Quarterly Business Boost Workbook

with **Karen Cappello, MCC**

March 7-9, 2023

“Coaches are changing the world. There’s something powerful that happens when a person gets coached. It’s not just about the coaching. It’s about the transformation that’s going on in that person, right alongside the conversations and actions. And it's about what's possible *beyond* the transformation that is the true value of coaching.”

– Karen Cappello, MCC

WELCOME

Magnificent Coach,

Welcome to the Quarterly Business Boost! Looking forward to taking this amazing journey of developing your business as you develop yourself.

When we work together to align all areas of your marketing, 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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*A copy of this workbook in fillable pdf format is available at: www.karencappello.com/workbook

QUICK-START MODEL

DAY 1: Inner Foundation - CONFIDENCE

How much money would you like to make this year that will make you feel awesome?

What's holding you back from making that number?

What do you need that you don't have now in order to make that number?

What are the characteristics of the person you'll become when you reach that annual number?

What do you want to release?

What do you want to replace it with?

“Designing a presentation [or a coaching business] without an audience in mind is like writing a love letter and addressing it 'to whom it may concern."

– Ken Haemer
former AT&T Presentation Research Manager

Day 2: External Foundation -CONTEXT

Decide on your Power of ONE.

Ideal Client

Urgent Challenge (BHAP)

Desired Result (BHAG)

Irresistible Offer

“Sales is an act of love and service — it requires deep empathy, swift intelligence, and the highest forms of communication. We have to show up ready to give our prospective clients the opportunity to change their lives forever.”

- Caitlyn Doemner,
Exponential Business Growth Strategist

Day 3 Income Accelerator - CONVERSATIONS

Who will you ask to have these conversations with?
List at least 5 people for each one.

Past Client Interviews

Market Research Conversations

“In baseball, my theory is to strive for consistency, not to worry about the numbers. If you dwell on statistics, you get shortsighted. If you aim for consistency, the numbers will be there at the end.”

– Tom Seaver
Baseball Pitcher, known for his fastball

Day 3: Income Accelerator - CONSISTENCY

What type of measurements will you take each week to know that you are on track?

Marketing Activities

Conversations

Offers Made

The 5th C = COMMITMENT

"Until one is committed, there is hesitancy, the chance to draw back. And the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred."

– William Hutchison Murray
Scottish Himalayan Mountaineer

IMPLEMENTATION

What new idea did you receive that you will implement first?

About Karen Cappello, MCC

Karen Cappello, MCC, BCC is a master certified coach who works with coaches transitioning from the corporate world to coaching to grow their businesses and create the lives they have dreamed of.

During Karen's 30+ years in business, her experiences as a university administrator, president of a semiconductor manufacturing company, and estate planner utilized her natural coaching abilities.

Karen received her Associate Certified Coach credential from the International Coach Federation in 2002, her first year of coaching; accruing 250 hours of coaching in less than 9 months. In 2015, she earned the Master Certified Coach credential, which is held by only 4% of coaches in the world.

Karen is the former Chief Learning Officer of International Coach Academy and has trained coaches for six different coach training organizations. Her own executive coach training program, Leverage for Leaders, is a founding accredited program with the Center for Credentialing and Education.

In every area of her business and life, Karen's passion for both the outer and the inner game is evident. With her exuberant style and her commitment to living by her own values, vision and purpose, Karen is a role model for other coaches who want to grow their practices and achieve success with ease and joy.

Her book, The Clients You are Seeking are Also Seeking You is an Amazon bestseller.

Coaching Programs