worked for during the last 15 month.

Commitment: get to at least 8

Week Three Score: ­­8 Why I managed to do all the homework and overcame the nervousness talking to strangers about coaching. It was good once I got going

Commitment: stay in this mode and get new clients

Week Four Score: ­­ 8 Why I was away the long weekend for assisting at a coaching workshop, had lots to do and long hours at my main job and still was able to talk to more then 10 peope for the “no” in only two days.

Commitment: keep up this spirit

***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. I have gone through all CTI classes and certification in a 15 month! I know I can do it!

2. I have taken the risk and reduced my main job to 60% (Mon-Wed) – I have enough time to build the business.

3. I really want it and I have the energy to do it.

4. It gives sense to my life.

5. I love people, love listening, love helping.

6. I want to make a difference and it has to start somewhere and now!

7. My mentor coach totally supports me and believes in my abilities as a coach.

8. I have lots of experience in different jobs and life circumstances which I can bring into my coaching.

9. I am willing to learn more and improve my skills constantly.

10. I am a lucky person, if I really want something I achieve it if it is in my range of influence.

***Action Exercise #3: Who do you admire?***

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.

Write down what you discover.

Mother Theresa – she was small, strong, with a strong will, powerful, strong believe in God and in the good in people, tough, self disciplined, intelligent, kind, loving, caring – she changed the world!

Her advice would be – believe in yourself, then anything is possible. Help other people and joy will fill your heart and give you a deep and thorough satisfaction no money or power can give.

***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.

I am the smile that/who changes the world .

(Metaphor) (Impact on people and the world)

*Example:*

Marla: I am the Tick Tock of death’s clock that screams wake UP to this precious moment!

David: I am the starlight that pierces your heart open.

Homework After Webinar #1   
Co-Active® Selling Program

• Read Chapter #3 of the Resource Book

• Complete Action Exercises #5 thru #9

***Action Exercise #5: Look at money!***

Explore all the different things that money can mean in your life. Then underline the one that you feel is the most important for you.

Comfort, luxury, no worries, joy, **freedom**

***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? 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: $ € 120,-- per month .

***Action Exercise #7: Speak it out!***

Take the fee you discovered in the last exercise and write it down as:€120 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 consultation.” 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.

***It is strange to say it out loud. I feel a little pressure in my stomach. It is an uneasy feeling and an excitement about the new adventure/endeavor.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 do you create? Write down here about what you experienced.(Don’t forget to ask for a Sample Session.)

1.Margaret How did it go: no problem she is a coach as well

2. Tina How did it go: my sister supports me no matter what

3.Tonia How did it go: same with my best friend

4. Alex How did it go: He wondered if people are willing to pay this amount

5. Bina How did it go: no problem she is a coach as well

6. Veronika How did it go: no problem she is a coach as well .

7. Carmen How did it go: no problem she is a coach as well

8. Mum How did it go: she wondered if people are willing to pay this amount

9. Renate How did it go: she wishes me luck

10. Sonja How did it go: she is a coach as well and said “don’t be too cheap” ☺

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?

My Coaching Purpose is:

I am the coaching sun, sunshine touching everybody, making the world a brighter and warmer place.

My original life purpose does match as well: I am the smile that changes the world.

Homework After Webinar #2   
Co-Active® Selling Program

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

• Complete Action Exercises #10 thru #16

***Action Exercise #11: Get in the zone!***

Stop reading and take the next 40 minutes, right now, to listen to the podcast entitled:

“Master Demo of Enrollment” at <http://www.thecoaches.com/coactiveselling/index.html>

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? What will you practice? Write it down:

* Take it easy, be spontaneous
* Ask coaching questions
* Practice the questions

***Action Exercise #12: Take the position!***

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? Take the time now to try different postures where you feel as if you are exuding confidence. Write down what you discover below!

With confidence I feel my two feet on the ground intensly. It gives me strenght and assurance of myself. My head is up no matter which position I take. It feels like my body is more tense and straightened up.

***Action Exercise #13: Say it loud!***

Write 2 scripts in response to the questions:

1. What do you do?

2. What is coaching?

Example #1: “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.”

Example #2: “I help people make their dreams become their reality, by taking one small action at a time.”

1. I help people to realize their dreams and to live their life with joy and contentment.

2. I work with people who are eager to fill their lives with joy, happiness and to live their real purpose.

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

Now memorize them. 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. Go out and use them 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. Lady Bookstore Result: no thanks but I can place my business cards there

2. Mr. Glasses Shop Result: no thanks but I can place my business cards there

3. Lady Fabric/Nitting shop Result: no thanks but I can place my business cards there

4. Lady at dentist Result: scheduled sample session for April

5. Uwe Result: no thanks .

6. Mrs. Kammer Result: no time right now but will come for a sample session

7. Petra I. Result: scheduled sample session for next week

8. Wolfgang Result: no thanks but I will definitely follow up with him after Easter

9. Brigitte Result: no thanks, too much stress at work, maybe later.Will follow up

10. Thorsten B. Result: wants a sample session, need to schedule

Learn the words so you can be who you are and not worry about the words. The words don’t matter. How you deliver it is important.

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 five people to be your client this week. You can use some of the folks you talked to about coaching in the previous action step. 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 in you 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. Britta Result: sample session scheduled .

2. Axel Result: no thanks, no money -> I have asked for referrals .

3. Kirsten Result: no thanks, just has made life changes, I have asked for referrals

4. Angelika Result: no thanks but I can place my business cards at here office .

5. Giovanna Result: no thanks, she is working with a therapist right now

***Action Exercise #16: What does “No!” mean to me?***

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?

I always got very friendly and polite “Nos”. It didn’t make me feel bad. Sometimes I wondered if I should have phrased things differently and if might have made a difference. I don’t doubt my ability as a coach or get a crisis just because of a no. So far I am still relaxed, ambitious and motivated but relaxed which helps me to stay focused. And I will definitely follow up with some nos as they haven’t been convincing and asks for a second approach.

Homework After Webinar #3  
Co-Active® Selling Program

• Read Chapter #6 of the Resource Book

• Complete Action Exercises #17 thru #21

***Action Exercise #17: Let’s review***

Listen to the podcast: “Working with Resistance” at <http://www.thecoaches.com/coactiveselling/index.html>

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

* Be aware of the different kinds of No
* Don’t get discouraged get curious
* Be persistant for the sake of the client

In my opinion the session itself is really good but too long.

***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: Uwe – I got a no, was persistant and asked again for his sake. I got another no   
which was final and I accepted it.

Person #2: Moni – I got a no but I will ask again. We had limited time and meet again next Monday. Let’s try again-

Person #3: Moni’s friend – same situation. Will ask again on Monday.

Person #4: Frank – he thinks he doesn’t need coaching, because his life is fine. As he is my landlord I stopped. Maybe will ask again after some time.

Person #5: Albert – he will retire soon, is happy and is not open for coaching. Gave me his son as referral who is very introverted. He is barely at home and hard to reach but I will try.

Person #6: Albert’s wife – no interest in coaching.

Person #7: Helga – she is not interested but will give me referrals. She works at a hospital and is in the works council and will try to get me into their list of offerings/trainings.

Person #8: Anton – he is not open and not willing to be coached. Final no.

Person #9: Renate – we had a very interesting conversation. She said no but also discovered that she might have a need. Will follow up with her.

Person #10: Juergen - he is not open and not willing to be coached. Final no.

What I learned about “No.”

That there are many “Nos” and I can recognize which one it is most of the time. Females are much more open to coaching then males. I discovered that I can deal with a No really well. So far I only had nice and polite “Nos” which makes it easy to take. I have no doubt about my ability to coach just need to practice those first conversations more.

***Action Exercise #19: Listen up!***

Listen to the podcast: “Sparkling Sample Sessions” at <http://www.thecoaches.com/coactiveselling/index.html>

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

* Be authentic, use the coaching spirit from your heart and guts
* Be aware of what holds you back and get it out of your way
* Be confident of yourself
* Get permission right at the beginning for the coaching (use e.g. pool example)
* Don’t forget the magic question “Will you be my client?”
* Great questions to use “What do you want less/more off in your life?” “What is a great life like? Where are you on a scale 1-10?”
* Never forget to coach the person not the problem

***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!***

Now debrief below what you discovered from each session. How did they go? What did you notice about how you did? Write about what you learned. How will next time be different?

First Sample Session

This session went really well. The client was very open and filled me in with her personal life and experiences. We worked out the topics she wants to work on, had a little discussion on the coaching fee, found an agreement and - tata – here is my first new client.

Next time I will: Not be so nervous and go with the flow.

I have scheduled 2 more sample session (4 in total coming up) but didn’t do the five you had asked for this week. I assisted at a coaching workshop Friday – Sunday which didn’ t leave me much time for my homework.

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:

* Be authentic, use the coaching spirit from your heart and guts
* Be aware of what holds you back and get it out of your way
* Be confident of yourself

Homework After Webinar #4  
Co-Active® Selling Program

• 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).

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: an Excel-File which I will check at leat once a week.

***Now, Onward to the Accountability Workbook!***