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: ­­ 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.

***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.

***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 that/who .

(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.

***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: $ .

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

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 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.

**Or give them a metaphor - *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. 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?

My Coaching Purpose is:

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:

***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!

***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 are looking for more in their life – and I help them get what they want.

2. Coaching is a relationship that helps people get out of their own way and know themselves better.

***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?

Ask – Be Curious – Ask – show them their impact – Ask. Keep getting curious and compassionate FOR their success. Really love the “belief vs objective truth”. I don’t want you to come to the end of your life and “wish” that you’d made a mess…OK. Nice. Relentess – Curiosity – for the sake of opening the client – of helping them get to where they WANT to go. “I don’t CARE what you look like. What I care about is that you – GO for it.”

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:

Looking for “contraction, retreat and awkward/Shrink” moments. (Amygdala moments of Lizard Brain - Saboteur taking over). I had one like this after launching into a “hey – how about a sample session” with a new aquaintence friend the other day. I found myself retreating or arguing. Had to find away to “stay there” – and perhaps choose my moment better? Mostly I see that I need to do more work on getting my “coaching purpose” actualized and realized.

***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: Jeanne’s husband - I asked a little too brazenly without developing a relationship first.

Person #2: I

Person #3:

Person #4:

Person #5:

Person #6:

Person #7:

Person #8:

Person #9:

Person #10:

What I learned about “No.”

I learned that I get no-‘s when I’m not doing a good job “setting up for a yes”. Mostly cause I’m afraid of not getting the “will you” out.

***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:

I know that I can play it too safe and let my saboteur(s) coach the person. Eek. I love this idea of stepping out and getting more dangerous. Needs more work for me.

***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: Haven’t finished even one of these yet.

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!

1000 contacts in the books. Still working on the email and mailing addresses but I have a bunch. ***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: iDeal CRM – for OSx. I’m raring to go with it!

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