Pod Call #1: Homework

***Homework After Accountability Pod Call #1 Co-Active® Selling Program***

• Complete Action Exercises #1 thru #3

***Action Exercise #1: Tally it up!***

Look at 1-7 and create a list of monthly business-related expenses you will have in the next year.

1. Schooling/training, etc.: $ 500 /month

2. Office furniture/supplies/computer: $ 50 /month

3. Phone/utilities/insurance etc.: $ /month

4. The best coach you can afford: $ 300 /month

5. Marketing and promotion of your business: $ 50 /month

6. Personal and professional support systems: $ 100 /month

7. Other professional business expenses: $ /month

A. Total coaching-related business expenses: $ /month

B. What non-business-related expenses do you have each month  
(groceries, insurance, mortgage, tuition etc)? $ /month

NO C???

D. Total living expenses: (A + B) $ /month

E. Minus other income: (A + B – C) $ /month

F. Income needed from coaching: $ 1000 /month

***Action Exercise #2: Nail it down!***

How much are you going to make? How much do you need to spend to make that?   
Fill out the marketing/business plan below.

*Marketing/Business Plan*

1. How much profit do you want to make a month from   
   coaching, above the cost of doing business? A: $2000 / month
2. How much will it cost to each month do all the things you   
   must do to live, to maintain and to grow your business? B: $100 / month  
   (Line F from the previous page.)
3. Add these two lines to determine how much you need   
   to make each month from coaching. C: $4000 / month
4. What is your monthly fee per client for coaching? D: $250 / month
5. How many clients will you need to make “C?” E: 8 / clients
6. How many sample sessions do you need a month to obtain “E?” F: 25 / sessions
7. What actions do you need to take to obtain “F?” OFFER SAMPLE SESSIONS TO ANYONE AND EVERYONE I BUMP INTO!! I’m thinking that means about one SS/day.

***Action Exercise #3: Revisit your fee!***

After looking at the numbers it is time to reexamine the price you set on your services. Make a decision to keep the old fee or set a new one. If you change your fee, see how that impacts the numbers you wrote down on the last two pages.

**Currently:**

My fee for coaching is: $ 250 / month

I have: 6 / clients

My income from coaching is: $ 1500 / month

**If I increase to 10 clients:**

My fee for coaching is: $ 250 / month

I have: 10 / clients

My income from coaching is: $ 2500 / month

**If I increase my rates but still have only 6 clients:**

My fee for coaching is: $ 300 / month

I have: 6 / clients

My income from coaching is: $ 1800 / month

**If I do both:**

My fee for coaching is: $ 300 / month

I have: 10 / clients

My income from coaching is: $ 3000 / month

Homework After Accountability Pod Call #2   
Co-Active® Selling Program

• Re-read Chapter #4 of the Resource Book

• Complete Action Exercise #4

***Action Exercise #4: Clear the decks!***

Pick two of the following action exercises and complete them in the next week.

1. Begin to make repairs in a relationship that is draining you.
2. Make your office a place that supports you in building your practice. Do you have a calendar? Do you have files for your clients? Do you have a desk? Get the materials you need to have that will support you in building your practice.
3. Create and use a budget?
4. Take yourself out on a date, just the one of you!
5. Bring someone else on board to your coaching business: a consultant, a coach, a professional to handle things you hate or that you have been putting off, a partner.
6. Make that dramatic change you never dared to make before.

Do those commitments, no matter what else happens in your life. Write below how it feels to know you will follow through with what you pledged to do.

Homework After Accountability Pod Call #4   
Co-Active® Selling Program

• Re-read Chapter #7 of the Resource Book

• Complete Action Exercise #5

***Action Exercise #5: Keeping a hard focus!***

Remember to stay focused on the three essential elements of your career.

1. How many clients do you want? /clients
2. How many clients do you have right now? /clients
3. What’s next in implementing your marketing plan?

Homework After Accountability Pod Call #5  
Co-Active® Selling Program

• Complete Action Exercise #6

***Action Exercise #6: Scoring the goal!***

We know that what you focus on, you will get more of. Henry Ford said, “If you think you can, you can! And if you think you can’t, you’re right.” Do you focus on the negative when asking someone to be your client? Does that impact affect the results?

Write down four goals you focused on this week in building your practice. Look at each one honestly. Were you consistent? Did you get distracted? What got in your way? What do you now know you need to do in order to sharpen your focus in that area? (If nothing got in your way, celebrate your excellent focus. Whoopee!!!)

Goal#1:

Goal#2:

Goal#3:

Goal#4:

Homework After Accountability Pod Call #8  
Co-Active® Selling Program

• Read Chapter #8 of the Resource Book

• Complete Action Exercises #7 thru #10

***Action Exercise #7: Looking back at where you have been!***

Take the time now to write about what you succeeded at. Send Mr., Mrs. or Ms. Saboteur on a cruise to Antarctica. Really delight in all you have done. Write 10 acknowledgements of yourself during the time you worked on this material.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

and the bonus acknowledgement:

***Action Exercise #8: What you learned from failure.***

Take the time now to write about all those things that you learned through magnificent failure in your recent experiences in building your practice.

***Action Exercise #9: What’s ahead?***

Take the time now to write about how all that you learned is going to shift you in growing your practice. What do you know for sure now? How will you apply this to building your practice?

***Action Exercise #10: PARTY TIME!!!***

Go out and celebrate what you have accomplished. What does it mean to celebrate? Write down what you will do and when you will do it by? Then party hearty!