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: ­­7 Why: I definitely know that I am headed in the right direction and yet I am not taking enough action. I waste too much time getting ready to take action…

Commitment: I am going to reduce my days at the leadership institute from 3 per week to 2 per week.

Week Two Score: ­­8 Why: My enthusiasm and energy around selling is growing and I have cut back my other job to two days a week. And I still feel overcommitted and unable to get everything done. And I am still scared of getting out there…

Commitment: To focus on completing the homework from this class and to stop judging myself into inaction. I will practice noticing, acknowledging and letting go of unhelpful thoughts and attitudes!

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. I LOVE COACHING and everything about what it gives me and my clients.

2. I am capable of being very organized and very professional.

3. I do what I say I am going to do. I am good at following up.

4. I live in a beautiful universe.

5. Every day I learn new things about myself and about people in general.

6. I am eternally curious.

7. I love to create with others.

8. I like to learn and I easily understand most things.

9. I am on a journey to grow and stretch and I have experienced the joy that comes from this.

10. I am a great coach who will get greater and greater as learn from the experience of my work.

***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.

The Appreciator would be that steady voice that notices every aspect of my experience and finds the vlaue in everything that I am going through. She never judges me and so she would encourage me to slow down and breathe a little, to notice and become aware without rushing to conclusions and criticism. She would keep me in conversation with the other crew members and would keep me connected to my captain. She asks me questions and makes me speak my answers out loud so that I cannot pretend I did not hear the answer. She would tell me that I do need to remain focused but would remind me that there is no such thing as perfect (unless it is imperfection itself). She keeps me connected to my deeply held belief that all is as it should be and that there is much more to come.

***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 rising sun that shines powerful light on the shadows cast upon your dreams.

(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.

**Freedom**

Peace of mind

Opportunity

Relief

Fun

Travel

Independence

Ability to help others

Comfort

Taking care of things  
Ease

Health

***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: $ 300 .

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

Take the fee you discovered in the last exercise and write it down as: $ 300 per month. Walk over to a mirror and tell yourself your fee. Speak the sentence out loud a few times, “I charge $300 per month for coaching, and $200 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.

I feel that $300 per month is totally fair and appropriate for valuable coaching. My saboteur worries that I am not a good enough coach and that I am not going to deliver $300 worth of value to my clients. This is what makes me feel small and afraid of going out there to try to get clients. ☹

***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. Raoul How did it go: supportive .

2. Millie How did it go: “That’s great, now what do I get for that amount…? .

3. Stewart How did it go: “That’s kind of a lot, don’t you think” (He was kidding…) .

4. Linda How did it go: “Congratulations on all you have accomplished!”.

5. Christia How did it go: loving and supportive .

6. Stephanie How did it go: “That’s awesome” .

7. Daniela How did it go: enthusiastic .

8. Susan R. How did it go: “I wish I could afford to hire you!” .

9. Ryan G. How did it go: “get on Facebook and tell everyone you know!” .

10. Ryan C. How did it go: “I want to talk to you about this…”

11. Deborah How did it go: loving and positive .

12. Susan P. How did it go: loving and positive .

13. Rajesh How did it go: supportive .

14. Megan How did it go: no response .

15. Erin How did it go: loving and positive .

***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 eye of the storm of life who brings fierce courage and loving compassion to people seeking to transform their inner storm.

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 #10: Earn 200 Points w/ Success Coach***

***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//xxxxxxxxxNEEDS TO BE A LINK HERE

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:

I learned some new ways of starting the enrollment question and about how quickly you can get from Hi, what do you do? to the wow of where a powerful question will take somebody. I was reminded that it will take some time to get used to the idea of letting go of my “I am an expert and I will explain this perfectly to you!” Attitude and just go with the “I am a coach so let’s try this out so you can feel it attitutde.” I have had that glazed over, getting more and more distant look from others when I start using all my words about what coaching is, what it is not, how it works, what I do, etc, etc, etc. Ugh. I think I may try a new approach now which will go something like this when someone asks me what I do or when I introduce myself as a coach:

“You know, I used to explain coaching to people in all sorts of detail and I found that people enjoyed experiencing coaching more than they did listening to me talk about it! So would you be ok with me asking you a few questions so you can experience coaching?”

***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!

I have always felt very comfortable on the back of a horse. Even though I have not done much riding for many years, imagining sitting on a horse, galloping cross country through a field, approaching a jump makes me feel alive and confident and able to do anything. The posture is like this: I am slightly out of the saddle as my horse moves beneath me. My weight is evenly distributed on the balls of my feet and stretching down into my heels. This makes me feel secure and safe even though I am flying along atop a galloping horse! My knees are slightly bent, absorbing the movement below me so that my upperbody remains very still, like it is floating above my horse, above my saddle. I am bent forward slightly at the hips. My back is flat and my shoulders are back, I feel in balance and in control. My gaze is directed ahead of me, seeing what is both immediately ahead and aware of what we are approaching off in the distance. My hands are holding the reins, with power and with ease, and my hands are moving with the motion of the horse so that I maintain constant soft connection with the horse’s mouth. Although my body looks fairly still in comparison with the movement of the horse, I am using all of my muscles in a dance of softness and tension in order to achieve this posture and be ready for whatever posture will come next. The horse is totally aware of me and I am totally aware of it. In this moment there is complete trust and no fear. Just movement, action, a sense of joint purpose.

***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 work with people who know they want more out of life by challenging and supporting them to make meaningful changes in pursuit of their goals.

2. Coaching is a powerful alliance between a coach and client which explores possibilities, clarifies goals, leads to action and deepens a client’s learning about how to get from the present to their future vision.

***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. Result: .

2. Result: .

3. Result: .

4. Result: .

5. Result: .

6. Result: .

7. Result: .

8. Result: .

9. Result: .

10. Result: .

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. Result: .

2. Result: .

3. Result: .

4. Result: .

5. Result: .

***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?

No means that I didn’t ask the right way, that I was too pushy or quick, or too apologetic or nicey nice. No means that I don’t sound like I know what I am talking about. No can also mean that it has nothing at all to do with me. No sometimes means that they are not ready YET but might be. No means I need to shine my flashlight around and see what else there is to see before I give up and walk away feeling less than instead of filled with enthusiasm for asking the next potential client!

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” http//xxxxxxx NEED TO GET LINK FOR RECORDING

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

What I liked best about this podcast was the idea that when someone says no, the coach gets to model tenacity. Tenacity is one of my values but I have not fully integrated it into my sales skills. I give up much to easily when people show the least bit of resistance. I think I probably do this in other areas as well and so I want to stretch my tenacity muscle in the sales coversations I have. I love the idea of getting curious about the no just as we get curious about people’s yes’s (their dreams, goals, etc.). As you said in the beginning, “If you make NO about you, the ship is lost at sea!” If I want to live my coaching purpose and bring coaching to the world, I can’t let NO stop me!!!!

***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!***

Listen to the podcast: “Sparkling Sample Sessions” at http//xxxxNEEDS TO BE A LINK HERE

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

***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

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  
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:

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