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: ­­ I'm at a 5-6. Why: I'm feel a bit overextended. I want this, but am not completely committed. Am concerned about how much time and effort it will take.

Commitment: I will commit to a total of one full day this week to building my practice.

Week Two Score: ­­\_\_\_\_7\_\_\_\_\_\_\_\_Why: I feel it's possible, but is taking time, commitment, energy--I'm pulled in different directions--sort of tough to focus on this while on my other job.

Commitment: I commit to being aware of opportunities to coach/talk about coaching in the present moment. I will go the extra step to be curious...I won't give up if I get what appears to be an initial "no." I'll get curious instead. I'll try to suspend judgement, try to quiet the inner critic. Practice self-management.

Week Three Score: ­­ 6 Why: I'm feeling like I'm going to fail. My saboteurs are having a party this week. I'm getting stuck asking folks for sample sessions. I talk with folks about coaching/I have a coaching interaction with them, but I get stuck when it comes time to ask for a sample sessions or referrals. It feels too quick, too pushy. I feel like I've just met them and want to build a relationship with them before asking for business.

Commitment: I will commit to asking. Just ask! I will go back to the ones that I wimped out on and approach them again/I'll follow up.

Week Four Score: ­­ 7 Why: I'm committed to the process--just feeling like my pace is slower. I set up 5 sample sessions since last week (have completed 4), but do not have a new client yet. I'm sure it will happen. I think part of my hesitation is I would like up to five new clients (not 10), so I haven't completely thrown myself into all of the homework.

Commitment: I will continue to set up sample sessions--aim for a minimum of three each week. I won't give up. :)

***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. Life experience in transitions, transformation and healing through my work with women in holistic health, my background in psychology and medicine and complementary healing modalities.

2. Depth of relationships formed (nothing superficial here!)

3. I'm invested in health and healing on on levels

4. Deeply intuitive and have listened to/used this intuition both in my own life and when helping others

5. Supportive of women's empowerment -- personal experiences and disempowering situations, as well as those of all of the women whom I have served

6. Love hanging out in Level 3 -- have had many experiences of tapping into Level 3 in different situations, in different locations/countries, both at work and outside of work, through various energy work and intuitive trainings

7. Can be tenacious, persistent, disciplined -- have accomplished just about everything I've set my mind to

8. Bridge between worlds -- healing worlds -- conventional vs. complementary/holistic modalities, American vs. Greek way of life, seen and unseen worlds--experience of life transitions, such as menopause

9. Love transformation -- am always tuned into the bigger picture, the meaningfulness of a situation--always searching for transformation in myself and others--really turned on when clients/patients/friends are ready to make that leap forward.

10. Experience as a healer -- psychological, medical, holistic, spiritual...

***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.

M: deeply loving, loyal, honest, a rock, never doubts me or my abilities--an innocent angel, all life has meaning, mother, teacher. She tells me:

"You brought love into my life. You will always succeed at whatever you choose. You are the joy of my life. No matter what, you will always be okay. There is nothing to fear."

RP: Free, creative, beautiful, musician, artistic, romantic, extremely financially successful at a young age, hard-working, creates life just as he wants it. Real, passionate. Charismatic. Kind. Great sense of humor. Not at all arrogant. Fun. Enjoys life. Strong sense of family--close-knit family/loved ones.

"Enjoy the ride. Pursue your passion. Be kind. Be compassionate. Have fun. See the humor in everything. Keep the mood light, when called for, serious when not. Be you. Be real. Others may stand up for you/root for you/applaud you without really knowing you--that's okay--accept their support graciously."

FS: "I know you're going to make it. You're going to accomplish all that you desire. You're will live your life, the life you choose, every single day. You will enjoy your life. You will be passionate about your life and the people in it. You will be passionate about your creations. Stop comparing yourself to everyone else. You are not them. You are different. Pursue *you*. Do you. Celebrate you. Be you. You've always done things differently--so, even in something as seemingly small (althought not) as "sales" you will find your own way to own it, to make it reflect you."

Bits of wisdom:

Compassion - embody it

Have fun!

Be true to yourself.

You are different, and that's okay...in fact, it's great!

Only pursue that which is filled with passion.

Wit and humor go a long way!

You love beauty -- in all forms -- surround yourself.

You are *so* worth it! So are you clients!

It's all possible. It doesn't have to be hard. It can be quite simple. You can live the life of your dreams.

***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 light that illuminates the truth and transforms 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.

1. Necessity

2. Freedom

3. Teacher

4. Have to work hard for it

5. Big responsibility - if I make a lot, I'll have to spend it responsibly

6. Joy

7. Power

8. Creation

9. Power to transform

10. Fun

***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: $ 450/month .

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

Take the fee you discovered in the last exercise and write it down as: $ 450 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 feels almost right. A part of me feels like I should be setting the fee higher...at least $500/month--my saboteur gets in the way.

***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. SL (MD) How did it go: Uncomfortable. She thought it was really high--was shocked, even though she makes a lot of money and could afford much more. I felt undervalued, but realized this was a reflection of her own feelings about herself (as well as mine). Also realized that perhaps she is not my ideal client--but may be a referral source. She is extremely independent. Wouldn't be inclined to pursue coaching, as she would see it as asking for help--something she seldom does. I also realized that I was uncomfortable stating my fees--so I'm sure part of her reaction was to my own. Also, maybe she felt differently than I thought. Maybe she was envious. Maybe it made her begin to reflect on how unhappy she is in her present job situation, and the ways in which she limits her own pursuit of happiness. Who knows what effect this little conversation had on her...

2. M How did it go: Totally supportive. Thought my services were completely worth it. Related, so would not be a client but could be a referral source. Brought up issue of monthly rate vs. hourly rate--how this is a process over time--that it involves more than the time on the phone--it involves accountability, the growth that happens in between sessions (email access), etc. Important to make this distinction. Folks are used to looking at rates as per hour.

3. LH (MD) How did it go: It went fine. She didn't show much reaction at all to my rate, but it lead into an opportunity for me to get curious about what she was experiencing, to be supportive, to ask powerful questions, and to give her a taste of a coaching interaction. This was the first conversation we have had, and it was great to discuss something of depth and importance with someone who I did not know.

4. BK How did it go: Good. Her reaction went from "Oh, wow." to "You need to charge what you're worth." We ended up discussing how women devalue themselves and how I need to send out the right message about our worthiness. She brought up a similar situation for herself--when she finally stated her fee and received her payment. She said her (male) client did not hesitate. More and more, $450 seems like a weird number to me. I think I want to change my fee to $500. I mean, what is personal transformation worth? So many women devalue themselves. One of the first and perhaps biggest steps such an individual can take toward empowerment is to invest in themselves. I realize I cheat myself where my business is concerned. I need to value myself and my business enough to invest in it.

5. AJF How did it go: (Went up to $500.) Good. She's not my client population, so it was a little awkward. My rates are very high for her, as well--but she said, "Wow! That's good money." And then we used it as an entrance into discussing worthiness and empowerment.

6. AC (Coach) How did it go: ($500) Good. She was calling to coach me for practice for her oral CTI exam, but I ended up coaching her. She ended up concluding that she needs a different coach. I didn't follow through and ask her to be my client. We're friends, and I wasn't sure if this would be best for her. But is was good, because I coached her around the very same issues I have been facing--re: what's getting in the way of building a successful coaching practice, and defining and going for what each of us really wants to create. Perspective work--getting out of the "starving coach" perspective.

7. TG (RN) How did it go: ($500) Good. "You've put a lot of hard work into this. You're worth it." I used this as an entrance into speaking about empowerment, money, how we define success and freedom, how we limit ourselves.

8. NLS How did it go: Fine. She said "You are worth every penny." But she is a friend, not a client.

9. MS How did it go: Fine. Confirmed she did the same with her fees. Supported my decision to raise them. She has been a client in the past and has referred two other clients to me. She will continue to refer clients to me in the future. She has also quoted me in one of her books. I'm feeling more comfortable with my rates...but still unsure how to find my clients.

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:

***I am the light that illumines the truth and lightens the burden/frees the souls of wise women goddesses for the sake of healing, transformation, and joy.***

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 with 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:

Get curious from the very beginning. Ask powerful questions from the beginning. Focus on fulfillment. Use their language/values/metaphor(s).

I will ask "Will you do a sample session with me?"

***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!

Standing straight, open, soft, receptive. Look people in the eye. It feels relaxed, easy, warm. I feel on the same level with everyone else. I feel connected to everything and grounded. I feel happy.

***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 women create lives that are fulfilling, liberating and empowering. The women I work with make amazing changes in their lives.

2. Coaching in the vehicle through which your dreams become reality--with a dose of deep learning on the side. It's magical.

***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. JE Result: She had good suggestions. "You need to sell yourself more. You do so much more than that. Wow me with your words!" .

2. GG Result: At first she saw her current situation as "good enough." After we talked, she started to see how she was limiting herself/not getting her needs met/not going for everything she wants (playing small). (no to sample session)

3. TRB Result: Had a preconceived notion of what "coaching" is. Described a previous experience that she though was coaching (but was, in fact, more therapy). I could have given up, but, instead, after a little bit of time passed, I got curious, asked her about what she really wanted, encouraged her to go for it now (instead of putting it off). She became animated, inspired, started thinking about possible actions steps. It was cool. (no to sample session for now)

4. LVH Result: Led into a mini-coaching session on perspectives and empowerment. (was a sample session--but person is a friend--so would not be appropriate for her to be a client)

5. LJ Result: Fine. She has a colleague who she will refer to me for a sample session.

6. LMG Result: Wasn't clear about what coaching is. Immediately thought of a client who would not be appropriate--who needs therapy--who wouldn't be open. Most people think coaching is for people who are damaged, ill, broken. Realize how important it is to educate others on what coaching is--and the premise that all are NCRW. This was an opportunity to do so.

7. DH Result: (former client) Great. Asked me to send her business cards so she could refer students/acqaintances to me. This led me to redesigning them (business cards) and making changes on my website.

8. DE Result: Asked her to send referrals for sample sessions.

9. AO Result: Offered her an HO session. She's excited about it, but wouldn't commit to a time yet.

10. BL Result: Offered her a session. Told her that she's my ideal client. Got really excited about what she will create in the world. She saw how excited I was. Asked to get together for dinner. Didn't say yes to the session but thanked me.

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. GG Result: Declined. Said she felt she was on the "right track" right now, and didn't think she would benefit from coaching (although I didn't stop there).

2. BL Result: As above.

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?

That I wasn't a good enough coach, I wasn't worth the time/expense. Like I must be a perfect person at work in order to be a great coach. (My colleague actually debunked this idea by saying that the fact that I was "real," that I voiced my discomfort or complaints actually put her at ease...that it gave her freedom to be "imperfect" too. I screwed up in how I went about asking. It felt inappropriate to ask in the middle of a work situation. I felt like I was pushing. I made up stories about how she feels about me. I felt shame.

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:

My response to a 'no': "I'm not good enough. We don't have time to do this right now--in the middle of a crazy work situation. I shouldn't have brought it up here. This is going to be hard work. It's not worth it. I feel like I'm being pushy if I persist. I'm go into Level 1."

Conclusions/notes:

* See the "no" as the beginning of the conversation. Be persistent--come back to them later.
* Plant the seed if time is rushed. Then contact them later, outside of the work situation when they have some free space/time around them--so that we have the space to get curious and continue the conversation.
* Keep in touch. Keep it open. Keep in relationship with them.
* Love what Dave said that we don't have a model for 'no' as an invitation to get to know the client better.
* Instead of going into contraction, go into compassion and openness (go bigger!)
* I realized that I may be running away from the very clients who need coaching (my services) the most (yikes!)
* *Time and money are the two excuses we use to prevent us from getting what we want.*(so true!)
* The example of "overwhelm" totally hit home for most of my potential clients. So helpful!
* Ask about your coaching sample and what was significant about the experience.

***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: BL (MD): willing to recommend another client to me (not as a referral--but like "this person really could use your services." I kept with it--got curious and also let her know that I see her for who she really is, the incredible gifts she has, how much the world needs her, how she deserves to go for it. Used this as an opportunity to acknowledge and champion her. It's so much easier to me to support her than to support myself--to do this in service of the client. When I did this, she brightened up--so saw how excited I got about the possibilities of what she could/will create.

Person #2: TF (MD): Also really excited about me coaching the other person on the line, even in front of a group! Her immediate response was "I don't have the time." Because this happened during a conference call, I decided to continue the conversation later with her in private. I will keep in touch with her. She sees herself as a referral source, but doesn't yet see the benefit for herself. I believe this is the beginning of a strong alliance. She will also be one of my conduits to bringing coaching to several people within my work organization, through many different outlets.

[I notice that a common response of the women physicians with whom I work, is that coaching is for "other" people. They believe they should be able to do everything on their own. They (and most women) are also used to putting themselves last. Choosing coaching may be the first thing they consciously choose for themselves.]

Person #3: AC: I realized, again, that this is about being present with each individual in the moment, serving them in the moment. Sometimes this means asking them to be a client. Sometimes it means setting up another time to check in with them. It can mean all sorts of things. I'm learning to take my lead from them. Each person's needs change moment by moment.

Person #4:

Person #5:

Person #6:

Person #7:

Person #8:

Person #9:

Person #10:

What I learned about “No.” It seldom is a firm "no." It almost always means something else. With many of my potential clients, it is indicative of their thinking/dreaming small in their lives. It's important to get at what the "no" means for each particular person. It's also important to be persistent. Persistence on my part is more often perceived as me having confidence in them than it is about me being a pushy sales person. It's in the service of my clients to both ask and to persist. Most will gain something of value just from our initial conversation. Also, "no" may lead to other possibilities. I'm learning to see "No" as a beginning, rather than an end.

**[How many said "yes?" 3]**

***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:

Exercise on audio (deciding to be a coach): Solar plexus and throat. Safe, strong, powerful, grounded, anything possible. Needs to be expressed. Calling forth/action. This is who I am. I've always been a coach. Simple.

Where I need to come from is who I am. Simple. Don't need to try/prove anything. I am.

Go to the dangerous place with clients from a place of compassion--call them forth from the start! (When I do this, it's magical.)

Love how Marla sets up the sample session for *anything can happen/anything is possible*--allowing clients to go as deep as they want.

Keep showing up/be open.

***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

TSM: I tend to go into the sample session when I am with the person. This occurred during a 90 minute walk together. There's no such thing as a "taste" of coaching. Once I get started with powerful questions, it's difficult to stop. This person is a CTI-trained coach, so the meeting was more to connect, possibly co-create something together, and for a referral source. I did not ask her up front for referrals. It felt really pushy to do that the very first time we met. I realized that I wanted to build more of a relationship with her first.

Next time I will: I am keeping in contact with her, and I will ask her for referrals. I am also looking at ways we can support each other and what we may be able to co-create together.

These sample sessions arise in an organic way. I'm working on asking for referrals/clients in an equally organic way. Practice.

Second Sample Session Was a mini-session of sorts. Set up sample session. Focused on client and what she needed. Asked her how I could best support her. Then let her know at the end that this is what I do and we set up a sample session.

Next time I will: I don't think I'd do anything differently. I will continue to use whatever time I have with the potential client to give them a sample of coaching.

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: I've set up three more sample sessions (one more possible), but no one was willing/able to commit to a session before our next class meeting. I'm realizing that my clients lives are so fast-paced that the biggest challenge is connecting with them in an uninterrupted time/space. I'm learning to use the time we have and to approach clients as a coach from the very beginning. I'm also learning to be patient with myself. I look at the blank spaces above, and it's hard to self-manage. Honestly, setting up these sample sessions, whether it's two or four or twenty-four is more than was happening before I started this class--so I do see movement in the right direction. These homework assignments are definitely a challenge. They get me right out of my comfort zone. I am connecting and reconnecting with more folks and networking. New ideas and new collaborations are happening. So, I know part of this is about being patient and persistence. I have no doubt that the process will lead to more clients.

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!

Done!

***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 am using: A combination of Outlook and Express, for now.

**Success Coach points** this week (thus far): 709

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