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

COMPLETED FEBRUARY 21, 2012

***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’m really proud of myself for signing up for ths worksop.*

Commitment: *I will do all the homework and readings recommended by M+D this week.*

Week Two Score: ­ *8* Why  *Because I asked 5 people publicly if they’d like a SS when I was on a hut trip in Colorado over the weekend (on vacation)*

Commitment: *Ask 5 people today to be my client!*

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 indeed am a mother of two incredible sons. *I’m continually learning from them which reminds me how much more I can grow.*

2. In my family of origin *I’m the one to call things as I see them.*

3. I’ve been married 30 years and have *had practice living co-activley.*

4. I’m the youngest of three girls and *know how inportant it is to be listened to and taken seriously.*

5. I was a graphic designer for many years and *my work always served the client’s agenda.*

6. My role as a mother has changed as my children have grown into their twenties reminding me that they are creative, resourceful and whole and that *my role is not to take care of them, solve their problems or keep them happy. My role is to love them, believe in them and champion them.*

7. I’m naturally interested in people of all ages. Young people in paricular fascinate me. *I like to find out what makes people tick.*

8. I am warm and empathetic. *People are comfortable around me.*

9. I can be funny. *Humor has an important role in coaching.*

10. I am 56 years old*. My life experience will serve me well as a coach.*

***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.

*Grace is my captain.*

*She is gentle but solid in her convicitons.*

*She is wise snd listens deeply.*

*She is kind, empathetic and thoughtful but not at her own expense.*

*She needs and understands intimacy. She appreciates it but has boundaries that keep her relationships healthy and not co-dependent.*

*She doesn’t rely on the feedback of others to feel good about herself.*

*She loves herself and is proud of her continual evolution.*

*She’s harldy perfect but is willing to take risks and fail.*

*She’s a great role model.*

*She’s discipined but not unbending. She’s hard working but balanced. She understands the importance of self forgiveness and she is humble despite her assuredness.*

*She’s fun, lively and not afraid to be silly or make a fool of herself.*

*She is generous and inclusive.*

*She trusts her ability to handle any situation that arises.*

*She speaks up when things aren’t right. She’s not afraid of confrontation but sees it rather as an opportunity for clarification and building healthy respect in that moment.*

*She stand up for herself with dignity, not shouting.*

*She has an air of ease and good will about her.*

*She’s lovely.*

***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.

*I am the OXYGEN that BREATHES LIFE into the staus quo for the sake of CLIMATE CHANGE!*

Homework After Webinar #1   
Co-Active® Selling Program

• Read Chapter #3 of the Resource Book

• Complete Action Exercises #5 thru #9

COMPLETED FEBRUARY 29

***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.

Independence

Self worth

Freedom

Generosity

Fun/Recreation/Travel

Home improvements

Security

Playfulness

Providing my children with a nest egg

Shopping spree

Looking good

Tree management/safety

Connecting with my family and friends

***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: $ 250 .

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

Take the fee you discovered in the last exercise and write it down as: **$250** 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 **$375** for my initial Discovery Session consultation.”

*How does it feel?*

*Good*

*Professional*

*Credible*

Does it make you sick to your stomach?

*no*

Does it make you feel powerful?

*A little bit, yes*

Take time now to write about what comes up for you when you say your fee out loud.

*I’m thinking it might not be enough. After cerification I’m going to charge $300 and $400 for discovery sessions.*

***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. Will(spouse) How did it go: Helped me work on my pitch.

2. Judith How did it go: “Sounds good Kate.” (I felt sooooo tentative). **“I’ll definitely keep it in mind for people I know.”**

3. Jennifer How did it go: Good (I was more relaxed) **I’ll call Monday to set up SS.**

4. Augusta How did it go: She was nervous. (I was too a little.) I think she feels vulnerable. **Scheduled SS for Wednesday, March 7 @ 9:00**

5. Pat How did it go: Great. So encouraging. **Call Monday to set up SS.**

6. Marcia(sister) How did it go: Really moving how encouraging she was. Thought the price was good and **will defintely refer me to her friends.**

7. Lindsay How did it go: She thought price was too low. **Wants to schedule SS in April. Call her next week to do that.**

8. Jan How did it go: “You did a good job and it was interesting to listen to.” (already has a coach)

9. Cooper(son) How did it go: Asked about therapy distinction. Thought the pitch was good!

10. Heidi How did it go: Left detailed message w/fees, etc **(awaiting call back)**

11. Alison How did it go: Had to explain a lot. Wanted to know what SS would be on. I’ll Need to slow down and explain schedule piece **Scheduled SS for 2:00 Monday, March 5 @ 2:30 send her Wheel.**

12. Craig How did it go: **Email Monday to set up SS**

13. Natalie How did it go: Great. “Your delivery sounds so authentic.” **I may want a SS with you (will talk later when more time) and I’m going to tell my friend to call you.**

14. Kay How did it go: **SS Wednesday, March 7 @ 10:30**

15. Wiley(son) How did it go: Very supportive. Sweet. Thought it was a fair price.

***Action Exercise #9: Renew your Coaching Purpose***

Look at the Coaching Purpose Statement that you created in Webinar #1.

Does this statement feel resonant? yes

Is it something that will have you look beyond your fear and your Saboteur’s voice? I think so.

I like how it connects me to my breathing which is what I do anyway when I’m overwhelmed or fearful.

If not what needs to change in the statement?

What is the bold declaration that will support you owning your coaching fee? My clients will nbot regret this investment in themselves.

My Coaching Purpose is:

TO BREATHE OXYGEN INTO THE STATUS QUO FOR THE SAKE OF CLIMATE CHANGE.

Homework After Webinar #2   
Co-Active® Selling Program

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

• Complete Action Exercises #10 thru #16

COMPLETED MARCH 6

***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.

Six Tools to Talk About Coaching:

1) 30-Second Commercial or Elevator Speech

*I’m a coach. I work with people who are on the edge and ready to jump into the passion and purpose of their life. What’s the passion you want to jump into?*

(Answer the question and **end it with a juicy open ended question to point the conversation)**

2) 1-10 Life Scale

What do you do for a living?

*Can I ask you a few questions to get at that? Think about your life on a scale of 1-10. 10 being I jump out of bed every day excited about life and 1 being I hide under the covers. On a scale 1-10 where does your life land?*

*7-8 okay great. So where yould you like to be?*

*So I’m a life coach. A life coach is someone who helps their clients get to a 10. Helps them get from wherever they’re to where they want to be.*

*So you want to go to a 10,* ***what would a 10 look like for you?*** (Get into their story!)

3) What people say about me is…

*…especially my clients, is that I’m fiercely loving and tenacious about them having what they want in their life and the impact on them is they get to have the life they always meant to live.*

***What are the things you meant to do in your life that you haven’t yet?***

4) So Coach!

*Well, do you mind if ask you a few questions to get at that (what do you do for a living)?*

*So what do you want more of in your life? What would be possible to you if you had that…?*

5) Find a metaphor in what they’re saying

Example 1:

*So I want to tell you all about it, the best way to explain what I do is to ask you 1 or 2 questions.*

*Tell me about 1-2 things that you really love in your life.*

*So a life coach is like someone who helps you grow the garden of yourl life/your persnal garden..*

*Helps you make your garden the way you want it.*

*I can’t grow your garden but I can totally support you in yoy designing and growing the garden of your life.*

(Use the language of fulfillment-values)

(Speak to their heart about what they love)

6) Find a personal metaphor

*So what people say about me…have you heard of a perosnal trainer? I work with people who want to have not big muscles, but a big life. What kind of life would you like to have?*

**What did I learn?**

Don’t make up reasons why they wouldn’t/couldn’t be a client.

JUST GET CURIOUS!! Gets you out of your Level 1 listening.

Engage in a conversation with everyone. People like to talk about themselves to someone who is really listening.

Anytime, anywhere with anyone all the time!

How to Convert Converations into a Sample Session:

**Come from: The greatest gift I can give is a sample session.**

Take the initiative. Take their information. Call them. Set up the SS.

Demo: (hiking)

There’s been a lot of articles out there on life coaching. So, can I ask you some quesiotns. So what are you loving about this walk? What do you love about the trails. Yea, it is like a magic kingsdom. So I’m curious..what would you like in terms of where you live/work. So I work with people to have what they’d love to have happen, happen. What woud your thoughts be to have a sample session with me? So you can see how you might create yout life the way you want it. Well, I’m not promising you that…but your opportunity to create that is within you. The conversatoin can start in a SS on how to make that happen.

So a SS is about 30 minutes (I do them for free) on the phone and at the end, you can say yes you want to be my client because I will ask you to be my client. So what’s your schedule like? So, Thursday afternoons are good. So I’ll call and confrim. So what is your number.

Don’t stop with their life is good. They need coaches too!

*So, you’re at a 10. Cool. So that is so lovely. So what about a 14? What else?? And what else??!!!!*

ASK FOR A SAMPLE SESSION!!!

*What are your thoughts on doing a sample sessio with me?*

***Will you do a sample session with me?***

*Great, let’s schedule it right now.*

How to Finally Convert Them in to a Client:

What did you learn that you did not already know?

* Don’t have to follow the sample session timeline.
* They want YOU to ask them to be their client.
* It’s a gentle loving gift!

*You look like you’re ready for coaching. Let’s set up an intake or let’s start coaching.*

JUST ASK!!!!

*Will you be my client?*

*I really like working with you. I’d like you to be my client. When can we set up an appt?*

BE CURIOUS!!!

BE YOURSELF!!

*We’ve done a SS so what did you think? What was great about it? And why is that imortant do you think? You’re welcome and I want you to have the life that you want and more than that I want the world to see you lit up (acknowledgement) because it’s really inspiring to me as your coach to rememeber that life is about being lit up. And will you be my client?* (go into logistics) *Now tht you know the logistics, will you be my client?*

PS Don’t ask if you don’t like the person!

What will you practice? Write it down:

The 6 ways of explaining what coaching is – saying t out loud, recording myself, listening back.

Pick a day that you talk to at least TWENTY people about coaching…!!!! And ask for SS.

***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!

*Selling flowers at the flower shop.*

*When I was alone in the shop I felt more confident (my boss and co-worker weren’t watching). I felt autonomous. I could handle the shop by myself. I knew the flowers and I knew how to help them find what they wanted and if they didn’t know, I felt pretty comfortable steering them toward a good choice. I felt a little like I was on stage performing. I stood up and moved toward the customers with ease and looked them in the eyes. I knew that I knew the flowers and how to put then together skillfully, aesthetically. I feel more confident standing up. I think I’ll coach standing up on the phone. And I think I’ll ask people for a SS when I’m standing if possible.*

***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 shake off the status quo and breathe some fresh air into their lives. How? By challenging them to take a deep breath, hold their nose and jump into their lives. I’ll be right there with them hand in hand.

2. I help my clients accomplish their goals big or small. There’s nothing like having a nonjudgemental advocate to hold you accountable to your dreams. With a good coach your intentions become a reality.

***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. Jerry Result: SS done – will follow up with HW and ask for him to be my client. (We were interrupted during SS by others arriving.)

2. Martha Result: Call for SS and her son may want one too.

3. Paul Result: I’d rather do this with someone I don’t know. (I could will sned him referral names of coaches.)

4. David Result: SS and maybe client…? Will follow up today in an email. (should have nailed it own then but we were in the wilderness—excuse?

5. Alison Result: SS – impressed and will refer to friends (too close a friend to be client)

6. Michael (sister’s boyfriend)

Result: Kind of bombed. Why wouldn’t people know what they want?? (uncoachable at least for me)

7. Pam Result: Wants to schedule a SS – emailed her today to set one up

8. Andrew (Colleen’s son)

Result: This was a referral I got today from a CTI classmate. Emailed Andrew

to ask for a SS.

9. Margy Result: Emailed her today to ask for SS.

10. Jake (Martha’s son)

Result: Will ask Martha for his email address or to refer him to email me for SS.

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. David Result: tbd

2. Jerry Result: tbd

3. Andrew (Colleen’s son) Result: tbd

4. Jake (Martha’s son) Result: tbd

5. Pam Result: tbd

I was in the wilderness in Colorado Wednesday night through Sunday so all these irons are still in the fire! But I asked everyone on the trip for a SS – yay! Some did it on the trip and some needed more privacy to do it when they got back home. I’m so glad I stepped up and asked!!!

***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?

Others’ voices:

It’s too expensive.

It’s too cheap (she must not be very good).

I thought she said she was just starting this, how can she be charging already?

Who does she think she is?

So, I was her guinea pig during class and now she wants to charge?!

She jumps around a lot. Not focused enough for me.

Why is she talking so much? She sounds nervous.

$250 for 2 hours?!

She thinks she’s better than me…I guess she thinks she’s got it together now that she’s a coach.

I’m afraid she sees through me and might judge me. I feel vulnerable.

She’s so flakey, what does she know about balance and fulfillment. She’s done so many things all over the map!

Is she really qualified to do this? It’s such a hige repsonsibility.

Can we still be friends if she coaches me.

Is she going to just coach everyone all the time now that she’s a coach?!

This is getting obnoxious. I can’t be friends with her anymore because she sees all my stuff and thinks she knows what’s right for me.

Here she goes again…embarking on a new business, new website. I have to get more emails from Kate and you know it won’t last…she won’t stick to this for long.

My voice:

It’s hard to build a business, here I go again. I hope I don’t give up like I did the other times

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:

WOW!

So helpful to hear the demos—I need to listen to this again and again.

***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: *Jane – no, you’re my friend and I don’t want to be held acountible by a friend!*

Person #2: *Jerry-no thank you, because of my work relationship with your husband (too weird) but I am looking into coaching with someone I know here in Seattle.*

Person #3: *Gerilyn-no, not now. I wish I could but I don’t have the money. I think I’ll ask her again in a month or two—should I offer a discount??*

Person #4: *I’m too busy right now. (she had been my guinea pig during Fundamentals and Fulfillment and then I asked her to be my client and pay ne $100/month and she declined. I made up that she thought I was taking adavantage of her willingness to help me out with my homework and how dare I ask for $ so soon into the program) I need to ask her again. She would be a good client—stay with it.*

Person #5: *Samaria—I think it’s too weird because I work for your husband and a lot of my issues are work related. OK, I understand that and honor her boundaries.*

Person #6: *Will (my husband) “I love you and I love that you’ve found coaching but no, you can’t coach me!”*

Person #7: *Kay – not exactly a no but a let me think about it. I want to be very clear yes or no because we’re friends. Give me a week or two to think about it. No means I don’t want this to interfere with our friendship…otherwise it might be a yes. Need help here!*

*Heather – I don’t even know what her no meant except that in an email it’s really easy for the potential client to squirm away with “thanks that was a great SS, good luck”. I’ll call and check in with her in a month. I can see I need a clendar to track all of this.*

Person #9*: Paul – no I won’t do a SS because you’re a friend of my mother’s. I gave him a referral.*

Perosn #10: *Scott- this was really a mutual no because I know him too well and would not want to coach him. I refered him to a friend.*

What I learned about “No.” I still don’t like it but I am understanding that it means much more than no.

***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:

***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: Craig

It went well despite the fact that I had a lot of reservations about coaching one of my best friends. I did a good job and he aknowledged that he was impressed with my coaching.

Next time I will: Ask for a testimonial!

Second Sample Session: Jason

It was longer than 30-40 minutes (more like 55). It was good but I wonder whether a little to action steps oriented.

Next time I will: Hold it to 30-40 minutes. Ask more open ended questions leavin groom for the action steps once he’s really a (paying) client!

Third Sample Session: Marcia

It went well especially considering she’s my sister! I think she got a lot out of it and reported back very soon after our session re:accountability. She was an eager coachee. She asked me to create an email she could balst to her friends. I asked her to hold off until I tounched base with you all about the best way to handel referrals…?

I will: Ask her TODAY to write a testimonial.

Fourth Sample Session: Jennifer

Awsome SS even though it was 8 in the morning! She said it was transformative! I DID NOT ask her to be my client however !@?!\* because she’s a friend and we walk and talk together every week and it just seemed too awkward for me to keep the line between friend and client straight in my head. BUT, I’m going to ask her for a testimonial specifically for sample sessions. She’s a good writer so I’m hoping it will be a compelling thing to add to my aresenal “This is why you should have a SS with Kate…” and for referrals as well.

Fifth Sample Session: Augusta

Again, it was a good SS although I had to practice intruding and bottom lining like crazy! I left her with a challenge around her marriage and then had dinner with her and her husband 3 nights later and I felt that she might have felt my eyes on her although I sort of had forgotten we did the SS unitl the evening was almost over. But in hinsight she seemed a little distant and withdrawn. HOW DO YOU DEAL WITH FRIENDS?!?!

Next time I will: Remind her that what happens in coahing stays in the session. I set up the confidentiality in the beginning but perhaps I need to end with a reminder…

What I learned from doing these five Sample Sessions:

Oh vey.

I need to widen my circle and get beyound my friends.

But I can ask each of my friends if they’ll as 3 of their friends to call me for a SS.

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!***