

THE SMALL BUSINESS BOOK FOR COACHES
WHO WANT TO PLAY BIGGER

THE 10 DAY COACHES MBA



JAYNE M. WARRILOW

TESTIMONIALS

“This book embodies everything a coach needs to be more successful in business. Incredible insight and timeless wisdom. If you read this book and implement what Jayne tells you, you’ll be far ahead in the business game and able to make the difference you want in the world. A must read for all coaches.”

Walt Hampton, J.D., President & Chief Operating Officer of Book Yourself Solid® Worldwide and Best-Selling Author of *Journeys on the Edge: Living a Life That Matters*. www.walthampton.com



“This is brilliant. It’s the book that the coaching industry has been waiting for. Jayne is not scared to tell it as it is, to face the unspoken issues that coaches have been struggling with for ever and not only discuss them but actually come up with real solutions. In a world where trust and quality are so often compromised, Jayne’s voice is a gift. It’s the combination of gritty life experience, decades of business success and a delightful personal style that feels like you’re meeting a very smart friend who’s giving you world-class advice - and you can’t believe your luck! Truly this book is a must-read for any coach who is serious about creating a profitable, sustainable business in an ever-changing, challenging environment. It is the key to creating an impactful business that as coaches, we desperately need. Get this book, devour it and then read it again. You’ll be thrilled with how it will transform your thinking and revolutionize your business.”

Lisa Bloom, Story Coach, www.Story-Coach.com



“I’ve been a coach since 1999 and have done over 18,000 coaching sessions in my career. I know what works and what doesn’t when it comes to building a coaching practice. I love this book because it offers nothing less than a radical rethinking of what it really takes to create a sustainable coaching business. Jayne is giving you a great head-start in business by sharing what works today... A must read for all coaches...”

Rich German, Founder of JV Insider Circle, www.RichGerman.com



"The 10 Day Coaches MBA is a timely and highly relevant call-to-action for coaches to step up and do what it takes to really succeed in today's volatile and changing business environment. Set against a backdrop of the rapid growth of the coaching industry, yet a paradoxical decline in the average income of coaches, this book lays out the steps needed for coaches to transition from a traditional business model to a digital and purpose-driven one. If you're a coach who's struggling to keep pace, or who's doing well but is eager to expand, this book is the place to start your journey."

Ian Brodie, Founder, The Rainmaker Academy and Author of the bestselling book "Email Persuasion", www.ianbrodie.com



“The shoemaker's kids are never shod. Any successful business leader will tell you that a good coach can make the difference of massive profit in business. So why aren't coaches making massive profits themselves? *The 10 Day Coaches MBA* is a must have guide for aspiring and experienced coaches in how to turn the success you bring to others back into your own business. This simple to implement guide will have you turn your passion and purpose into profit and higher impact.”

Teresa de Grosbois #1 International bestselling author of *Mass Influence*, www.TeresadeGrosbois.com



“Ignore this book at your own risk. Jayne tells it like it is and it’s refreshing. This is truly a must-read for any coach who is serious about creating a successful, sustainable and impactful coaching business... while having fun doing it. Period.”

**Isabelle Mercier, Brand & Business Performance Catalyst & one of North America’s Top Small Business Influencers,
www.LeapZoneStrategies.com**



“Jayne is a progressive, successful coach with a thriving coaching business. She also is a thought leader in our coaching profession. There are two significant issues that have yet to be effectively transformed by the vast majority of those who aspire to be a professional coach. 1) How to create a successful and sustainable coaching business. Jayne reveals an inspired and practical journey in this book to accomplish this. 2) Moving from a “transactional-coaching-model” that only focuses on results, to a deeper and more meaningful coaching model that produces both spectacular results and that delivers an alignment with the deepest need within the client to know s/he is actually living and contributing their life’s purpose by doing their life’s work. Read this book to understand and implement this in your coaching and in your coaching business. *The 10 Day Coaches MBA* is a game changer for your coaching business and for the coaching profession!”

**Peter J. Reding, MBA, MCC, Founder, Coach For Life,
www.CoachForLife.com**



“We are all challenged to step back, see the larger context and respond with openness to realize our potential. Jayne beautifully gives coaches a path for success based on her wealth of experience”.

**Ann Van Eron, Ph.D., MCC, Author of OASIS Conversations:
Leading with an Open Mindset to Maximize Potential**



"If you are a coach or thinking about becoming a coach, READ THIS BOOK! It will save you time, money and a huge amount of energy! In 'The Ten Day Coaches MBA' Jayne has created the ultimate coaches handbook - focused on building a simple, effective and highly profitable coaching practice (whether you are an established coach or just starting out). Essential reading for any coach wanting to build a truly game-changing coaching practice in the world."

Kate Gerry, Founder, www.KateGerry.com



"I have to confess that I really appreciate people who are smart, intuitive AND soulful! So I was very much looking forward to reading Jayne's book, as she definitely qualifies as someone who is all of those things. This book is a treat. It is also very timely. The number of life-coaches has grown exponentially in the past few years. Some of them are brilliant. Sadly, many others seem to be derivative, and uninspired. It's not through any fault of their own. Coaching is an art, but it is rarely taught as one. Aspiring coaches are seldom given all the tools they need to develop their creativity in a way that meets the demands of an ever-changing world. This book does as it promises. It's an accelerated MBA, but more than that, it helps coaches, whatever their level of experience, to ask the kinds of questions that keeps their creativity from getting overshadowed by strategy and technique. As someone who trains coaches, this is going to be required reading for our students."

Caitriona Reed, Five Changes, www.FiveChanges.com



“Coaches are curious, listen and ask questions. Great coaches really connect, listen deeply to all that is and isn’t said, ask the right questions, in a way that inspires and draws an extraordinary response from within the client, at the right time to enable effective action. Jayne is a great coach. She has built a great coaching business. And here she asks great questions so we can too if we take action. Buy it.”

**Kathryn Pope PCC, Executive Coach and Coach Supervisor,
www.beechurst.com**



“*The 10 Day Coaches MBA* is a must read for all coaches – those wanting to set up their coaching business in a profitable way from the outset to those wanting to scale or make more money. This book is full of results-producing strategies, framework and wisdom, all written in a manner which is easy to read, digest and apply. Jayne’s message in the book is one that all coaches (new or experienced) need to heed in order to thrive and not be left behind. And most of all, Jayne isn’t just talking theory. She fully embodies her message, and this is reflected in her global success as a game-changing master coach”

**Jasbindar Singh, Leadership Coach, Business Psychologist, Blogger
and Speaker, www.jasbindarsingh.com**



“In “The 10-Day Coaches MBA,” Jayne Warrilow demonstrates once again why she’s the go-to resource for coaches seeking to make a bigger impact. Her innovative and structured approach to business development will help any coach looking to grow their practice in alignment with their deepest values. Congratulations Jayne, and thanks for writing another great book!”

Shari J. Goodwin, CEO/Strategist, Jaeger2, www.jaeger2.com



“The season of the coaching industry is changing fast, and coaches today, perhaps more than ever, need not only a veteran coach to support their success, but also a proven entrepreneur and business owner; Jayne Warrilow is all of that and more! In her groundbreaking new book, she lays out many of the secrets of success that are simply not being taught to the majority of coaches. This book contains critical insights for both novice and experienced coaches alike. It’s for those who are dedicated to serving their clients at the highest levels and also enjoying the income and lifestyle their contributions deserve. I highly recommend you read this today!”

**Dr. Al Spicer, Psy.D, PCC, Founder & CEO of Extraordinary Life,
www.ExtraordinaryLife.com**



“Jayne, you’ve done it again. I just read the 10 Day Coaches MBA, and I am stunned, elated, and now more hungry than ever to be a better coach. You’ve put your finger on the pulse of what’s happening in the coaching profession and global economy. You’ve provided us with a template that transcends anything in the marketplace. You’ve come alongside us as the “coach whisperer” by reminding us that who we are is more important than what we do. Substance wins over flashy websites and positions us to emerge from the ocean of noise ready to thrive instead of just survive. Thank you for leading us to the edge and equipping us with the mindset to soar into our next dimension. We are ready to play bigger!”

**Simon T. Bailey, Leader of the Brilliance Movement -
www.SimonTBailey.com**



“Jayne Warrilow is a unique thought-leader, and this book reflects her in-depth knowledge and experience in supporting coaches to grow their business. Jayne’s heartfelt, dynamic and direct approach means that coaches can easily identify and overcome their challenges, and grow their business with authenticity and integrity. Jayne is one of the few business mentors I have entrusted to support my own business growth over the years, and she enabled me to see my blind spots and further expand with consistency and strength. This book enables other coaches to experience her laser-focused and deeply impactful approach in their own practice.”

Sasha Allenby – Thought Leader/Consultant, www.joyinnovator.com



“*The 10 Day Coaches MBA* is an invaluable resource for coaches who want to make a bigger impact in the world and generate enough income to support the life they want to lead. Packed with practical, timely advice, you won’t want to miss this one!”

Janice Quigg, LL.B., Best-Selling Author, Speaker, Coach, Janice Quigg International Inc, www.janicequigg.com



“Do you want the most result-driven and relevant updates on WHY and HOW to build a thriving coaching business in today’s disruptive marketplace? If you answered ‘yes’, then buy this book today! From her decades of experience, Master Coach Jayne Warrilow offers us her practical, simple yet powerful framework that holistically integrates and aligns all the key elements that go into upgrading to the ‘new business paradigm’. Be sure to invest in your future by implementing Jayne’s proven business system and follow her sound advice on leading and living while being of service to others in the most impactful way.”

Runa Bouius, Conscious Leadership Expert, www.runa.la



“My first reaction to the title was how could you package an impactful MBA level tome for coaches in a 10 day format. Wow! This book is succinct, futuristic and straight to the point about the changing landscape of business and the world. Savvy coaches will benefit from Jayne’s research supported view of what it takes for coaches to increase their positive impact by attracting, retaining and supporting their clients in new ways. I loved the summary at the end of each chapter that stresses the key points to remember. Get a copy for yourself and buy another one for a coach you want to inspire!”

**Beverley Alridge Wright , Founder and CEO,
www.wrightchoicegroup.com**



“Over the years, I’ve come to realize the Internet is both a blessing and a curse. Because of the Internet, coaching as an industry has been able to flourish. However, everything connected with the Internet seems to be moving at warp speed — which means what worked in coaching a few years ago isn’t working anymore. Jayne has written a wonderful book that truly captures what coaches need to do to not just survive but thrive in the coming years. Highly recommended.”

Michele PW (Pariza Wacek), best-selling author of the Love-Based Business series, LoveBasedBiz.com



"I am fascinated with Jayne's extensive experiences, wisdom, authenticity and most of all, her generosity in this amazing book. Her intention is felt throughout her book - she truly wants to GIVE and nourish the coaches! She is relentless in documenting WHY and HOW coaches like myself must awaken within to uplift ourselves, and she believes WE CAN. And she is so upfront to show us how. This is truly a gift from her to us, coaches. Thank you, Jayne"

Cassandra Nadira LEE (Singapore), Director @ Zayda Reapple Pte Ltd, Newfield Certified Coach @ Newfield Asia



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M B A

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*For all the coaches
who want to change the world.
This book is for you...*

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FOREWORD

“The best way to predict the future is to create it.”

- Peter Drucker

In my 20-year career as an executive coach, I’ve been in the business of serving my clients, but also keeping my coaching business relevant, viable, and sustainable. If *The 10 Day Coaches MBA* book had been an available resource, it would have not only saved me grief, but time. And, I would have made better decisions that would have helped me serve my clients better, and along the way, my business would have been more profitable.

As you absorb the wisdom of Jayne’s book, you’ll learn to reflect on *who* you are as a coach in business, and *how* you relate to the needs of your clients.

Our world needs successful coaches more than ever so together we can transcend humanities’ challenges into goodness.

For us to dream big, to help save the world, we must be profitable in order to have the necessary resources to nurture future possibilities that can become manifest through coaching.

Jayne Warrilow challenges us to realize our dreams through learning, action and believing that we can and will be successful at building our coaching businesses.

Moreover, she describes how to do it so that we focus on those actions that align with our values and have the greatest leverage for impact.

This is a 'must have' book in every coach's library.

Don't *think* about getting this book – *act* on it now. It will be an investment that will give you unlimited return.

- Micki McMillan, MCC, CEO and Founding Partner, Blue Mesa Group

OVERVIEW

*“If you have a dream, don’t just sit there.
Gather courage to believe that you can succeed
and leave no stone unturned to make it a
reality.” - Roopleen*



This book is an edgewalker. It takes us to the edges of what we know is possible and goes beyond.

It is a book of surprises. Arguably the most surprising of which is the decline in that revenues individual coaches are making from coaching in a market that continues to grow.

Despite coaches improved ability to convey their unique value, there's substantial evidence that today's coaching clients are less willing than ever before to actually pay for that value, even when they perceive it. The problem is further compounded when potential customers believe that what they are already doing is "*good enough*" to meet their needs.

While today's coaches may be winning the battle for awareness, (being considered by potential coaching clients and recommended), they still lose out when it comes to what matters most in business... *getting paid.*

It leaves coaches wondering...

What do we do now?

What's left when the traditional approach to marketing, sales, and business leaves us with lackluster results, and we're left struggling to pay the bills?

How can we create a coaching business that not only survives but thrives?

The truth is that traditionally proven strategies designed to inspire growth no longer work nearly as well as they used to. Times are changing and we, as coaches, must change too.

As overwhelming as it seems to be a coach in today's highly competitive, noisy marketplace coaching remains a profession with a huge amount of opportunity for coaches who understand the landscape and are willing to adapt to the changes needed to be successful.

And it is because of this that I decided to write this book: ***“The Ten Day Coaches MBA; The small business book for coaches who want to play bigger”***.

Many people assume that they need to attend business school to learn how to build a successful business. That's simply not true.

In fact, arguably, today's business school education will actually hinder your efforts to build a profitable and sustainable coaching business. The curriculum tends to be oriented towards the running of a giant corporation, very different from creating your own coaching business from ground zero to success.

The Ten Day Coaches MBA is not meant to replace a business school education; it's not even written to compete. The purpose of this book is to give you a clear, comprehensive overview of the most important aspects of building and running your own coaching business and to do it in as little time as possible.

I know your time is valuable. I've made every effort to distill some very broad topics into the essential elements, leaving you free to

focus on building your coaching business secure in the knowledge that you're considering the critical pieces first.

If you trust the process and integrate the concepts in this book with your own, real-world coaching experience, you'll reap the rewards that come from creating your unique coaching business.

I hope this book helps you to make more money, coach more people and enjoy yourself a little more in the process.

With love and resonance,
Jayne Warrilow, Thousand Oaks, California, 2017

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MASTERCLASS TRAINING <<<**

***This book is INTERACTIVE - to gain access to additional resources,
infographics, and coaching models...***

Go to this page: <https://rebrand.ly/10dayBookBonus>

DAY ONE: THE TRUTH ABOUT BUSINESS SUCCESS

*“Don’t let the fear of losing be greater than the excitement of winning”
- Robert Kiyosaki*



Why read this book?

Since you have decided to read this book, chances are you want to create a coaching business that delivers great results for you and your clients. In short, you want a coaching business that works

It's also likely that a few things are holding you back from realizing your dream.

- **You don't know.** You don't know what to do to get what you want, so it's a lack of knowledge that is getting in your way.
Solution: You just need to know how.
- **You don't do.** You might know what to do, but you're simply not doing it. You're not moving into action and implementing your knowledge which is why you're not getting the results you want.
Solution: Results come from action NOT knowledge.
- **You don't believe.** This can stop you from moving into powerful action. If you don't believe you can do what you need to do to get the results you want. You won't feel confident, or you might not believe in the knowledge you have to deliver the results you want, so again it gets in the way. Make no mistake, belief is really that powerful.
Solution: Believe that you can.

Here's the good news, you are not alone. Everyone suffers from these things at some point in their business growth and development, and they are easily overcome. All you need to do is learn a few simple concepts that will change the way you think about how your coaching business works. Once you've conquered your fears, you can accomplish anything.

If you're already an established coach who wants to master the fundamentals of sound business practice, then this book is for you. It is my intention to give you the ability to share your wisdom with more people in a far more leveraged way.

If you're a great coach, who wants to earn more money from your coaching, you're in a great position too. It is my intention to help you live into your potential, increase your capability to charge more for your coaching, develop multiple income streams PLUS enable your clients to get even better results.

And if you are new to coaching and want to set up your coaching business in a profitable way from the outset (or you've got a coaching business that you'd like to scale up), this book is a great place to start. This book will help you to differentiate yourself in the noisy coaching marketplace, get clear about the value your business brings to clients and help build the business foundations that will inspire clients to rave about you.

No matter who you are or what you're trying to do, you're about to discover a useful new approach to your coaching business that will help you spend less time fighting your fears and more time doing the things that make a difference.

It is my intention to give you what you need to grow. One of the most surprising things about learning anything is that you don't need to know everything to begin. You only need to understand the core concepts that provide *the most value*.

Once you have a foundational framework of information then building your business becomes easier.

The Ten Day Coaches MBA gives you the foundational framework that you can use to get things done. Reading this book

will give you insights you can use to make things happen in your coaching business. Once you master the fundamentals, you will feel more confident to accomplish even the most challenging business goals.

As a coach, you understand the value of questions. Most business books attempt to teach you to have more answers; a technique for this and a method for that. This book is intentionally different. I don't want to give you more answers. I want to help you ask better questions.

Why?

Because I trust you and your ability to know exactly what you need to do, in what order, to get the best outcomes.

Knowing what's critically important in your business is the first step in making sound business decisions. The more you know about the *external reality* in which your business operates, the more quickly you'll be able to find the answers you need to move forward in creating a powerful *internal reality* for your coaching business.

And although there are some compelling individual reasons to read this book, it's also about more than just you as an individual coach. As the coaching industry matures, the business of coaching is becoming more important than ever as a key driving force in evolutionary change in the world.

As coaches, we have the influence to create a better world and facilitate changes that support leaders, parents, families, businesses, organizations, and humans around the world. As coaches, we hold the space for people to achieve their unique

definition of success. In business, coaches see the implementation of leadership and business cultures that inspire the human spirit.

It is the simple reason why I am a coach and why I choose to work with coaches.

This matters to me.

We are the game changers with the capability to usher in a better world for us all. How we define our individual businesses is also how we will define the future of our industry and the value and the impact we will have as coaches.

What I'm going to be sharing with you in this book is the culmination of over three decades of iterations, it includes the key things that have accelerated my success as a coach.

When I started my first business back in 1996, I was full of big ideas and impossible dreams. My original goal was to take all of what I had learned about leadership, change, and business development, and create a step-by-step system for innovating and growing any product, service or company. I was intimately aware that this was not simply an external, transactional journey but began with a profound strategic journey of becoming the leader your business needs you to be.

And of course, there were dozens of other consultants already offering leadership and business growth programs, but nothing out there that said "Ask why before the how or what. Get intentional about your purpose and being. Do this first. Do this second. After that do this and this and this. And use these templates to make sure you're doing it right. And if you need to iterate and course correct along the way, take these steps, and you will be assured a great result".

That kind of systematic approach just didn't exist. Although I knew I could create it, I was also aware of what a huge project it was, so it was shelved for a decade or so.

Instead, I began where most of us do, I focused completely on getting new clients. It was something that I was obviously good at as I went from ground zero to generating over \$500k in just six short months.

This success was not because I'm a great salesperson but because I worked out how to give people what they REALLY wanted, in the way they wanted it. I quickly realized that my clients didn't just want a training program, or coaching, they wanted an integrated approach to change and business development. A multi-dimensional approach that truly facilitated change in their lives and businesses.

Initially, I ran my business like most start-ups with no real designed processes. Everything was bespoke, created from scratch for each new client. I was trying to do everything without the support of systems in my business. And although I was making a lot of money, I was paying a huge price personally. My early success had created a larger problem in my business: *"How was I going to exceed client expectations and deliver on my promises without burning myself out?"*

This question led me to some major discoveries about how to create an infrastructure for my coaching business that would enable me to scale and 10X the number of clients I was able to engage simply by doing a few things differently.

I went on to build that business to over \$4million in revenue, and although I didn't get everything right (by a long way!), I learned a

few valuable lessons about how to communicate my value to clients. I learned how to listen deeply and innovate quickly.

And the most valuable lesson of all, (and one I resisted for many years!) was the incredible freedom that became available to me when I built intelligent systems into my business.

Why I am writing this book

Many of you have heard about my health problem which happened over fifteen years ago now and the fact that I was given a terminal diagnosis and a few short years left to live. Now I don't often share this in public, but the one person who made the difference to me during that time was not a doctor or medical professional, not a therapist or an alternative healer (although I was working with many of them at the time)... it was a coach.

I benefited from his enthusiasm and belief in me. He held the space for my potential when no-one else did, the space for me to heal. He believed in me when I didn't believe in myself and, as a result, I healed and grew in ways everyone else thought was impossible.

I am so grateful that he became a coach. Because of him, I now do the work I do. Because of him, my kids still have their mom.

That is the power of coaching.

And I dread to think what would have happened if he had decided to play it small in his business or if he didn't know how to communicate his value and as a consequence, I had never met him. And I want to pay it forward now...

I want to make sure that you realize that you too have this power. There are clients waiting for you to show up as a coach and as a business.

There are clients who really need you in their life.

And I want to make sure that you know how to get your coaching out into the world, so those clients who need your coaching will find you and work with you. That's my way of paying it forward to you.

It's a win-win on many levels because as an individual coach, you get to create a coaching business that works for you and your clients, and it also means that you contribute to something bigger, a movement of transformational change agents throughout the world.

The Ten Day Coaches MBA is the direct result of almost thirty years working as a coach/consultant. It is the model that I planned to create back in 1996, and it details the next iteration of the coaching industry. It rewrites the rule book on what is really possible for you as a coach and business leader.

The framework in the book is the same as the one I use in my coaching business. This framework that has enabled me to create the lifestyle I want and make a huge impact in the world.

Understanding this structure will give you the tools you can rely on to make good business decisions. If you invest the time and energy necessary to learn these concepts, you'll find yourself standing alongside the top coaches in our industry when it comes to knowing:

- How coaching businesses actually work
- How to make more money from your coaching business
- How to leverage and scale an existing coaching business
- What coaching clients really want

I want you to consider this book as a filter. Don't try to learn all of the information that's out there on how to grow your coaching business (there is way too much information out there).

Instead, use this book to help you learn *what matters most* in business so you can implement a framework that allows you to focus on what you do best; coaching.

My Philosophy In Business

It's important that you understand how I think when it comes to creating the strategy for growing your coaching business. In business, I am really driven by three things, these act like reminders for me that help me to achieve my business and life goals.

Number one is being efficient with my time and energy. As I've got older, I've realized how precious my time and energy is and how in my first business I used to give my time away freely without much thought at all. I would use up all of my energy at work and go home absolutely exhausted at the end of a business day. Now I treat my time and energy like the expensive commodities they are, and I consciously choose where I invest my time and energy.

There are things in my life I have a lot of time for and other things where I've decided not to give as much. It has really helped me to figure out how to do lots of things and yet be efficient with my time and energy. It's not just about quickly slapping something together either, just to be quick and fast and easy. I still want high quality, high production value, I just want to do it in as efficient a way as possible.

What you'll find as you go through this book is that my goal is to take all the things that you possibly could do and shrink them

down to a few things that are going to be highly effective for you. I don't want you wasting your time on strategies and tactics that could add a small amount of value to your coaching. I want you focused on the few things that are going to create the maximum value. I want you to be efficient with your time so you can be efficient with your energy.

We need to make time for your life as well as your business. As we build your dream business we also have to build your dream life. This is business in service of your life, not the other way around.

After all, you can't inspire anyone else if you're not inspired yourself.

Does that make sense?

The second thing is to maximize profitability. Listen, this is a business, which is why maximizing profitability is so important. We want to do this as much as possible so that you can create sustainable long-term relationships with your coaching clients.

Now don't get me wrong here we don't want them dependent on you and your coaching, we simply want to give them such great value that they want to stay connected to your community and your evolving work as a coach.

I put a huge emphasis on this because that is where your money is made. There are a lot of great coaches who are excellent at marketing, who are great at attracting new clients and getting them in the door, but they're not so good at keeping people long term. The health of your coaching business is determined by your ability to keep people engaged and happy, month after month.

I want you to *maximize profitability*, and that comes in all different shapes and sizes. You're going to see all kinds of value-based

strategies that are influenced by your coaching, your content, your brand, the community you create, your style of communication, and so much more. You'll see some overlap as it relates to creating value for your coaching clients, but the whole focus is that all these things help you keep your clients engaged with the coaching so deep transformation can occur. And this inevitably leads to maximum profitability for you.

Those are the first two: being efficient with time and energy and maximizing profitability.

The third one is to keep things simple, to minimize stress. I don't know about you, but I don't like stress. It's not why I became a coach, and it wasn't a reason for me to go into business. Bad stress sucks the very life out of you, keeps you up at night and eventually makes you ill. No-one wants bad stress, so I do everything I can to minimize it. The last thing I want is a stressful coaching business, I mean, *"How can I coach at my best if I'm stressed?"*

Stress can come from a variety of different areas as it relates to your coaching business. It can come from not having an effective sales strategy and constantly worrying about where you are going to get your next client. We don't want that. It can come from trying to do everything yourself without systems, where you have to remember every single detail about where every client is. We don't want that. You're going to see how consciously minimizing stress will play a large influence on your overall business strategy.

Although we can mitigate stress, we cannot avoid it completely. If you are good at what you do as a coach then clients will eventually complete and their engagement will drop off. Great coaches lose clients, it's inevitable. However, great coaches have systems to keep connected to clients for repeat business or referrals. Having connection systems like this helps to reduce the stress associated

with finding new cold clients in the future. We want our clients staying connected for years, and that's what my clients and I are experiencing.

When you create your integrated business system, you'll experience the same thing. 'Systems' can sound like hard work but just know that everything I do inside of my business is designed to eliminate complexity, give me back my time and minimize stress.

All three of my business drivers act as my North Star, my guiding light when it comes to designing a business strategy. You'll soon see how they influence and impact everything that we're about to tackle as we dive into the upcoming content.

A Deeper Understanding of Business

I read a lot of books, particularly business books or anything that will give me the edge in business and transformation. I've noticed that most business books written for coaches assume that the coach already knows what a business is, what it does and how it works. They talk about business as if it were the most obvious thing in the world. It's not.

Business is one of the most diverse, complex and continuously changing areas of human experience, which makes trying to understand how your coaching business works, (*in fact, how any business works*), remarkably challenging.

If you find yourself struggling it can become confusing when you realize that you are surrounded by so-called successful businesses.

Everywhere you look a business is delivering what you want, with ever increasing ease and efficiency. You can feel as though your

business should be easier; perhaps you feel as though you could do better.

It's so easy to take good business for granted when it's simply a part of your daily life.

Here's what I notice; it's the *invisible aspects of business* that are the key ingredients in building a business that works, and if you don't know what these are, how can you ensure they are a core part of your coaching business?

- **Value:** Every successful business creates and delivers something of value
- **Relevance:** Other people want and need that value
- **Price:** The price is lower than the perceived value (which means people will pay)
- **Happy:** The client's expectations are fulfilled (and potentially exceeded)
- **Profit:** There is enough of a profit margin for the business owners to make a living and continue in business.

If you take away any one of these things, the business will struggle and eventually fail. Every single element is not only important but critical to the sustainable success of your coaching business.

Also, every coaching business fundamentally relies on two things: people and systems.

Your coaching business is created by you (a person) and survives by benefitting others in some way. If you want to understand how business works you need to understand people, particularly the people with whom you want to work. You need to know how they

think and behave, how they make decisions, and like to communicate.

Many of you will be familiar with the people side of your coaching business. Recent research in the fields of psychology and neuroscience are informing coaching methodologies to enable us to communicate more effectively and sharpen our coaching tools to resonate better with our clients. This is something we do well as coaches and it is something that we can use to inform our business strategy.

Systems, on the other hand, are a different story. These are the invisible structures that hold any coaching business together. Your systems are your coaching business, a collection of processes that can be relied upon to deliver a consistent quality of results to clients.

By understanding the critical elements of a framework that top coaches use in their business, you can find ways to define, create and improve your existing systems. And before you ask, yes you do need systems, you can't run a successful coaching business without them.

These concepts are important because they work.

Once you integrate these into your coaching business you'll be able to create more value for others, earn more money from your coaching and you'll finally have more time to take the stress of running your business off your back. It will become noticeably easier to do what you want to do in your life and business.

And the stark reality is, most coaches don't understand these concepts which leave the market wide open for those that do.

Why It's Great To Be A Coach

Did you realize you picked the best profession to be in, especially now?

Here's why...

1. The working world is changing.

In today's world, we can connect instantaneously with people around the globe online. It is now possible to work with clients from anywhere, every day as a coach. Your business market just went global.

Coaching appeals to people who want to serve others, potentially all around the world, without actually having to travel to see their clients frequently. Also, unlike building a traditional brick-and-mortar business with high overhead, the costs to start a coaching business are very little. As you're going to see in this book most of the costs are digital.

And many workers today crave work-life balance, and fulfillment in their careers, and here's the thing, being a coach can provide both.

As a coach you can schedule clients at your convenience, and truly own your time; a luxury most people only dream of having.

2. Being a coach gives you amazing freedom.

Living a laptop, lifestyle career gives coaches awesome freedom. This lifestyle is enticing to people who don't want to be chained to a corporate job.

As a coach, you choose the clients you serve, and you get the choice to market your services only to your ideal clients. You get to

decide how heavy of a workload to take on at any given time because you can choose the hours you set your appointments. You can build a wonderful career and still be very present for the other important areas in your life.

You get to be fulfilled because you choose the niche you want to focus on, the one that truly inspires you. Fundamentally, you design your coaching business the way you want it to be.

3. Coaches set their own income levels.

The hourly rates of coaches vary widely, but coaches can set their own rates, and the more clients they help, the more money they make.

As a coach, you don't have any ceiling on your income level, or the price you charge for that matter. This is not true for workers in many other career fields, especially those that are heavily regulated.

As a coach, you are free to leverage your time in a many different ways, building multiple income streams into a complete transformational process.

Other coaches choose to work with clients in group settings instead of just one-on-one. By helping clients in a group setting, you can serve more of them, and they get the benefit of camaraderie and learning from each other.

4. The awareness of coaching is increasing.

The awareness of the incredible value of coaching is significantly increasing. People realize the importance of having a coach, not only for business purposes, but also other areas in their lives too.

Through social media and the Internet, coaches can market their services to people all over the globe. This has increased awareness of the coaching profession and is helping to alleviate the confusion in the marketplace about what value coaching can bring.

All of this is great news for us coaches.

5. There are a huge variety of coaching niches.

There are many niche markets for coaching. There are fitness coaches, nutrition coaches, dating coaches, marriage coaches, parenting coaches, marketing coaches, executive coaches, leadership coaches, business launch coaches—and that’s just the start.

As more and more people realize the value of coaching, they are hiring coaches to help them not only in their careers but for a variety of reasons in their personal lives.

Everyone wants to improve at something which means the demand for coaching is only going to increase.

Coaching is also incredibly fulfilling. By being a coach, you can help people reach their goals, which is really satisfying. You will help people have amazing breakthroughs in their lives, and your work can make a long-lasting impact. You will continually learn and grow as you work with clients and you can build a freedom-based career. *What could be better than that?*

If you have a passion for empowering others, strong communication skills, expertise in a niche you enjoy, and long to do work that really matters, then you are in the right profession.

I want you to know how amazing the work is that you do as a coach, truly amazing.

I also want you to know how amazing our coaching profession is and I want you to fully realize the fact that we are the coaches who are building this industry and creating this value for the world.

When people talk about the coaching industry, they are talking about you, about me, about us. As a profession and a community we have an enormous potential and a responsibility to be the best we can be.

We are the ones creating the future of the coaching industry, and we can only leverage our talent if we learn how to leverage our businesses. That is what we're all about here.

>>> Download your Business Checklist on our Bonus Resources Page <<<

Go to this page: <https://rebrand.ly/10dayBookBonus>

Summary

I sincerely hope that the writing and content of this book merits a full and detailed reading, but just in case you're skimming, or want to review later, each chapter will end with a brief summary.

Here are some of the key points that we covered on Day 1:

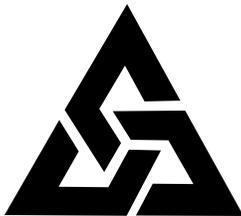
- There are only these things holding you back from realizing your dreams: You don't know. You don't do. You don't believe.
- My philosophy in business is driven by three things: time/energy efficiency, maximizing profitability and minimizing stress.

- You need an in-depth understanding of the key elements of business to be successful: Value, relevance, price, happy, profit. If just one is missing, you will fail.
- Right now it's great to be a coach. Market conditions are changing in favor of coaches and coaching

Now that we've recapped, let's move onto the next chapter to discover more about the changing business landscape...

DAY TWO: THE CHANGING BUSINESS LANDSCAPE

*“To improve is to change, to be perfect is
to change often”
- Winston Churchill*



The world is changing. We are living in disruptive times. Technology is making it easier for us to communicate how we feel about things. Technology allows us to take part in global conversations and in doing so we are confronting reality, perhaps for the first time. We can now take the pulse of the world view as we peel back the illusion created by our previous localized perspective and realize that things are very different today.

This is business as “*unusual*” and it is changing the way we are living our lives, the way we purchase and consequently the way we do business. These changes are happening in the broader business landscape whether we are aware of them or not and it is affecting your coaching business. We are at a threshold of change where you get to decide whether you listen deeply and act upon the changes afoot, and you also decide whether or not to integrate them into your coaching business.

If you want to improve your coaching practice and positively impact the planet at this most critical time in history, I’m going to explain to you what you need to know. If you’ve been thinking of growing your coaching business, I’m going to share with you the potential of the path and how to make it happen.

Now, I speak from personal experience and success, and I’m also going to show you the research that backs up the facts of what is needed today. Coaching is evolving and you need to evolve with it. Embracing the evolution increases your capability to impact a lot of people at an incredibly deep level while earning a significant income in the process.

The world doesn't care how great you are as a coach. It doesn't care how successful you've been in the past. The truth is, if just

keep doing the same old things, you're not innovating or moving in a new direction. And that's a problem because your clients are calling for something new.

Now, what matters to me is that you have what you need to be successful as a coach. The reason for this is I want our profession to truly step forward into its potential to transform the world. For this to happen, each individual coach needs to thrive first.

Why? Because when each of us as individuals is thriving, and our needs are being met, we run profitable businesses. As a consequence, we all get to benefit from the collective momentum.

So if you're a coach who sincerely cares about making a positive difference in the world, and you're working hard to build your coaching practice, and enjoy a healthy income by transforming other people's lives, then I'm excited to share with you what you need to know...

The truth is that successful coaching today is not what it used to be. It's not what you learned at coaching school that is going to ensure your success; that is merely one part of the story. An unfortunate reality is that there are a lot of coaches who are great at coaching but are ill-equipped to deal with the business challenges of today.

Our education is incomplete.

The models of coaching and business growth are evolving, and we all need to stay ahead of the curve. The market is calling for change.

You don't need me to tell you that change is a constant in all of our lives today. You don't need me to remind you that people don't like change and yet as coaches, that's exactly what we're selling; we sell change. We spend our careers helping our clients stop doing things that aren't working for them and start doing the things that will work.

We are masters of change, and yet the stark reality is that our clients want to avoid change. We sell the one thing our clients don't want to be doing, and we wonder why getting clients is a challenge.

It's also easy to forget that sometimes as coaches, the greatest thing we can do for our clients is to model change. We can forget that we need to disrupt ourselves, to get out of our habitual ways of thinking and think the unthinkable so we can spark transformation in ourselves, and create a business with the ability to serve our clients, and ourselves, in more powerful ways. We also need to change. To serve our clients well, we need to be at the leading edge ourselves, and we need to walk our talk.

We all know that the world of business is continuously evolving, but the real question is...

Are you?

Let's begin by taking a deeper look at the coaching industry and what we know about the reality here. At first glance, we might think everything looks positive, according to multiple sources of research the coaching industry is in a great place and the future looks good.

Rivaled only by information technology, Coaching is the number two fastest growing industry around the world. Recent research

suggests coaching is a 12.9 billion dollar industry which is expected to continue to rise as demand for coaching increases across all sectors. Almost half of all organizations now use coaching in the US, and although this is a lower percentage on different continents, growth appears to be faster outside the US. The rest of the world is fast catching on to the effectiveness of coaching. And it's true to say that coaching is increasing in popularity as 37% of US organizations who don't yet have coaching expect to implement it in the next year along with 56% of international organizations.

So demand is up. And as the economic outlook improves, Hong Kong leads the world in forecasting an increased demand for coaching in the coming year. Coaching rates are also on the up. Executive Coaching remains steady with many charging rates at over \$360 per hour, and business coaches are catching up as the average rate has increased to \$247 per hour for the first time in 2017. Life coaching falls slightly behind averaging \$198 per hour.

However, the reality for a lot of coaches is somewhat different. You see, being a great coach isn't enough anymore. Nor is having a positive intention to change the world. Years ago, you could have become reasonably successful by hanging out your shingle and letting your network know you are open for business. You could build it, and they would come. Those days are long gone, never to return.

The coaching world is more competitive than ever. International Coaching Federation (ICF) estimates there are now over 47,500 coaches worldwide. And Sherpa tells us that most coaches are still struggling to earn a decent annual salary from coaching; Executive Coaches lead the field with an average annual salary of \$97,000

followed by Business Coaches at \$61,000 and Life Coaches at \$44,000. That's not enough to survive, never mind thrive.

Over the last seven years, coaches earnings have fallen more than they have risen. Competition is driving overall earnings downward. The situation is proving especially hard for more experienced coaches who have been in business for more than ten years and have seen their income cut by as much as 25%.

I want to change that.

And to do so, we need to look beneath the surface at the many invisible challenges facing coaches.

The Digital Revolution

We are no longer a business economy of products and services. Technology has changed everything. Digital evolution is changing the way coaches do business, from the sheer speed of business implementation to the data now available to help us ensure our work resonates with clients. Technology is disrupting the very core of how we do what we do as coaches. And it's just the beginning of massive, disruptive, digital transformation which is demanding that business is fast, responsive, and transparent.

Information is freely available today, which creates a paradox in itself. It's true we can all find the answers to any questions that we have, there's no excuse for not knowing with today's level of information access. However, this also brings challenges in the form of information overload.

You could call it the curse of our time. There are more coaches, offering more solutions to your clients than ever before. You are just one small voice in the bewildering ocean of noise currently

bombarding your potential clients (who incidentally are more confused than ever).

The volume of marketing, advertising and sales messages coming at your potential clients from all directions is overwhelming, and they are trying hard to escape it. What's happening is they're trying to tune it all out. Rather than filtering the messages and deciding what is important, they are tending towards ignoring it all.

For coaches trying to get new customers, this is putting a stranglehold on your ability to get new leads and attract new clients. The enemy is no longer your competitors but the overload your potential clients are experiencing and the things they are doing to try to stop the clutter.

It's no wonder everyone is trying to stop all the noise, given the pace of technological change, globalization and the speed of life itself. We're all working faster and harder than ever before. It all adds up to more to do and less time to do it.

More complexity. More ambiguity. More stress and less energy to really live.

This years coaching survey from Sherpa highlighted the recurring theme from coaches and business leaders alike that coaching clients now face unprecedented levels of pressure and accelerating change.

This has resulted in another challenge affecting our business, the level of trust in the coaching marketplace is down.

Even when coaches make ethical claims that are entirely true, people are loathe to believe them; too many individuals who have been burned too many times. Even if your coaching is genuinely superior to everyone else on the market, your prospects are trained

to ignore you or just not believe you. Even our most sacred institutions have shattered our trust; we've had churches settling mega million dollar lawsuits, corporate scandals and entire countries going bankrupt.

Your potential clients are already wary of your claims because they have been let down by others who claimed to be telling the truth. And this is important for you to know because many potential clients are not listening in the first place. It's like the boy who cried wolf too many times; others have already beaten you to the punch and not delivered. As a consequence, no-one is likely to believe you just because you say it is so.

You can begin to see how these two things alone demand changes in the way you position and market yourself as a coach. The old ways simply won't be working as they once did.

Also, today's coaching clients are smart, intelligent individuals who are likely to be well informed. Chances are your potential clients have already done their research, they've worked out how best to get the solutions they need. Google processes nearly 100 million web searches every day. All of these are a search for information, with a significant portion being requests for information about businesses, products, and services.

Your potential clients will be doing their homework about coaching and you, and this is also changing the way we do business as coaches.

We can no longer control the flow of information going to our potential clients as we used to, with brochures, sales conversations, and pointing them to our elegant websites. The internet has changed that. The average coaching client will want to know what they're getting and what others thought about your coaching

services first. They will want to know the reality about their options and will want to make informed choices about you and your coaching. You need to be ready long before you ever meet them.

In the past, knowledge was power, but today anyone can access a wealth of information with a few keystrokes. And as we know, this causes its own challenges. We don't have the time or the energy to process and prioritize all this information. We seek out others who can help us to make sense of it all; they act as our data filters. They tell us what is important and what is not, and help us to manage the unmanageable.

This means who you are is more important than what you do. We have come to rely on a select few of trusted advisors to tell us what information we should pay attention to, act upon, and trust. The messenger has become more important than the message itself. 'Who' is saying the message, can mean the difference between whether it is listened to or not and to be considered worth listening to, you need credibility and expertise.

Rather than do the work themselves your potential clients are letting others that they respect and who appear to be in the know, do it for them. Business is now personal and who you know, the influence of your network matters. You may have something important to say, but until your potential clients trust you, it doesn't matter what you say, they either won't pay attention, or they won't believe you.

As you can see, we're standing at the dawn of a digital business revolution, and with the beginning of every revolution those in the midst can feel it, sense it and realize that something big is happening. It's hard to quantify the shift because the data isn't clear; it's hard to measure. However, we are aware that the pace of

change is accelerating. Old rules seem not to apply, and it can be challenging to put any structure around the changes and get clarity about how the pieces fit together. But we can feel the shift. And there is no doubt; we are at the beginning of massive, revolutionary, and digital transformation.

And what's interesting is how this digital revolution is igniting a deeper change towards a more purpose-driven economy, bringing the humanity back into business. Technology in service of humanity, not the other way around, is great news for us as coaches.

Purpose-Driven Economy

Purpose is emerging as the new driving force in the economy and is fast becoming the difference between successful business and those who fall off the map. Business is beginning to create frameworks to do well AND do good as they respond to the powerful shifts in public desire, changing what people are buying, how they are buying it, why they buy it and even whether they buy at all.

A recent survey by Price Waterhouse Cooper at the 2016 World Economic Forum indicates the purpose economy will hit a tipping point as soon as 2020. Demand for purpose is expected to increase by nearly 300% by 2020. This demand means your clients are putting less emphasis on cost, convenience, and function and are making decisions based on their need to increase meaning in their lives and the services that fulfill that need.

And, here's an important data point, we also know that businesses that operate with purpose outperform those who don't by **14:1**.

Much like technology a few years ago purpose has become a business imperative.

You could say this is a paradox of business today, proving the most profitable companies are not those that are most profit focused. In a survey titled “The Business Case for Purpose”, a team from Harvard Business Review Analytics declares a new leading edge: *“those companies able to harness the power of purpose to drive performance and profitability enjoy a distinct competitive advantage.”* This is a reprise of the findings of Jim Collins and Jerry Porras, who in 1994s “Built to Last” found that a group of visionary companies (those guided by a purpose beyond making money) returned six times more to shareholders than explicitly profit-driven rivals.

More recently the World Economic Forum showed that businesses that operate with a clear purpose outperform those who don’t 14:1. This trend is obviously growing, which is why if you want to be successful as a coach, it’s not just about chasing the money.

Some coaches approach their work as a job, some as a career, others as a calling. This is your choice. Your purpose is defined by how you approach your coaching.

Ask yourself:

Why are you a coach?

What is it about for you?

Why do you do what you do?

Your purpose comes from knowing that you have done something that you believe matters to others, to society, and yourself. And purpose can emerge at different levels of system from personal

purpose (which is usually linked to growth), social purpose (which is linked to relationships) and societal purpose (which is linked to impact).

And it's no longer enough for you to know your purpose, now your clients are demanding that you communicate it, clearly.

The truth is purpose resonates with today's coaching clients.

This also ties in with a growing trend from the leadership development industry and some key research from Nick Petrie, at the Center for Creative Leadership about how things are changing in the way we develop leaders in corporate businesses. He was looking at leadership development, so this is particularly relevant for executive coaches. In his white paper, Nick Petrie discusses the current situation in terms of a changing environment that is more complex, volatile and unpredictable than ever before.

What this means is that the skills needed for leadership have changed and more complex, adaptive thinking abilities are required which points to not only a leadership challenge in most organizations but also a development challenge (and this is something I know from my experience too). Leadership development is no longer just about what great leadership looks like (remember those competency frameworks) but how to grow bigger, dynamic minds that can rise to the challenges that are currently unknown and ambiguous. Nick's work is also backed up by an IBM study of over 1500 CEOs who described their number one concern as the growing complexity of their environments with the majority saying that their organizations/leaders were not equipped to cope with this complexity.

And if you are a coach working outside of organizational life, don't think this doesn't affect you - it does. Leadership is no longer

confined to corporate organizations; it has become a capability we need to develop for life.

The new reality in which all of us are living and working is described neatly by the army phrase VUCA:

V - volatile - change happens rapidly and on a large scale

U - uncertain - the future cannot be predicted with any precision

C - complex - challenges are complicated by many factors, and there are few single causes or solutions

A - ambiguous - there is little clarity on what events mean and what effect they might have

Also, future challenges are seen by the research as information overload, the interconnectedness of systems and communities, the dissolving traditional organizational boundaries, new technologies that are disrupting the old ways of doing things, different values and expectations of new generations, increased globalization leading to the need to lead across cultures.

What this all adds up to is a challenge I hear a lot from executive clients running remote teams, They report on the issues arising with having a team interconnected across the globe.

This added factor leads to managers feeling that they can no longer afford to focus solely on events in their local economies, and instead they are forced to adjust their strategies and tactics to events that were happening in different parts of the world. They are having to consider different cultures/values and times zones before addressing the complexity of the task itself.

Now, this takes a different type of leader and a different kind of coach - the VUCA environment takes us away from behavioral competencies and towards sophisticated thinking abilities which are adaptive. This is a move away from horizontal approaches of development and towards vertical development choices which were found in the research to be a huge trend and, in my view, can only be a good thing for coaching...!

Horizontal development is the development of new skills, abilities, and behaviors; technical learning, where a problem is clearly defined, and there are known techniques for solving it. Vertical development is very different. In contrast, it takes people through a process of how they make sense of the world.

In metaphorical terms, horizontal development is like pouring water into an empty glass; the vessel fills up with new content (you learn new things).

In contrast, vertical development aims to expand the glass itself. Jeff Barnes, head of global leadership for GE states *“A major part of our job is helping people develop how they think, how they get to an answer matters more than ever”*.

Robert Kegan from Harvard talks about the fact that horizontal development can be learned from an expert, but vertical development must be earned for yourself.

You can start to see how these are very different approaches moving us towards a new developmental paradigm which coaching is naturally oriented towards.

The Future Of Coaching

Technology and purpose are emerging as key disruptors in today's business world. The disruption is happening to us, and it's also happening because of us.

The coaching world itself is also maturing as a profession and changing rapidly regarding growth and data. With high unemployment expected to continue, and corporate layoffs a reality, it is anticipated that large numbers of people will continue to enter the high-growth field of coaching.

We are the second fastest growing profession behind only technology.

Coaching skills are becoming wide-spread amongst workers who manage others and are becoming an essential part of leadership development programs in corporate life. “*The Coach Approach*” is here to stay which is broadening the definition of coaching from just certified coaches to individuals who adopt a coaching style of leadership and a coach approach, using coaching skills in a wider context.

The reach of coaching is also extending. Webinar training tools, video chat and other distance-learning platforms and communications systems are evolving and giving coaches an easy way to work remotely with clients across the world.

Technology is extending the reach of coaching and meaning coaches can work with clients they have never met in person. And probably one of the most exciting areas of all for us is that Scientific Research on coaching is on the rise, providing powerful scientific data for coaching results.

This information strengthens the ROI we can give to clients, validates and increases the confidence of potential clients in knowing what coaching is capable of delivering.

Neuroscience is also over-taking psychology as a primary resource of information on how the mind works and is becoming a key source of data for coaches. We now have proof of how coaching affects the brain at a physical level and the evidence of neuroplasticity can ground our work showing clients real physiological change.

In the age of information, this is great news. It's no longer enough to declare that your coaching works, you have to be able to back up everything you say. You have to prove that you deliver on your promises, back your products and services like you say you will, and ensure that there is some substantive research behind what you do as a coach.

Fancy websites and witty slogans won't sway people, but substance will. You need a depth of knowledge and a depth of content.

So what do we know about what's coming, what does the future hold for the business of coaching?

We are aware that some coaching companies will fall by the wayside. If we look at the wider field we have even seen entire industries being wiped out, lesser equipped coaches will disappear and competitors will emerge overnight with new value propositions.

We can also predict that new models will accelerate the growth of innovation, fierce competition will dictate that new models are created in resonance with clients, driving coaching businesses

towards greater levels of meaning and excellence. In this new world your coaching business must stand for something; it must answer the “why” of your business existence.

We’re moving beyond transactional selling to keeping brand promises which require authenticity, trust, and transparency. We’re at a point where we no longer merely sell our coaching services. In the new world, clients need us to focus on delivering authentic experiences and outcomes. They want resources, mentoring and solutions to their problems.

If you are a coach that fails to deliver, you may enter a never ending death spiral to perform better, faster, and cheaper. This race to the bottom results in low profitability and a devaluing of your services.

Not a great place to be.

If you find yourself in survival mode in the fast moving digital world of today, it’s exhausting. Operating here, you can quickly lose your confidence, not to mention clients.

Let me tell you straight, coaches that don’t embrace these changes will struggle to survive; they will lack the products, the resources, the quality of clients and credibility required to be successful today.

We need more coaches who can not only be successful with an offline practice, but who can create a bigger impact through the intelligent use of technology. We need coaches who can become digitally empowered yet still value people above profits.

Just think about this for a moment; we’re the last generation to remember what the Kodak moment was, how special it was, the shared memories. I remember when I first visited Disney World in

Florida there were signs all over the park to show you places to create your Kodak moment and take a great photograph with your family. Now, they're gone.

Why? because we have Snapchat, Facebook, and Instagram. We've gone digital and so the future of the Kodak moment has forever changed. They've now become a case study in business schools of how to completely destroy your business by not paying attention to what is happening around you.

Kodak decided to ignore the arrival of digital technology, and although their senior team had all the patents to lead the market in this field, they chose to ignore it because they felt it would undermine their core services. And they were right, it did.

What they failed to realize was that this evolution was going to happen regardless of whether they decided to get involved and I think there's something for us to learn as coaches. There is a moment when you realize that your business and your industry are being disrupted, and you don't seize the opportunity to change your future.

Kodak should inspire us to ask the question of ourselves...

Do I want to disrupt or be disrupted?

The truth is you have a choice as to what role you want to play in the new economy. *Do you want to decide what part you will play in this new era of business or do you want to stick your head in the sand and be shaped by the decisions of others?* Because the reality is this evolution is taking place whether you decide to be a part of it or not. Evolve or die.

And this choice goes beyond us as individuals. As coaches, we get to define our industry and where we're headed as a profession. We have the power to define what the future is in a collaborative way.

The next ten years will be determined by those who do more than coach. The future lies with those who get intentional about the world we want to live in and then go ahead and create it.

It's about how we live our lives.

How we start, run and scale our businesses.

How we use technology.

How we wrap our heart and soul into the core of what we do.

How we stay connected to what matters most.

How we communicate our value.

How we create incredible client experiences and results.

How we connect in relationship, and how together we improve society.

Your business can become a successful business for you AND a force for good; together we really can change the world.

So ask yourself - what is the future you want to be a part of?

In this new era of business you need to get closer to your clients and that's easy in the early days when you have a relatively small coaching practice with 1:1 clients. However, as you grow and leverage, it becomes more challenging.

Now I'm not saying anything that you don't already know, the difference is, what started as groundswell has hit a ceiling and to

breakthrough, it now requires that we get intentional. It demands that as a coach, you begin to intuit what these changes mean for you and your business, and you move into the action being called forth by your clients.

How can we understand the changes better?

One of the ways is to realize that there are three stages to an evolutionary coaching business.

1. Transactional
2. Transformational
3. Transcending

As the coaching industry matures, we are moving from the transactional space into the transformational one. This is relevant right now, and ultimately the future will demand that we breakthrough to the transcendent space and beyond.

Now I know that might not be news to you, especially to those of you who are familiar with my body of work on resonance. Transformation is where you live after all. It's the kind of stuff you inspire in your coaching, the only difference is, you're being called to embody, lead and live into what you practice every day.

Time to practice what you preach.

Let me share with you what the latest research is highlighting about business in general, and relate it to us as coaches. This is the stuff we need to be mindful of if we want to survive into this new era of business.

Five intentional practices are emerging in the new era of business...

1. **You need to be transformation focused.** This is good news for us as coaches; it falls within our normal field of behavior. To put it another way, it's very coach-like. This is about momentum. It's about building a business that is agile and adaptive. It's about building a business that is open to being moved by its clients, to shift and change in relationship with its community and to develop processes and structures that enable it to respond in relevant ways. This is not about writing your one-year business plan and sticking rigidly to it. This is not about building the business that you want to build and ignoring the needs of your market. This is about genuine dialogue, staying in intimate relationship with your clients and doing this at scale. It is about integrating technology into your business in a way that makes running your business easier for you.

Transformation focused is also about you, your mindset for growth and what you believe is possible.

If you are in a place of survival, it means you will focus your energy on getting through the day. Your focus will tend to be all about getting more clients, transacting and securing your money flow.

If you are in a place of efficiency, you are thinking about improving what you do but not at the expense of your lifestyle. Coming from a place of efficiency, you may quite satisfied with what you are earning. You are not adverse to making a little more, but your business provides a good lifestyle for you. If this is the case, you're not willing to go for extreme growth because what you have today is sufficient.

And then there's the growth mindset, where you are ready to invest in your business, in your clients to fulfill the potential and do whatever it takes. You know your coaching business is

about more than you, there's a bigger vision of which you are a part. This is where real transformation occurs, where we put our heart and soul into keeping our brand promises, we evolve them and how we deliver on them. The ultimate promise here is that we care and we're listening. We're actually building our business in dialogue with our market, so we know at a deeper level that they want what we have. And there's a deep vertical here, a conscious higher purpose driving the business forward and acting like a beacon for like-minded souls.

2. **The second practice is relevance.** It goes without saying that if you are delivering something that only you care about, then you're irrelevant. Staying relevant demands that you understand the context of your market really well, that you listen deeply to connect in high touch intimate relationships in ways that you can scale as you grow. This is about love, business love and expressing your passion through your business. It's about aligning your business objectives with your clients so you can engage with their hearts and souls to create an extraordinary experience while also being aware of the trends hitting your market.
3. **The third intentional practice will come as no surprise I'm sure, its authenticity.** This includes the simple fact that trust and transparency drive influence, engagement and relationships and so can be expanded to gain influence, create engagement and foster quality relationships. Trust can be lost if you lack credibility, show dishonesty or other behaviors lacking in integrity.

Perhaps the most crucial aspect of being online as a coach is how easy it is to initiate and break a relationship. The speed at which we establish connection is a double edged-sword

because it's just as easy to switch off when trust and transparency are broken. That's why as you promote online, every interaction begins with establishing and re-establishing trust. Every connection point is vulnerable. And just like in real life, you can't buy influence and engagement. In the digital world you have to earn trust. Transparency is there to validate that trust. So remember, trust is the new currency and because of this radical transparency is inevitable which means now more than ever authenticity is earned, not faked. If you want to bring your message to the world, you have to live it first.

4. **The fourth practice I love, it can only make business better, it's about intention driven practices.** Creating a business that delivers excellence, not as defined by you the coach, but as defined by your clients. For me, this really embraces our philosophy as coaches, that our clients know best, even when it comes to our business and our coaching.

The truth is there is no right way to do things, no right pathway to success, no correct journey map and at times it's going to feel undefined. You need to have the capacity to operate from a place of not knowing, to open to what emerges. Everything is fifty shades of digital gray. This is also about edgewalking, intuiting the future, predicting expectations, feeling into where your clients might want to go next before they tell you. It is about formulating hypotheses and collecting insights and data at the right time, and in the right context to make your business decisions. So, it's not just about the vast open space of possibility, it's about the fusion of creating consistent structures in your business that drive your intention in every aspect of what you do, and it's about being willing to evolve those structures to align with the future that's coming.

5. **And finally, I want to talk about the increasing importance of networks in business.** Now, in coaching, we've known for a while something that the business world is starting to understand; business is not Business to Business (B2B) or Business to Consumer (B2C), it's Human to Human (H2H). We take a stand for this as coaches and interestingly, the advent of technology is bringing us back full circle, to realize the importance of our connections. It's making us all more human in business. It's teaching us more about people as human beings, and what moves people, in the social space what makes them share, connect and buy from you. It's becoming clear that the driving factor is an emotional connection.

What matters here is how connected you are, how open you are for business, in other words *How easy is it for others to do business with you?*

And probably the most important thing for you to remember, if you forget everything else I've shared about this disruptive marketplace, just remember this next thing; ***You cannot be a lone wolf in this market.***

Successful coaching businesses are those who have the ability to open up their business to collaborate, co-create and co-innovate with all types of partners.

Today's business winners outpace their market competition exponentially in revenue growth and overall profitability because they are in service of what their clients want, a deeper sense of purpose and they are using technology to come together in virtual spaces to collaborate, innovate and add even more value. Those who are jumping on this growing trend are fast outgrowing those who are more cautious.

Remember 14:1!

And what I love about all these practices is that the heart and soul of this new era of business come from a passion for transformation which is so aligned to our philosophy as coaches.

And it all begins with you.

It's about aligning with a bigger mission or vision, something that is going to move people, get people excited and then using the technology in service of that.

The future has everything to do with what you feel, what inspires you, what moves you, what upsets you, what angers you. It's that emotion that allows you to define the future, to question everything.

You are a coach after all.

It's not about settling for good enough, so don't be another Kodak. It's about allowing your clients to move you, to go where the work needs to take you, to see things from a different perspective and enable it to inspire you to do something differently about it.

>>> *Download your Evolutionary Coaching Business model on our Bonus Resources Page <<<*

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Summary

Let's quickly recap the most important points from this chapter:

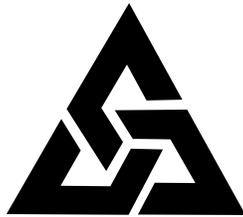
- Our coaching education is incomplete. Coaches aren't equipped for the business challenges of today.
- Although the coaching industry is growing rapidly and coaching rates are increasing annual coaching salaries are decreasing. This needs to change.
- The marketplace is complicated, too noisy, and lacks trust. All of this makes selling coaching really challenging. Coaches who don't embrace the changes will struggle to survive - don't be another Kodak (you'll have to read the chapter to understand what that means!).
- Today's coaching clients are also doing their research before looking for a coach which means you need a powerful online presence before you meet potential clients.
- Purpose is emerging as the new driving force in the economy. It's now a business imperative for every coach. The business landscape is best described by VUCA (volatile, uncertain, complex and ambiguous)
- The future of coaching will be defined by us as coaches. It calls us to get intentional about the future we want to live in, so we can create it, together.
- Five intentional practices are emerging in the new era of business: transformation focused, relevance, authenticity, intention-driven practices and networks in business.

- Successful coaching businesses have the ability to open up their business to collaborate, co-create and co-innovate with partners.

Now that we've recapped the chapter, let's move onto the next and to see what this means for you and your coaching business...

DAY THREE: A DIFFERENT KIND OF COACHING BUSINESS

*“All coaches have one thing in common,
it’s that they are ruthlessly results-oriented”
- Fast Company Magazine*



It was a rainy day in the spring of 1998 in a boardroom in Norwich, England. I was meeting with my advisory board to talk about my business strategy going forward. I was super busy with clients, and yet I had a looming cash flow problem and didn't know how I was going to make payroll that month. As I sat with my board, the accountant began to outline the problem. I didn't know what to do because I was already working at capacity but not making the money I needed, and I was near burnout.

I finally collapsed in tears when one of my best friends, a financial advisor, took the ideas I was presenting of what I wanted to implement next quarter and screwed it into a ball and threw it into the trash can. He said, “*Jayne, you can forget those ideas because right now you don't have any money to fuel your business*”.

He was right. I didn't.

All my big dreams of changing the world with my coaching/consulting business died right there. I thought it was over. And yet I couldn't totally understand how I had got here because my revenue was good, there was a lot of money coming in, but there was also a lot going out.

The truth was my profitability sucked.

And as we dug deeper into the finances we soon realized that it cost me way too much to get a new client in the door. I was spending too much time marketing, and the quality of my delivery was suffering. In short, I was spending a lot of time doing things that added no value to the client.

And then my accountant asked me a life changing question... the one question that changed everything for me in my business...

He said, “Jayne, what would you do differently if you only got paid when your clients got results?”

And at that moment I realized I was focusing on the wrong things in my business, the answer to that question hit me with lightning clarity.

I had been doing the things I thought I should be doing NOT the things my clients truly wanted.

I had developed a purely transactional business. I had lost myself, AND I had lost what mattered most to my business success.

I had never thought about the quality of experience I was giving my clients alongside their results. And I was on the hamster wheel doing, doing, doing. I realized more knowledge and more stuff didn't equal more success, for my clients or me...

What they wanted was a path to simple, easy and straightforward results. They wanted relevant, practical tools and an unrivaled quality of relationship with me along the way. They only wanted what they needed to know, nothing more. And they wanted their lives to change, often dramatically as a result of working with me.

It was my responsibility to deliver that in a conscious and streamlined way. If I was only going to get paid on results my clients needed to feel good about their coaching, as well as get the results they wanted.

And this is even more important today than it was then.

Did you know that there are only three things you need your business to do for you as a coach:

1. Attract potential clients
2. Convert potential clients into paying clients
3. Wow them!

Nothing else. Seriously.

And there are only three ways to make *more money* as a coach, three strategies you can use:

1. You can get more clients
2. You can increase what you charge for coaching
3. You can sell more things to your coaching clients

Now arguably, there is a fourth which is merely keep your revenue the same and decrease your costs, but for most of us, that won't deliver our money goals.

And I'm sure this isn't news to you. If you search the internet, you get a large number of programs, books, and tools to help you make more money. And while there are some great programs out there, they only focus on only one piece of the story, which isn't enough to get people to engage with you today.

The traditional business approach to coaching is becoming extinct, in that it is only part of what you need to be successful. You need a *holistic, systemic approach* that considers the quality of client experience alongside clients results.

You need both, and this is the bad news: If all you do is traditional coaching, you won't last long in today's market.

Clients today are demanding much more from their coaching, and smart coaches are responding and making a significant income along the way. And I want you to know, despite the statistics I've shared, there is a lot of money to be made in coaching. There has never been a better time to be a coach because the opportunities around the world are only set to grow even more.

We are not the only profession that is evolving. Change is rampant which means many people are struggling and of course, this means our services as coaches are in high demand.

And as the profession matures, I believe we have even more opportunities to increase our impact and inspire profound transformation in many different areas of life and business.

It is time for us realize this incredible power we have as coaches, to not only solve problems for our clients but to transform the way we live our lives and build our businesses. It is time for us to go beyond traditional coaching and become thought leaders of change.

We must lead the way.

We get to decide how we will define the coaching of the future, how we will consciously design our client experiences to add more value than merely transactional results. And this begins with the decisions we make at an individual level about our own coaching business.

Imagine for a moment that you have a beautifully designed coaching business, from the transformational processes and resources that complement your coaching conversations, to the smooth flow of your business processes that attract clients and helps them to say “yes” to your coaching. Your systems deal with

administration and then offer an unparalleled onboarding and client nurture system throughout the coaching contract, including evaluation and feedback. You know what your clients want, and you're giving it to them. You feel supported by your integrated business system that has taken the stress and strain off your back. Your clients are getting results like never before. And weirdly, you're working fewer hours and earning more money.

Who knew, it could all be this easy?

Well, it can, and I am going to show you how...

Do you want to earn more money from your coaching?

If you're like most coaches the answer is "yes" and yet it can be challenging in today's information overloaded landscape to know how.

I don't care how great you are as a coach.

I don't care how successful you've been in the past because if you aren't aware of how things are changing globally and if you don't know how to structure your business to align with these changes, then you're not going to be able to make the money you want from coaching.

The coaching landscape is evolving, your clients are calling for something new, and you need to know how to deliver that for them.

The truth is that successful coaching today cannot be achieved by doing what you were doing a few years ago. It's not what you learned at coaching school that is going to ensure your success, that is merely a part of your success as a coach.

The models of business growth are evolving, and we all need to stay ahead of the curve. In the last year alone, things have changed drastically, and they will continue to change at an ever-increasing rate because it is our coaching clients, not us coaches, who are in the driving seat. It is our clients that are shaping the way we coach and the way we do business.

Let me ask you, do you know what matters most in your coaching business?

We live in an age where coaches need to look beyond the practicalities of only delivering coaching results because we are aware that client engagement and loyalty count far more than features and benefits alone.

Today's clients expect to interact with and even influence the shape of our coaching. They do not want to be just sold to; they want more.

Delivering coaching results is no longer enough for today's clients who value the quality of experience alongside the results they want from coaching.

The purpose-driven economy has arrived, and this is demanding that clients enjoy "quality experiences". A quality of experience is arguably the single most powerful influence on the coaching industry today.

Economists everywhere accept that in the current economy, the key to success is delivering a client experience that demonstrates genuine quality and differentiation.

Now you might think this is a daunting task at best, "*What exactly is meant by experience?*" And more importantly, *how can you as a coach design and influence this, given the complex array of*

emotional and rational responses that inevitably come with client relationships?

The key is client-centric coaching and building experiential business processes that add value to your client.

It is your responsibility to make your client experience the true focus of your innovation as a coach, to capture insights from across your *entire business ecosystem*.

And let's not forget, this is not experience for the sake of experience, it is a quality of experience designed to deliver business growth and a steady stream of income.

Shaping the right client experience requires deep listening to clients and the connecting of dots between people, ideas, and data so you can increase client loyalty, transformation, and value.

Coaching in the age of experience is a collaborative approach to building your business *in partnership* with your clients. A series of steps that integrate into an effective business growth system.

The Inside Reality Versus The Outside Perception

What I'm talking about here is bringing into alignment two different sides of your business:

The outside perception of your company needs to be an accurate reflection of an amazing inside reality.

Earning more money from your coaching is about focusing on both sides of your business. When I work with most of my clients, I find that these two sides of a business are rarely aligned. Most coaches

outside perception of their business is not an accurate reflection of their inside reality. I want to fix that problem.

If you only focus on your inside reality you'll feel like the best-kept secret in town.

Alternatively, if you only focus on your outside perception, you'll have lots of clients who will begin to feel that the experience of working with you doesn't quite match their expectations.

Let me explain a little more...

The inside reality has to do with all the things your business does that makes you valuable to your clients from a coaching service, administration and leadership standpoint. The inside reality is about what you do that allows your business to perform better. It's what gives you a competitive advantage in the marketplace.

The reason I call it inside reality is that the reality of what you do, and your client's perception of what you do, isn't necessarily the same. These two words, reality and perception, are vital to winning in business.

The inside reality encompasses everything you do and everything you are that makes you good. It's all your skills, your people, your expertise, and your quality of service, before, during and after the sale. Your systems, your operational procedures, your commitment to excellence, your passion and the way you conduct your business.

You might think you're better than you are, or, you might not be giving yourself enough credit for the things you do well. Regardless, there is a reality of how valuable you are to the marketplace based on these things. That's what I call your inside reality.

So what is the inside reality of your business?

You probably already know, even though you may never have thought about it before.

If you asked your clients why they bought from you, they could tell you some quantifiable, specific things that point to the advantages of doing business with you. That's your inside reality, and this is what the business gurus like Tom Peters, Ken Blanchard and Michael Gerber refer to when they talk about innovating your business, so that it becomes valuable to the marketplace.

You need to *innovate* in your coaching business so that clients have a reason to coach with you. And just because your inside reality is the best in the business doesn't mean that clients will flock to your coaching and that's where the outside perception comes in.

The outside perception is how clients and prospects perceive your coaching business which is developed by all of the interactions people have with you and your business.

Even if your client service is excellent and your clients love you, none of that means squat to a potential client if:

1. They don't know you exist as an option or
2. They can't distinguish your value because of your inability to market yourself properly.

They will perceive you as no better than anyone else.

Not being able to communicate your value creates a chasm between your inside reality and your outside perception.

And it prevents you from earning significant money from your coaching.

When you fail to get these two things right, business is hard. No-one wants that. So this is a critical distinction which can unlock your money flow. You've got to work on both sides of your business. *The inside reality and the outside perception.*

If you concentrate all your efforts on one without the other, you set yourself up for frustration and failure. You'll be pulling your hair out, trying to figure out where your big bag of money went.

I've said this before but I really want you to remember this, if you only focus on your inside reality, you'll feel like the best-kept secret in town. And, if you only focus on your outside perception you'll have lots of clients who will begin to feel that the experience of working with you doesn't quite match their expectations.

Stop and think for a minute:

What is the inside reality of your business?

What is the outside perception?

And most importantly, does it match?

Do your prospects and clients feel that they would have to be absolute fools to do business with anyone else, regardless of price?

These are critical questions if you want to earn more money from your coaching.

Later in the book, I will be opening the doors to my business to reveal my results-getting processes to you. That way you can evaluate the system and methodologies for yourself.

I am going to show you step by step how to make more money and improve your client results by integrating your inside reality and your outside perception.

Many business people assume that when you talk about business growth, you're automatically talking about tactical business growth; getting more clients, raising your prices, selling more stuff, the outside perception. And they fail to realize the strategic side that fuels your inside reality; why you do what you do in your business and what you say is almost always *more important* than when and where and even how you say it.

Your inside reality is your business.

If you fail to make the distinction between strategic and tactical methods, you will fail to communicate your value to your client. Moreover, you will fail to meet client expectations and deliver the results your clients are purchasing from you.

It's a downward death spiral for your coaching.

However, if you define the strategies that support what your clients want, if you are ready to iterate and evolve and build your inside reality and your outside perception in a conscious and purposeful way, you will create a positive cycle of resonance that will at the very least, achieve your money goals.

Coaches who can develop a purpose beyond profit within their inside reality and are then able to communicate this effectively to shape their outside perception will be able to charge higher prices for their coaching. These coaches will also be able to position themselves uniquely within their coaching niche, attract more clients and sell more stuff.

My sense is that as coaches we have always known this, but we haven't understood the formula to achieve it, to focus on meaning AND money to bring great results.

We began with the question...

“Do you want to make more money from your coaching?”

Perhaps the next question is...

“How do you want to make more money from your coaching?”

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Summary

Let's quickly summarize the main points from this chapter:

- Understanding what matters most in your coaching business is critical to your ongoing success. What matters most is defined by your clients, not you.
- There are only three things your business needs to do for you: attract, convert and wow!
- And there are only three ways to make more money as a coach: get more clients, increase your prices, sell more things to clients.

- Traditional coaching is becoming extinct in favor of a holistic, systemic approach to business growth that considers the quality of experience alongside client results.
- The outside perception of your business needs to be an accurate reflection of an amazing inside reality. Not being able to communicate your value creates a chasm between your inside reality and outside perception. You have to work on both in your coaching business.
- Business growth is not just tactical; it is your strategies that fuel your inside reality.

The question now becomes not only if you want to make more money from your coaching, but how...

DAY FOUR: DIGITAL RESONANCE

“The proper artistic response to digital technology is to embrace it as a new window on everything that’s eternally human, and to use it with passion, wisdom, fearlessness and joy”
- Ralph Lombreglia



Let's talk about your upcoming change, the one you need to do.

Now, maybe you're already successful as a coach, and you're looking for a way to leverage that success in the digital economy, to make it easier and more fulfilling, perhaps even with multiple streams of income.

Or maybe you've just made the decision to start your own coaching business, and you might even have the plan still inside your head. Either way, you're on the right track to learning what is important for you to know right now in this hyperconnected digital economy.

You want to have a real impact and build a business that is not only profitable but makes a real difference in the world. *Right?*

If that's the case, it's no longer enough to be a successful coach offline, today's success demands an effective online presence. This means you need to understand your relationship with technology, your digital resonance and explore your readiness for this new era of business to get you prepared for your own evolution.

Your coaching business is still evolving.

Business today is a continuous evolution that is dictated by clients and their changing needs and desires. We often think of our coaching as a transformational journey for clients, and that's true, however, it also a transformational journey for you as the coach.

It is a journey laid out in multiple stages, with the first being that of discovery, and how ready you are for the changes ahead. We've got to figure out how to thrive as coaches in this digital business environment and doing that means going beyond traditional

coaching to explore what online opportunities are revealing themselves to us.

While there are many different attributes that a coaching business could embody, there are seven building blocks that embrace the digital resonance required for success, together they spell artisan...

A - Authenticity, we've already seen how this is important for you to stay true to your business philosophy and brand.

R - Relevancy, you need to be relevant and personable and do it at scale to be successful.

T - Transparency, you need to operate with an understanding that everything will eventually become public in today's hyperconnected world.

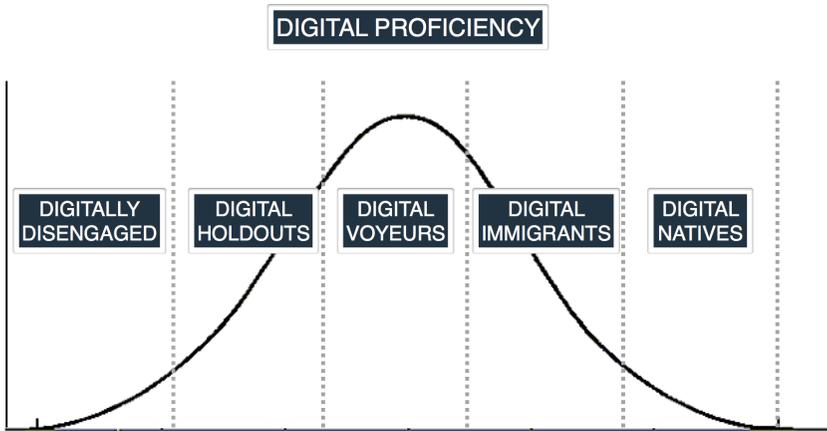
I - Intelligence, you need to create adaptable systems that will give you insights to anticipate your client's future needs.

S - Speed, speed of implementation is the only form of competitive advantage left, and you need to be responsive to your clients in digital time.

A - Analysis, you can now measure your impact and make decisions based on what the data tells you, don't only rely on what intuitively feels right.

N - Nonconformism, be bold. this is more than thinking outside of the box, it is acting aligned with what matters most, and facilitating habits in your business that deliver your purpose; the heart and soul of what you are most passionate about.

So let's take a look at an old friend, the bell shaped curve and what it reveals about your digital resonance. In other words your relationship with technology, which is pivotal to how you will open towards or indeed resist the changes coming your way.



This curve shows different levels of digital resonance, and we're talking here about five different generations. This is not the usual demographics conversation about Generation Y, Generation X or Baby Boomers. We're talking about the shift to digital business and your relationship with online technology regarding where you work, when you work, how you work, what you work on, and why you work.

These definitions have been completely disrupted in the digital world, and we need to understand the new demographics as it relates to technology.

Over on the right-hand side of the graph, we have the **digital natives**. These are people who grew up with the internet and are

really comfortable engaging in all aspects of the digital world. They could be ninety years old, or seventeen and they are completely aligned with technology; it has become an integral part of life. Let's just say technology, resonates with them. The way they communicate and interact, their expectations of life and business, are built around technology.

Next, we have **digital immigrants**. These are people who were not necessarily born into a technological world but have made it a priority to integrate themselves into the digital world. In truth, they may have been forced into increasing their engagement with technology through business or career interactions. They have learned how to navigate between offline and online with relative ease. Technology resonates to the extent that it proves useful to them in life and business.

Then we have the **digital voyeurs**, the people who recognize the importance of the shift towards digital and yet they observe it at arm's length, They're not against it as such, they are very aware that it's happening, but they're not yet "*all in*". They haven't yet fully dipped their toes in the water and decided on the value it has for them. So they're watching to see how things will unfold.

And then we have the people on the other end of the bell shaped curve, individuals who are more resistant to technology. The **digital holdouts**, these are the individuals who are resisting the shift to digital and ignoring its impact. These individuals are fearful of technology and the changes it represents. They're scared, not ready to jump into digital and all that entails as they're happy with life as it is. You could say technology doesn't quite resonate with them.

And finally, we have the **digitally disengaged**. I can assume that as a coach, you're not here or you would have missed the technology

to actually purchase this book. These individuals might have been engaged at some point, but they've given up on it. Technology has proved too hard for them, it changes too fast, and they just can't keep up. Chances are they are offline to stay.

So where are you?

Here's one way to look at things:

A coach who is a *digital immigrant* takes notes on paper and transcribes them onto a computer. A coach who is a digital native is taking notes on her computer/tablet or smartphone which is all connected to the cloud. No paper involved, pure technology.

A coach who is a *digital voyeur* keeps a notebook and doesn't even bother to transcribe it to digital tending towards hard copies of books rather than digital copies. And a coach who is a digital holdout doesn't even bother with the computer, unless they have to, which means they could be reading this (probably in hard copy) but don't really know what to do with this information.

A coach who is *digitally disengaged* is unlikely to have even found this book, as they don't tend to go online at all, so they aren't even reading this right now... so you're not that!

Now, of course, I'm not entirely serious here, it just gives you food for thought about where you are on this continuum and how your relationship to technology might be supporting you or holding you back in your coaching business.

Remember this is about getting intentional, so *if you were to set yourself an intention right now about your digital resonance, what would support you best as a coach, going forward?*

And what about your business?

How is your digital DNA affecting what you're creating in the world?

And you are not the only one being affected by your relationship to technology, what about your clients? If you are going to create a client-centric model for your coaching business you need to consider the technological expectations of your potential clients.

When I look out at the marketplace and the people that we serve as coaches, there are three different types of coaching clients with which we can align. It's important that we know where our clients are so we can know how best to serve them.

Let's quickly review the three groups to give you a clear picture:

- 1. Traditional coaching clients.** These clients are influenced by traditional advertisements in print, online and over the media. They are reliant on word of mouth referrals amongst people they know and trust in the real world. Email and websites form the bridge between the traditional offline world and they do go online but only when they have to.
- 2. Digital coaching clients.** These clients spend lots of time online, and they also enjoy traditional media too. Their decisions usually begin with a search on Google, and they collect information by visiting websites and reviewing communities. These clients are active on many different platforms including Facebook, YouTube, Pinterest, LinkedIn, Instagram and other popular social networks and

mobile apps. They are open to technology and interested in learning more about how it saves them time and money.

- 3. Fully connected coaching clients.** This is the most mobile of the bunch, connected clients living online through a portable device for the majority of the time. From smartphones to tablets to laptops, these coaching clients are usually connected by cloud-based technology, so no matter where they are in the world, they can connect digitally. Their window into the world operates in real time and provides them with, what can be argued as, a bigger picture. They scan codes in stores to compare prices and read reviews. Fully connected clients also actively review on multiple sites and readily share their experiences in social networks.

These connected clients are empowered, informed, and demanding. In truth, it's where we're all headed. They are comfortable sharing more than you realize and they will tell others readily about their coaching experiences with you both online and offline. And they will be radically honest which can support you or destroy you - that's the blessing and challenge of today's connected market.

So what does this mean for you as a coach and a business owner?

It's not enough to communicate with these fully connected coaching clients or to merely connect; you have to resonate, which demands that you:

1. Listen
2. Learn.
3. Engage

4. Adapt.

You have to meet your clients exactly where they are and for all but the most digitally resonant that also means leading the way.

Fully connected coaching clients almost demand that you show up in full alignment with yourself and with them, that your internal reality and your external perception match. They won't settle for less.

They want you online, engaging with them in real time. Without understanding how your clients behave, you can't legitimately design the desired experience for them. Without knowing their expectations, you can't exceed them.

And so we get to the real heart and soul of the matter, and the growing realization that being a great coach today is not nearly enough to enable you to be successful in business.

Your clients expect more.

And if we are to open the doors to digital resonance we need to think about how we evolve in three different areas, how we build the capability to become more agile, more adaptive and more extraordinary in three particular areas.

Now those of you who know me and have been on any of my programs before, (*like the ECMBA or the Resonance Project*), will recognize these three areas. However, the insights I'm going to give you for each are new.

And all of my research over the last few years points to the radical importance of these three areas that need continuous growth and evolution.

A question I am often asked by coaches is about the order of importance. Well, there isn't really an order, you have to optimize for all of them. It's a bit like a three-legged stool; if one area is weak or missing then the stool topples over, and you won't be successful.

You need all three to even stand a chance in today's highly competitive coaching marketplace.

And what makes this most interesting is it's not a progression of working on one area first and then working on the other pieces. It's not a 1-2-3 process. It's all continuously going on in a holographic way, where one change here affects the whole.

1. Your Coaching Business

This is all about how you evolve your coaching business. Your business skills are mission critical.

- You need to create an **authentic** experience that is completely aligned with what you are most passionate about. You need to live into your purpose, so people know what you stand for without you having to tell them, and you need to be totally aligned with your clients. In other words, your business has to resonate.
- You have to know how to **build systems** and structures so you can maintain a high touch, purpose-driven business with soul deep connections for leverage and growth.
- You need to keep your brand promises and be transparent, so you inspire trust and a **quality of relationship**. This engagement requires you listening deep into the networks, talking with your clients and realigning your business to the solutions they need and want. This is about designing an

incredible coaching experience that goes far beyond the coaching conversation.

2. Your Coaching Skills

This is all about how you continuously evolve and develop your coaching skills.

- Your capability to inspire **deep, sustainable transformations** in others, building quality connections through interpersonal resonance.
- This is about becoming **more than just a coach**. It's about your capability to communicate with confidence and develop resources across different types of media to provoke valuable insights. This might include developing your body of work, publishing a book or developing your skills as a keynote speaker.
- Today's clients also expect you to bring a **breadth and depth** of transformational experience, tools, and resources that inspire holistic and sustainable change.

3. You as a coach and business leader.

This is probably the most important. It's all about you, your level of development and personal evolution as a business leader and also as a human.

- This is about how you, yourself, live into the purpose you create in the world, how open you are, **how willing you are** to be moved by what is happening around you. It's clear that today no-one will listen to you unless they see you living what you teach, not only that, they need to know that you care.

- So **who you are matters**. You need to inspire trust, be willing to show your vulnerabilities and get real. You have to show up with presence and lead the way.
- It's no longer enough for you to connect, your clients expect you to **resonate**.

So think about this for a moment.

There's the evolution of your business, your coaching skills and the evolution of you. Usually when I begin working with clients it's easy for them to identify their strengths; out of the three, go ahead and identify yours. Which of the three areas is your strength?

Write it down.

And it's usually pretty easy to identify your weakest area too, so which is yours?

Write it down.

And finally, the one in the middle, write it down too.

Now, you have your priority order, you will know how you have organically developed your coaching business up until now, and you will know where you need to focus your attention as we move into the next level of your evolutionary growth.

How can you enable your coaching business to fulfill its potential and align the soul of your coaching with your business for more impact, meaning, and happiness that inevitably brings you greater profits?

Redefining business in the 21st century is about leveraging each individual coach as a multiplier for good. Opening up a deeper

conversation, of what is possible for us as a collective, and asking the question “Is it possible for us to shift from an “I” to a “we” conversation and break new ground for coaching?”

Last year Ray Wang, from Harvard Business Press released the results of his research about what the market leaders are doing across many different industries. And he discovered some steps that are non-negotiable. They provide the foundation not only to enable you to survive today but also to transform your business for exponential results and build a more human experience and a better quality of service for your clients.

So let’s begin with YOU as business owner and coach. If this is your weakest area, you need to listen carefully. Ray found that the top business owners developed their digital DNA. They were able to create a diversity of thinking to open fully to new technologies and the opportunities they brought to the business.

These were business leaders who were authentic, who lived the message of their brand. These leaders focused on relevant services and products to improve the lives of their clients. These individuals operated with transparency to create trust, they embraced agility, responding quickly to client needs and used technology to drive innovation and business decisions. These were bold leaders who were not afraid to think outside of the box and disrupt as part of their own business evolution.

As a consequence, these market leaders were quick to integrate new technology. However, they only did this where it aligned with the authenticity of their brand. This was not about integrating new technologies because it was the cool new thing, it was about understanding that digital systems were in service of a very human interaction and that every touch point, every click would either enhance or damage the brand.

Technology was used in service of an ecosystem of support and an extraordinary experience for the client.

This was about digital resonance.

So here are some coaching questions for you if you want to evolve in this area:

- *What are the aspects of your ‘self’ that you need to “own” so you show up whole to your coaching business?*
- *What beliefs, behaviors, and structures would support you in developing digital resonance?*
- *How can you create more authenticity as a business leader and align completely with the message of your brand?*

Next, if your weakest area was regarding the evolution of your coaching, listen up. Ray uncovered the fact that, without fail, market leaders were not only delivering their product or service, but they were also designing new experiences for their clients.

The truth is clients now seek outcomes and experiences, so those businesses in any market that bring intention to the client experience are outperforming the rest of the field. Think about your coaching. It’s no longer just about your clients return on investment (ROI).

Now, of course, ROI is still important, especially in corporate organizations who are funding coaching for clients but it’s also about the client journey.

What is equally important is the way you make them feel, the ease of doing business with you, how you show you care, and how

effectively you support them during their transformation both inside and outside of the coaching conversation.

The goal here is to elevate your coaching and be responsive to your client's needs which means becoming more than just a coach. This inspires a new approach to your coaching business. It means developing a body of work, resources that will support your clients in between sessions, e-books, webinars, videos, and audios. It can also mean developing online training that can help them find the solution to their challenges.

In other words, a fully integrated development journey of which coaching is the backbone.

Again, let me share some coaching questions for you if you want to evolve in this area:

- *What conscious intention are you bringing to your client experience?*
- *How can you design your coaching to respond to what clients really need?*
- *What multi-media resources or extra tools would support your clients and deliver a fully integrated and sustainable transformational process?*

Regarding evolving your business, Ray also noticed a shift from gut-driven decisions to data-driven decisions within these leading businesses. Every touch point, every click, every interaction provides us with critical information that we can use to align our coaching business with our client's needs.

It enables us to be more intelligent in our approach, to listen deeply to what our clients are attracted to and what excites them.

Technology gives us insights to be able to tailor our message and speak directly to what matters most to our clients. We can measure performance and course correct in real time as necessary. We notice patterns and can anticipate future behavior.

Technology really helps us with keeping our coaching relevant, and it points to the fact that integrating digital, where we can learn these things in real time, is essential to our business survival.

Finally, Ray identified that technology was *a force multiplier* in winning businesses. In other words, it gave those businesses who adopted new technology early and used it to its fullest advantage, as having the edge over the competition. An unfair advantage if you like.

He found that tapping into networks was a force multiplier. The building a social platform of influence made a huge difference to visibility as it enables the creation of community around your coaching business in a way that would have taken literally years to build from a grass-roots level only a decade ago.

He found networks increased engagement, making communication and feedback from clients easier and convenient. Also, he found these leaders use technology to significant advantage within the business too. They create systems to facilitate internal communication, keep accountability, and enable forums for collaboration and co-creation.

Some final coaching questions if you want to evolve in this area:

- *What do you need to measure in your business to enable you to make data-driven decisions?*
- *How can you listen deeply to your potential clients and do it at scale?*

- *How can you use networks as a force multiplier in your business growth?*

So what does this mean for you as a coach?

Let me summarize...

1. **To evolve you:** You need to develop your digital resonance. Work out how best to make the use of technology in your business to reinforce your authenticity and quality of service. Your purpose powers your business in today's market, and if you want to take a stand for something, you need to live it first.
2. **To evolve your coaching:** You need to design a new quality of experience for your clients that goes beyond traditional coaching and completely aligns to the expectations of your clients. You need to develop your body of work with multi-media resources and create a fully integrated development journey for your clients, one that continues the momentum of change in between coaching sessions.
3. **To evolve your business:** You need to listen deeply, not just in the traditional sense to yourself and others but also to your business, your competitors and the market. You need to take the pulse of what is going on regularly. And you need to learn how to use technology to listen at scale and make data-driven decisions. Finally, networks are critical to build your influence and act as a force multiplier for your business growth.

My prediction is this:

Coaches who don't embody these things will be eclipsed by coaches that do in 3-6 years or less. Coaches that do not change and evolve will be unable to compete effectively in the market.

So far we have been talking about you and your individual business survival as a coach, and to be perfectly honest we could complete here, after all its where 99.9% of all the training, resources and information is directed at you, as an individual coach. What you can do, what you can achieve.

And for me, we're missing the point; *we're at the threshold of a larger possibility.*

We are at the edge, and it sounds like a cliché, but together we can achieve more. A collective win for all involved, an intelligent way to create a bigger impact for yourself and the group by leveraging key relationships, shared knowledge and resources, even media exposure and collaborative partners.

The new era of business is all about engaging shared networks and collaborative partnerships.

We may not see the possibilities if we stay firmly rooted within our “I” conversations. This is because we have been trained for what’s called a market share economy, yet everything is pointing towards evolution, and we’re at the edge of a mindshare economy as we start to see the energy of a “we” conversation emerging.

Let me explain.

In the market share way of thinking, value is determined by scarcity; people want something that is in short supply, so the value rises until supply and demand even out.

Here, the individuals who want to gain the advantage in a competitive marketplace dominate the conversation. They place all the attention on getting ahead. They want to win. It’s all about 'me',

and so it also becomes about ownership and protecting what I have, or what I know, from you. I don't want you to have it, or I lose my advantage.

In our new mindshare world, wealth is created and carried by ideas and relationships more than in transactions. We are no longer dealing with the rational. We are being called to think together in ways that are innovative, collaborative, and relational.

People who have never met each other are being forced to connect, to resonate and come up with breakthrough solutions to complex problems. In the global space, we are working and thinking across continents, cultures, time zones and temperaments.

You can think of it this way... when 'things' have value, if I have a thing and give it away then I lose something. But when ideas carry value, everything is turned upside down. When you have a good idea, and I have a good idea, and we exchange them, you walk away with two ideas, and I also have two ideas.

The more we share, the more we have.

Our capacity to generate, share and act upon our ideas becomes most valuable and the evolutionary process, the step into transformation becomes accelerated.

This concept is not new. In 1975 Muhammad Ali was invited to address the senior class at Harvard University. At age 34 Ali was already a living legend. Over 200 students listened intently to his speech, he discussed the meaning of opportunity, the chances he'd never had as a child and encouraged those present to forge their own path through life based on their strengths and advantages. Then a lone voice rang out from the crowd "Give us a poem" a young man shouted.

Silence. All eyes were on the champ. He looked up and said just two words...

“Me... we!”

What a way to capture a shift, the individual, and the collective.

A new relationship between a person and people, a bold vision of how humanity could move forward.

Other industries are well on their way to this shift, and this is my calling to the coaching industry. This is the future we can create together.

We have the power to lead the way for others to follow in this global evolution and to help society shift from market share to mindshare. This is where we get to really use the transformative power of coaching, to harness the collective intelligence of all of us for the greater good. It is my belief that together we really can change the world and with access to today’s technology it’s easier now than in any time in history.

If you think it’s going to be too hard, think again. In my experience most coaches get hung up on the fear of technology and find that once they embrace it, it is a lot easier than they thought.

You don’t need to shoulder the responsibility for changing the world alone. And it goes without saying, you need to be driven by a purpose larger than you, a need to make a powerful contribution. It could be your unique gift to the world or a passion that is demanding expression through you. But it will be the thing that has your heart and soul wrapped around it, the thing you can’t NOT do. It is that which enables your business to become a force for good and inspire others to follow.

The business, the coaching and the human presence that would transcend traditional coaching and birth a new model into the world.

>>> Download your Evolutionary Business Model on our Bonus Resources Page <<<

Go to this page: <https://rebrand.ly/10dayBookBonus>

Summary

Here's a quick recap of the main points from this chapter:

- Success today means embracing technology and forming an online presence.
- Your relationship with technology could be holding you back from growing your business. Digital resonance includes A.R.T.I.S.A.N.
- Digital demographics highlight five different relationships to technology for the digitally disengaged to the digital natives. This also affects clients who can be considered in three distinct groups: traditional coaching clients, digital coaching clients and fully connected coaching clients. We need to meet clients where they are, technologically speaking, and lead the way.
- As coaches we need to evolve digital resonance in three different areas: our coaching business, our coaching skills and individually as a coach and business leader.
- To evolve you: develop your digital resonance. To evolve your coaching: design a quality of experience for your clients with

multimedia resources. To evolve your business: use technology to listen deeply and at scale. Coaches who don't will be outperformed in the market.

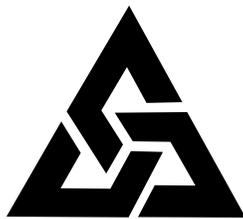
- We're shifting from market share to mindshare economy, shifting from "I" to "We". Together we can create the future of coaching using technology to support our very human and coach-like interactions.

If that sounds good to you, then read on as in the next chapter we will be integrating a purpose-driven approach...

DAY FIVE: THE PURPOSE DRIVEN COACH

“People gain in purpose when they grow personally, when they establish meaningful relationships, and when they are in service to something greater than themselves.”

- *Aaron Hurst*



In the new purpose-driven economy, our work is needed more than ever. Coaching is a rapidly growing industry for a very good reason, people are challenged to work harder, faster and produce better results in their lives, careers, and businesses. The pace of change is accelerating. Personal lives can fall by the wayside.

What we knew yesterday isn't nearly enough to get us through today, especially as our roles and responsibilities expand into the global economy. Acting under duress, we aren't always our most productive nor are we on our best behavior. With looming deadlines, we often fail to communicate clearly.

In an environment of uncertainty, it can be nearly impossible to stop and make sense of the world in which we live. We might find time to think about things and react, but we don't make time to reflect upon ourselves, to make the changes we really want, and that's where coaching comes in.

There's no doubt as a professional coach you need to stay one step ahead of your clients and keep abreast of the trends. To be successful and build a great coaching business of the future you also need to create change not merely react to it, and that change needs to be aligned with your purpose as a coach.

How can you embrace a deeper sense of purpose in your coaching and your business?

It's an important question... *Where do you need to change?*

Create Your Unique Business

One of the things I hear a lot from the coaches I work with is that they have tried a lot of business building stuff. They have bought

many different business building programs, they've bought the books, and spent hundreds and thousands of dollars to learn systems and programs that are meant to work. They feel as though they just got their fingers burned because each system or process just hasn't delivered on the promises that were made. Consequentially, they have lost hope and believe that nothing will work for them.

And unfortunately, there's some truth there.

There is a good reason why nothing has worked. In this marketplace today, no one else's business plan or model or system is going to work for you, so stop thinking it will.

Do yourself a favor and stop listening to everyone who says they have the answer or the secret to a successful business. In fact, run a mile at top speed in the opposite direction when you hear that, because they don't. What they have is something that worked for them, and that is not something that is likely to work for you.

Why?

You have to create your unique business not a version of someone else's.

You see YOU are the integral piece here and no amount of stuff, business models or tools and techniques will work for you if you don't show up first.

You don't want to build a business that is a copy of someone else's. I've watched too many clients spend massive amounts of money and resources trying to gain an edge on the competition by copying someone else's business. You need to build your own unique business in alignment with what matters most to you. Otherwise, you'll just get disinterested, and success will elude you. You don't

want to be just adding more noise to the marketplace. There's enough of that already.

You want to be the only one who does what you do.

There is an energy that emerges when you build your thing, the thing you cannot NOT build, the business that completely aligns with your purpose. Are you following me?

The purpose-driven life and business that is calling to you from a soul deep place. It will be transformational for everyone who touches it, and you really get to make a difference in the world. Whatever it is, it's your thing and no-one else's. It is imperative that you realize this.

Figuring out a way to be the only one who does what you do is a provocative goal. To do it you need to think about the business you're in and possibly make some significant changes.

I'm not talking about little tweaks here and there I'm talking about a way of thinking that surprises the market again and again with exciting, unexpected solutions. A way of thinking that leaves your competition scrambling to keep up. A way of thinking that turns your customer expectations upside down and takes an industry into the next generation.

And this is disruptive thinking. We're talking about a steady stream of ideas that discard old business cliches and remake the landscape.

There's a great disruptive quote from Earl Nightingale who said "*If you enter a market and don't know what to do, watch what everyone else is doing and then do the opposite if you want to be successful. The majority is almost always wrong*".

And bear in mind that self-disruption is not the same as self-destruction.

It's about listening deeply to yourself, your clients and your market and learning how to lead from the emerging future today.

Richard Branson captures the essence of disruptive thinking when he says this: *“One has to passionately believe it is possible to change the industry, to turn it on its head, to make sure that it will never be the same again”*.

The potential for reinvention is all around us, and it's an exciting time to think about how to structure or restructure your business or your life in ways that create new value.

Nobody said that change has to be slow or even hard. To be successful, you have to be willing to do things differently and be open to the possibility that everything you want is closer than you think.

It's not only a strategy we can facilitate with our clients, I certainly do a lot of this in the global business space, it's also something we can learn a great deal from in terms of developing our own leadership and business presence.

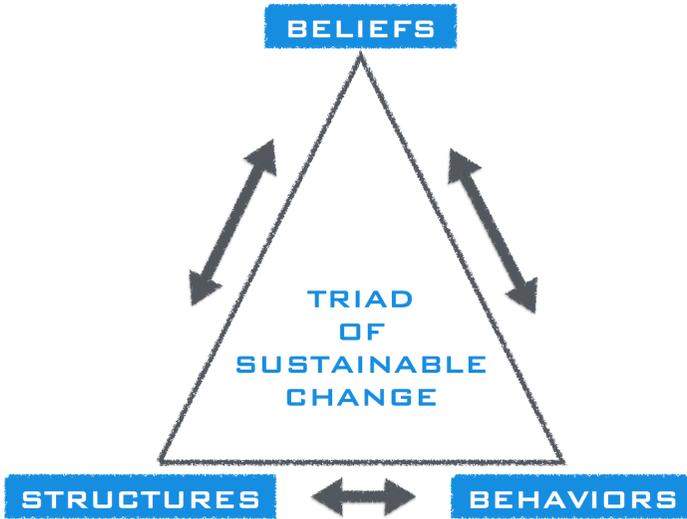
Don't wait for someone else to come along and disrupt you and your coaching business, get used to doing it for yourself.

Live in the context of possibility...

Success Has A Structure

The good news is that success has a structure, and the structure of sustainable change is the same for everyone.

Here you can see a model I use with all my clients, (both individuals and organizations), and it's breathtakingly simple. It shows that integrated and sustainable change takes place in three different areas; beliefs, behaviors, and structures.



Beliefs: Any change process can begin by a change in belief, a different way of thinking that provokes a change in...

Behaviors: The new belief motivates different behaviors that start to emerge quite organically and to sustain these behaviors then usually...

Structures: Different structures will be created to support the behaviors and the beliefs.

The triad of sustainable change shows us that change can begin in any of the corners of the triangle, for example, you can change a

behavior that will then motivate a change of belief and structure. Or you can start with a change in structure that drives changes in belief and behavior. There is an interdependency here that needs to be honored for sustainable change to take place.

It is also important for you as a coach, to get the integrated view of how you will get from where you are now to where you want to be. We need to add in the three things you need to do to become successful as a coach today because business as usual just doesn't cut it.

First, you need to show up and do the inner work necessary to be a purpose-driven coach. The more YOU, you become, the more you will draw people towards you, the more clients will pay and the more fun your life will be. There is no-one like you in the world, and on a planet of 6.4 billion people, you are a scarce commodity. Take a stand for the authentic you in your business, and your business will soar.

And it's not enough for you to be a good coach, you need to be an extraordinary coach. You need to be fearless and speak the truth, say boldly what needs to be said and hide nothing. You need to show your clients what they cannot see for themselves and say what no one else would dare to say.

Be disruptive. It doesn't matter who your client is, they are paying you to be one of the few people in the world who is willing to say the things no one else will say. They are not paying you for your time. They are paying you *for their life to change*. Don't be afraid of stepping into your power as a coach. Your clients want you to lead them in extraordinary ways so come out from behind yourself, step up, and change a life.

And in the process of mastering the business of coaching, you will need to gain clients and build a platform of influence that works for you both online and offline. And finally, you want to create a business with structures and systems that will give you freedom.

Of course, successful coaching is not all about the money, but the money you make is all about your coaching. Money is a result of your impact, your quality of service and your creative thinking. Increase one or more factors and your life will transform, as will the lives of your clients.

That is an extraordinary you, leading a business that enjoys extraordinary coaching with extraordinary clients. All backed up by the beliefs, behaviors, and structures of support for an extraordinary business.

Not many coaches are willing to play such a high-level game, so you will find yourself amongst the world's best coaches when you do this. And being amongst the best adds up to an extraordinary life and a successful coaching business.

The Questions That Matter Most

As coaches, we believe in the power of transformation, of change. In fact, it's what we do with our coaching; we profoundly change lives. And I want to remind you that although many people feel that change is hard or painful, we know better.

We are coaches.

We understand the power of questions.

It's not just what to think that matters in today's business environment, it's also how to think. It's about expanding your

capacity to really understand and evaluate your business so you can course correct as you go.

What this means is you need to truly embrace the critical role questioning plays in not only your coaching conversations but also your business. This is about getting exceptionally good at asking questions, and I know, people pay you to do this for them, but how often do you use your questioning skills in your own business?

This is about asking yourself the breakthrough questions that will enable you to innovate, solve problems and move ahead in your business and your life. And I notice with many of my clients that they are often trying to solve a problem by answering the wrong question. The impulse is to keep plowing ahead, doing what we've always done and rarely do we find the time to step back to wonder whether we are on the right path.

Think about this for a moment - the big questions about finding your purpose, fulfillment, meaning and happiness, being successful in business, raising conscious children, losing weight, finding your soul mate, making a million dollars... we're overwhelmed with answers in the form of off the shelf advice, tips, and strategies from experts and gurus. And it shouldn't be a surprise that none of these generic solutions quite fit. You might be wondering why they don't, it's because we need to get to our own answers, we must formulate and live through the questions ourselves.

The best questions don't have quick answers.

We need to lean into them, feel beneath the surface of their energy and let life show us our answer. And the key lies in finding the right questions to ask yourself, those that will allow you to adapt and evolve in the rapidly changing marketplace, those that will give you your life raft and enable you to survive and thrive.

I'm going to be sharing ten powerful and life changing questions. And as I've said, they may not be your ten. You might find three or five or eight that resonate. You decide. It's my hope that at the very least, they will guide you to the things that you know you need to face yourself. Your questions, not mine.

However, I also want you to know that these questions come from my direct experience working with trailblazing business leaders, maverick entrepreneurs, top coaches, speakers, and authors. These ten questions helped them to grow extraordinary businesses because these questions highlight critical areas in a business that need attention. These are questions that need to be acted upon because they lead to tangible results and change.

I'm more concerned with the issues that Google can't anticipate or properly answer for you, questions that require a different kind of search. I want to help you figure out what matters, where opportunity lies and how to get there. And without an awareness of your questions, you won't be able to survive, let alone thrive.

>>> Download your *Business Survival Kit Questions Workbook*

on our *Bonus Resources Page* <<<

visit <https://rebrand.ly/10dayBookBonus>

So let's start at the very beginning and one of my favorite questions of all time...

1. Why am I in business?

This is one of those huge questions that reconnects you to why you started your coaching business in the first place. Your dreams, hopes, and vision for changing the world through your coaching. This is about falling back in love with your business and remembering that all this work you do matters.

This is the *big why* that Simon Sinek refers to in his popular TED talk. You see it's not enough for you to know for yourself why you are in business. Today you need to communicate this deeper purpose, cause or belief to your market.

In fact, I would go even further and say you might even want to co-create it with your clients.

Very few coaches can articulate why they do what they do and how this "why" relates to their clients. Why doesn't mean to make money (that's a result) by "why" we are talking about the deeper vertical within your business, the purpose, the calling, it is about why your business exists, why you get out of bed every morning and why anyone else should care.

Implicit within this lies another question for us as coaches which relates directly to our capability as a coach - *Why should anyone be coached by me?*

The truth is if you are great at marketing and getting new clients it won't matter one bit if you are not the best coach, you will still get clients, but if you want to keep them and inspire referrals, that's an entirely different story.

There is so much competition out there that you also need to be the best coach you can be, we're talking extraordinary capabilities to guide people through transformation and change. And being a great coach when you first get certified is not enough, this is about

continuously learning and expanding your capacity as a coach. Breadth and depth.

Some years ago now I was speaking at a conference in Florida alongside Herb Kelleher from SouthWest Airlines, and we struck up a conversation. Herb really is an extraordinary human, and we talked about this very question and what he shared with me had stayed with me over the years.

Herb talked about the challenges in the airline business and how he managed to lead his employees through what was one of the most challenging times in aviation history post 9/11. He said that during this period he asked himself the question “*Why am I in the airline business?*” As he leaned into the question, he realized it was the wrong question to ask.

The right question to ask was... *What business am I really in?* And through asking this question he realized that if he continued to think about being in the airline business, he would act like everyone else and he would be like his competitors.

So, he thought about it and realized he wasn't in the airline business at all; *he was in the business of love.*

When everyone else in the industry was laying people off, Herb called a meeting with all his employees to embody his love, and he spoke about the dilemmas and how they needed to save money to stay afloat. Every employee voted to take a wage cut to keep their jobs, and no-one was made redundant.

He brought unity and love into the culture of Southwest Airlines, and it became part of the language of the staff and filtered through to customers making Southwest one of the most profitable airlines.

So I wonder:

What is the business that you think you are in?

If you are not in the business of coaching then what business are you in?

What are you taking a stand for, what is the transformation you would love to bring to the world?

What is the conversation you want to lead?

Finding that thing might make you act a little differently...

Our next question is...

2. What's truly worth doing whether I fail or succeed?

I believe we all have something, a deeper calling that wants to emerge through us. For me it began like a whispering in my soul, that was really easy to ignore when I stayed in my left brain business head. I ignored it for years and carried on being who I thought I should be in the world a professional, business growth consultant and coach. I was very successful, and yet somehow I never quite felt successful.

The more I ignored my calling, the more it wanted to be heard.

For me, my calling was to create my body of work around resonance and really bring together some very different disciplines of business growth, technology, coaching and meaningful contribution, the energy if you like that lies beneath the surface and is driving everything. And as it turns out, I'm being called to do this more and more with coaches.

And this matters to me because I believe in the transformational life changing power of coaching. There's a great joy that comes from being a successful coach, and that's what I want every coach to experience for themselves.

Not only that, I see coaching as a key driving force for evolutionary change in the world. As coaches, we are so well placed at many different levels of society and various levels of system. We can facilitate changes that support leaders, parents, teens, businesses, organizations, and even nations to be better.

We can facilitate the evolution if we choose and that gives me goosebumps. That's the message I have for the world. That's the thing I can't not do, it the thing that for me is worth doing whether I fail or succeed.

In fact, I can't actually fail at this because, on a personal level, I need to know I have the courage to live what matters most to me and to express fully my deeper why. And before really getting bold about this, I've lived what I'm teaching you here. I've done the research, and I already know other coaches are passionate about this too, so there's no need for me to have "hope" as my marketing strategy.

This work is emerging through me, and it feels right. This is my stuff for expressing what matters most to me, what it means for me to live a life well-lived - *but what about you?*

What's your thing?

The thing you can't not do?

The thing that has your heart and soul wrapped around it and perhaps scares you a little because you feel it in your bones when you think about it.

What is the inspired vision, the thing you would do if you knew you could not fail?

Once you have clarity around this, then you simply need to find the people who believe what you believe, which brings me nicely to our next question...

3. Who cares?

And I mean this quite seriously... *who cares about what you do and does your market want what you have?*

Very often as coaches we can get carried away by our own passion for transformation and forget to check if our offerings resonate with our market.

This is mission critical.

If nobody cares, you don't have a viable business.

It becomes really hard work trying to convince other people that they want or will benefit from what you have. You can invest lots of time, energy and money trying to push your work out into the world, trying to educate people why your coaching is so valuable when if you would just stop, take a step back and notice what your market is telling you, a simple shift could be all that is needed.

Before you really commit to a particular direction, it is worth taking some time to dialogue with your market and get their feedback about what they want, and how they honestly respond to your offering.

Getting into dialogue with potential clients can also help you to realize who resonates most with your message. You can't be all things to all people. Hang on, let me rephrase that, you can, but it will take you a lot longer to be successful in business if you do.

Just because you can do lots of things with lots of different people as a coach, doesn't mean you should. In fact, you will end up confusing the market, and confused people don't buy.

You've all heard about niches, I'm sure. You start to own a niche when you become the go-to coach for that particular thing. Once you make a decision to "own" some real estate in the coaching market, people can understand that. It's way more memorable.

Also, it gets really easy to align your messages both online and offline, so you show up consistently and can build a platform of influence. When you do that, you become the trusted authority in your particular niche. Then, when your potential clients find themselves facing a problem, you are more likely to come to mind as someone who can help to support them.

This narrow focus also helps you to build powerful connections with your potential clients and really get to know them. You can use your listening skills to get beneath the surface of their awareness and help to give them insights. It's also important to know where they hang out, the places they go both online and offline so you can connect with them and show your skills in ways that resonate.

So let's get little more concrete here and get to a critical question...

4. Why am I not making the money I want?

Take a deep breath, yes we're going to talk about money.

So far, we have been considering what you are dissatisfied with in how you relate to your business, now we're going to shift gears and talk about what's not working...

You see, many of us wake up in the middle of our coaching business feeling hopeless and maybe even a little foolish...

We're great at coaching, and we know that we can make a difference in the lives of others, yet we just don't seem to be able to pay the bills. We can get clients, but they just don't want to pay, so we end up giving away lots of free sessions. Or we find clients that will pay, but they just won't pay enough! We end up discounting continuously until our profit is squeezed so much we aren't actually making any money.

The critical foundation for any coach to ensure you have a viable business is to get the following value equation in place.

Value > Price > Cost

This basically ensures that you are delivering a perceived greater value to your client than the price they are paying you (your client is happy) and that your price is greater than the cost of delivery (which secures your profit). Most coaches are completely unaware of this and so fail to put the proper systems in place to protect this equation. Without this equation, you don't have a viable business.

If you want to make more money in your coaching business as you know, the good news is that there are only three things you can decide to do. You can develop strategies for one or all; it's up to you.

The first thing is to charge more, you put your prices up and keep the same number of clients which means you are more profitable than before.

However, look at the value equation, if you put your price up you also need to increase the perceived value received by your clients. ***So it's not just about the price, it's also about the value.***

I think I can say without exception, every private client I have had has doubled or trebled their prices and they've done so without clients thinking it was an issue at all.

The key is to raise your value first and then follow with your prices. I am positive every single one of you reading this could charge more than you do today, and get it.

It's time to raise your prices, yes even in this market.

Usually, the main reason coaches are not charging enough is because of a lack of confidence - which is why the first three questions focused on your relationship with yourself.

The beliefs, the behaviors, the energy you bring to your business has a profound impact on the decisions you make.

It determines what you will and won't do and what you believe is possible for you.

Chances are if you were to make changes in the way you do things it would alter the way you feel about your business and about how much you would be prepared to charge for your coaching. And this is only one element of growth.

Secondly, you can sell more. If you stick to the one-on-one model of coaching, you can soon hit the ceiling on what you can earn

because your time is limited. No surprises there. So depending on your vision of success you may also need to sell more stuff, number three, which means extending beyond one-on-one coaching.

Obviously, there are different ways to do this and what makes sense for you will be decided not by you, but by your clients... it's what will resonate with them that matters here not what you think you should do.

It is their perception of value, not yours.

And what you decide here can also add value to your one on one coaching - e.g. you might choose to build a body of work, (which might include e-books, or published books, choose to run webinars or create online training, or do some research and write a report, you get the idea).

All these things over time can become your body of work and add extra value to your coaching. You can use them as lead magnets to attract clients or you can use them to add more value to your one-on-one coaching. You can also sell them separately for increased revenue.

other things to consider are groups, running masterminds or live events, writing books and delivering keynote speeches. There are plenty of complimentary options for you to consider when you think about your business growth.

And so to fully ask yourself why you're not making enough money also requires you to think about where the money is coming from and our next question...

5. Who are my most important relationships?

From a business perspective, you need to know who your top ten clients are, the people who are bringing in the majority of your revenue.

These are your top ten, your VIPs and everyone in your business should be able to recognize them as such. So write down your top ten.

I know you might think you know who they are but write them down anyway. It raises your awareness of them and allows you to intentionally think about nurturing them and really taking care of them. These are the people you want to *add value* to at every opportunity.

Next, is the top ten people you most want to work with these are the people you are building relationships with so that you maximize your chance of working with them in the future. On this list of ten, you can have people who it would be relatively easy to get as clients, and also people who you only dare to dream about.

By getting really clear and intentional here, it enables you to prioritize the people you are defining as being crucial to the future of your business.

The neuroscientists would say this activates your reticular activating system in your brain, raising your conscious awareness allowing you to see opportunities for these people where previously they would have gone unnoticed.

This is exactly what happened to me once I had defined my top ten. It was incredible how many times I saw their posts on social media

(where I could comment or like them). I also noticed what was important to them, what conferences they were attending, what books they were reading which only allowed me to deepen the relationship.

But that's not all.

The final top ten is just as important. This is about your creating a community of support for yourself by surrounding yourself with successful people.

The bigger the future you are building, the more support, resources, trusted input and high-level connections you'll need beyond the ordinary. Think about the people that inspire you, that keep you performing at your best. How can you surround yourself with the people who will have your back, who will be there for you and hold the space for you to step into being your best when you doubt yourself... because you will.

We all have days where we need a little encouragement to keep stepping out and leading with what matters most. This is about creating your community of supportive people personally and professionally. Write down their names too. And remember, it's all about the networks.

Now you know your most important relationships for your business your top ten that generate revenue today, the top ten who you want to be generating income for you tomorrow and the ten people who will hold your feet to the fire and support you in bringing your work to the world.

Now we can turn our attention back to what you are actually doing in your business as you ask yourself...

6. What is the experience I want my clients to have?

Many coaches are making the same mistakes. They are not designing and implementing incredible experiences for their clients. Instead, they are marketing, selling and serving clients with coaching alone.

In today's market, this type of transactional business is simply not enough.

The future success of your coaching business lies in creating experiences, products, programs and processes that evoke intensely powerful transformations both inside and outside of coaching conversations. At the center of the evolution is your client experience the transformational journey you lead them through.

I often ask my private clients to get a blank piece of paper and to draw a horizontal line across the middle. This allows you to write the above the line experience you want your clients to have and the below the line experience (*in other words everything you have to put in place in your business to deliver that quality of experience for your clients*).

Next, I ask them to draw two vertical lines which divides their sheet into thirds. This enables them to begin to consider the client experience in three different stages - *before they buy, during the delivery of whatever they have purchased from you and finally afterward*.

- **BEFORE:** *How do you make it easy and compelling for your clients to do business with you?*

- **DURING:** *How do you deliver a dream come true coaching experience (from your clients perspective)?*
- **AFTER:** *How do you design and nurture relationships to focus on lifetime value?*

The answers to these questions enable you to get really intentional about your client experiences and develop an extraordinary transformational journey with you. Not only that, it usually allows you to orchestrate referrals by giving your clients the opportunity to feel great about your coaching as you deliver a consistently high standard of service.

The next question is here as a direct result of the research I did with coaches last summer. I had numerous conversations with coaches who repeatedly told me they didn't like technology. They related to it as though it was a tyrant in their business. The technology they thought would free them up has now become like a bad boss as they feel chained to their businesses.

They feel guilty that they haven't built an email list, their inboxes are full to overflowing, they don't have 5000 followers on Facebook, and their social media seems to eat up all their time without any return.

Coaches were telling me how technology has become like a monster feeding into their clients need for instant gratification by training them to expect a faster response and turnaround. They feel under even more pressure to deliver and be available 24/7. The confidence of many coaches is being eroded by a fear-based mentality governed by the stress of doing business under these conditions.

Consequentially, as a profession, we are not making the most of the technology... hence this next question...

7. Why am I not making the most of technology?

We've got to figure out how to thrive as coaches and leaders in this digital business environment and doing that means going beyond traditional coaching to explore what opportunities are revealing themselves to us.

Your relationship with technology could either make or break your business. You need to fully understand your relationship with technology and also your client's relationship with technology so you can resonate.

I'm not going to recap this here as we went through it in the previous chapter.

So let me ask you a slightly different but related question...

Where can technology support my business growth?

The truth is technology can drive your business forward with clarity. This is not about becoming an internet marketer, and you know what I mean when I say that, you don't need to leave your soul behind as you sell yourself online - it's really not that.

It's about using technology in service of your coaching, creating an *authentic experience* for your clients that is completely aligned with what you are most passionate about and to do this consistently and at scale, you need structures and a business model that will take the stress off your back.

You have to know how to build systems and structures so you can maintain a high touch, purpose-driven business with intimate connections for leverage and growth.

You need to keep your brand promises and be transparent, so you inspire trust and a quality of connection. This engagement requires you listening deep into the networks, talking with your clients and realigning your business to the solutions they need and want.

This is about designing incredible coaching experiences, which go far beyond the coaching conversation and can only be done at scale through the intelligent use of technology.

In other words, it is technology that enables your business to resonate.

Today's clients also expect you to bring a breadth and depth of coaching experience, tools, and resources to your coaching contracts which relates directly to your capability to inspire deep, sustainable transformations in others, not just today but every day.

Technology helps you build quality connections with the ongoing trends within the industry with relative ease. There are almost inexhaustible resources on coaching knowledge and skills, from neuroscience to positive psychology, from somatics to energy work, from Gestalt to leadership.

You get to stay ahead of the curve in your coaching skills and development in ways people could only have dreamed of a decade ago...

Technology also brings you another opportunity to become ***more than just a coach.***

It's about your capability to communicate with confidence and develop resources across different types of media to provoke valuable insights. It's relatively easy these days to do your own research, create podcasts, videos, and even your own tv channel. There are lots of tools available to make publishing a book easy for anyone or developing your skills as a keynote speaker.

Never before has this all been available to you today with the incredible opportunities that technology brings right into your home office.

Technology gives us insights that were impossible only a few short years ago, enabling us to tailor our message and speak directly to what matters most to our clients. We can measure performance and course correct in real time as necessary. We notice patterns and can anticipate future behavior.

So technology really helps us with *keeping our coaching relevant*, and it points to the fact that integrating digital and making the most of technology is so important to our business survival.

What if we got to like technology?

What if we could use it to capture the hearts, souls, and minds of hundreds or even thousands of people?

What if we could use it, shape it in intelligent ways to support us getting our work out into the world so we can change lives, build community and even transform global corporations?

The goal here is to elevate your coaching and really be responsive to your client's needs and do it at scale, and it's all possible today.

With the next question, it's time to pause... take a step back and ask yourself

8. Who do I need to become?

I would dare to say that most of us think we know ourselves, (and as coaches, we probably have a higher degree of awareness than most.) And yet even for us, who we know ourselves to be can become an identity that liberates us or a prison that contains our existence.

You need to meet the world with all of who you are.

Who you are as a human and as a coach really matters and in today's market if you want to take a stand for anything you have to live it first.

What would it mean for you to hold your identity in a fluid and flexible way?

To allow yourself to be moved by others, by life, by your business?

I remember as a child one of the questions adults used to ask me most was what did I want to be when I grew up? And I gave all the usual answers, ballet dancer, doctor, pop singer, author. And no-one ever asked me who I wanted to be.

It's not just about what you want to do in the world. It's also about *who you will become* by doing or not doing it.

I know when my clients get stuck it's usually because they haven't thought about their part in the doing. They haven't considered who they need to become to build this coaching business and make their vision a reality.

When we explore this on a deeper level, we usually discover parts of ourselves that we need to own fully. These can be negative or positive.

So ask yourself...

What parts of you do you need to take responsibility for?

I think it's a great thing to achieve success in your business and it's an extraordinary thing to become the person you want to be in the world while doing it. It demands that you continuously navigate your edges, that you go beyond what you know today and be willing to venture into the unknown tomorrow.

And in many ways, I think this is a question of leadership, as coaches we must become leaders so we can inspire others with our work.

We need to lead ourselves, our businesses and some of us are called to lead the field. And we need to get clarity about what inspires us too because when we feel inspired we get to do our best work and that's when everything shifts into flow...

9. What if I could take my business to a different place and another level? How might I do that?

You might like to begin with this question by thinking about what has worked for you in the past and how might you bring more of that into your business today.

But this is comfort zone talk... ***What would be an extraordinary thing for you to do? A truly remarkable thing?*** Really.

Your business is your platform for growth; its very presence has the ability to inspire others, to deliver a brand promise so extraordinary you become the beacon of light in your industry. It also empowers you by giving you the structures you need to provide your coaching, with an excellent quality of service. It can take the stress of fast-paced business growth off your back, and once you create self-managed structures, you will gain the freedom to do what your heart desires. ***What is the next level of growth for you? What might that different place be?***

Your business positions you, supports you and enables you to grow. And if you want to be successful you will want to allow it to move you. You need to listen to the feedback and intelligence of your business.

What happens if we shift this question around and take a different perspective?

What if your business had a voice?

What does your business want from you as its business leader?

What would your business consider to be a different place, a better place, and a new level?

What does your business believe you could do better?

And finally, we have a big question for you. Personally, I shy away from this question, which is why I ask it of myself regularly. I don't like it, and yet I value its simplicity. It has brought me more insights than anything else in my business journey, and it does the same for my clients.

This is where I invite you to dig really deep, don't just go with the first response that comes up, keep asking until you get to the thing you really don't want to face...

10. What are the questions I avoid asking myself?

There is likely to be a question somewhere deep in your awareness that you don't ask yourself, something that might make all the difference to your life or your business. It is something that might unlock your potential and leverage your coaching in a very different way.

This is your quest... to find your question.

Find the question that wants you to focus your attention here and now, the one that will make a real difference to you. It might be one of the questions we've already covered or to might be something unique to you.

You will know, no-one else.

But as way of commitment to yourself, I would like you to find a pen and a piece of paper... ***What is your question to yourself?*** Write it down. This is something for you to get curious about, to explore it's breadth and depth, to live into your answer.

And it doesn't need to be complex, I have seen the seeds of change lie in simple questions like...

Where am I now in reality?

What does success look like to me?

Where do I want to be and by when?

How willing am I to do what it takes?

How ready am I to get started today?

What potential challenges might I face?

How will I maintain momentum?

Who can help me?

How will I hold myself accountable?

All great questions that can open up a different relationship with your business.

Summary

Here are some of the key points we covered in this chapter:

- Purpose matters. Consider how you can embrace a deeper sense of purpose in your coaching business.
- You need to create your unique business not a version of someone else's. You want to be the only one who does what you do.
- Success has a structure. Sustainable change includes beliefs, behaviors, and structures integrated with an extraordinary you, your coaching skills and quality of business.
- Embrace the critical role questioning plays in your business. Live into the questions, let them show you the way. Great questions can open up a different relationship with your business.

- Ten powerful life changing questions. Your questions, not mine. Which resonate? (You'll need to read the chapter to see which ten I share!)

DAY SIX: WHAT COACHING CLIENTS WANT

*“Our clients don’t want us to do what they ask,
they want us to go further”
- Kevin McLean*



Right, now before you do anything, go ahead and download your copy of “*What your Coaching Clients Want From You*” infographic, it’s available on the resources site using the link below. I am going to refer to it here, so download it now and then come back to me.

>>> Download your Clients Infographic on our Bonus Resources Page <<<

visit <https://rebrand.ly/10dayBookBonus>



Looking at the downloaded infographic, the first thing you will notice is how the coaching market is growing rapidly. It is now estimated to be a \$12.9 Billion dollar industry worldwide.

That's a lot of clients looking for your coaching services. The only question is, how much of a market share do you want to claim for yourself?

You have to know what you want, so you can get intentional and build a roadmap to help you get there. I assume you want to make more money, but how much more money?

That's what I want to talk with you about in this chapter. You see, the answer is entirely yours to decide. AND there is also a second important question that I asked you earlier: ***“How do you want to make more money from your coaching?”*** and the answer to that *doesn't come from you. (Hint: It comes from your clients)*

If you're gifted with the opportunity to coach, I want to show you how to maximize what you've got. By discovering what your clients want, you create the foundation of value in your business. Your coaching business needs to be in full alignment with value.

It is irrelevant today to simply have a conversation about making more money as a coach, we know that alone isn't enough, there needs to be a deeper purpose aligned with how you make that money. I think of your clients as the purpose profit connection.

It's about value creation.

In this chapter, I am going to be sharing with you the three reasons why you're not making the money you want, and the surprising truth about clients. I will introduce you to the powerful research that highlights exactly what coaching clients want/need to say yes to coaching.

I am also going to be sharing the five-part formula for making money and meaning, practical stuff that you can use immediately to empower your clients and create the architecture for an extraordinary coaching experience.

But first, why should you care?

You now know there are powerful changes already taking place in our industry and I don't want you to get left behind.

A few years ago the Coaching Confidence Index, Published by Sherpa Coaching, was improving at a steady rate, indicating stability within the coaching market. This year, however, after three solid years, the CCI fell sharply. The current index is now negative. Certain factors have pulled the index back significantly. They include the number of clients being seen, a decrease in billing rates, and lower optimism

And this tells me that as coaches, ***we need to do something differently.***

I have said this throughout this book, I believe that coaches have a powerful potential to change the world. As a coach, you are part of this potential, and it's easy to forget that as you become immersed in the day to day routines of running your aching business.

In fact, many coaches tell me this potential to change the world is exactly why they're so committed to their coaching. It's not about the money for them. It's about impact, depth, and breadth, it's about being in service of the world, doing something worthwhile.

And although it might sound like a cliché for coaches, changing the world begins with changing your world. It was Leo Tolstoy who said that everyone thinks of changing the world, but none

think of changing himself because change is easier to swallow when it's for someone else.

If you're not disrupting your own life and business, it is going to be disrupted for you, so why not be the change you wish to see in the world?

You have to take care of yourself first, which means building the business that meets your own needs in terms of fulfillment and income. If you get it right, this will also be an incredible business that delivers extraordinary transformations and coaching experiences for your clients.

You need to make good money and use it to fuel your business to do more soul projects and to continue to evolve in collaboration with others. Your future is at stake here, and it is unwritten and undefined.

It's yours to create.

In the research I did earlier this year focusing specifically on what prevents coaches from making more money, many reasons emerged, but there were three that stood out above all the rest:

1. Most coaches don't know what their clients want
2. Most coaches don't know how to communicate their value
3. Many coaches overestimate the quality of what they provide, meaning what a coach thinks is quality is different to what a client thinks is quality. It emerged that coaches lack systems to deliver consistently high standards of service.

So let's take these individually as there's a lot we can learn from each one.

Most coaches don't know what their clients want:

Most coaches don't know what their clients want. Eric Alquist and John Senior (Harvard Business Review) found that there were universal building blocks of value that existed amongst all consumers which of course, creates an opportunity for us as coaches.

They identified 30 elements of value, fundamental attributes in their most essential and discrete forms that you can see in the "What your Coaching Clients Want From You" infographic. This is a rigorous model of client value that invites us to come up with new combinations of value that will pay off in stronger client loyalty, greater referrals, and increased revenue growth.

These elements fall into four categories; *functional, emotional, life changing and social impact.*

Some of these values are internally focused addressing clients personal needs e.g. motivation while others are more outwardly focused, helping clients to interact with or navigate the external world. e.g. organizes.

The model traces its conceptual roots to the psychologists Abraham Maslow hierarchy of needs which was first published in 1943. Maslow argued that human actions arise from an innate desire to fulfill needs from the very basic to the complex. The elements of a value approach extend his insights by focusing on people as clients, describing their behavior as it relates to the potential purchase of a coaching service.

This is a heuristic model, practical rather than theoretically perfect, in which the most powerful forms of value live at the top. To be able to deliver on those higher order elements, a coaching business must provide at least some of the functional elements required by coaching clients.

Two hypotheses were tested and found to be true:

1. The businesses that performed well on multiple elements of value had more loyal clients than the rest.
2. The businesses doing well on multiple elements grew their revenue at a faster rate than others. Businesses that scored high on four or more elements enjoyed recent revenue growth four times greater than those of businesses with only one high score.

The top businesses understand how they stack up against competitors and have methodically chosen new elements of value to deliver over time. They also showed how powerful it is to add value to a core offering and that some elements do matter more than others in different industries.

What does this mean for coaching?

It means coaching clients have a very distinct set of values in mind when they look to us and consider our services. The first thing we need to do is use these elements to identify where our clients perceive strengths and weaknesses.

We need to start by understanding which elements are the most important for our industry and how we stack up relative to our competitors.

This is the five-part formula for purpose-driven profitability that you can use immediately to empower your clients and create the architecture for an extraordinary coaching experience.

The number one thing that all coaching clients want is the functional value of quality.

Quality is now non-negotiable.

A consistently high quality of brand and coaching conversation, of business experience, and of results. This means they want to feel assured that they made the right decision in working with you, because they know without a shadow of a doubt, that you are the best coach for them.

You are highly skilled as a coach, you have business processes in place that mean it is really easy to do business with you. You offer a high level of client service, and your results speak for themselves. They are ready to place their trust in you as you are a quality coach running a quality business. You can't afford to ignore quality because it is *your coaching clients number one need*.

Think about... How do you communicate and deliver quality?

Secondly, our clients want the life changing value of hope.

Richard Boyatzis pointed to this in his research in coaching conversations with resonant leaders. Richard stated that coaching cannot take place without hope, it is hope that creates the positive energy cycle for transformation to take place.

Your coaching clients need to believe that whatever they want as a result of coaching is possible. They need to believe that coaching can deliver it for them and that it is the right transformative process. They also need to believe that you are the right coach to

support them in the process. And they need to believe in themselves, that they can do whatever they need to do for it to become a possibility in their life.

Hope as a value matters to your coaching clients, and without it, no transformation can take place.

You need to consider... How do you communicate and deliver hope?

Next, clients want to be informed.

Information and knowledge are cited by clients as being important to coaching. In other words, our clients are asking for resources to support the coaching conversations. They are looking for more than pure coaching. If there's something they need to know, then they would like a recommendation from the coach to help them to discover and expand their knowledge.

Now, this is where I know opinions in the coaching industry diverge. Organizations like the International Coaching Federation (ICF) and the Association Of Coach Training Organizations (ACTO) want to preserve the pure identity of coaching, and I totally understand that.

And I know that my clients also want more from me than pure coaching. It's a tension I choose to navigate to meet my client expectations, and I suspect it is something you will need to make a decision on for yourself.

Are you willing to become more than a coach, given that it's becoming an increasing element of value for your coaching clients?

What is your perspective on how you communicate and deliver information to your clients?

The fourth element of value is an emotional one. Clients want coaching to help to reduce their anxiety.

They want the support of a coach to help them with whatever fears arise on the journey to getting what they want.

Life is becoming increasingly stressful and so many clients turn to coaching to navigate complexity and ease uncertainty. They want help to breakthrough anxiety, and they want relationship and connection to help them feel better. Heck, many of them want inner peace and more joy in their life and business!

Think about... How do you communicate and deliver a reduction in anxiety for your clients?

The fifth element is not as clear; this needs to be defined by you because it relates directly to your coaching niche and your specialist area of coaching. It will be very different if you are, for example, a business coach, your element of value might be “*reduces cost*” than if you are a fitness coach, it is more likely to be an element of value like “*wellness*”.

You simply need to explore with your clients and uncover what value matters most to them. And once you recognize this fifth element of value as a growth opportunity for you, make it a priority.

And the research is clear; you need *a minimum of five elements of value* to stand out in the marketplace. Also, the more elements of value you can integrate into your coaching, the more successful you will be and the more money you will make.

These elements of value make up the inside reality of your coaching business, so let's take a look at how this translates into your outside perception.

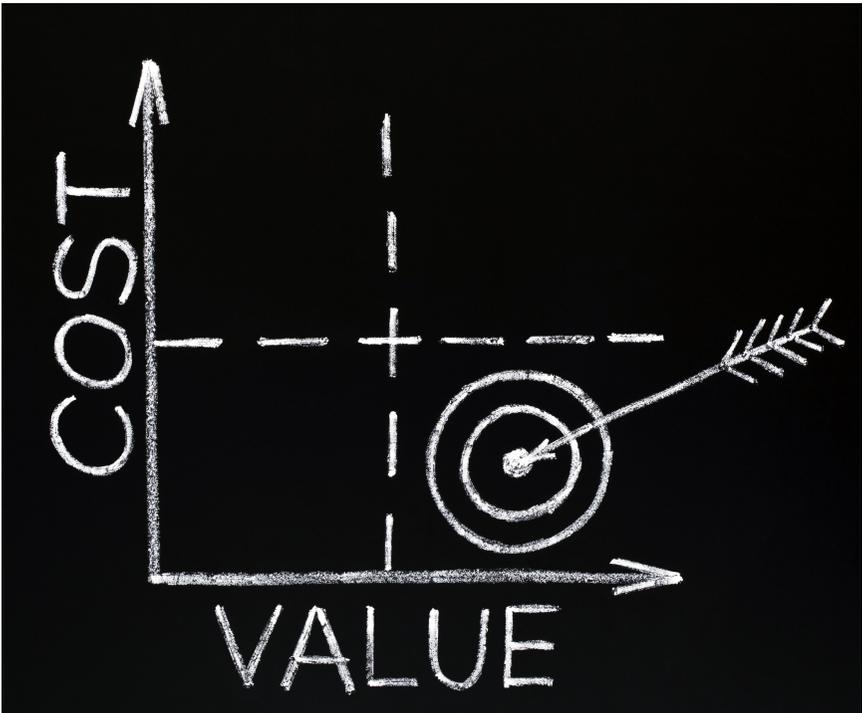
Most coaches don't know how to communicate their value:

It's one thing knowing your value to clients, communicating it clearly to people who don't know you is another thing entirely.

If you follow the previous guidelines, just being able to articulate your value clearly will stand you apart from the vast ocean of coaches who have no idea.

And you also need to communicate why you are unique.

Take a look at this graph:



I want you to be able to position yourself at the far right which means you need to get clear on your value proposition and what makes you unique. In other words, you need to know how to market yourself.

Here's a quick overview of a simple marketing process that can guide your thinking:

INTERRUPT: This is simply the process of getting a pre-qualified potential client to pay attention to your marketing. That is something that is simple to say, but a little harder to pull off unless you use their values to hit their emotional hot buttons.

ENGAGE: Once you've interrupted potential clients, you need to promise to provide them with information that will help them make the best decision possible. You engage with potential clients by facilitating their decision-making process.

EDUCATE: After you interrupt and engage your potential clients based on their values and emotional hot buttons, you next provide information that helps them understand the problem you are helping them to solve in a logical way. You do this by providing detailed, quantifiable, specific, inside reality revealing information. This transforms an emotional sell into a logical sell.

OFFER: Once you interrupt your potential clients, engage them by promising a solution and provide the educational information that makes your solution real and believable. You offer them a low-risk way to take the next step in your sales process. You do this by providing a free marketing tool such as a report, brochure, seminar or audio to educate

them even more. The goal of this information is to allow prospects to feel in control of their final decision.

If you want to communicate your value to your potential clients, you need to get their attention and connect. And these four steps show you how.

Now, you have defined your value, and you've communicated it, all that's left is to deliver on your promises, and that's where many coaches fall.

Many coaches overestimate the quality of what they deliver:

Many coaches are well intentioned, but in practice, they overestimate the quality of what they deliver. This basically means that what a coach thinks is quality is different to what a client thinks is quality.

The problem is many coaches lack the systems in their business to deliver consistently high standards of service. This is something that all coaches need to consider. When I did this, I was shocked, and I really had to stop and think.

This mismatch between perception and reality reminds me of driving. When you ask people about their driving, almost everyone will say they're a good driver. No-one thinks that they are dreadful behind the wheel. However, you only need to drive a short time on the roads to know this can't possibly be true. There are crazy, reckless drivers everywhere.

It seems as coaches, we are prone to the same illusion. I'm not sure I've ever met a coach who thought they didn't deliver quality

coaching, (although I have met many coaches who want to improve the quality of their business.)

This is the gap defined by the equation...

$$C+BS+T = VI\3$

Coaching + Business Systems + Technology = Value, Impact, Money Cubed (at scale).

This is about creating intentional experiences for our clients and becoming more client-centric. It's about going beyond traditional coaching to meet the needs and the expectations of our clients. As we now know, it is the experience that the client has that will become the measure of satisfaction and success, the purpose beyond the profit.

As I have said before, many coaches are making the same mistakes over and over again. They are not taking the time to design and implement incredible experiences for their clients. Instead, they are stuck on the transactional business hamster wheel of marketing, selling, and serving clients with coaching alone. That used to work in the past, but it just doesn't cut it with today's sophisticated and informed clients.

The future of your coaching business lies in creating experiences, products, programs and processes that evoke profound transformations both inside and outside of coaching conversations.

At the center of your success is your client experience. The transformational journey you lead your clients through and how you do this really matters. It's not enough to merely define it, once you know the experience you want your clients to have then you

need to create a business system to deliver it consistently and to a high standard of quality.

My good friend Melinda Cohen from Coaches Console talks about the “*Oh crap, now what?*” model of business that many coaches employ. This is where the coach is constantly in a reactive mode in their business; a client wants something, so the coach says “Yes”, then goes away, creates it and delivers it, directly in response to each client’s needs.

Despite the coaches best intentions, this is firefighting in all it’s glory, continually reinventing the wheel and delivering different levels of service to different clients depending on how demanding they are. It’s exhausting!

The solution to this chaos and exhaustion is systems.

Get intentional about the quality of experience you want your clients to receive from their very first touchpoint with you. Do this before they even decide to work with you and continues through the entire client journey as you define it for your clients.

You need to create the architecture of your business with a fully integrated business system that makes the most of technology to save you time and money.

With a well thought out, integrated system, your coaching will be *more personal* and have *more meaning* for your clients. This enables your coaching to provides a much higher value for your clients, and it inspires them on to better results.

It is also much easier to deliver an integrated business system at scale than it is to try to do the same with a '*bespoke package for all*' model.

It's a 360 degree win/win. A dream come true experience for your clients from their perspective and way less stress for you in the delivery of a consistently high standard of business service.

Now you know what coaching clients want, you merely need to design your system to deliver it.

How can you enable your coaching business to fulfill its potential?

How can you deliver more meaning for your clients and a better quality of experience?

How can you do this while also bringing in greater profits in the process?

Summary

Let's quickly recap the most important points from this chapter:

- Most coaches don't know what their clients want, they don't know how to communicate their value, and there is a disconnect between what coaches think is quality and what clients perceive as quality.
- Recent research presents a heuristic model that shows elements of value as perceived by clients. The more elements of value = the more loyal the clients and the better revenues for the business.
- Quality is the number one need of clients, followed by hope, information, reducing anxiety, plus one unique to your coaching clients. Five elements are needed to stand out in today's marketplace.

- Coaches need to get clear on their value proposition and how to communicate and market that clearly. Interrupt, engage, educate and offer.
- Coaches who design quality into their businesses perform better by implementing systems and technology to create value, impact, and revenue.

All of these elements come together next when we begin to develop your integrated business system...

DAY SEVEN: DEVELOPING YOUR INTEGRATED BUSINESS SYSTEM

*“ You have to learn the rules of the game.
And then you have to play better than
anyone else” - Albert Einstein*



By now you've got the message that if you want to make more money from your coaching, it's well within your reach. You just have to start working on your business rather than in it so you can define and deliver a dream come true coaching experience for your clients.

And you've probably noticed it's all about *value creation as your clients perceive it*.

Members of my programs and my coaching clients know that I am really open with them and if I know something, I'm more than willing to share it. What I'm going to be sharing with you in the next few chapters is the culmination of over two decades of iterations.

In this chapter, I'm going to be sharing with you something I've never done before, and it's the one thing that has accelerated my business success like nothing else.

It rewrites the rule book on what is really possible for you as a coach and business leader. And I know the success it can bring your way... especially with all of the opportunities we have today as coaches.

I'm going to open the doors to my business and walk you through my entire business system. But first, a warning. A system like this is rigorous and comprehensive. It is an extreme makeover for any coaching business that will create a lot more revenue, vastly improve client results and deliver the ultimate coaching experience. And it works with existing businesses that are not reaching their full potential or with entirely new start-ups.

I am going to show you how to create an infrastructure for your business that will enable you to scale and 10X the number of clients you can engage simply by doing a few things differently. This is the infrastructure that took my coaching/consulting business to over \$4 million in revenue.

And I want you to know that this is not something I've thrown together overnight; it's taken me over twenty years to perfect this system. I've made so many hundreds of mistakes and corrected them to get where I am now.

My business system has gone through numerous iterations, lots of research, and it is continuously evolving. At its very heart, it is not a static model, nor is it finished and complete. That is because my clients continue to change their perceptions of value and my business systems have to change to accommodate them.

This integrated business system is a proven, step by step framework that has the potential to change your business and your life altogether. This same system that will enable you to create your ultimate coaching business and the great news is... I've done all the hard work for you.

Systems are the backbone of any coaching business. They may feel routine and predictable, but that's the whole point, AND they give you freedom.

The biggest game changer for my business was when I finally took the time to take my workflow and my business processes/systems and integrate them together into a complete business system. It really helped me to get some leverage in my coaching business.

I want to help you to create an integrated business system to support your coaching, a system that resonates for you and your

clients. A lack of systems used to be my biggest weakness in business; I just didn't value them. When I finally got around to getting some systems in place, I had already been in business for a few years. With hindsight, systems proved to be the one thing that made the huge difference for me.

One of the biggest mistakes I see coaches making is modeling other people's websites, (and this is a strategy taught on some business programs). Coaches are encouraged to take shortcuts and create similar products and programs to what others are selling online. It is supposed to save you time because you are not 'reinventing the wheel. It is a compelling suggestion.

However, the truth is your website can look similar, your copy can be the same, and you can offer similar services and products, but the likelihood is you won't make the same money - why? Because what no-one really talks about is the fact that what you can see online is NOT the business. The coaches who are making serious money are doing it through steps and processes invisible to the naked eye.

If you only model what you can see, you are missing out huge chunks of the business. Behind the scenes, there are multiple funnels, social media relationships and nurture sequences that make the magic work.

The difference between a ten thousand dollar coaching website and one making \$100,000 is all those supporting 'back-end' processes. It's all the stuff that happens after someone shows an interest, such as the nurturing, the rapport building and the value-based service. If you only model the surface level of what others are doing, then you just end up frustrated because you're not getting the results you want. You need to understand the deeper level of system before you can realize your coaching business success.

The Importance Of Systems

Systems are essential when you work as a coach because there's a ceiling to your business holding you back from three important aspects of business:

- Scaling your time
- Generating more revenue
- Running your business more efficiently.

Without systems the truth is, there's only so much you can do.

There are only so many phone calls, coaching sessions, social media engagements, interviews, blog posts one person can do. But with systems, you can do all this, plus so much more... and the best part is, you can do it while also experiencing whatever kind of freedom it is you want in your life at the same time.

If you want to grow and scale your time, you need to think about becoming as efficient as possible - which is really about working **ON** your business instead of **IN** it. And that's where systems come in. You need systems to get you out of reactively working in your business to instead leverage and proactively work on your business.

The first thing to think about when you're considering systems for your business is an internal one; it's a mindset shift. You need to change from believing that *you are your business* and enable it to become it's own entity.

You need to unleash the intelligence of your business, with the right vision, structure, and people in place, your business can evolve and realize its full potential.

To be truly ready for this change you must be willing to embrace the following five fundamental beliefs:

1. You must build a business today that if you got sick could continue to run without you
2. You can only run your business on ONE integrated operating system
3. You don't have to like building the systems but you know you will greatly benefit once they're in place
4. You must be courageous, open-minded, growth-oriented and vulnerable
5. You can do this!

Intentional, strategic change requires developing *the living human system* that is your coaching business in collaboration with the creation of your operational systems; it is an integrated approach.

When you build these microsystems in your coaching business, they are going to help you create the impact you want, and deliver an incredible quality of client experience. Your business will start working for you, rather than the other way around.

Every great system is made up of a core group of foundational components, and the same applies to a business. Over the years I've developed my integrated business structure, a top-line model that works well in many different types of transformational business, especially coaching ones.

It offers a strategic perspective that delivers great results to clients. Built into the structure is an exceptional quality of experience,

which is essential to any service today. It has helped me to shift from reactive to pro-active business mode.

The truth is that the health of your coaching business depends on six factors...

1. The ability to attract new clients
2. The ability to get potential clients to say yes to your coaching
3. The ability to give them a great onboarding experience (so they don't bail early)
4. The quality of experience throughout their coaching contract
5. The quality and sustainability of the transformation which impacts the results they achieve
6. The ability to receive feedback, iterate and evolve

Unfortunately, not all coaching businesses embrace all of these factors. Some practices excel at a few, but the others remain neglected. For example, it's the accepted norm that our clients experience some level of "*drop off*" after a coaching session. And yet, with a fully integrated supportive business system, your clients will maintain momentum and achieve a far a greater level of transformation, in a shorter period.

In any business system, there are *visible* and *invisible* elements.

Examples of *visible elements* are emails, checklists, models, infographics and other tangible assets.

Examples of *invisible elements* are the relationship between things and the priorities and intentions that you bring to the tangible assets. These include things like your attitude, your confidence, your energy, and your leadership.

But before we dig into the systems themselves, I want to say a word about the invisible influences at work within your system. What I'm learning as the years go by is that it is the invisible forces in life and business that matter the most.

So what do I mean by that?

You need to be concerned with the visible and invisible aspects of your systems and how they integrate. It's the invisible elements that can make a simple system that connects powerfully with your clients or a simple system that is detached and doesn't bring you, or your clients, the results you want.

Same system, different outcomes.

You'll know this from coaching. You can have two clients who do the same things but who get very different results. This is because the way they do things is different and who they are being in the implementation is also very different.

This is why I believe we now live in a world where relationships are paramount. It is all about the relationship between people and things - the invisible forces that are running the show and the emergent factors of success. This is why you need both strategies and tactics underpinning your coaching business.

There are critical building blocks that build perception around you and your coaching brand. If you haven't at least thought about the quality of your client experience, I want you to do that first.

After that, think deeply about your values, and about your purpose. If you don't, and you just go ahead and build systems, there is a good chance that they will not work. Without you as a key ingredient, they won't come alive and be truly aligned with your business purpose.

Back to the systems:

If I had to choose one thing that had made the most difference to me in life and business, this would be it... (yes I don't only have systems in my business, I have them in my life too!)

So, back to my one big thing. Looking back, one of my biggest objections to creating systems in my business was that I truly believed I needed to work really hard with every client, and I needed to treat each client as an individual to honor the unique approach that would speak to only them. I did everything as though it were the first time, from emails, to proposals, to coaching resources NOTHING in my business was duplicated.

It was exhausting, and I realize now, completely unnecessary.

Your clients don't need you to reinvent the wheel every time. There are many things that you can systematize that will significantly free up your time. And if you are worried that you will lose the personal touch, there is no need.

You simply design systems that keep the intimacy intact.

In fact, today, with the way I have developed my systems, I offer way more intimacy and value for my clients compared to my old, reactive individualized business model.

The Six Microsystems Every Coaching Business Should Have

Once you focus your energy on creating your complete business system, you soon realize that six Microsystems deliver specific experiences at different points in the coaching process.

The Client Attraction System: We start with a system to attract high-value clients. This particular Microsystem gave me an intelligent and coach-like way to use my talents as a coach. It allowed me to get intentional about building relationships with the people I wanted to work with, and kept my client pipeline and my coaching practice full.

This is the system that you need to fill your own sales pipeline, build relationships, and foster trust.

This is the system that positions you as a credible coach that can deliver particular solutions to a distinct group of people.

The Client Conversion System: Then, of course, I needed a way to convert the people I'd attracted into clients, so I needed a Client Conversion System. This particular Microsystem gave me proven a way to get more people to say yes to working with me. Not only did I want people to say yes to me more often, but I also wanted them to feel really excited about the opportunity to work with me.

The Client Conversion System is where you turn your potential clients into fee-paying clients. Here you create the chance to deepen trust and relationship, to warm people up to hear what you have to say, and get them to understand your value. You want them to be in no doubt whether they want to work with you or not.

You also want to inspire and generate excitement so that when clients do sign up, they are ready for the transformation and eager to get started with you as their coach.

The Client Onboarding System: Now that the potential client has converted into a fee-paying client, you want to maintain momentum, by taking them through a powerful onboarding experience that encourages high engagement from day one.

This is such an important part of coaching, getting your clients off to a great start, meeting your clients in their excitement, inspiring and educating them about what to expect, and making it really easy for your clients to do business with you.

The easiest way to manage clients seamlessly through this process is to divide your onboarding process into pre-intake, intake, and post-intake. And let me just say here, I have a very comprehensive intake process that usually takes between 6-8 weeks for clients to complete. That's 6-8 weeks before we even begin coaching. Personally, I've found this helps to accelerate my client results because I get to help my client have a deeper understanding of where they are, where they want to be, and the gap in between where we'll be coaching.

During the onboarding process, I get to challenge their perceptions and discover what they really want. I make use psychometrics to get beneath their conscious awareness so that by the time we get to the strategy session at the end of the intake process, we have formed a solid relationship.

At this point, they have clarity about what they want from the coaching and, most importantly, they believe that they can achieve what they set out to do. The result is when we start coaching the

client gets accelerated results, and that is why I do such a comprehensive onboarding system.

The Client Nurture System: Next, you need to give your clients an incredible quality of experience with a well-defined, consistent, Client Nurture System.

This Microsystem delivers your VIP client experience throughout the rest of the coaching contract. Your Client Nurture System will deliver the different elements that show your clients you really care about them, you care about their results, and you are holding the space for the deepest level of transformation for them. I find if I nurture my clients they come to coaching even more motivated than before, so my client nurture system really impacts their coaching results.

This system shows my clients how much you care with an individualized, personal touch that adds exponential value and delights way beyond expectations.

The Client Resources System: The Client Resources System, (or client resources library which is how I think of it), was a system developed purely by listening to my clients and what they wanted from me; multi-media resources.

This is the system where you develop exercises, self-evaluations, skill sheets and links to other people's resources that continue client development in between coaching sessions. My clients work with me, and yours will work with you because they want their life to change. More often than not, they want the change to be dramatic. This client expectation encouraged me to bring together my coaching, mentoring, and consulting experience, to offer a multi-media approach to sustainable change.

My client resources library facilitates my clients learning in between sessions and accelerates their transformation. Providing these resources help clients to strengthen their results and deepen the quality of their change process.

The Client Evaluation System: The Client Evaluation System: Finally, we have your client evaluation system. We all know evaluation and feedback are important to us as coaches, and at first, I thought that's just all it was, a way to check in with a quick assessment. But over the years, I've realized it's way more valuable than that. I developed an iterative feedback process, with key metrics, to evaluate results and capture client feedback.

This does two things; it shows your clients their visible progress and builds testimonials/referrals for you.

I think about evaluation in two different ways, evaluation for the coach and the evaluation for the client. Firstly, I would like to encourage you to develop your own self-reflective practice.

Now, I am a firm advocate for mentoring, and a self-reflective practice is not meant to take the place of mentor coaching. The insights gained by having a mentor coach are far superior to what you are likely to gain on your own. However, I find that a self-reflective practice is an indispensable habit to develop as a coach, even if you have the best mentor coach.

And then we have the evaluation system for the clients. This part of the system is to capture client feedback from midterm through their coaching, all the way through to completion and beyond.

This gives you as the coach feedback at crucial parts of the coaching process and also allows the client to reflect on their successes throughout the process.

So there you have it, my complete system and everything you need to create your integrated business system.

You can see how each piece is a supportive part of the whole and where each Microsystem fits in the overall integrated system.

Client attraction leads to client conversion which then leads to a powerful onboarding system. An ongoing nurture system and a comprehensive resources library inspire continued profound transformation and, finally, a client evaluation system so you can keep improving.

Six simple systems that deliver unbelievable value to my clients and improves the quality of their results. And I'm not working harder. In fact, my systems mean I've got less stress, I feel more supported, and I know I am delivering an extremely high-quality coaching.

What's more, I know I'm different to 99% of the coaches out there.

With my own unique system I can take clients on an individualized learning journey that they can't get anywhere else.

The result?

I can charge a premium price for others to work with me and I usually have a waiting list of clients.

These six microsystems take all the stress of running your business off your back.

Even if there is just you and a handful of clients, it is time to get your own systems in place.

Just to know where you are in your coaching and administrative process is golden. You enjoy way more freedom than ever before. This is without a doubt, the BIGGEST lever for your coaching business. It certainly was for mine.

>>> Download your VIP Client System on our Bonus Resources Page <<<

Go to <https://rebrand.ly/10dayBookBonus>

Summary

Let's quickly recap the most important points from this chapter:

(Note: I'm not going to include the six essential microsystems every coaching business should have; for that, you'll have to read the actual chapter!)

- Coaches who intentionally design a quality of experience for their coaching clients and then go on develop an integrated business system to deliver it, will outperform all those who don't. Without systems, there is only so much you can do.
- An Integrated business system is continuously evolving to accommodate the needs of coaching clients. It enables your business to realize it's full potential.
- The health of your coaching business depends on six factors: the ability to attract new clients, the ability to get potential clients to say yes to your coaching, the ability to give them a great onboarding experience (so they don't bail early), the quality of experience throughout their coaching contract, the sustainability of the transformation which impacts the results

they achieve and the ability to receive feedback, iterate and evolve.

- This leads to six essential Microsystems that make up your coaching business, the biggest lever for your coaching business.

DAY EIGHT: CORE BUSINESS STRATEGIES

*“Strategy without tactics is the slowest route to
victory. Tactics without strategy is the noise
before the defeat.”*
- Sun Tzu



There can be a lot of pressure to keep doing things, to harness the tactics and do all the right things but without a clear strategy things don't hang together well.

And the truth is, many coaches forget about strategy and its importance in business. Strategy is so easy to overlook in your coaching business.

But here's the thing, your strategy is critical to your business success. It is different from classic business planning because working strategically involves vision, mission and outside-of-the-box thinking.

Strategic planning describes where you want your company to go, not necessarily how you're going to get there. However, like all other "travel plans," without knowing where you want to go, creating details on how to arrive are meaningless.

Strategy defines the "where" that your coaching business is heading.

Your strategy is the expression of your coaching dreams and your vision of successful results. Strategy involves "feel" just as much as it depends on management science.

It encourages you to develop a clearer understanding of your business, your clients and what's required for you to succeed. It helps you to understand your core capabilities, identify and address weaknesses and potentially even mitigate risks.

When you work strategically you get to design your coaching more effectively. You are focus on the right things that are the most

likely to deliver the best performance, productivity, and profit both now and in the future.

Understanding what is taking place within the external environment is also essential to preparing a strategy that will ensure long-term profit and growth.

Understanding changes that are happening in your niche industry, or with your marketplace is also necessary. To put it bluntly, if you don't know what is going on, you cannot adapt, and if you don't adapt, you die.

Every successful coaching businesses need to realize that what made them successful today is not what will make them successful tomorrow. With the rate of change becoming faster every year, it's increasingly important that we understand what trends are going to impact our business and our industry, and we need to develop a strategy for how we're going to respond to them.

Whether political, social or technological, we need to understand what changes are going to affect our coaching businesses and how we can intentionally respond to them. It enables us to find opportunities for growth and sustained profitability, and it can help us identify and respond to changes that could make us extinct.

I also want you to know that there is not just one recipe for success since it depends on creativity and outside-the-box thinking.

There is no perfect way to design a winning strategy.

However, the more you understand yourself, your business, your industry, and your clients, the better a winning strategy you'll create.

The truth is strategy defines action.

And this is what I want to emphasize to you. Everything you are learning in this book is useless unless it is followed by action. It is the actions you take that will fuel your transformation. The speed of implementation can give you a competitive advantage, and the changes you implement will deliver your ideas and make them come alive in your business.

You have to take the journey from ideas to real, tangible value creation.

I know strategy can be difficult for many coaches to stick with. There are lots of decisions to be made, and you're not always sure if you're making the right ones. I encourage you to think of your decisions as starting places only.

You will continue to evolve from this place, so just begin, and you will find the benefits of knowing your strategy to have many far reaching benefits. It can literally enable you to see new business opportunities, streamline your coaching processes increasing growth, productivity, and profitability both now and in the future.

The good news is that as we get to the tactics of your business systems, which is coming very soon, you will have a consistent approach to communicating your value and delivering your key messages. You will also be building the systems that will allow you to create the business you envision.

You can have the coaching business that delivers incredible value for your clients AND yourself.

However, to get the business you want, the first step is to begin to think about your coaching business from a strategic perspective.

Business planning

So, let's start at the beginning, where all effective businesses begin. Let's look at the development of your core strategy and a business plan that's, lets just say, a little disruptive. This is not the usual boring business plan that you define at the start of the year and then put in a drawer and forget about it. This is your working, continuously evolving business plan (that's why it's disruptive!).

We know that coaches who communicate a purpose beyond profit can charge higher fees and earn more than their competitors.

Your business plan can keep you on purpose by precisely identifying your purpose-driven goals. It serves as the reminder of your top level strategy.

Your business plan takes your business out of your head and puts in onto paper which relieves your stress and keeps your business goals and intentions top of mind. It can help you to make decisions, allocate resources properly, handle unforeseen complications, and make sound and objective business decisions.

Your business plan is an essential document for you if you are running, or want to run, a growing coaching business. Make no mistake, it can mean *the difference* between success and failure.

Your business plan can keep your purpose front and center. You set your goals for the year, along with key metrics to measure your progress.

You will need your business plan to ease your stress and keep yourself on track!

Despite the critical importance of a business plan, many coaches drag their feet when it comes to preparing a written document.

They are reluctant to write a business plan. They argue that their marketplace changes too fast for a business plan to be useful or that they just don't have enough time. But just as a builder won't begin construction without a blueprint, eager business owners shouldn't rush into new projects without a plan.

Before you begin writing the business plan for your coaching business, consider four core questions:

- *How much revenue do you want to generate?*
- *What is nonnegotiable in your business in the coming 12 months?*
- *Who are the potential clients for your product or service and why will they purchase it from you?*
- *How will you reach your potential customers?*

Don't spend too much time here. These are just overview questions to set the context and get you aligned to what matters most.

A business plan should always be a work-in-progress. Every successful, growing coaching business should maintain a current business plan.

As you begin to think about your plan and make decisions for it, you'll find weak spots in your business that you may need to repair. You will also discover areas of potential that you may not have thought about before and ways to profit from them.

As a coach, you don't need to put together a comprehensive business plan that spans 45 pages to woo investors. A one page plan should suffice. You will be using this to guide your way and keep you aligned and on track with your stated goals.

The first thing to define is the outcomes you want to achieve in your life and coaching business. Now, we're not interested here in your end of life goals; things that are too far reaching they won't feel grounded in reality.

Here, I am asking you...

What do you want to achieve in the next six months?

Think about where you are now and think about what's possible for you. These goals need to be stretch goals, and they need to be something you believe you can do. You don't want to demotivate yourself before you begin.

These are the goals that you are aiming at and by which you will measure your progress. You will want to make sure you are ready to commit to the actions needed, take responsibility and be ready to "own" your outcomes.

Think about your goals in terms of business, relationships and life goals to make sure you cover what matters most to you. Make sure to include elements that will keep you inspired, define the impact you want to make and quantify how much money you want to make.

The intention here is that this one-page strategy gets you fired up and excited for what is coming next. The strategy gets you ready to commit to the life and business you want to create. And once it is created, I don't want you to put this away somewhere until next year. You must keep it front and center; a working guide to align and focus your energy every day.

What you write here is a commitment to yourself and expression of what you are ready to create for your life and business.

Client-Centric Coaching

You want to stand out in the busy \$12.9 Billion coaching marketplace by giving your clients what they really want. The next strategy is about orienting everything you do towards your clients and fully embracing client-centric coaching.

Client-centric coaching has the potential to really set you apart from other coaches in the marketplace. Now, don't get me wrong, many coaches believe they are client-centric, and in coaching conversations, I like to think that most coaches are. However, when you take a deeper look at what coaches are doing in their business, you find *an entirely different story*.

Most coaches build their business around themselves, their passion, the work they want to do, with the people they select. Ultimately, there's nothing wrong with that. However, it is limiting your potential as a coach, because it *ignores* the people who matter most, your clients.

Now, client-centric coaching is not a 'black or white' 'either or' thing. It is certainly not about forgetting yourself and only focusing on clients.

Client-centric coaching is actually about being really clear about your passion, your values, your genius and then understanding at a really deep level how this intersects with what your clients want from you as a coach. We want to find the sweet spot, that point of resonance that lies in between the work you want to do, what you're really great at, and what your clients want and need.

If you want to truly delight your clients, if you want to be *world class* at what they value most, you need to choose exactly what that is and exactly who they are.

The truth is you can't afford to try to be everything to everyone, or you will end up missing the mark and being just a little above average on some things that don't resonate.

Suppose that instead of trying to serve everybody, you identify a specific set of clients you can serve better than anyone else. Then you can deliver better coaching packages, better service, better results, or some combination of all three. Once you know your target, you can identify your ideal clients.

Coaches that take this route set out to learn all they can about these target customers, starting with who is buying, why they are buying, and where the potential buyers are. They seek both qualitative and quantitative insights, and not just from one-off research projects but a constant stream of feedback.

They investigate the client's needs, what they are prepared to pay for, their passions, and their unmet wants. They figure out where competitors are missing the boat, and they determine which client needs best match their own capabilities.

All of these steps lay the foundation for loyalty and enthusiasm among those customers.

Ask yourself the following five questions:

- 1. For which clients am I designing my coaching services? What are their needs and expectations?***
- 2. What are the best ways to connect with my ideal clients?***
- 3. What are the specific features and benefits that will most appeal to my clients? What does the competition offer?***

4. *What should my client experience be and how shall we deliver it?*

5. *How will this offer impact my coaching business?*

You build client loyalty from meeting client needs across all dimensions.

Do you remember the research from Bain? That research tells us management teams tend to overestimate the degree to which they are really better than the competition. The study shows, for 362 companies, 80% of management teams felt they delivered a better customer experience than rivals, but only 8% of customers agreed. The survey agreed that companies need to make sure they aren't exaggerating what makes them special in the eyes of their customers.

I have noticed a similar trend in coaching.

A true client-centric approach is where you are really open to listening to clients, in other words, *you are willing to be changed by what you learn* and not simply looking for affirmation that what you think your clients want is actually true.

You need to overcome your own biases and really listen... are you following?

When a client makes a purchase, he or she can't use that money for anything else; there is an opportunity cost. Your coaching has to rise above the competition and above whatever other options the client might have.

Coaching needs to be viewed not only from the perspective of what coaching can deliver but also figure out how coaching offers better solutions than other development/training products and

programs. To achieve that goal, something about your coaching programs and products has to stand out above the rest. Not everything, but something.

Clients themselves are always making trade-offs, and understanding those trade-offs allows you to offer exceptional performance in some areas while ignoring others.

In my coaching business, my clients really value the depth of relationship they develop with me as their coach, and they value the results they achieve in their coaching. Understanding that value allows them to overlook the technology issues which sometimes crop up as links break, and errors creep into online copy.

My clients know they are getting world-class coaching and world class results and for that, they are willing to overlook the aspects of my business I have less control over, (e.g. the technology piece that is forever changing.)

In other words, you could say my coaching business is oriented towards what my clients value most, meaning we stress less over the other things. In other words, I know I can't be world class at everything, so I choose to focus on what my clients value most. And it seems to work well since I always have a waiting list for private clients.

This kind of client focus has implications for every aspect of your business because I find that most coaches want to go broad. They want to have something for everybody so that no potential client goes away disappointed. However, this results in complexity, too many offerings in your business and confused clients.

Alternatively, If you know exactly what your primary clients want most and you know what their sweet spot is, you can concentrate

on giving them exactly that and keep your business streamlined and simple.

Doing one thing really well always outperforms doing ten things in a mediocre way.

You can cultivate a system for client intelligence with a deep client understanding that continuously evolves as you grow. You get to create opportunities to dialogue with clients developing a collaborative orientation that naturally leads to more coaching clients and a huge client happiness rating.

By focusing on your core clients, you follow a time-honored principle: *Delight the few to attract the many.*

Offerings that are exactly what your core clients want are likely to appeal to large numbers of other clients. However, any coach that follows this route has to make some hard decisions.

Since nobody can be all things to all people, a coach that invests in delighting its core clients will necessarily disappoint others. This is okay if you know where it pays to be great.

I love this approach because it ultimately leads to simplification of your business strategies. You know what you do best and what your clients really want and you focus there.

A true focus on your clients also gives you a knife for slicing through the business complexity that tends to build up over time in any business.

Your Coaching Brand

Now we come to a crucial strategy; your coaching brand. This is something that a lot of coaches overlook, and it holds the answer to the big question:

What is the identity you want to own as a coach?

When your clients hear your name, what do you want them to think of and *where do you want to position yourself in the crowded marketplace of coaches?*

You need to give people a reason to choose your business over the competition, and without a strong brand that's an extremely hard sell.

A brand gives a business its *unique* identity, its look and feel, voice and personality. Think about it, without its brand Nike is just another shoemaker, and Harrods is just another department store. It's the branding that creates a sense of experience, a promise around what you can expect from the business itself. And with the integration of high design into the marketplace, (thanks Apple), your brand needs to look good too.

Just think about it for a moment...

How many people actually know you, as opposed to knowing your reputation?

Most people in your professional world may only know your skills, your resume, your experience and possibly a few quirks. The point is that outside of your immediate circle of friends and family, people are likely to know you primarily by your personality, reputation and their experience of you. That is just another way of saying that they know you by your personal brand.

The way to create your own security in today's marketplace is to develop a powerful personal brand that influences how potential clients and stakeholders perceive you. Once you do that, your brand will transform your ability to attract and convert new clients and ultimately grow your business.

The truth is your personal brand already exists whether you are aware of it or not. And it may exist at different levels of reach within the global marketplace.

However, unless you have done something notorious, chances are if you haven't been intentional about your brand, it may not have traveled farther than a local reach.

And here's something for you to think about...

Your personal brand doesn't need to be the same as your business brand, (although it is likely to be very closely aligned), especially if you are developing your thought leadership as a coach. Integration is important to us as coaches, you don't want to look like Jekyll and Hyde, but that doesn't mean that your coaching business will be the same as your personal branding. There can be some subtle differences.

However, if you're just starting out as a coach it's easier to make them one and the same. Many coaches fully integrate their personal brand as their coaching brand, and it works very well. And as you grow you might decide to keep your personal brand intact or use a product name to distance yourself a little more, especially if you are building a coaching business to sell.

Your brand is not just about you, and it's not just about your business, it is *an integration of the two*. This is a double-barreled approach that works really well for speakers, authors, coaches,

consultants, healers and, in fact, anyone who works in the field of change and is looking to develop their brand as a thought leader.

There are many ‘brand legends’ in the wider marketplace who have navigated this route very successfully; think Steve Jobs and Apple, Richard Branson and Virgin, and John Mackey and Whole Foods.

Whatever stage of business growth you’re at right now, it’s worth taking some time to set a conscious intention to develop and grow your brand presence.

You can grow your brand identity through different levels of reach from your own personal identity to a global and virtual awareness of your business and what it stands for.

Great brand strategies are both inspirational and aspirational.

Your brand exerts an influence in your professional world, and it’s not always the kind of influence you’re seeking. If you’ve been creating your brand passively, without any awareness of the consequences, then you are like 90% of individuals who work in the transformational industry.

Transforming your brand into one that creates business opportunity means taking active control of the process. You will need to define how potential clients, colleagues and members of the media perceive you. This means cutting and polishing the diamond of your brand, so everyone who comes into contact with it forms the same basic set of words in their mind when they hear your name.

It’s packaging everything with an intentional look and feel, showcasing the things that make you great at what you do, to broadcast a consistent message to the world that allows you to shine.

Branding is all about perception.

Your brand isn't what you say it is, *it's what other people say about you that counts*. A weak digital footprint is like a weak reputation, that's why you need to take charge of building and nurturing it. And you have to strive for maximum impact at minimum cost. You have to rely on yourself, be innovative to stay ahead of the curve and demonstrate your value every day to succeed.

The truth is if you don't brand yourself and your business other people will.

Today, a non-existent or poorly executed web presence can brand you as weak 'B player', and that won't attract many clients to your business. Bad reviews on online forums might define you as second rate or worse, as technology now gives our clients information about us which they can find after a few minutes on Google.

This means you must build your own platform of influence that will show your history and build your credibility long before your potential clients ever consider engaging you as a coach.

There is no doubt you'll have a harder time overcoming objections and making a sale if your business is not branded well, and the marketing job of getting more clients won't be too easy either.

Your brand can be the full expression of who you want to be in the world (and what you want to do) *not what you think it should be*.

Design a brand around your coaching expertise to position yourself for high-value clients. Write a brand manifesto to show a deeper purpose for why you do what you do and the real reasons why you are a coach. Tell your core stories to communicate even more

depth and meaning. And finally, pick distinctive colors, fonts, graphics, and imagery that sets you apart.

VIP Client Experience

Finally, the most important strategy of all, designing your VIP Client experience.

Your clients want quality, and this is non-negotiable. The quality of results and experience is mission critical. This is where you get to define and create your unique transformational journey aligned with what your clients want. When you can show you know what your clients want, they will begin to think of you as a leader in your field.

The most effective way to think about your client's transformational journey is to think about it in terms of a quality of experience as well as a specific set of steps that you will guide your clients through.

If your clients only know the true value of your coaching after they have coached with you then you are not communicating your value well enough.

Defining your transformational process can help you with this. What we are talking about here is you defining a series of steps to take your clients through in your coaching, a series of steps that will ultimately lead to an incredible and sustainable transformation.

From my own experience, I know that defining your coaching journey for your clients can seem in some ways to be very straightforward, and then suddenly it shifts to beyond your

understanding or imagination. That's the essence of great coaching and the challenge we're dealing with here.

This is not about you defining some steps and then sticking rigidly to them, at the expense of what your clients want and need from you as a coach, far from it. It is merely a way to make the invisible *a little more visible* for our coaching clients, especially those who have not experienced coaching before and don't know what to expect.

This process can lead you to a sense that you are juggling wet soap. One minute you have your process nice and clear in your hands, and the next it's slipping right through them. I want you to not only define your steps but how you practice them with clients.

This is an approach that emerges within you over time, almost unnoticed. It emerges as you coach your clients, as you experience what matters most to them and see their results first hand. Then, after some time your transformational journey makes sense at every level, head, heart, and soul.

You will know it by the depth and breadth of different approaches you have to work with clients at every step. And without fully knowing how you know it, you will be able to facilitate deep shifts in understanding, alignment and your client's behavior using the principles and practices on which your coaching process is built.

Now for the good stuff, you get to define and deliver an extraordinary client experience that creates intimacy, impact and delivers the wow factor.

You have the opportunity to think about what experience you want your clients to have before the sale, during their coaching contract, and even after they've completed working with you. Once you

know the experience, you can then design a workflow with critical business systems to deliver your extraordinary client experience. These are the strategies that will form a powerful foundation of the tactics to come.

Ask yourself the following questions:

- *What coaching models resonate for you? How would you change them, so they're even more compelling for your clients?*
- *What process would make sense for your clients? What language would they use, what would make sense for your coaching niche?*
- *What process of transformation do you know works for your clients?*

Take your answers and draft a simple 3 - 6 step process for yourself. Keep the steps broad so that you can interpret them in different ways with different clients, but focussed enough, so they know what stage of the coaching process they are in with you.

Draft your idea and make sure it is in alignment with your brand. Remember, that slippery soap? It doesn't have to be perfect, merely the beginning the starting place for your unique transformational journey.

Now it's time to get your draft process out into the world so you can refine it and make it real. Share it with a few clients, talk to colleagues about your process and see how they respond.

Does it make sense to them?

Do they like it?

Is it clear the value your transformation brings to clients?

This is your VIP client experience, your business system, it's not meant to be rigid, but a living, breathing coaching system. It is supposed to be something that is alive in your business. The way to keep it alive is to use it, to feel into the breadth and depth of what you've defined, to listen deeply to clients to see if they use the same language or different words to describe the steps. Allow your model to move you and your coaching in the direction of your clients, and the quality of transformative experience they would like to buy from you.

I have a request: that you be compassionate with yourself as you create your systems.

You don't have to know everything, it doesn't have to be perfect, all I am asking is that you find your starting place, the place where you can begin so you can go onto iterate and evolve in the future.

Do we have a deal?

Summary

A quick reminder of the important points from this chapter:

- Strategy is easy to overlook in your coaching business yet it's critical to your business success. It helps deepen your understanding of your business, clients and what's required for you to succeed.
- Strategy defines action enabling you to streamline coaching processes to focus on growth and productivity.

- Develop your core strategy and a continuously evolving business plan. Focus on client-centric coaching and learn how to listen intently to your clients.
- Design and develop a high quality coaching brand that is both aspirational and inspirational.
- Design your VIP Client experience to deliver and exceed what your clients really want.

If this sounds good to you, then read on as once you integrate the tactics, your business really makes a difference for you and your coaching clients...

DAY NINE: CRITICAL TACTICS OF A SEVEN FIGURE COACHING BUSINESS

*“The question isn’t who is going to let me,
it’s who is going to stop me?”
- Ayn Rand*



Let's take a look at the critical tactics that really make a difference for you and your clients.

Raise Your Rates

Once you've developed your integrated business system, and developed your strategies, you are ready to implement tactics. The first is to raise your rates.

Raising your rates is the easiest and most profitable way to make more money from your coaching.

I want to take you back to the very reason why you became a coach. There was probably a moment in your life when you realized you had better things to do than being tied down to a 9-5 job for the rest of your life. The dream of becoming a self-employed coach is pretty enticing. Workdays spent surrounded by the smells of the local coffee shop, and a portfolio of clients that are yours and yours alone. You, in total control over where you work and who you work for. And total freedom. Now you can work wherever you can find some space, a laptop, and a wifi connection.

Given enough time most of us discover a sobering reality, where we realize the life of the coach isn't exactly what we thought it would be. We need to market. We need to sell. We need to negotiate. We need to sometimes put up with late payments, delayed invoices, and outright difficult clients.

Unfortunately, clients don't just fall into our laps. You're running your own business now, and this business has a lot of moving parts. When I went solo, I had to start wearing a lot of hats. At first, it was easy. I was handed a few clients on a silver platter, but as

those projects wrapped up and as my company began to grow I was suddenly in the position of needing to find and sell new clients - clients who didn't know me.

Then selling became very different.

I was underpaid, lost clients and made a ton of really stupid mistakes while growing my businesses my biggest mistake of all was that I didn't charge enough for my coaching to make a profit. I was too concerned with whether I thought the clients who were interested in working with me could afford me. I made up all kinds of, (usually incorrect), assumptions about what I thought clients could pay and undervalued my coaching as a consequence.

Back then, it was hard enough asking for the minimum I was prepared to work for. I couldn't even consider that I could raise my rates and charge more.

Now, before you ever think about raising your prices I want you to reflect back on this question:

Why do clients hire you?

It's a simple question, right? When asked I usually get back a simple answer, something like because I'm good at X. Most of us mistakenly think that we're hired because we're highly trained and experienced at coaching. But in my experience, this simply isn't true. People hire you because they want something from you. And for most clients, that's 'more' of something. It might be more money, health, love, joy, peace but whatever it is, you can be sure that's what they're willing to pay if you can help them get it.

It can be useful to think about the client relationship in terms of investment versus expenses. At the heart of every relationship with every client is a transaction, an exchange of value.

We can think of this very simply; the client hands you a check in exchange for the promise of your coaching. As a coach, you value the income and the client values what you can do for them.

Now, for you to create a sustainable coaching business, you need to work out your value equation where

$$\textit{Value} > \textit{Price} > \textit{Cost}$$

(Value is greater than Price which is greater than Cost)

Obviously, the price you charge the client needs to be greater than the cost of delivering your services to clients. That equation is how you get a profitable business model. What you have left over at the end of the transaction is the profit.

Next, the value perceived by your clients needs to be greater than the price they are paying. In other words, they need to feel they are getting great value for money. Now you have *a sustainable business model* because clients feel your coaching was worth the investment.

Think about it, this implies that any transaction that your clients make is meant to serve as an investment for them, not a cost. A factory will hire more staff because they want to increase output which helps them to sell more. A client will come to you for coaching if they believe they will get *more value* than it costs to get it.

When a potential client gets in touch asking for coaching, you might immediately switch into coaching mode - *you might ask them about types of coaching, virtual or live? How many sessions do they want? What budget do they have in mind?*

However, as we discover when we discuss the challenges behind the reasons why someone wants coaching, we realize they don't actually want coaching, they want something else. Maybe they're not sleeping well at night, maybe they need to earn more money or get better life balance, or a promotion.

What's important is what you find when you peel back the layers. Behind the interest in coaching you'll find a problem and this problem is hurting the client.

You need to realize what your client is thinking. They are thinking... *if I pay for coaching then I can get rid of my problem.*

Unfortunately, when the client comes to us, they only tell us so much. It's up to us to use our coaching skills to get beneath the surface of what they think they want and realize that, at the end of the day, the client doesn't care about the coaching.

They're paying you for their life to change, period.

It's critical that you become an investment vessel, an asset in the pocket of your client, instead of an expense.

And it's not all about the money either, I've worked with clients with radically different priorities. So don't think of investment only in financial terms - your goal is to *increase and amplify* whatever it is that matters to your clients.

And the surprising truth is... if you can deliver great value, then you can charge great prices.

So, charging more is about learning how to raise your rates in a way that benefits you and your clients

Create A Sustainable Change Process

This tactic really helps to stabilize your income.

The most successful coaches today don't just coach they offer a multi-dimensional change process. This is the paradox of what clients want; quality AND convenience, coaching AND mentoring, inquiry AND education. They want a comprehensive change solution that meets their needs, *what they want, when, and how they want it.*

Coaching used to be confined to one-on-one conversations with clients, face-to-face in a live room. The majority of the profession-oriented around this idea and it's true to say that so much great coaching still takes place in this format. However, this is no longer the whole story.

Successful coaches today grow businesses that are so much bigger than one on one conversations. The profession has shifted from 'one-on-one', to 'one-to-many'.

Coaching as a service has also evolved into coaching as a product. Now in the purest sense, it can be argued this is not what coaching is about. However, in the bigger business world, it is being *demand-led* by clients.

Clients are showing us what they want, and many coaches are listening. There is no doubt that this is a trend that pays for you to take notice and look at for yourself and your own coaching business. The lines between coaching services and products are becoming blurred.

Why?

Because the market is demanding more.

This is the genesis of Experiential Coaching.

The fact is that the coaches with the courage and the vision to respond to their clients needs are beginning to productize and package their services in easy to consume ways, and it comes as no surprise to see these same coaches are the ones leading the market. They have listened deeply to the challenges their clients' face and can see coaching as a specific solution to a specific problem. They create products and services that speak directly to these problems and in doing so, realize that they can now reach hundreds and thousands of more people than before.

What we are experiencing now is how coaching has integrated itself into the wider marketplace in the form of many different formats, packages, products and services all designed to offer the client a more complete transformation.

Change that is not only successful but also sustainable for the longer term.

Top coaches are embracing experiential coaching for a few good reasons.

1. Coaching clients want flexibility in their learning.
2. Coaching clients get better, more sustainable results.
3. It gives the coach the opportunity to develop a body of work and multiple income streams in their coaching business for a more stable income stream.

But what does Experiential Coaching mean?

Experiential coaching takes into account the quality of experience that the client is having, and incorporates experiential learning, or

learning from experience into the change process. Clients get much better results when we invite our clients to learn in multiple different ways.

This expands the learning process to take it beyond the coaching conversations, to give our coaching clients resources to continue to support their transformation in between sessions.

This means including peak emotional experiences, multi-sensory language, different learning styles, embrace modalities, inspiring curiosity, and surprise.

You can make the most of mobile learning platforms so clients can learn on the go. You can also partner with others who can also add value to your clients.

You can develop your strategic partner network and collaborate with other complimentary services your clients need, which means learning how to collaborate and partner effectively from reaching out to the right partners to negotiating roles and responsibilities for a win/win.

Now you are not just earning money from your one-on-one coaching clients, but you can also market your products and programs separately for additional revenue streams. And you can bundle them into your coaching and *charge more*.

I encourage my clients to develop a library of resources for their clients. These resources enable clients to develop their confidence and their competence by receiving high-quality, proven methods that work and by encouraging them to participate with others through discussions.

Personally, I encourage reflective exercises, evaluations, and learning by providing with resources that help them to implement the changes they want in their life and business.

After working with many coaches in their business growth and development, I can tell you that the business grew much faster for those coaches who diversified and created other streams of coaching income in the early stages of their business building.

The ones who integrated additional products into their one-on-one coaching services enjoyed a stronger and more reliable flow of one-on-one coaching clients than those who didn't.

And it wasn't just about "selling products" it also added more perceived value to their one on one coaching clients, it bolstered their credibility and strengthened their clients return on investment (ROI) leading to more referrals and more clients.

Optimizing Your Business

Once you've created this incredible coaching business with multiple layers of resources and an unrivaled quality of experience for your clients you are ready to make sure you stay at the top of your game.

So, you have implemented your business systems. You've raised your prices and embedded products and programs into your coaching for even greater success for your coaching clients. Now you are faced with a big question.

"Will my business be a success?"

There are five simple ways to gauge whether or not your coaching business is on the path to success.

The first is Profit. Profitability is probably the first thing people think about when measuring success. *Is the business making money?*

This is fairly common sense, if there is money left after you have paid your monthly operating expenses and debt, then things are looking pretty good. However, if you find your bottom line is continually red, your chances of success begin to dwindle.

Secondly, a growing client base. In addition to profitability, a growing client base is a sure sign that you are effectively reaching your ideal clients, and reaching your ideal clients is what your business is all about. Without a vibrant client base, your success will be limited, at best.

The long-term growth of your coaching business is tied directly to your ability to not only reach your potential clients but to expand it to accommodate your long-term goals. All of those long hours spent on the research and development of your client-centric strategy prove themselves here. *Did your dialogues pay off? Are you able to align with exactly what your clients tell you they want from you?*

Third is client satisfaction. Client satisfaction is an indication that you truly understand the needs of your clients. Going beneath the surface of the conversation, shows a deeper understanding of your clients and being able to satisfy their needs is crucial to the strength of your business.

Just remember, one unsatisfied client can negate the promotional impact of several satisfied ones in today's digital marketplace. Having strong customer service policies will also add to the success of your coaching.

If you have employees, then employee satisfaction is also important as a key indicator of business success. Developing a work environment that rewards employees for their hard work is imperative in attracting and retaining quality employees. If people who work with you know they are appreciated, they are much more likely to go the extra mile when needed.

Employees are an indispensable part of your business. They are the face that greets your customers. Do everything within your power to make sure that face is a smiling one.

And finally, is your satisfaction, yes I did say you! Perhaps the most important measure of business success is whether you, as the business owner and coach, are satisfied with the results of business ownership.

Dissatisfaction is contagious. If you're not happy with your business, it won't be long before your dissatisfaction begins to affect everyone else, even your clients. Every once in a while, carve out time for a reality check. Identify the sources of your dissatisfaction and make the necessary changes before it's too late.

That's the beauty of running your own business. You get to assess how things are going and if you don't like what you see, you can change it. You're not stuck with someone else's agenda.

You want to make sure you implement the essential tools and software to increase your efficiency and ensure you make the most of technology to save you time and money.

It is essential that you define the key metrics for your coaching so that you can measure and track your progress.

Preparing To Launch

By now you will be ready to launch. And yes, I did say launch. Not tiptoeing into the market, but creating a buzz about what it is you do so that people stop and notice. This is your conscious launch strategy. Knowing what resonates with your market and tailoring your launch to that.

“Launch” can be a scary word for coaches. We’re not internet marketers after all. We offer a quality of transformation for our clients, we’re trained professionals...!

But the truth is, a launch is simply you opening for business and making it really easy for people to do business with you.

It always helps me to think of it in these terms: if I had a brick-and-mortar coaching store, then I would simply open the door for business. I would invite my friends, family, and clients to my opening day event, so they knew what I had to offer. I would invite them because I would like them to experience my store first hand.

That’s all a launch is and that is what it can do for you.

There are only three objectives of a launch.

1. Attract leads
2. Convert Sales
3. To wow people - in other words, give them an incredible experience of you and your coaching business.

That’s it, nothing else. Sounds pretty simple, doesn’t it? Well, in my experience, it is. The reality of actually running a launch is easier than I thought. Once you make the commitment actually to do it, you’re halfway there. And my advice is to just do it - you

will learn so much from the experience as there are some things you can only learn by doing.

Regarding the launch, you need to define your core, (and compelling), offer before you begin to create your marketing assets and copy.

Create a simple yet powerful launch including email timing, experience sequencing, the web pages, launch assets and social media campaign. And if you've been in my community for a while, you'll know I've done a few launches. Some have been more successful than others, and I've learned a whole lot along the way about my community.

So you have to do a launch. It enables you to take a public stand for what you believe in, and it gives you real-time feedback on what resonates with your audience.

By now, you will not only have built your brand, your business systems, and an incredible client experience. You've nailed the tactics, and you will also have developed an unstoppable level of confidence towards your coaching and your business.

This is how you create the purpose, profit connection in your coaching business.

Your coaching is so loved that people naturally start to talk about you. You get repeat sales and countless referrals. Your coaching business becomes a full expression of what matters most to you and your clients.

It becomes a legacy business.

You get to focus on what you do best (coaching) and allow your business to serve and give added value to your clients.

Not only that, you get to create strong, intimate relationships that begin a positive growth cycle to attract even more of your ideal clients. You feel less stress and start feeling positive and alive again. Inspiration. Impact. Income. Legacy. Touch more people and make a deep, lasting impact in their life and in the lives of their families too. Enjoy consistent and predictable revenue by giving your clients the experience of success.

They'll want to work with you more AND they'll tell their friends.

Is this your dream come true business? It definitely became mine.

And you don't have to do everything, think of this as a rare opportunity to figure out a way for you to do and be more as a coach. Just *one* of the tactics I've shared, just *one* of the business systems could be a remarkable distinguishing factor for your business - a stepping stone to discovering a new path, a redefined purpose for your coaching.

Summary

Now for a quick recap of the important points from this chapter (*not including all the takeaways about what to measure in your coaching business; for that, you'll need to read the actual chapter!*):

- Understanding how to raise your rates in ways that benefit you and your clients can take your coaching business to seven figures and beyond
- The most successful coaches today don't just coach, they offer a multidimensional change process, one that delivers better results for clients and is sustainable. They offer experiential

coaching embracing multi-media resources and offering clients the flexibility to continue the learning in between coaching sessions.

- Optimizing your business is a critical tactic for ongoing success.
- You need to launch to take a stand for what you believe in and get real time feedback on what resonates with your audience. Integrating the purpose, profit connection.

DAY TEN: FROM COACH TO TRUSTED AUTHORITY

*" People who are crazy enough to think they
can change the world are the ones who usually
do" - Steve Jobs*



What will tomorrow look like for you?

Really... ***Do you know where you're headed?***

Take a look at this model and find out what level of business development and growth you're at right now:



THE PATHWAY FROM SURVIVOR TO TRUSTED AUTHORITY
Accelerated revenue growth for coaches

| ENERGY LEVEL | INSPIRATION | INCOME | IMPACT |
|--------------|-------------------|----------------|------------------------------------|
| 8 | TRUSTED AUTHORITY | → \$1,060,000+ | <i>Purpose Driven Contribution</i> |
| 7 | ALCHEMIST | → \$940,000 | <i>Transformational Leadership</i> |
| 6 | VISIONARY | → \$820,000 | <i>Expanding Capacity</i> |
| 5 | TORCHBEARER | → \$700,000 | <i>Increasing Engagement</i> |
| 4 | EDGEWALKER | → \$580,000 | <i>Leveraging Results</i> |
| 3 | PATHFINDER | → \$460,000 | <i>Improving Productivity</i> |
| 2 | EXPLORER | → \$340,000 | <i>Speed of Implementation</i> |
| 1 | FIRESTARTER | → \$220,000 | <i>Creating Value</i> |
| 0 | SURVIVOR | → \$100,000 | <i>Building Confidence</i> |

>>> Download your copy of the Pathway Model on our Bonus Resources Page <<<

visit <https://rebrand.ly/10dayBookBonus>

This model is the pathway that I describe as going from being just a coach who is all about able surviving, to becoming a trusted authority in your field.

This model is actually an *accelerated revenue growth model* for coaches. It shows the path that so many highly successful coaches take to succeed in today's increasingly competitive marketplace. And in this model you get to call the shots, you get to decide at what level your success lies.

Many of you will not need to hit the 1 million dollars plus mark to consider your coaching business and career a success. It doesn't mean you can't, it just means that your success lies farther down the ladder.

And the beauty is, you get to choose where your success lies. You can be an extraordinary coach at any level and deliver incredible client results with an unrivaled quality of coaching experience.

If you implement everything you've learned here your clients will love you, they will tell their friends, and you will organically begin to move up the model.

So what does the model tell you?

Well, *you can create a coaching business* that will deliver an income approaching and even succeeding \$1,000,000 a year by leveraging your expertise as a coach, implementing your business systems, creating a body of work and hiring maybe one or two administrative assistants.

This model illustrates the income levels that many of my clients have achieved and it shows you what is possible now you have your foundational business elements in place.

Your coaching can be very lucrative when it is captured, packaged and delivered in a way that your clients value.

As an experienced coach working in your particular subject area, you can quickly become known as someone who knows something valuable.

Often you might be asked to share your knowledge with others. You might be invited to speak. Perhaps you've written a book. It could be that people are always calling you to pick your brains about something that is bothering them.

And this goes beyond traditional coaching. It means that you have the potential to lead the field and not only be someone who knows something but becomes a trusted advisor who is known for knowing something - in other words, you become an authority in the field you just may not have recognized it as yet.

During this journey, you will progress more quickly if you do the right things at the right time. This model tells you *what to do, where to focus your time, energy, and resources* at each level to move through the different levels as quickly and painlessly as possible.

The journey from survivor to trusted authority typically takes three years. However, it can be less or more depending on your level of commitment to the path.

In my experience working with hundreds of coaches, I have identified some mistakes that coaches make when trying to climb the levels.

1. The first is ***failing to get clear about the value you bring*** to the market. I know of numerous coaches who were inspired to set up their own coaching business but did not value themselves or

their coaching in ways that would inspire others. Without a clear message of value around your coaching, it is hard for anyone else to see what you offer and how it is different from everyone else. The end result is that you feel under-confident and potential clients ignore you.

2. Second is ***failing to get clear on who you want to work with*** and what they need from you. Yes, it's easier to do what you think you should be doing and build your business like a monolog but you know how important clients are, and you can't talk to them and align your business to what matters most to them if you are not clear who they are. You can't be everything to everyone, so if you can't describe what you do in one sentence, it's not clear.
3. ***Attempting to move up the ladder too quickly by jumping ahead*** a few levels, thinking that get rich schemes will actually work for you. They won't. As a professional coach, it is more important that you embody a philosophy of sustainable growth. Take it one step at a time. Build the foundations at every level before you move up and gradually increase your income. This will ensure your success is sustainable in the long term as your credibility and integrity will remain intact.
4. ***Over investing in the wrong things***. This could be too many training courses which creates unnecessary overheads in your business, office space you don't need or recruiting staff too early. I've heard it said that money can be a problem in a young business. Having too much money early on makes people lazy because instead of doing things themselves they employ others or can afford so-called shortcuts to success. When you have no money, you are forced to be creative, so you keep the doors open. So keep track of your cashflow, it's the number one

reason why coaches go out of business and only buy what you need, not what you think you might want.

5. ***Doubting your ability.*** This is a huge obstacle for many coaches, the inability to see themselves at the very top of this model earning a seven figure income. The voices in the back of your head will have plenty to say on this matter. Ignore them. Everyone I have ever worked with, including myself, who has reached this level has had to deal with those voices and the imposter syndrome. You are not alone. However, once you decide to focus on your goals and listen to your true self rather than the voice of fear and doubt, you will find that, actually, you can.

Let's take a deeper look at the model and discover what you can do at each level to grow. You can download a copy from the book resources page:

To download the model, go to <https://rebrand.ly/10dayBookBonus>

We begin at Survivor at the very bottom. This is the most unpredictable level. Earning your first \$100k can be a challenge because it is here where you are testing out if you have a viable coaching business idea. Let me just say that getting to this level is not be diminished. It takes courage and creativity to make your first \$100k, on your own, self-employed.

According to the International Coaching Federation's survey, the average income for a coach globally was only \$47K, so it's safe to say that most coaches don't even reach level 1. If you exceed survivor level, you are *already more commercially successful than most.*

How can you do that?

The focus at level 1, **Survivor Level** is *building confidence*. This is where you begin working as a coach to test out your ideas, find your clients and work out what people are prepared to pay for. It goes without saying you need to be all in, fully committed to getting your first client.

You need to grow your network, to raise awareness of your new coaching business, test out your business ideas and in the process build your confidence. You shift from being someone who thinks they can coach, to becoming someone who is a great coach with paying clients.

Once you progress to level 1, and the **Firestarter Level**, success has a more predictable structure. At this stage, your coaching business should be generating more interest, some repeat clients and a general increase in activity.

Here, the focus is on *creating value* at multiple levels within your business. This is such a powerful concept. Here, you truly start understanding the importance of thinking in terms of communicating value and delivering it. As you know this is not about trading time for money but value based pricing.

Obviously, clients will pay more for a greater return on value, if you can deliver this value, they will love your coaching and promote your coaching to others. Word of mouth referrals are much more powerful from someone who has received great value from you.

At this level, you need to get clarity around the who, what and why of your business so you can create incredible value and own it. Here, you can design powerful branding, define the quality of your

client experience and track your results, so you can change what needs to change.

Level 2 is the **Explorer Level** where speed of implementation is key. Life is definitely busier here, and you need to be careful you don't get overwhelmed as you'll likely be busier and working harder than at any other time in your business.

For many coaches, this is often the most challenging level to be at. You can feel as though you are trying to spin too many plates and begin to worry about dropping the ball in some way. Which is why the focus here is to *keep going*, to keep doing more stuff, and fail faster if you need to.

Here, is where you will hire your first virtual assistant who can help you to implement systems that will take the stress off your shoulders. It's also a good time to raise your prices as your earlier success is recognized and you can begin to build a community around your brand. Lots of people give up here because they hit the wall and feel exhausted. It can feel like pushing water uphill.

It will feel insanely busy, so know that and keep going. The next level, Pathfinder, is where things begin to get easier when your business has enough momentum to be self-sustaining. Money goes up, and exertion goes down. That is what is waiting for you when you break through this level.

Level 3 is the **Pathfinder Level** where you focus on improving productivity. You have already begun the process of positioning yourself as an authority, and now you have some space to look with consultant's eyes at your coaching business and ensure profitability and key metrics are in place to streamline towards what is working. Review and rethink your systems. Here you *create multiple income streams* that support your business goals,

know the conversation you want to lead by ensuring all aspects of your business are aligned with one big idea, and build your platform of influence both online and offline.

This is also a good time to join a mastermind community or bring together a group of like-minded individuals who can support your growth, and keep you up to date with best practices, as things change so rapidly. You can feel inspired to innovate and define a new path forward for yourself and your clients.

Next is the **Edgewalker Level**, which brings the opportunity to leverage your results as you now have the capacity to leverage other people's time and energy. Who you are *being* matters here. You need to continue to show up as an authority in your field being radical, real, and resonant.

You can partner with others to embed additional products and programs into your coaching; do more of the work you love with the people you love. And if you haven't already, it is time to get your book published as you create magic by further innovating and potentially inventing a new category of business, a new way forward which will redefine your industry.

At level 5 is **Torchbearer** which is a phenomenal achievement for your coaching business and definitely one worth celebrating! Here your activities are focused on *increasing engagement*. Now, you will be invited to speak more and share your wisdom, so you need a powerful keynote speech where you can speak your truth in an authentic way.

This is a great time to collaborate with other thought leaders, to form partnerships that will add even more value to your clients, with minimum hassle on your part. Your business can also shift here as you begin to think about your coaching business not just as

a traditional business, but also as a media business with communication channels to market. This is a great time to get media coverage and position yourself at the top of your industry.

Level 6 is **Visionary** and expanding your capacity. Here you will want to *invest wisely* in the things that will give you a financial return and set you up to expand your business while giving you more free time.

Inspire your business to become a force for good in the world by taking a leadership position in your local community. Consider licensing others to deliver your body of work, form strategic alliances and build out your team.

Now, your systems may need more rethinking as they need to be operated by others who will be trained and empowered to make continuous changes going forward.

Level 7 is the **Alchemist**, a level focused on *transformational leadership*. Here, you are not merely a leader, but you rise to the meta level of leadership and become the leader of leaders. This a worthy rank to hold by anyone's standards. Now it's time to invest in becoming even more effective in your business and leadership because what got you here won't get you to the next level.

It's about teaching your competitors, learning continuously to stay ahead of the game and ultimately leading the field.

It's worth stating here that this is enough for many coaches. The alchemist lifestyle is a very comfortable one with a sustainable position in the market, and from here the next level demands more structure with growing pains attached. So you need to think clearly about whether you actually want to continue to grow.

The good thing here is you now have choices. If you continue to grow you will become a **Trusted Authority** in your field, and you can do it by growing through more of the same, you can choose to simply work harder. Or you can shift gears and work smarter and include leveraged transformational models with less coaching.

Or, like some clients, you can flip everything and take yourself out of the business. You might even decide you want to sell.

My favorite is something of a hybrid, where you use your business to deliver incredible life experiences for you and your family. This is about tax effective business trips with the family in tow. It's about who you meet and what you do. Enjoy tropical travel? Buy a villa in Bali and facilitate executive retreats there. Like Tony Robbins? Book him to deliver a keynote address at your annual conference. Want to learn Spanish? Relocate to South America, take out your bucket list and start ticking things off.

Now you get to inspire your tribe, create your legacy, become a trend-caster to intuit the future, give back and use your experiences to mentor others. You get to be as creative as you want with your business and your time.

I know each one of you has what it takes to get to the very top of this model where you too can play a critical part in our evolution.

Take a stand for what you believe in and build a business to expresses that within the world. Do and be more. You know there's still more untapped potential in you to emerge.

Our time is calling for action. We need you to play your part. Your clients need you. The world needs you and the incredible work you do as a coach. Don't settle.

Choose to be extraordinary and build a business around that.

Drop me a line and let me know what insights you're taking away from the book. *I would love to hear your success stories.*

I am thrilled that you put your faith in me to help you to grow your coaching business. I know that if you follow the journey that I have outlined for you here, you too will enjoy incredible success, not just today, but for many years to come in your coaching business. I have enjoyed guiding you through the different elements of your coaching business, and I hope our paths cross again soon.

It only leaves me to thank you, sincerely, for your commitment to yourself, your business, and our transformative profession.

We are professional coaches, and ours are the conversations with the power to change minds and inspire a new way forward for humanity.

Never forget that.

Coaching is a true calling, and *you have been called*. And when we integrate our business skills + coaching, we can fulfill our individual potential as coaches.

And collectively, *we really can change the world.*

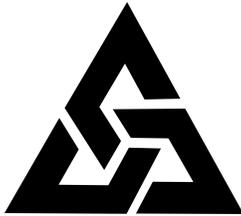
Summary

Let's quickly recap the most important points from this chapter (*not including the model for accelerated revenue growth for coaches; for that, you've got to read the actual chapter!*)

- If you want to continue to grow as a coach you need to consider how to focus your time and energy to get to where you want to go.
- Success has a structure, and it is possible for you to create a seven-figure coaching business if you focus on the right things at the right time in your business growth.
- This model shows you what is possible at each stage of business development to help you move up the levels from Survivor to Trusted Authority.
- These factors and the elements described in the rest of this book, come together to create an extraordinary opportunity for coaches to create a coaching business that works better for the coach and their clients. The coach benefits from making more money, coaching more people and enjoying themselves a little more in the process. Clients get an incredible experience of coaching with better and more sustainable results. This boils down to success as a business owner and a purpose-driven coach.

AFTERWORD

*“May your choices reflect your hopes,
not your fears.”
- Nelson Mandela*



Here we are at the end of this book. We've talked about several different business concepts over the course of this book, and this is where they all come together.

The current reality of the coaching industry growing while individual coaches are struggling to make a living is unsustainable. Something needs to change. Coaching clients are demanding more from us as coaches, and we must respond in *an intentional way*.

We need to become more than traditional coaches.

We need to develop a deep and ongoing understanding of the people we want to work with, to embrace client-centricity, to create a coaching business that is open and responsive to clients needs and wants.

We need to develop systems that can reliably deliver a consistent quality of experience for our clients and embrace a holistic change process so that our clients get better results, sustainably.

Business is changing, and we must change too.

So I call upon you to do just that; embrace the new paradigms of business, to create your ultimate coaching business, one that is deeply contributive and impactful to the world around you. Use the strategies and tactics described in this book to harness the power of technology, communicate your purpose and develop a transformational experience which will deliver greater impact, increased revenue, and less stress for you in your coaching business.

This is what I've done in my business and what I've taught hundreds of coaches to do as well.

Now, it is my hope that through this book, many more coaches will take advantage of the opportunities available right now to gain an edge in the marketplace by becoming a new breed of coach.

This book is my best effort to share the business concepts, strategies, and tactics in an easily accessible way for all coaches. I truly believe that the new breed of coaches who emerge over the coming years will collectively redefine the coaching industry, and together facilitate the evolution to create a better world; one in which coaching is accessible to all who need it, along with the potential for personal growth and empowerment.

This opportunity is accessible to anyone in the coaching world who has the knowledge, expertise and the intention to make a difference to the world around them. It's a blue ocean of opportunity right now; despite the massive abundance of coaches out there, there are few who offer a coaching process of this nature, because we're only now beginning to understand what it takes to create this in our coaching businesses.

This opportunity won't last forever, just as with any other market, it will eventually reach a saturation point, followed by a consolidation. But right now, and for the next few years at least, the field of opportunity is wide open, and the world is desperate for the difference that each of us can make.

So if you're waiting for a sign, this is it. :-)

This is *your calling*, to fulfill your potential as a business leader and purpose-driven coach.

Your future begins with your first step.

Did you enjoy this book?

I hope that you enjoyed reading this book and it has left you a little more inspired and excited about your coaching business than you were when you began reading. And whether you're inspired by the possibility that the Ten Day Coaches MBA represents (as I hope that you are) or whether you're just intrigued, or even skeptical, I'd love to hear from you and continue the conversation about where this opportunity is going.

And if I may be so bold, I'd like to ask a small favor.

As you may have noticed, this book is self-published. I chose self-publishing because of the incredibly long timelines involved in traditional publishing. I didn't want to wait over a year to get these ideas into your hands, so I chose to publish this book myself - which is why you're able to read and apply these ideas today.

And while I'm grateful for the support of my community, and many of my colleagues and peers in the coaching world, I still don't have the marketing power that a major publisher would bring to bear. I don't have their distribution, nor a high-priced publicist.

So, if you've enjoyed this book, I'd like to ask if you would be willing to give me an honest review on Amazon, explaining what you think of this book and the ideas it contains.

Thanks in advance for spreading this message and here's to your success as a business owner and purpose-driven coach!

Business Building Resources For Coaches

Throughout this book I've offered resources that will help to simplify your journey. I've summarized them here for your convenience:

- Coaching Business Checklist
- Evolutionary Business model For Coaches
- Create An Integrated Business System
- 10 Questions We Can't Ignore
- What Your Coaching Clients Want From You
- VIP Client System (The Ultimate Coaching Experience)
- The Pathway Model To Trusted Authority

My team and I periodically deliver free masterclasses on building, leveraging and scaling your coaching business. We share advanced strategies and cutting edge tactics that you can use immediately in your coaching business. You will be able to register for free on the Bonus Resources Page.

**>>> DON'T FORGET TO DOWNLOAD ALL OF THE
COMPLIMENTARY RESOURCES ABOVE <<<**

***This book is INTERACTIVE - to gain access to additional
resources, infographics, and coaching models...***

Go to <https://rebrand.ly/10dayBookBonus>

If you love this book and you want to engage with me and my community of the world's leading coaches more deeply, you'll want to check out:

- Our free Facebook Group, "Coaches Business School" where we share the latest research and thinking on what's changing in business and how it affects your coaching

business. We are a closed group (*to ensure a safe learning environment*) but if you find us and request an invitation to join, we'll invite you to join our global conversation. I am in there regularly sharing and connecting.

(<https://www.facebook.com/groups/CoachesBusinessSchool/>)

- Our guided course, “Create Your Ultimate Coaching Business” which includes access to me directly to answer your questions and guide your business development. It's the content of this book on steroids complete with videos, worksheets, live calls, swipe files and personal coaching. You can find out more information and register at CoachesBusinessSchool.com

The Coaches Business School Blog and Podcast

Coaches Business School is one of the top coaching blogs in the world. On the site you'll find many free articles and resources to help you realize your potential as a coach. Go and explore the site and register for your bonuses at CoachesBusinessSchool.com

We will also be launching a podcast very soon, details will be posted in our Facebook group.

Meet me in person! If you're like me and you like to give yourself the experience of getting it done, check out the dates for our next LIVE retreat on our website or Facebook page.

About Jayne Warrilow

Jayne Warrilow is the founder of JW International, a global coaching and development company with a focus on resonance as the key driver of individual and organizational success. She is one of the world's most exclusive business coaches, and her clients are by invitation and referral only.



Jayne has worked with CEOs and Senior executive teams around the world, best selling authors, trailblazing coaches, entrepreneurs, thought leaders, millionaires, celebrities and people who simply want to make a difference.

An expert on business and leadership, Jayne specializes in helping coaches build conscious, seven figure businesses, to go beyond coaching and build a body of work that positions the coach as a trusted authority in their field. Her clients are passionate, powerful and prosperous with a track record of success, individuals looking to play even bigger. A natural edge-walker, she has enabled leaders worldwide to take a stand, create radical new rules of business, generate systemic change and transform their leadership for game-changing results. Her unique methods have brought the flow of innovation from the C-Suites of global corporations to the home offices of business owners igniting the charge that leads to high octane business growth.

Born and raised in England, she has worked with leading organizations and individuals in the United States, Europe, Asia, Australia and Latin America. Jayne now lives and works out of the Greater Los Angeles Area, California.

Jayne would love to hear from you - so connect with her on social media or send an email to jayne@jaynewarrilow.com and say hello!

Facebook: <https://www.facebook.com/JWIntl/>

Linkedin: <https://www.linkedin.com/in/jaynewarrilow/>

Twitter: <https://twitter.com/JayneWarrilow>

Google+: <https://plus.google.com/u/0/+JayneWarrilowJWI>

"Get this book, devour it and then read it again. You'll be thrilled with how it will transform your thinking and revolutionize your business"

- Lisa Bloom, Story Coach

CHANGING THE WAY COACHES DO BUSINESS

The **10 Day Coaches MBA** teaches everything you need to know about building a successful coaching business in the digital age, the stuff you didn't learn at Coaching School.

You can't build a successful coaching business without a shift in thinking. If you think that being the best coach in the industry is all it takes to win, you're going to lose.

Becoming a successful coach today, isn't simply about being a great coach, it's about rethinking a whole new way of doing business - the strategies and tactics that will deliver accelerated revenue growth for you and improved results for your clients.

This is the perfect book for coaches who want to make a difference AND make money. Define your purpose/profit connection.

By applying the methods in this book it will enable you to:

- *Earn a seven figure coaching salary by building an integrated business system that works for you and your clients.*
- *Shift from being a low paid coach to one who is richly rewarded for the value they bring to others.*
- *Understand the technology that will save you time and money.*
- *Be successful!*

This best selling book details the strategies and tactics that have been used to teach hundreds of coaches how to create a successful coaching business. Now, it's your turn...

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