

Your Irresistible Offer *Playbook*



Strategies, tactics and templates to accelerate your income

with *Karen Cappello, MCC*

FORWARD



Magnificent Coach,

Welcome to the Your Irresistible Offer Intensive Playbook!

This content and worksheets are all you need to design your compelling offer that will make your coaching business soar.

Looking forward to taking this amazing journey of developing your business as you develop your irresistible offer. In just 4 weeks, you will be amazed at what can occur.

Thank you for giving me the honor of being your coach!

Love and great joy,

Karen

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The Standards of Presence

We use this set of group agreements in every Quick-Start group. Whether you are on a meeting or Q&A call, interacting in the online group or with your marketing buddy, practice safe communication by honoring these agreements.

The Approach: Co-creating a Safe Environment

All groups that come together for the purpose of learning, creating, communicating, living or celebrating are served when the creation and maintenance of a safe space is established. A truly safe group environment provides the basis for powerful transformation, empowering exploration, inspired collaboration and vibrant living. The use of the Standards of Presence, a clearly articulated and easy to understand set of guidelines, provides a proven container of safety in any group.

The Underlying Principle: Acceptance

The primary underlying principle of the Standards of Presence is acceptance. Know that everyone is doing their best to learn, grow, respect, and follow these Standards.

Self-acceptance is particularly beneficial to experience a safe, empowering environment to learn, create, communicate, and celebrate.

The Practice: It is my intention to . . .

Each person in the group agrees to practice these standards to the best of their ability. The co-creation of this group's safe space begins with . . . *It is my intention to . . .*

It is my intention to . . .

1

. . . maintain confidentiality.

- What I see and hear that is personal or specific to another within the group will stay here.
- When sharing the essence of someone else's story, without the names and specific details, I agree to share in an honoring manner that celebrates the original person's magnificence.

2

. . . adopt a stand for innocence.

- I have a beginner's mind.
- I release evaluating or comparing what I am learning.
- I allow myself to "try on" and wear the information for a while, as it stands.

3

... practice a positive focus.

- I focus on the 98% (or more) that is working.
- What I focus on expands.
- I fill my tank with the power of positivity.
- What I perceive in others I strengthen in myself.

4

... connect at a deep level.

- I practice opening my heart to the essence of what is being conveyed.
- I practice opening my creative and life-affirming mind.
 - I get out of my limiting and judgmental mind.
 - I release the need to evaluate and judge, at least for now, in the moment.
- I am anchored in the present as I connect with others.

5

... claim my experience as my own.

- I focus on the parts that are magnificent, particularly in myself and particularly when learning or exploring new areas.
- I speak in “I” statements so I can claim my own experience.
- I release telling others what they should do, feel, or believe, how they should act, etc.

6

... listen deeply and with honor.

- I am 100% engaged and focus my positive attention on the presenter or person sharing.
- I refrain from side talk, cross talk, or interrupting when someone is sharing,
- I refrain from formulating my response until the person sharing is complete.
- I refrain from making repetitive comments or drawing attention to myself.
- I re-spect, and look again with new eyes.
 - I release anticipating what the person is going to share.
 - I see it as an opportunity to be fascinated by another.
 - I look for the gifts being shared – their courage, authenticity, brilliance, etc.
- I allow the person sharing to indicate that he or she is complete.

7

... give only authentic and positive acknowledgment and support.

- I am authentic while giving only positive feedback.
- I keep it simple and speak to the essence of what I experienced.
- I maintain eye contact and/or heart contact with the person to whom I am giving support.
- I allow this session to stand on its own, and I release comparing this session to past sessions.
- I notice when I want to give unsolicited advice, criticism, counseling or consulting, then release it without sharing it!

8

. . . fully receive acknowledgment and support.

- I am open to receiving acknowledgment – as the gift it is – and let it sink in.
- I maintain eye and/or heart contact with the person acknowledging me while remaining fully present.
- I respond with a simple “Thank you,” and I refrain from “cross talk” or comments back to the person acknowledging me.

9

. . . practice self-care and self-responsibility and allow others to do the same.

- I maintain a safe space for myself. I take care of and honor the wisdom of my heart, mind, and source of inspiration, allowing them to guide me.
- When I have a judgment, I say “Thank you for sharing,” to that voice within me, and I choose a more resourceful thought and focus.
- I empower others by allowing them to take care of themselves.

10

. . . be fully present.

- I maintain these agreements in and out of the learning space.
- I am here on time to start and after all breaks.
- I stay for the entire course.
- I wear my nametag in a visible place. (In a teleclass, my name is listed.)
- I am free from the effects of mind altering substances.
- I value my intuition and my multiple intelligences to guide me.

**Adapted from the Standards of Presence from the Inspired Learning Foundation, with immense gratitude.

Design High End Programs

Here are ideas on what to add to your programs that can make them more irresistible without adding a lot of extra time and attention from you.

[Design High End Programs](#)

Power of One - Ideal Client

Your ideal client is:

- You at an earlier stage
- Your favorite client
- You can factually identify this person

Spend time journaling about the above criteria and then write up 3 qualities and 3 qualifications of your ideal client. Be as specific as you can.

Qualities:

1. _____
2. _____
3. _____

Qualifications:

1. _____
2. _____
3. _____

Power of One -Their Challenge

Think of a challenge you can help your ideal client solve:

- Your challenge before your transformation
- Industry experiences you've had
- What kept you/keeps them up at night

Spend time journaling about the above criteria and then write up 3 ways to describe that challenge. Get into the feeling – what are they afraid of?

1. _____

2. _____

3. _____

Power of One - Desired Result

Think of a result your ideal client desires:

- Tangible ROI
 - Time saved
 - Money saved
 - Money to be made
- Intangible Results

Spend time journaling about the above criteria and then write up 3 ways to describe that result. Add a 4th which is a tangible return on investment.

1. _____
2. _____
3. _____
4. _____

Power of One - Your Irresistible Offer - 1st Draft

Design an offer that will help your ideal client get to their desired result:

- Main
- VIP
- Introductory

Spend time designing your main offer, and then add a VIP version that has more service and a higher investment. Then design an introductory offer, which is a small piece of your main off that a client could start with.

1. MAIN OFER

2. VIP OFFER

3. INTRODUCTORY OFFER

Power of One -Your Irresistible Offer Confirmation

Answer the following questions

Your ideal client: Is this someone who can make the investment you need to make your business model work? Y N

Their challenge: Is this something that they are really concerned about? Really, really concerned about!! Y N

Their desired result: Is this something they really want? Really, really want!!
 Y N

Your offer: Is this something that you are happy about delivering that is priced correctly for your business model? Really, really happy!! Y N

Tracking: What Gets Measured Gets Done

Return on Investment Quotes

Business Coaching

The following are statistics and quotes that can be used in coaching proposals to make a case for the return on investment for coaching.

A 2001 Manchester study of 100 executives from Fortune1000 companies found that the average ROI (return on investment) was 5.7 times the initial investment in a typical executive coaching assignment.

The same study found the benefits to companies that provided coaching to executives were improvements in:

- Working relationships with direct reports (reported by 77% of executives)
- Working relationships with immediate supervisors (71%)
- Working relationships with peers (63%)
- Job satisfaction (61%)
- Productivity (reported by 53% of executives)
- Conflict reduction (52%)
- Quality (48%)
- Organizational strength (48%)
- Organizational commitment (44%)
- Customer service (39%)
- Working relationships with clients (37%)
- Reducing customer complaints (34%)
- Retaining executives who received coaching (32%)
- Cost reductions (23%)
- Bottom-line profitability (22%)

Value of Coaching Quotes

“Employers are shocked at how high their ROI numbers are for coaching. He recalls a large employer in the hospitality industry saved between \$30 million and \$60 million by coaching its top 200 executives.” ~ Alastair Robertson, Manager of worldwide leadership development, **Accenture**

“For years, CEOs of some of the most successful and largest companies have relied on executive coaches.” ~ Henry McKinnell, CEO of Pfizer, Meg Whitman, CEO of eBay, and David Pottruck, CEO of Charles Schwab & Co., are just a few who rely on a “trusted adviser.” ~ **The Business Journal**, Nov. 2003

“A coach is part advisor, part sounding board, part cheerleader, part manager and part strategist.” ~ **The Business Journal**

“Xerox Corporation carried out several studies on coaching. They determined that in the absence of follow-up coaching to their training classes, 87% of the skills change brought about by the program was lost. That’s 87 cents in the skills dollar. However good your skills training in the classroom, unless it’s followed up on the job, most of its effectiveness is lost without follow-up coaching.” ~ **Business Wire**, July 30, 2001

“The business demand for coaching is nearly doubling each year. Out of the \$80 billion being currently spent on corporate education, FLI Research estimates that \$2 billion is spent on executive coaching at senior executive levels in Fortune 500 companies.” ~ **Business Wire**

“A study featured in Public Personnel Management Journal reports that managers (31) that underwent a managerial training program showed an increased productivity of 22.4%. However, a second group was provided coaching following the training process and their productivity increased by 88%. Research does demonstrate that one-on-one executive coaching is of value.” ~ F. Turner, Ph.D., **CEO Refresher**

“...business coaching, a trend that's exploding among small businesses and entrepreneurs nationwide. It's estimated that up to 20% of American small businesses are using them, up from 4% just four years ago.” ~ **Chicago Business**

“Who exactly seeks out a coach? Winners who want more out of life.” ~ **Chicago Tribune**

“Even modest improvements can justify hiring a coach. An investment of \$30,000 or so in an executive who has responsibility for tens of millions of dollars is a rounding error.” ~ **Jerome Abarbanel, VP of Executive Resources, Citibank**

“Once used to bolster troubled staffers, coaching now is part of the standard leadership development training for elite executives and talented up-and-comers at IBM, Motorola, J.P. Morgan, Chase, and Hewlett Packard. These companies are discreetly giving their best prospects what star athletes have long had: a trusted adviser to help reach their goals.”
~ **CNN.com**

“The leaders of organizations such as Alcoa, American Red Cross, AT&T, Ford, Northwestern Mutual Life, 3M, UPS, American Standard, the federal governments of the United States and Canada are convinced that coaching works to develop people and increase productivity.” ~ **Consulting to Management**, Sept. 2002

“The Manchester survey of 140 companies shows nine in 10 executives believe coaching to be worth their time and dollars. The average return was more than \$5 for each \$1 spent.” <http://www.human-innovation.com/files/roisix.pdf> ~ **The Denver Post**, September 2, 2001

“Booz, Allen & Hamilton's Ed Cohen, Director for Professional Excellence says; "We hire outside certified coaches to help our executives fill in minor gaps that may not have shown up earlier in the person's career because those skills may not have been the ones that were needed to help them rise to their present level.” ~**The Edge**, 2003

“Executive coaches are not for the meek. They're for people who value unambiguous feedback. All coaches have one thing in common; it's that they are ruthlessly results-oriented.” ~ **Fast Company**

“In a recent study, training alone improved leadership skills by 22%. When combined with Executive Coaching, improvement jumps to 77%.” ~ **Fortune**

“Business Coaching is needed today more than ever as a critical tool for organizational change... Change is essential for an organization to grow and adapt to today's rapidly shifting marketplace...In changing from old hierarchical models to relational models for leading and influencing, businesses are creating coaching cultures that encourage organizational learning. Coaching has emerged as the best way to help individuals learn to think and work together more effectively.” ~ **Georgetown University**, Center for Professional Development. 2003

“I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable.” ~ John Russell, Managing Director, **Harley-Davidson Europe Ltd.**

“Many of the World's most admired corporations, from GE to Goldman Sachs, invest in coaching. Annual spending on coaching in the US is estimated at roughly \$1 Billion Dollars.” ~ **Harvard Business Review**

“Corporations believe that coaching helps keep employees and that the dollar investment in it is far less than the cost of replacing an employee.” ~ David A. Thomas, Fitzhugh professor of Business Administration, **Harvard Business School**

“What’s really driving the boom in coaching, is this: as we move from 30 miles an hour to 70 to 120 to 180.....as we go from driving straight down the road to making right turns and left turns to abandoning cars and getting motorcycles...the whole game changes, and a lot of people are trying to keep up, learn how not to fall.” ~ John Kotter, Professor of Leadership, **Harvard Business School**

“I absolutely believe that people, unless coached, never reach their maximum capabilities.” ~ Bob Nardelli, former CEO, **Home Depot**

“Executives in this study believe that the top three personal characteristics of an effective executive coach are the ability to form a strong "connection" with the executive, professionalism, and the use of a clear and sound coaching methodology. Fifty-six percent of the executive group focused on personal behavior change, forty-three percent identified enhancing leader effectiveness, forty percent focused on building stronger relationships, seventeen percent used the coach for personal development, and seven percent used their coaching sessions to work on better work-family integration.

Coaching helps Vodafone to change its command and control culture to one based on coaching and collaboration. This report states that coaching was the prime reason for the company's ascension to the top rung of its industry. The company instituted one-to-one coaching and coaching skills training and has created a coaching culture from the top down. Coaching also increased manager recognition of staff development as a key role to success.” ~ **Human Resource Management International Digest**, November 2003, 1, 31-33

“We have done lots of research over the past three years, and we have found that leaders who have the best coaching skills have better business results.” ~ Tanya Clemens, V.P. of Global Executive & Organizational Development at **IBM**

“In one 2004 study, executive coaching at Booz Allen Hamilton, the business consultants’ firm, returned \$7.90 for every \$1 the firm spent on coaching.” ~ **MetrixGlobal LLC**, 2004

“The benefits of coaching appear to win over even the most cynical clients within just a few weeks.” ~ **Money**

“I’ll bet most of the companies that are in life-or-death battles got into that kind of trouble because they didn’t pay enough attention to developing their leaders.” ~ Wayne Calloway, former Chairman, **Pepsico, Inc.**

“Employees at Nortel Networks estimate that coaching earned the company a 529 percent ‘return on investment and significant intangible benefits to the business,’ according to calculations prepared by Merrill C. Anderson, a professor of clinical education at Drake University.” ~ **Psychology Today**, January 2003

“Kodak has initiated a coaching program focusing on employee productivity and retention for a 1,000-employee unit. The coaching results obtained to-date confirm double-digit productivity increases.” ~ **Society for HR Management**, 2003

“Executive Coaches are everywhere these days. Companies hire them to shore up executives or, in some cases, to ship them out. Division heads hire them as change agents. Workers at all levels of the corporate ladder are enlisting coaches for guidance on how to improve their performance, boost their profits, and make better decisions about everything from personnel to strategy.” ~ **TIME Business News**

"Coaching is the only cost-effective way to reinforce new behaviors and skills until a learner is through the dangerous results dip. Once through the dip, when the new skills bring results, they will become self-reinforcing." ~ **Training and Development Journal**

“Personal coaches are a hot commodity among executives these days. Never mind the mansion, the Mercedes, the membership in the exclusive country club. In corporate America today, the sign that you have truly arrived – or at least that you are being groomed for arrival – is an executive coach. Your own personal coach, that is. Even if the coach’s assignment is to render you less obnoxious, his or her presence at your elbow signals that you are regarded by the company as entirely too valuable to fire or shoot.” ~ **Training Magazine**

Additional studies

MetrixGlobal, LLC a Fortune 500 telecommunications firm reported a ROI of 529% based on survey of 43 leadership development participants. They also found the financial benefits from increased retention raised the overall ROI to 788%.

The Xerox Corporation showed that in the absence of follow-up coaching 87% of the skills change brought about by the training program was lost. However good skills' training is in the classroom, most of its effectiveness is lost without follow-up coaching.

For example: Most salespeople try out the new skills for a few calls, find that they feel awkward and the new method isn't bringing instant results, so they go back to their old ways.

Recording: [Measuring Coaching Success](#)

Market Research Conversations

Go to Module 2 of [The Ultimate Guide to Coaching](#) for insights on how to have Market Research Conversations (skip the part about creating your signature program) and/or follow the protocol listed below the

Who to Contact for Referrals, Introductions, or Direct Outreach

Individuals

Who do you know?

- from your old job _____
- from school or college _____
- because of your favorite sport or hobbies _____
- from your place of worship _____
- from community volunteer activities _____
- because you rent or own your home _____
- because you lived in other neighborhoods _____
- through your children _____
- through your spouse _____
- from the club _____

Who:

- is changing jobs _____
- is your librarian _____
- are your fraternity brothers/sorority sisters _____
- manages or works in your health club _____
- is your travel agent _____

- owns your favorite restaurant _____
- is a painter and decorator _____
- is a salesperson _____
- is your son's or daughter's teacher _____
- coaches your children's soccer or sports team _____
- edits your local newspaper _____
- is your best lunch buddy _____
- heads the local PTA _____
- is your mechanic _____
- sold you your car _____
- does your dry cleaning _____
- sold you eyeglasses or contact lenses _____
- works at your local video store _____
- is your pet or plant sitter when you are out of town _____
- appraises or sells real estate _____
- is the family undertaker _____
- is the chief of your fire department _____
- your banker _____
- is president of the Rotary, Kiwanis, etc. _____
- is your postmaster or letter carrier _____
- bought that new house in your neighborhood _____
- are your best friends _____
- is principal of your high school _____
- sells you electronic equipment _____
- repairs your computer _____

- plays golf with your spouse _____
- lives next door to you _____
- was the bride/groom at the last wedding you went to _____
- has recently received a promotion _____
- is unhappy in their job _____
- is single and wants a relationship _____
- wants to increase the profits in their business _____
- has a son or daughter that is about to be married _____
- is expecting a new baby _____
- has bought a new home _____
- has made a large donation to charity _____
- is your accountant _____
- financial planner _____
- is your masseuse _____
- is your attorney _____
- has recently won an award _____
- _____
- _____
- _____
- _____

Groups

- Community (i.e., Rotary) _____
- Leads (i.e., BNI) _____
- School (i.e., PTA) _____
- Business (i.e., Small Business Association) _____
- Bookstores (i.e., Barnes & Noble) _____
- Volunteer (i.e., Hospice) _____
- Health (i.e., gym) _____
- Town (i.e., library) _____
- Brown Bag lunches (i.e., companies) _____
- Network Marketing (i.e., Send Out Cards) _____
- On-line (i.e., Facebook or LinkedIn groups) _____
- _____

Market Research Conversation Protocol

Market Research Conversations are a great way to start a conversation with a potential client, get really clear on the Power of One from your ideal clients, and get your pricing figured out.

Step 1: Email to schedule a session

Subject: I could use your help...

Hello [NAME],

How have you been? It's been too long, and I'd love to connect. I miss you!!

And there's also something I can use your help on. I'm working with a new coach and we are putting together a new offer for {ideal client and challenge: ie, newly promoted technical leaders}. Since you have had experience with this, are you open to getting on a call to give me feedback on my offer? I'd love to have your input.

Here's a link to my online calendar.
<https://calendly.com/xyz>

I'd truly love to chat with you. :)

[Closing]

Step 2: Questions to ask during session

I will be typing/recording your answers during the our time, as I want to get your exact wording, in case I decide to use it for my marketing materials.

Tell me a little bit about yourself and your business.

Tell me about your experience with coaching.

What have you tried?

What worked well?

What didn't work well?

So what's the most appealing aspect of what you know about me and what I do?

What, if anything, would make you hesitate to refer me? or hire me?

What are some of your goals for the next year? ...What would a hugely successful experience look like for you?

What challenges have you been facing? What's kept you from getting to your huge success?

What are you missing out on by not getting this going?

So if I were able to help you achieve that huge success, can you give me a range of pricing that you would expect to pay? What would be a range from a "I'd get started today" price point to a "It would be a stretch, but I would still consider it" price point?

If I were to offer you a 3-month program for the stretch price point, what would you expect that program to contain? (ie, 3 coaching sessions per month, unlimited access)

***If this is someone you want to work with or if they ask if they can work with you, schedule an enrollment conversation. You can even do it now if they have time, just state that you are completing the research and moving into a different type of conversation, with the purpose to see if you are a fit for coaching together.

Step 3: Send thank you email directly after session

With Starbucks \$5 (Have one on me)

Wonderful [NAME],

Thanks so much for your help with my research!

Key Points to Consider When Doing Market Research Conversations

1. Before you begin an MRC, get into your most empowered state of being. Take some time to think about the person you are going to speak with and connect energetically. Have the intention to be in service for the highest good of both of you.
2. Do MRCs only with ideal clients (getting feedback from people we know but who are not your ideal clients is not useful data for us in designing our irresistible offer).
2. Put the MRC questions in context.

We have provided you with a 'script' of the questions to ask in your MRCs. You need to make sure these questions fit the conversation and language style that you use with your ideal client.

- Ask these questions using the kind of language that you normally use (you need to be authentic, be yourself). So don't recite the exact words, filter them through your personality.
 - Ask the MRC questions in a way that fits the context of the conversation (adapt them so that you don't sound like you are reading through a list).
3. Use your coaching skills in the MRCs. Listen deeply at all levels. Acknowledge the person you're talking with. Ask curious questions and go deeper.
 4. Help your ideal client focus on 'the 1'.

Most people don't know what their 1 biggest challenge right now is and a MRC is the first time they think about it. Give your ideal client some thinking time and help them focus on 'the 1'.

5. Capture your ideal client's words and expressions (that's what you can use in your marketing). Resist the urge to 'sanitize the data' your ideal clients give you by summarizing what they said. The power comes from

using your ideal clients' actual words, this is what will make your message resonate with them.

6. Keep things simple with MRCs.

You might ask permission and record the conversation or take notes in real time. Or just write key words during the conversation. It isn't about creating an exhaustive list of everything that is a challenge for your ideal client. You only want to know their top challenge. Therefore, don't worry about all the details, just listen and the most important thing will come up again and again. That's all you need, the biggest priority.

Power of One – Your Irresistible Offer - FINAL

Your ideal client

Their pressing challenge

Their desired result

Your irresistible offer
