Karen Cappello
Master Certified Coach
The Clients
You are Seeking are also
Seeking You

THE CLIENTS YOU ARE SEEKING ARE ALSO SEEKING YOU

Help Your Ideal Coaching Clients Find You Quickly and Easily!

Karen Cappello

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"I just wanted to say I read your book and it is the first time I have read something from someone who I have connected with so completely. It's like you took the words out of my own soul.

Thank you for sharing this. It has confirmed and replenished my belief of what coaching truly is. I had a bit of a wobble last week (as we all do from time to time) and I wouldn't say I was about to give up but I certainly had a dip in energy. Now having read your words and connected to your wisdom and insights I feel so energized and ready to go.

Thank you so much. You truly are an earth angel."

Jan from the U.K.

"This book is my coaching bible! Brilliantly organized and super packed with information, this book not only includes everything you need to know in order to build a thriving coaching practice but a well laid out plan to actually do it! Thanks, once again, Karen Cappello for providing such an invaluable resource and sharing your wealth of knowledge with me!"

Jenn from New Jersey

"Karen, you've done it again! I was so excited to read this book and gain the inspiration I needed to build my business in new and different ways. You make it easy and fun to read and implement. Your bright energy is at work on every page.

Thank you!"

Jamee from California

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Dedication

To all of the magnificent coaches, life, business, and executive, who bring light to their clients and support the evolution of the world; this one’s for you!

Introduction

Welcome Magnificent Coach,

This book is intended for coaches – both new and seasoned - who want to develop their highly successful coaching businesses with ease and joy, and grow their business and profits to their full potential.

I want you to know that even though it may not seem that way at the beginning, the clients you are seeking are also seeking you – in fact, everything you need is hiding in plain sight! This is an actual spiritual truth that will support you fully as you grow your coaching practice.

Let me share a couple examples of how this principle has worked. By the way, all examples in this book are true, and I have changed the names to protect the privacy of those involved.

When I decided to become a coach, I had a friend who was a financial planner (let's call her Cathy). Cathy had been going through a divorce and lived at my home with me for 3 months. She had just moved out into her own apartment, and I was having a conversation with her on the phone. This conversation took place the day after I made the decision to become a coach, even before I registered for my coach training.

Cathy told me that she had been thinking of hiring a coach for a while, and had not done so because she had not found the right person. Once she found out I was going to be a coach, she hired me on the spot. Yes, before I even began my training.

She was right there for months, living in my home, and yet I did not recognize her as a client until I decided to become a coach, and let her know that. Cathy was hiding in plain sight.

Here's another example from a magnificent client of mine (let's call her Jane). Jane wanted to do executive coaching, but she had been out of the corporate world for a number of years. Since she was also a massage therapist, she was looking for life coaching clients, and was not getting as much traction as she wanted.

We began coaching and implementing specific steps to fill her coaching practice. She knew that she could bring in her ideal clients if she just consistently meditated each day in addition to her coaching work. So we set up a system where she would meditate each day, and she would text me to let me know she had done it. We incorporated this alongside working with the steps I am sharing with you here.

It was a perfect blend of the being and doing.

A few months into her coaching, Jane was having dinner with her next door neighbors. The husband of the couple was the HR director for a Fortune 500 company. When she mentioned that she was an executive coach, he said that his company was looking for an executive coach, and within a few weeks she received a contract worth over $5000 and an open purchase order for more. She did this without any executive coaching experience because of a relationship she already had.

I know that you have a client or two (or more) that is hiding in plain sight right now. This is how the universe works. Those clients you are seeking are also seeking you. All you need to do is to take steps to make yourself known to them in a way that they can recognize.

Design a practice that is the perfect blend of being and doing for yourself, and you will be seen by your ideal clients. What you need to do is integrate a system of proven 'doing' steps alongside your spiritual practices – mix them together, and you can have the success that you have envisioned.

As you move through this book, simply read and complete each step and all it contains in your own time. Give yourself the gift of beginning to work with one step at a time, as each one builds on the next one. If you move forward, and want to go back to a previous step as something has become clearer, feel free to do so. Make these steps work for you.

This book enables you to clarify your vision for your life and business and to help you design practical actions to get you there. These actions are completely aligned with who you truly are. As a coach who has coached and trained hundreds of new coaches in thousands of sessions, I will give you the wisdom of my experience and share resources.

Think of me as the silent partner in your business, someone who will outline the path and support you in creating and implementing your master plan. In this book, I will help you find the inspired actions that will infuse your business with success. You will have ease and joy in doing so. I will help you to notice the clients that are seeking you and show you how to help them to recognize you as their coach.

The following outlines the content and steps offered to you through this book.

Radiate Your True Self

In the first three steps we will set a very firm foundation for your coaching practice. We will focus on who you are "being" when you are your most authentic self. Your ideal clients are seeking YOU, and if you are not showing up as your true self, they cannot see you.

- Connect to Your Essence Energy
- Know Your Personal Guidelines for Being Fully Present
- Understand the Value of Values

Envision Your Ideal Life and Business

In order to create the life and business that fit you perfectly, you need to know exactly what these look like. These steps will take you through this creation process so that you are crystal clear about your picture. As you stabilize this picture in your mind, you will begin to manifest it.

- Design Aspects of Your Ideal Life
- Craft Your Ideal Practice

Commit to Your Community

After setting a firm foundation for your most authentic self and your ideal life, we will identify your ideal clients and what you will deliver to them. This will insure that you speak directly to their heart and soul.

- Receive Your Niche
- Identify Your Ideal Client
- Become THE Solution to Your Client's Biggest Challenge

Develop your Signature Message

Next, we will take time to obtain the core message that you are meant to give to the world. This will help you design a tagline and website, and also generate topics for your speaking presentations and any articles you write. When the clients that are seeking you hear this core message, they will be drawn to working with you.

- Receive Your Core Message
- Create Your Signature Speech

Create Your Inspired Actions

Now that you have envisioned the big picture of yourself, your life and business, you have designed benchmarks. These benchmarks will support you in determining the specific actions to take that will be totally aligned with you. When your actions are totally aligned, you make it easy for the clients who are seeking you to find you.

- Take Inspired Actions
- Master the Enrollment Conversation

Attract Your Ideal Clients

You have learned how to be and what to do, and now we will put this all together to bring the perfect clients into your business. This is your blueprint for the precise blend of being and doing, so that your clients will recognize you immediately.

- Radiate Your Unique Attraction Energy
- Connect With Astral Advertising
- Master the Rhythm of Following Up

Ready to get started? At the end of every chapter will be questions that will help you to implement what you are learning. You may want to use a journal or a folder on your computer to record your answers as you go along. It will support you to see your progress.

Questions

What prompted you to start this coaching program now?

What would you like to be able to say you have accomplished 6 months from now through this coaching program?

What is your plan for completing this program? How much time will you dedicate to working on your main actions each week?

What will you do to reward yourself as you complete different aspects of this program?

How can those around you best support you?

Now that you have answered these questions, let's begin with radiating your true self.

Wishing you much ease and joy on this journey!

Karen A. Cappello
Tucson, Arizona

Section I - Radiate Your True Self

Step 1 – Connect to Your Essence Energy

The concept of essence energy came to me when I first began to do speaking engagements. I wanted to have a deliberate way to get into a state of being that was very powerful for me while I was up in front of the room. I wanted to have a way of quantifying my own energy.

What I have noticed is that each person has their very own essence energy. Your essence energy is the energy that you exude when you are feeling empowered and strong. It is the feeling you have that comes from deep within. It's that feeling you get when you have gotten up on the 'right side of the bed.' Or when you think that you should go out and buy a lottery ticket. Or when all the lights have been green as you travelled to your destination.

During my coach training, I received a name for my true self: Shimmering Iridescence. This came to me during a guided visualization. I visualized shimmering pastel colors surrounding me. And the feeling that went along with the visual was a kind of bubbling effervescence. In this energy, I felt totally alive. This was the beginning of my understanding of my own essence energy.

I know a coach whose essence energy is 'serene heart.' When I am with her, I feel genuinely loved in a very secure way. She just exudes this energy of peaceful, loving kindness.

I also had a friend years ago who taught power yoga. He was able to wrap himself up into a tiny ball, and to stand on his head in the middle of the room. He had such control of his physical self that he could have been in the Cirq de Soleil. I would call his essence energy 'powerful control.'

As you think about this concept of essence energy, how would you label yours? Is your energy peaceful and calm? Is it exuberant and joyful? Is it more like a glow or a sparkle?

I want you to start your journey with defining your essence energy. By doing this, we are taking a step back from looking at your goals, the actions you are going to take, and even your values. The reason that I want you to begin with knowing your essence energy is that as you learn to deliberately connect with that energy and put yourself in that state, everything else will flow from this.

In the early months of my business, I booked speaking engagements with local groups. As I was practicing my speech, I would deliberately get into the feeling of my essence energy. As I was driving to the presentation, I would get into that state of being.

There was one morning presentation that I gave on inspiration in my second month of coaching. I remember it well as an example of the power of getting into my essence energy.

I am not a morning person. I like to wake up slowly and ease into the day. On the day of this presentation, I had to wake up with an alarm clock and earlier than I normally would. It was worth it to me, because I really wanted to speak and this was the time that the group met.

I deliberately put myself into a state where I could feel my essence energy in a very visceral way. Then I got up and did my presentation to a group of women business owners. After the presentation, the woman who had been sitting on my left asked me to be her coach. She ran a small manufacturing company.

So I coached this woman (let's call her Barbara) for 4 months. I listened to Barbara's ideas, and helped her pick out the best ones. She implemented actions that she had not done before.

A year later, Barbara called me up to come in for a 'tune-up' session. At that session, she told me that the ideas that she had implemented from our coaching had added $90,000 to the bottom line of her business. She realized this when she closed out the books for the previous year. I was so excited, and thrilled about the very practical power of coaching!

I share this story because it shows that as I was in my essence energy, this client came to me. I received so much confidence from her story that it propelled me forward in my coaching practice.

Once you know your essence energy, you can use it as a gauge for any business decision. Just think about making the decision in a certain way, and notice if the feeling you get brings you closer to your essence energy or further away. Pay attention to your feelings as you are talking to potential clients or as you are reading articles on how to market your business. If you begin to feel your essence energy get stronger, then you will want to move forward. If you feel your essence energy diminishing, it's probably not the best fit.

Your essence energy can be helpful for you with unsolicited advice. Whenever you start a new business, everyone around you has their own opinion and their own ideas about how you should do it. And most of them feel a very strong need to express that. They will tell you what is really popular right now in marketing trends. They will let you know what worked for their brother-in-law. You may even find your own family members giving you advice about what they think you should do.

And here is where it gets very confusing. The actions that you take that are not in alignment with your essence energy will not work in a powerful way for you. So you can try the ideas you get from others. Yet if they do not resonate strongly with your essence energy, they will most likely fizzle. And then others around you will give you more advice. They will think that obviously you must need it, as those other ideas they gave you didn't work!

When you know your essence energy, you can immediately sort through the confusion, and know exactly which ideas will work for you. You can override any limiting beliefs you have that the answers will come from outside you. You'll understand that you really do know what to do. You can be empowered at any time, just by focusing on what will bring you back into that feeling.

I have named my essence energy "tender exuberance." Remember the shimmering iridescence that describes my true self… that feeling of bubbly and sparkly energy? There is also a feeling of tenderness that accompanies it when I am in my true essence. This feeling of tenderness adds a connection to others along with the effervescence. That is my essence energy. And I hope that you can feel that energy emanating from me through the steps as you move through this book.

Questions

What is the energy that you feel when you are most powerful and strong?

Close your eyes and think back to a time when you were extremely confident. Maybe you had just won an award, or received something that you had wanted for a long time. How would you describe the feeling you had?

What are the words or what is the phrase that you would use to describe your true essence energy?

Step 2 – Know Your Personal Guidelines for Being Fully Present

During my coach training, I was introduced to a set of guidelines that helped to create a safe and sacred learning environment. They were a list of agreements made by participants in a seminar that allowed them to learn easier, quicker and with more joy. I certainly experienced that type of learning in that environment, and immediately feel in love with these principles.

These guidelines are called The Standards of Presence, and they are a method of supporting each person in a group to stay fully present for learning. In order for you to understand the importance of this list of standards to me, let me tell you more about my life leading up to my coach training.

All my life, strangers have come up to me and asked me for directions. People on planes have shared their life stories and struggles with me. I'll bet this has happened to you too, as it has to most coaches I know. And I always wondered why this happened. Did I have a sign painted on my forehead? All I was doing was sitting there.

In fact, one time I was sitting on the floor in an airport, leaning back against a wall, waiting to board a plane. I was reading at the time. And a woman sat down next to me, and said "I do not want to board this plane!" It turns out she was going home to confront one of her family members who had hurt her when she was young.

I listened to her. I gave her a number where I could be reached so she could call me in case she needed help. And when I got off the plane, the friend who was picking me immediately asked me if I had helped anyone on the flight. It was almost predictable!

What has this got to do with the Standards of Presence, you might ask? Well, when I looked at the guidelines, I realized that the times in my life when others had approached me were when I had been fully present. These were times when I was on trips, or shopping. Or the times when I was relaxed and in the moment. Yet it seemed that this was a hit-or-miss thing, not something I deliberately had control over.

The Standards of Presence are a precise methodology to get me and keep me fully present whenever I want. This was a very new concept to me. To be able to be as immersed in life when I was in the middle of my work day as I was when I was on vacation, and to be able to know exactly how to do this -- priceless!

With the Standards of Presence, I could literally get into a state of being where I was extremely powerful and attractive, where everything I wanted just came to me. I was hooked!

When I came home from my coach training, I began my coaching practice by giving complimentary coaching sessions. And I had a phenomenal close rate. Twenty-four out of twenty-five of my first complimentary sessions ended up in paying clients.

My mentors were very curious about this. They asked me if I was using the same session outline that they had given to the whole class. I said I was. My results were astoundingly different than my classmates. My mentors really wanted to find out what I was doing different that had all those people signing up for coaching.

It turns out that I actually was using the same outline that the entire class was using. With one addition: I was adding in the Standards of Presence. I would just let each prospective client know in the beginning of the session, that these were the guidelines I was committed to as their coach for the time we were together.

Because I was so fully present, and because my prospective clients heard my commitment to this, my complimentary sessions went deep. Some of them involved tears on the part of the client (and the coach, too). And these were business coaching sessions! My commitment to the Standards allowed such a strong connection to occur between two people that may have just met. In fact, I remember one session where a woman said to me, "I don't know what you are doing, but this is not like any other coaching session I have ever been in. It's so much more powerful!"

Since the first day I was handed the Standards of Presence in 2002, they have been beacons for me to live up to every day. Do I embrace them every day? There are times when I get close. They are a practice for me. And in the Inspired Mastery team, we have a saying 'practice IS perfect." Practicing a set of guidelines that will help you consciously choose to be fully present will be a very strong foundation for your coaching practice.

To obtain a free copy of the *Standards of Presence*, click here. Take a look and see if you may want to practice any of these principles.

Questions

Which ones of the Standards of Presence really resonate with you the most?

What list of standards would you like to adopt for your life and business?

What other standards would you add to help you intentionally become fully present?

Step 3 – Understand the Value of Values

There is certain information that is essential for you to know about yourself as you begin the journey of self and business development. Knowing what is truly important to you is extremely valuable. Knowing your own core values will assist you to make better decisions that are in complete alignment with who you really are. These types of decisions will catapult your business forward.

I have seen many different examples of how to determine values in a person. Some coaches use a list of common values, and have their clients check off the ones that are important to them. While this approach can be useful, it is not always the most accurate.

Our values come from deep within. Like the roots of a tree, they are not always visible or top of mind. In fact, some of the values we think we have are really the values of our parents, our bosses, or others who have been influential in our lives. We may choose them from the list, but they aren't really ours.

In order to have a clear and accurate set of values, we want to dig deep, and find those things that are truly authentic to us. So how do we know what our top values really are?

My experience in finding my values happened in my coach training. I was debriefed after a guided visualization by a coaching colleague, and he had me describe my experience. He listened for key words that I repeated over and over, that felt important. From there, we narrowed it down to a list of the top 5 words that really resonated with me.

As I read the list of my top values, I felt so happy and fulfilled. I was excited. I knew that they were right for me. And that is how to determine if the values are from deep within or from something a person feels they 'should' say or do. When they come from within, there is a feeling of happiness and excitement.

Just to give you an example, my top 5 values are: Love, Freedom, Joy, Generosity and Wisdom. As you go through this coaching course, I would hope that you would find the embodiment of these values here. When your values show up in your business, everything flourishes.

One of my clients had a value that he called "radiate my true self." In fact, the title of part 1 of this book was inspired by this value. I met him (let's call him Scott) when I was a guest speaker at Canyon Ranch in my second year of coaching. At that time, he wanted to get married and have a long-lasting and fulfilling relationship.

Between the time we decided to coach and his foundation session, Scott met the woman who is now his wife. I find this happens so often. Once a person makes a decision to coach, the coaching can begin even before the first session. During their courtship, he kept going back to his value of radiating his true self.

Whenever Scott did not know what to do in any situation that had to do with his relationship, he just radiated his true self. That one value was a beacon to him. At the time I am writing this book, he has been married for many years and is very fulfilled in his relationship.

The value of knowing and living your values cannot be underestimated!

To obtain a complimentary copy of the *Getting Started with Clarifying Values* ebook, click here. Please read through it, choose a values process and either take yourself through it or have your coach take you through. You will learn a lot about yourself and how you can serve your clients.

Questions

What are your top 5 values? (Add any clarifying values, too.)

Rank your top 5 values in order from most important to least important.

In your life right now, how fully are you living out each value? Give yourself a number from 0-10, with 0 meaning 'not at all' and 10 meaning 'fully.'

What insights have you received from this values process?

Section II - Envision Your Ideal Life and Business

Step 4 – Design Aspects of Your Ideal Life

In order to be fully invested and passionate about developing your business, it is essential that you have the vision of your ideal life that will pull you forward. Because of this, we want to look at each area of your life and have you create a scenario that completely inspires you.

As coaches, we use the Life Balance Wheel to find out where our clients are and where they want to be. For our purposes in this book, I want you to look at where you want to be. I want you to write up, in juicy detail, your "one year from today" and "five years from today" perfect life scenarios. Or, if you prefer, you can make a vision board, or a drawing, or a sculpture. Let's look at some examples of what I did to help create my ideal life.

One of the life areas is Money /Finance. When I began my business in 2002, I did a game with checks from the Universe. In those days, we had physical checkbook registers. I took a blank register and started with a deposit of $100, and doubled my deposit every day. I also bought something every day.

It got to the point where I was buying private jets, and I still could not outspend what I was bringing in. This process gave me a feeling of complete abundance. My income increased steadily throughout the process during my first 90 days of coaching and has continued to increase each year.

In the areas of Rest and Relaxation / Fun and Profession Career, I made a vision board with a picture of Canyon Ranch Heath Resort on it. Canyon Ranch is located in Tucson and one of the top spas in the world. My original feeling was that I would go there for spa days. Little did I know that in a few months, I would be speaking monthly *and* getting compensated with free spa days!

Another area is Health / Wellness. I remember that one of my huge desires in life was to sleep until I woke up naturally. In corporate America, I woke up every day to an alarm. And I hit the snooze button more than once! For my ideal life, waking up without an alarm was front and center. To this day, I very seldom wake up with an alarm, except if I am boarding an early flight. I wake up clear and grounded every morning!

What would your life look like if it was just perfect? Here are some areas you may want to think about:

- Profession / Business/ Career
- Partner / Love / Primary Relationship
- Family / Friends / Social Relationships

- Home / Physical Environment
- Money / Finance
- Health / Wellness
- Spirituality / Religious Beliefs
- Rest and Relaxation / Fun
- Growth / Learning / Self Development

Questions

Write a description of your ideal life 1 year in the future.

Write a description of your ideal life 5 years in the future.

Create a vision board or find some type of concrete symbol that you can place on your desk that signifies your vision for 1 year in the future. What is it that will keep this vision top of your mind?

Step 5 – Craft Your Ideal Practice

There are many different elements that can be included in a coaching business. Most coaches begin with one-one coaching, and branch out to include other offerings as their niche becomes clearer and their community grows.

When I began coaching, I absolutely loved the 1:1 intimate experience. I found that I could use my intuition very easily in a coaching session to help my client pinpoint what would really work.

In fact, I used to say that if you shared ten actions with me, I could tell you the 2 that would work the best. I use my intuition to listen for the passion, excitement and energy. I can still do this and most of the coaches I know are also very good at this.

Because of this dynamic of using my intuition, 1:1 coaching is still my favorite form of coaching of all. Even though I have many different elements in my practice (including writing this book that you are reading!), my individual coaching clients are still the foundation of my business.

I know other coaches that moved away from the 1:1 coaching to working with mastermind groups and trainings as their businesses grew. That is what they love. It is important to know what you love. What would you like to spend most of your days doing? What makes you happy? What elements would you like to include in your ideal practice?

Here is a list of possible practice elements:

- One-one coaching
- Group coaching
- Corporate Coaching
- Workshops
- Training (online and in person)
- Events
- Speaking
- Writing a Book
- Membership Programs
- Information Products
- VIP Platinum days

There are other unique offerings, too. You can use your creativity to come up with other options for delivering coaching.

A few years ago I worked with a client who was a trained social worker (let's call her Debbie). Debbie had been a social worker a long time, and wanted to make a change. She wanted to work with very positive people and make a stronger income to add to the family's financial assets.

Within a couple months of beginning our coaching, Debbie had left her social work job. And just a few months later, she had replaced that income with her coaching income.

Debbie also had young children, and she was very involved with their lives. Although she started with 1:1 coaching, she very quickly moved into group coaching and creating information products. She needed to leverage her time. That was her ideal practice.

Think about what the elements would be for your ideal practice. You will find it easier to create exactly what you want when you have a clear picture of what that is.

<u>Questions</u>

As you think about building your business, what offerings really resonate with you?

Describe what your ideal coaching business scenario looks like in 1 year.

Describe what your ideal coaching business scenario looks like in 5 years.

Create a vision board or find some type of concrete symbol that you can place on your desk that signifies your coaching practice vision for 1 year in the future. What is it that will keep this vision top of your mind?

Section III - Commit to Your Community

Step 6 – Receive Your Niche

Determining a niche is perhaps one of the most perplexing and nerve-wracking things for a new coach. Some people call it choosing a niche. Many marketing gurus say that you must make a decision about this, and that it is going to be the entire foundation of your practice, so you had better get it right! That's a lot of pressure for a new coach! And it's unnecessary, in my humble opinion.

When I began coaching, I did not know much about niches or ideal clients. I did not really make a conscious decision about who I would be coaching. My niche actually found me, and I received these clients wholeheartedly with great joy, because the niche was so natural to me.

Here's what happened: I began my coaching practice coaching entrepreneurs. I had been very successful in the Estate Planning field. I obtained my Million Dollar Round Table status in my second year. I was well respected by my peers. So, I contacted the accountants, lawyers, financial planners and insurance agents that I knew, and let them know I was a coach.

I also spoke at business groups in town, and let them know my credentials and success as a business person. I began to fill my practice with business people of all types. In my first nine months as a coach, I logged in the required paid hours to apply for my Associate Certified Coach credential through the International Coach Federation (ICF). At that time, the required number of hours was 250.

Now, there were other coaches around me who I went through training with. They had spent those same nine months designing their websites, getting their business plans together, ordering their business cards. And they looked over at me and I had a full practice of 15 individual clients!

I will never forget my first ICF conference in Atlanta. I was sitting at the bar the night before the conference began, talking with one of my colleagues. And she asked me, "If I get a group of new coaches together, would you coach us to do what you have done?" I remember how excited I felt about the possibility of helping other coaches get their businesses going.

Before we left the conference, she had single-handedly enrolled 7 other new coaches in my group! Group coaching was not even one of my offerings. I did not have a business card or a website. Yet I found myself jumping right in.

When we got home and started coaching, the group made lots of progress. I realized that I loved coaching the coaches in their practice development. And most of the coaches had come from a

spiritual training background, so they were putting all those practices to good use. Yet I still was unsure if this was my niche.

I spoke to another coach about this, and he said he did not think that there was enough revenue available with new coaches, as they had just spent lots of money on training and would not pay for coaching. Another coach told me that other coaches were the only ones who would buy coaching, and that to coach coaches was somehow a way to avoid a 'real' coaching practice. Someone else told me that since I had only been coaching less than a year that I didn't have the level of success that new coaches would be attracted to.

And in the meantime, my heart was so excited about coaching the new coaches. I loved them! I understood their challenges. I knew how they could overcome them. I admired the coaches, as the light workers of the world, and I wanted to do anything I could to help them. I was humbled by being able to serve, and concerned that I would not be enough for them.

Then, one day I was on a free tele-class with a branding coach who lived in Paris. And he offered a free coaching session. I took him up on the session with no intention of hiring him. I just wanted to learn. And I told him of my love for coaches. He told me that he had never heard anyone so excited about new coaches, and encouraged me to pursue this niche. I hired him on the spot!

This coach requested that I immediately put the title "The Coach for New Coaches" on the signature line of all of my emails. I did. I felt very excited; and also scared at the same time.

Who was I to declare this? Yet I did it, and it got easier for me to embrace. That was in 2003, and the rest is history.

I am sharing my story to illustrate a number of points. First of all, it is easiest to start with a niche that you know and that you have credibility with. Begin there. Once you are coaching, you will receive your niche. Trust your niche to find you. Notice who shows up to be coached. Notice what topics that they are bringing to their sessions. Allow this to happen naturally.

Remember Jane, who I spoke about in the Introduction to this book? She received her niche of working with corporate clients by having a strong intention and allowing herself to receive them.

When you do receive your niche; one way to tell that it is truly yours, is that you really love and admire your clients. And you feel a bit humbled by being of service to this group. A lot excited. And you also feel a little scared. That's because you really want it. That's how you know.

It may be a two-step process. Or you may know your niche right away. Either way, your niche will be helping a specific group of people with a specific challenge. For example, helping new coaches develop their practices using spiritual principles.

Remember, the clients you are seeking are also seeking you. Receive your niche with ease and joy!

Questions

Think of a niche where you have credibility and experience. What gives you credibility and experience?

What has been a big challenge that you have had success in overcoming?

Who is your ideal client, the one you would like to work with that would make you excited, and a little freaked out, too?

What are the most common topics your clients have brought to their coaching sessions?

Step 7 – Identify Your Ideal Client

It is important to be able to identify your ideal client. This is the client that you really love to support; the one that you have the feeling you would pay that person to be able to coach them. I am not suggesting that you pay your clients, I am suggesting that if you have that feeling, that person will be your ideal client.

When you have a practice full of ideal clients, your confidence soars. You can help them get to their goals. They are aligned with you and what you have to give.

In the beginning of a coaching practice, there is a tendency to take on any clients that will sign up. This can be challenging. If it is not your ideal client, that person will drain your energy and make you less effective with all of your other clients.

I remember being very careful to attract my ideal clients as I began my coaching business, and still am. When I am helping my ideal clients, they do their work, give great endorsements, and thrive. So let's look at some examples of how to identify your ideal clients.

One of my mentors defined his ideal clients as those who loved him and paid him well. This is a person who coached philanthropists and charged $25,000 per year over 10 years ago for coaching. He was paid well, and he had clients who adored him.

There may be qualities you envision in your ideal client, such as someone who is passionate about what they do. There may be specific traits, such as mental agility. Or even demographics, such as professional women. You may want to think about any clients you have already supported, and what made them so great to work with.

If you had clients that were not great to work with, think about what it was that frustrated you. And then come up with the opposite of that as a trait of your ideal client. For instance, I had a client in the early days that was a massage therapist and I traded coaching for massages.

She was always running late, and I am a person who likes to be on time. Not only was she late for her coaching sessions, but she was late for my massages, too! So I had to talk with her and complete that relationship, as it did not work for me to have two appointments a week that I knew were going to be starting late.

One of my clients (let's call her Eileen) has used the criteria of her ideal client to identify those clients that she can work best with; those that will receive the best results from their work with her. She is fiercely committed to only working with these clients.

At a networking event Eileen attended, she received 35 requests for coaching consultations after a two minute speech. Since she could not put all the criteria for her ideal clients into that short of a speech, she then had short enrollment conversations with each person.

With this system, Eileen was able to fill her next coaching group with her ideal clients. She also had some of her ideal clients who wanted to work with her 1:1 from this speech. I am always so inspired at the way she uses the ideal client criteria to know exactly who she can help.

I actually wrote down the description of my ideal client on my website. Here is what I wrote about my ideal client:

You are ready to create through spiritual principles. You know that you are a spiritual being having a human experience, and you want to tap into your wisdom in a deeper way.

You are committed to your self-development. You understand that true generosity and service come from your self-care and self-love. You are willing to clear out any limiting beliefs or self-sabotaging behaviors that come up in the coaching process.

You take responsibility for yourself. You truly believe that 'when you serve yourself, you serve the world.' You know that you create your own reality, and you want to learn how to create more deliberately.

You are open to learning. You see each interaction in your life as an opportunity for learning, and welcome new and innovative ways to tap into your creative juices.

I bet that you fit many of the above characteristics, as you have been drawn to this book!

<u>Questions</u>

What are some characteristics, traits, or demographics that come to mind when you think of your ideal client?

How would you write your ideal client description for promotional materials?

Create a vision board or find some type of concrete symbol that you can place on your desk that signifies your ideal client. What is it that will keep this vision top of your mind?

Step 8 – Become THE Solution to Your Client's Biggest Challenge

There is something so attractive about being very clear about your niche, the challenge of the people in that niche, and the solution you provide. When you can articulate this clearly, you become the ‘go-to’ person for this particular group of people. It is easy to recommend you. Clients feel drawn to a specialist.

If your child had a broken arm, would you go to a general practitioner? Or would you go to an orthopedic specialist? If you were going to run a marathon, would you buy shoes at the mall, or would you go to a store that specialized in running shoes? Becoming a specialist will make practice development much easier.

Here’s how I identified my specialty. When I received my niche of coaching new coaches, and decided to accept that group as my community, I got on every mailing list that related to new coaches. I joined every Yahoo group for coaches (except those for soccer coaches!). I was a member of the Irish coaches and the Parent coaches. In fact, I found out that there was a limit to how many Yahoo groups you could join in any given day, so I had to do this over multiple days! These days, Facebook and LinkedIn have many groups that you can join based on your niche.

I had narrowed my niche from entrepreneurs, to coaches, to new coaches. It was recommended that I get as narrow as possible, and I found that having a narrow niche made it much easier to determine my specialty. It was easy to communicate with new coaches. I knew who they were. And after receiving many ezines, discussion posts, and talking to new coaches, there was a big challenge that I heard time and again. It was having a profitable business while remaining committed to their heart and soul. It was about doing marketing and sales authentically and effectively.

The questions new coaches were asking (and still are) were “How do I market my business in a way that is authentic to me?” “How do I sell my services without being sleazy?” These questions came up over and over, so I was clear about the challenge. Now I had to determine what my unique solution was to this challenge.

Before I share my solution, let me share that this was one of the challenges of new coaches that I was very interested in. There are other challenges that new coaches face. For instance, becoming credentialed. And I have a very close friend who is a coach whose specialty is helping solve that challenge. The reason that I like the challenge of authentically growing a coaching business is that I sincerely enjoy that conversation.

I had a mentor who once said, “It does not matter what door people enter coaching by. All coaching is spiritual coaching. So pick a conversation that you like to have.” And that is what the practice development conversation is for me. It’s a conversation I love to have. And for the coach whose specialty is credentialing, that is the conversation she loves to have. Too much of that conversation would bore me, and I am sure that lots of the practice development conversation would bore her.

Pick a relevant challenge that you love. How do you determine what solution you provide? Let me go back to my experience to find out how it worked for me. During the time that I was coaching new coaches in practice development, I was also a new coach developing my practice. Yet I was a bit farther along the path. I had more clients and revenue and experience than those whom I was coaching. So I set out to reverse-engineer my process.

You will not be surprised to learn that one of my most effective solutions to the challenge of practice development for me was using spiritual principles. I had come from a business background, and was so used to working long hours and working hard. And I had created lots of success in that way. Yet I wanted something different. I wanted to create a business with ease and joy.

I was not entirely sure that businesses could be created this way, since all I had ever seen was people putting lots of effort in to get the reward. I knew that my coaching mentors had created their business with ease and joy. I saw a few others doing it. So I set out utilizing all of my self-development and spiritual tools to create my business this way. And I began to have solid results. I knew it worked!

That was my solution for new coaches. To help them create their businesses using spiritual principles. I could show them how to totally integrate their life and their business. I knew how to bring this all together with ease and joy. I had done it.

I looked around at other coaches of new coaches, and no one was really talking about this like I was. Even though there were others doing similar work, I realized that no one had my unique voice and perspective. I was very passionate about my solution, and I had used it myself so I knew it worked.

This does not only work with new coaches. A coach who had been coaching for many years asked me to coach her (let’s call her Susan) as she was preparing for a speech she was giving at a conference, and she wanted to make the most of the opportunity.

Susan was a highly spiritual person, who received divine guidance many times during the course of the day. She was committed to using this guidance in her business. We followed this guidance, and she brought in four new clients immediately.

The challenge Susan had was to turn off the outside noise about marketing, and then trust and take action on the guidance she received. When she did, she was able to do it her way, and bring in clients who wanted exactly what she had to offer.

I was able to help Susan with this challenge – to stay on track with what was right for her – and she was able to create her business her way.

The solution that you provide your clients comes from your own experience with the challenge of your niche. What did you do (or are you doing) to overcome the challenge? Remember, you only have to be a step or two ahead of your niche to be able to serve them well.

Questions

What is a challenge of your niche that you have had experience with?

What is your story of overcoming that challenge?

What is a solution that you can provide?

Section IV - Develop your Signature Message

Step 9 – Receive Your Core Message

Each of us has a unique inspiring message to bring to the world. It is written deep in our hearts, and it is as natural to us as breathing. Often we are not even aware of this message. Yet *it* is aware of *us*. It is the core theme of our stories. It is present in every interaction. It is the underlying driver of our life. This message is what we want to tell the world about. When we speak about this message, we are in our most attractive state.

This message is waiting to be expressed through you, and it is not something that you choose. It chooses you. Receiving your core message means listening to your inner self and receiving the message that you are meant to give. When you are delivering this special message, you will be passionate and inspired, and this will spark the enthusiasm and passion of whoever you are with.

The importance of knowing your core message is that it acts as your signature with your niche. It can help you write your tag line to use in your marketing materials. It can be the basis for your signature speech or coaching program. It is a message that you are most excited about, and it probably comes up in most conversations you have

Let's talk about some ideas on how to receive your core message. First, I want to give you an example of mine. While doing some work for my new website many years ago, I was feeling under pressure. I knew I needed a tagline that would express my uniqueness to the world. I had read many books on marketing, and I was trying to put all of that in practice. All of that marketing advice was swirling around in my head. I could not get my message. Everything sounded either trite, hyped or 'not me.'

Then I stopped thinking about it. I allowed it to come to me. And I do not even remember the moment it came. *Success with ease and joy* came to be my tag line. And it is truly my core message. My message is: You can have success with ease and joy instead of difficulty and struggle. In fact, ease and joy is the path to true success. Any other way to success will have side effects on your life and business.

When I look at my website and see my tagline, I feel proud and at peace. That is how I know it is right. I feel relaxed. I do not want to tweak it. These are some signs to me that it is my authentic message. So, how can you receive your own core message, the one you were meant to give?

There are a number of ways. First, you will want to get into an allowing state of being in order to hear the message clearly from deep within. Your personal preparation is what you can do to get yourself into the 'receiving mode.'

One powerful way I have of preparing is by setting aside some time and going through a process. This can include:

- Getting proper rest the night before
- Making sure I am in a private and quiet space
- Lighting a candle
- Centering myself
- Setting a clear intention to receive the topic
- Taking myself through a visualization
- Receiving my message

The easiest way that I personally prepare myself to receive a topic from my inner self is to ask for guidance just before I go to sleep at night. I have the intention that when I wake up, whatever the first thoughts in my mind are, those will be a clue to my message. This often works for me.

There are as many ways of personal preparation as there are individuals. The same ideas that you use to become fully present for your coaching sessions will work here as personal preparation to receive your message. Experiment and find out just what works for you.

Another way to prepare yourself to receive your message is to bring the question, "What is my unique and compelling message to the world?" or "What wants to be expressed through me?" to a coaching session with your coach and brainstorm some ideas. Coaching is such a very powerful tool to discover what your inner self is saying.

A *caveat*: sometimes you may encounter resistance in receiving your topic. If this happens, you may use some stronger clearing techniques such as emotional freedom technique (EFT) or the Seven Day Mental Diet to release the resistance as the first step in your personal preparation.

Another way to receive your core message is by asking those closest to you what they think it is. What are you always talking to them about? What advice have you given them in the past (because now that you are a coach, you do not give advice – LOL!) that has really helped them? What do they think your core message is? If you ask 5-6 people that are close to you, you can find out where their comments overlap, and that will give you a big clue to what your core message is.

Once you get that clue from others, get in a quiet space and check out if this message really resonates with you on the inside. That is an important step to take after asking others for information.

You can also look at the books on your shelf, and see what the recurring themes are. What has inspired you to get these books? Or get into a quiet place and start writing what it is that you would most like your children, or any children you are acquainted with, to know about life.

Look at your emails. Do you have a favorite quote on your signature line? Or a favorite closing sentiment? What answers are you writing back to questions that are asked of you?

There are many ways of receiving your core message. Choose the one that most resonates with you, and see what you receive.

Questions

What are two methods that you feel most aligned with to receive your core message?

Use each of those methods and write down a message.

As you look at both of these messages, what do you think your core message is?

Step 10 – Create Your Signature Speech

Now that you have your core message, you want to speak or write about your unique inspiring message to the world. These are the two ways to get your message out there. Since speaking is my strength and passion, I am going to share about speaking. If you are more of a writer than a speaker, adapt what I say to writing.

There are many compelling reasons for you to express your core message. First of all, you are an expert on your message. You have studied this message throughout your life, whether you know it or not. It has been your guiding light, your touchstone, your foundation. You may have forgotten it and then remembered it in the nick of time. You may have used it to get yourself out of a tough situation. You will have many stories of how this message has shown up in your life.

Another reason for speaking about your unique message is that you have passion when you are expressing your unique self. You can almost feel yourself in an altered state. Every cell of your body is humming, and you feel alive.

This is the energy you want to elicit from yourself during a presentation. It is the energy of charisma and attraction. It is the energy that has people saying, "I want some of that!" So when designing your presentation, find the message that puts you into this state of full presence when you are speaking about it.

The one comment that I hear continually from my audiences is, "I love your stories!" Everyone enjoys a story, and personal stories are a real hit with audiences everywhere.

In addition to making the presentation much more interesting and enjoyable, many coaching clients tell me that they have hired their coach because of the coach's life story and experiences. So, personal stories are vital in speaking presentations from a marketing perspective also.

Here is a story of mine. My signature presentation in the beginning of my practice was called "Be Inspired Now," and I gave this presentation monthly for over two years at Canyon Ranch Health Resort here in Tucson. I tell many stories about myself, my family and my clients during the presentation. Once I gave two presentations in the same week, and one of the out-of-town guests came back again. I asked her why. She said, "I loved your stories and I wanted to hear them again!"

Once you know your unique message, begin to collect stories and write them down. For example, if your unique message is about being authentic, notice when you are authentic. Notice it especially when it takes courage to be authentic. Think about the past, and the times when you have been authentic in the face of pressures not to be.

Look for stories of others who have lived in authenticity and whose stories inspire you and incorporate these into your presentation. Ask your friends, family and colleagues if they remember any stories about your authenticity. You get the idea.

As you are sharing your expertise and your experiences with your audience, you will want to weave your offer into your presentation. Ideally, you want to make one clear offer. Let's say it is a complimentary coaching consultation. There are two key moments in time that you will want to mention your offer – at 10 minutes after you begin your presentation, and at 15 minutes before you end (right before the Q&A).

When I was beginning my practice, I spoke to groups of entrepreneurs about being inspired to work on their businesses. I knew that I wanted to engage them in complimentary coaching sessions. So, after I introduced the topic of inspiration, I let them know that in coaching, we had a process that would help them determine their own personal formula for inspiration.

Once they knew their personal formula, they could access it and be motivated and inspired any time they wanted. Toward the end of my presentation, I invited them to call me if they wanted to schedule a complimentary coaching session where they would determine their formula.

I consistently got a 20% response rate of people calling me and becoming clients, even though I did not do any follow-up at all. Now I know better - in this book you will find an entire module on the rhythm of following up. Still, that percentage was not bad for no follow up system at all!

<u>Questions</u>

What is the core message that you could use as a topic for your speech?

What are some stories you could tell of examples when this message worked in your life?

Who are people you know that you could contact about doing speaking engagements?

Section V - Create Your Inspired Actions

Step 11 – Take Inspired Actions

In developing my coaching practice, I have learned the importance of taking only inspired actions. By that, I mean actions that resonate with my essence energy and values. These actions allow me to radiate my true self. When I radiate my true self, the clients that come to me are a mirror of that to me. They are a perfect fit. When my actions are not inspired, I find that I attract high maintenance clients, ones that are not a good fit.

When I first came into coaching, I had a post-it note on my wall with a quote from Abraham-Hicks. It said, "Line up your energy and take the inspired action." That really became my business development plan. I had all kinds of methods that I used to line up my energy.

One of my favorites was my coaching intention. I had written a spiritual mind treatment all about my magnificent coaching practice. I actually read it into a tape recorder, put a track of my favorite music in the background, and made a recording. Each morning, just as I was reaching an awakened state, I played this recording. It made me feel confident, hopeful and happy. This in itself was an inspired action.

And from that state of confidence, I would become inspired to do certain things to work on my business. Some days I would send emails to people that just popped in my mind. Other days, I would go to a networking event and mingle with people here in town. Some mornings I would spend my time clearing limiting beliefs, or listening to self-development audios.

Inspired actions are those that come from my most natural, brilliant, authentic state. There were other actions that came to my mind in those early days, too. Sometimes I was tempted to take actions out of fear or scarcity or lack. I was just starting my business and I wanted to do it right. I wanted to be a success. I looked around me for those who were successful and what actions they were taking. I was afraid to trust myself.

I would hear from a six-figure coach that there was a great new marketing idea I just had to try. Or another coach had done a certain action that increased their mailing list by hundreds of people. Or there would be a discount to sign up for a marketing program in the next 24 hours, and I was afraid that I would not have the chance to buy that package again at that price. I was so tempted to do those things, and yet I knew that they were not inspired, because my main motivation was out of lack of confidence in my own abilities.

One way I was able to distinguish my inspired action in the case of a 24-hour sale was to ask myself "Is this something you would do anyway?" I also asked myself the question, "Is this a HELL YES!!" If it is not a "Hell, yes" it is a "Hell, no!" That one came from Alan Cohen and is

a quick and easy way to decide. Another way that I mentioned earlier was to see if it aligns with my values and my essence energy.

A question that new coaches ask regularly is “If I feel blocked, how do I know if that’s fear and I just need to move past it, and clear the obstacle, or if the block is telling me this really isn’t the right way for me?” First I want to say that there is no definitive answer on this. The best answer I can give you is to let your intuition be your guide.

Here’s what I do. If I have a lot of emotion around this question and I can clearly identify it as fear, I bring it into my coaching session and/or do whatever I need to do to get my mind, heart and soul clear.

If I can’t clearly identify it as fear and I’m not quite sure if this block is like telling me not to go this direction, or that another direction is better for me, I begin to move. I go where I have more energy, where I’m more attracted. Now once I’ve moved towards where I have more energy, I’ll either have a feeling of relief, or more confusion. If I am relieved, I know it is an inspired action. If I am confused, I back up and try something else.

Here is an example. Say I want to send out articles for marketing purposes. And I’m just really not inspired to do them. So I ask myself “Is there a fear here that if I write these articles my whole business could just explode even beyond where it is?” “Is there fear of success?”

And if I can answer yes, I do whatever it takes to release this fear.

Or maybe writing articles just isn’t the right path for me. It isn’t a good one and it’s not something that would really help me that much. I’m not going to write these articles. Instead, I’m feeling very attracted to speaking so I’m going to go out and speak. I start moving towards speaking.

Now if I’m meant to write these articles and if this really was a fear and something that I needed to move through, it’s going to come back to me. Writing those articles is going to haunt me a little bit in the back of my mind. Someone is going to call me out of the blue and ask me to write an article that is so easy for me to do. It is not going to let go of me, if it is a fear that I need to overcome.

On the other hand, if I start moving towards speaking engagements and all of a sudden I get invited to speak to three groups next month, and insights are swirling around in my head, and an idea for my speech starts to come to me, then I know that speaking, not writing, is the way for me right now.

I find that once I start taking the inspired actions they have a mind of their own, and things start moving. If I am doing an action that is uninspired, my experience has been that it doesn't start moving. It's a sign that something is not right.

I always go back to lining up my energy. If I line up my energy things will be clearer to me. And by the way, I do get into uninspired actions more than I like to admit. We all do. When this happens to me, I get on the phone with my coach and I hear myself saying "I don't know what happened." So I line up my energy and choose another action.

Years ago I heard the analogy that a rocket to moon is off course around 90% of the time. I can be off course. It's part of the journey. It's just a matter of lining back up. So when you do get off track, just keep moving and lining up your energy, look for your next inspired action and you will get there.

Questions

What do you think is the best method for you to determine your inspired actions?

What actions have you been thinking about taking to develop your business?

Apply your method to the actions, and list the ones that are inspired.

Come up with a 90 day plan to implement your inspired actions.

Step 12 – Master the Enrollment Conversation

Since the individual coaching conversation is such a personal one, there has always been some sort of a complimentary session that I have had before beginning with any client. Even if those clients who have heard me as a trainer or speaker; I still want to have that session. I want to determine the fit, the rhythm, and the likelihood of this client achieving their goals with me as their coach.

Complimentary sessions are also way to develop a practice quickly. First, they give the coach more experience in coaching. According to the ICF, it takes 2500 hours of coaching to master the profession. So, the more hours of coaching we do as coaches, the more quickly we master the art of coaching.

According to a former ICF president, the ratio of complimentary sessions to clients is 6:3:1. Six is the number of qualified prospects you will speak with to obtain three complimentary sessions. Three is the number of complimentary sessions you will give to obtain one client.

Another source says that the statistics are anywhere from 24%-60% close rate on complimentary sessions for coaches. So, for every four complimentary sessions you give, you have a high probability of signing up 1-2 clients for ongoing coaching.

The odds are in our favor in doing complimentary sessions, and that is why they are included as one of the top inspired actions a coach can take to develop a coaching practice.

I want to go back to the beginning, and give you an example of how complimentary sessions worked for me. I did a presentation for the ICF with my mentor around 6 months into my coaching practice. The title was “Dynamite Sample Sessions.” And he asked me, “What are your numbers?” Well, I didn’t know my numbers, so I looked back at all the sessions I had done, and I looked at the people who had signed up for either individual or group coaching. I was completely astounded.

What I saw was that 24 out of 25 of those complimentary sessions yielded paying clients! So I asked myself a very powerful question: “What did I do to really make that happen?”

I noticed a couple of things I did. One thing I did in my very first months of coaching, and I’ve done this ever since to varying degrees, was that I had three coaches. I had coaching sessions scheduled every Monday, Wednesday and Friday. And my thought was, “If anything happens that I can’t handle or my limiting beliefs come up, I am less than 48 hours from a safety net.” Coaching was my safety net.

It was very comforting to me to know that I had backup. So I was able to put myself whole-heartedly into coaching at a time when I was very new, because I knew I had great support. And at the times when I second-guessed myself, I was able to talk it out in with my coach.

Coaching has always been and continues to be the best confidence builder I have.

In fact, as an aside, I can't remember a week, other than when I was on vacation, that I haven't had at least one coaching session. I attribute so much of my success in complimentary coaching sessions, and in life, to coaching.

Another thing I was doing when 24 out of 25 people took me up on becoming clients, was that I was tending to my own self-development, and getting into my essence energy.

I remember many Saturday mornings when I would sit down and say, "I'm feeling a little bit blocked or stuck" and I would do some journaling about it. There are so many different techniques I used. I would just ask myself "Okay, which one of these seems like it might break something loose or move something within me?" Sometimes it was going out and taking a walk. Taking a walk can be a great self-development technique.

Anything that clears my mind will work well. I have a trampoline in my home and sometimes when I want to release limiting beliefs, I'll write out a bunch of them and then I'll get them out of my head and out of my cells by jumping on the trampoline. Try it, it works!

I'll read some really great spiritual authors. Alan Cohen's book, I Had it All the Time is a favorite. Any audios or books by Abraham-Hicks always lift me up. I've recently been sleeping with a hypnosis clearing audio playing softly in the background.

The two things that I can point to that helped me most with my complimentary sessions were being coached and doing my own self-development. Both of these inspired actions kept my mind and heart and soul clear. I was able to be completely present in the time that I was with my prospective clients.

I also want to mention a short outline that I used in those days, and still do, in my complimentary sessions. I asked the person at the beginning of the session what was their biggest challenge in their life or their business in the next three months. Then I asked them what was currently happening with that, and what they would like to happen. And finally, I asked them what the first step was toward what they would like to happen.

If I felt inspired that I could really help that person, I said that I thought we could gain some clarity and movement toward that goal, working together for the next 90 days. This way, I tied the coaching in to their goal, and positioned it as a solution to their challenge.

It’s a very simple conversation, and since I was so fully present, I was able to be inspired, and also inspire my client to enter the coaching relationship. To me, that art of the complimentary session is about doing whatever it takes for you to be fully present, and having a structured conversation about coaching.

Questions

What are the most powerful self-development techniques for you to clear your mind and be fully present for your complimentary sessions?

What would you like to include in an outline for your complimentary sessions?

How many individual clients would you like to have in your coaching practice in the next 3 months? Multiply by 6, and list the names of people who you know that you could offer complimentary sessions to.

(If you do not know that many, list the names of those you do know, and when you give the complimentary session, ask them if they know of anyone else who would like to have a session).

What is your biggest personal challenge with complimentary sessions? (for example, enrolling people in sessions, giving the session, turning prospects into clients, etc.)

What resources are available to you to help with this challenge?

Section VI - Attract Your Ideal Clients

Step 13 – Radiate Your Unique Attraction Energy

There are many questions that may come up when you think about attracting new clients. Some of them that new coaches have asked me are: “How do I get the word out that I'm available? How do I get my audience? How do I find the group? How do I set up speaking engagements? How do I gain the confidence to contact CEO's or executives about coaching them or their employees?”

To answer these questions, I want to talk about the energy of attraction. First of all, this energy is more of a ‘receiving’ energy than a ‘finding’ or a ‘getting’ kind of energy. This mindset itself will help you be in a more attractive place.

If I ask myself, ‘How do I find my clients?’ that question puts me in the energy of ‘not having’ the client, and that feeling communicates itself to prospective clients. If I have the perspective of ‘receiving’ clients, then I prepare myself to receive. I am ready, open, welcoming and inviting. This energy is very attractive for new clients.

A good way to energetically attract new clients is to be in a state of receiving energy. This may be difficult for those who have been givers their whole life. I know it was not easy for me at first to be able to receive. Once I began exercising my “receiving muscle” by learning to graciously receive compliments and acknowledgments, I was able to increase my own personal capacity to receive clients and income.

Another perspective that helps keep me in an attractive energy is the thought that I am promoting coaching. As a new coach, I remember being very reluctant to promote myself. So I began promoting coaching, and not myself. In thinking about coaching as a service in and of itself, apart from me, I was able to keep my energy high.

For instance, there is a product that I absolutely love, and it is called De-Solv-It®. De-Solv-It® is a product that I discovered years ago when I was at my parents’ home. I was sitting on the living room floor with a glass of wine and it fell. Red wine—of course—fell onto off-white carpet, and there was this huge stain. My parents were not at home at the time, and I was thinking, ‘Oh, NO!’

I went to the store and got this product called De-Solv-It®, and I put it on the stain, crossing my fingers and hoping for the best. And lo and behold, the merlot wine stain came out of the carpet. To me it was like a miracle. That product was so cool.

After this experience, I literally called everyone I knew. I told them to go out and buy this product and have it on hand. I was so excited about it. It was a great product and at $4.95 per bottle, it was so much better than replacing all of the carpeting!

The reason I am using this metaphor as an example is that the way I feel about that product is the way I feel about coaching. Many people have never even heard about coaching. I want to tell everyone. Promoting coaching is like promoting a favorite product of mine. It is not about selling anything. It is about sharing what I am so excited about. This puts me in a very attractive state for potential clients.

Another way to be in an attractive state is to have some form of personal development or spiritual time each day. Even now, after over 10 years as a coach, I take at least one hour a day in self-development, prayer, meditation, listening to my own inner guidance. I have recorded a love letter to myself. I have guided myself through visualizations.

I do self-development processes at least once a day, sometimes even more. I do these to get to a place where I am excited, passionate, genuine, and looking forward to being with potential clients. I pay close attention to my own state of being, to my own inner space. Any conversations with potential clients begin before they begin, with the coach's preparation of their inner state of being.

I utilize all of my self-development tools, including letting go of anything that can drag my energy down. This idea of attractive energy is a separate step to emphasize the importance of this idea. All of these processes will align my energy. When my energy is aligned, I am naturally attractive.

One more way of being extremely attractive to potential clients is to look for ways of deeply connecting with others. When I have done my inner work, when I've cleared the path, and I am allowing my intuition to come through, I feel a very deep connection to whoever I am speaking with. Sometimes I will say things that I do not even remember saying. They come from a place deep inside.

And that's where that rich connecting conversation can come in. That's where people are saying, "You know something about me that I never even knew about myself." That's where I can really speak heart to heart and soul to soul. That's where the attraction comes in a big way.

When I can connect to another person's heart and soul, it's really, really valuable and almost priceless, and they will definitely enroll in coaching. Having a new client is almost a byproduct of this deep connection. I have this philosophy that we're all here to strengthen the spiritual evolution of everyone else around us. I am all about loving others as they've never been loved before and seeing their amazing brilliant uniqueness.

Just as there is an essence energy within you, there's this essence energy in each person you meet. There is this beauty, this inner beauty, no matter what has happened to them in their life. I like to think of that quote by Josh Groban, "Through the darkness I can see your light and you will always shine, and I can feel your heart in mine."

That is what I'm saying to every person that I'm meeting. With my words, my actions, my feelings about them, I tell them that "I can see your light." Whatever's happened to them, whatever's been done to them in this world, whatever hurts or pain or whatever's happened, it doesn't matter. I can still see their light. There's hope. Their brilliance is still with them.

When I connect to that essence in each person I meet, and show them the light that is inside of them that they have forgotten, it is very powerful.

And, of course that's when my energy is super attractive, and it is easy to continue the relationship in a formal coaching structure. It is a natural outcome of the conversation.

People have a sense about things. Our potential clients all have this intuition, this instinct, and the clients that are attracted to you will have that instinct about you. The more you can increase your attraction energy, the easier it will be for your clients to move forward and be coached by you.

There is much going on under the surface, and that is why it is so important to pay attention to, and to cultivate your attraction energy.

Remember Scott, who had the value of radiating this true self, and found a fulfilling relationship and got married? You could say that he was radiating his unique attraction energy. We also did some business coaching, because the life coaching had worked so well.

A couple years ago, Scott switched companies. He is in sales, and his goal was to be the top salesperson in that new company by the end of the year. Neither of us knew exactly how this was going to happen, as he had just started.

Scott has a saying, "The 'how' is embedded in the decision." So he made a decision to be the top salesperson, didn't concern himself with how he was going to do this, and then radiated his true self all year. Not only was he the top salesperson, he made close to $1,000,000 in one year! And that was from a standing start in a company that was completely new to him.

Just keep radiating your unique attraction energy, and you may be surprised at what happens.

Questions

On a scale of 0-10 (0 = not at all, 10 = fully), how strong is your “receiving muscle?” What are you inspired to do to strengthen your receiving muscle?

Think about a product that you absolutely love and the last time you recommended it to someone. How would you describe the energy that was within you while you were doing that? What can you do to deliberately put yourself into that state?

What are your favorite self-development or spiritual processes?

If you were to create a daily routine for keeping your energy aligned and attractive, what would be included?

What is the best way for you to deeply connect with another person?

What is a decision you can make right now regarding something that you want to do and don’t yet know how?

Step 14 – Connect With Astral Advertising

When I was doing speaking engagements, I came up with a very unique marketing process that came to be known as “astral advertising.” It's a great way of really connecting with people prior to any marketing activity. I remember back to the speaking engagements I did in my first year as a coach. I was doing them as a way to promote coaching and get potential clients into complimentary coaching sessions.

As I was preparing to speak to groups here in Tucson, I felt a bit nervous. I was a new coach and did not have a proven track record. Even though I really believed in my material, I had not tried it out on many audiences, and I was still using notes.

I knew that my own personal presence was very important to the success of my speech. I wanted to exude confidence, when I really had nothing to base that confidence on. The process of astral advertising helped me be confident, fully present and more.

Before I explain the process, let me go back a bit and tell you about one of my strong intentions when I entered coaching, as it was the inspiration for astral advertising. For many years in the work force as a business woman I had to wake up every week day with an alarm clock. It was always jarring for me, and I would wait until the last possible moment to get up and get ready for work. I had no time in the morning for prayer time, or quiet meditation. I hit the ground running.

I longed to have time to wake up slowly and naturally. On weekends, I noticed that I would wake up around 7am without an alarm clock. I would feel so much more grounded in having that quiet time on Saturday and Sunday mornings.

On those particular mornings, I would lengthen my waking time by staying in that state of half-sleep as long as I could. I realized that many insights and answers to questions would come to me in that time. I even googled to see if there was a name for that natural meditation time between sleeping and waking, and I could not find it. No one was talking about this. Yet it was such a powerful time for me.

So when I began my coaching practice, I vowed that I would not schedule any client meetings before 9am, so that I would never have to wake up to an alarm again. I wanted to wake up naturally every day, and have the space for that quiet time. It was in that waking time that my internal guidance whispered to me. And I went even further to ask questions each night before I went to bed, and then receive answers and guidance in that quiet time in the morning.

I realized that all of my life I had been missing that natural time of daily meditation. When I studied meditation, I learned to go back into that very state from being fully awake. It was much easier to just stay in that state in the morning as I was waking up.

So how does this relate to astral advertising? Well, it all started when I began to ask questions before I went to sleep at night, in anticipation of my quiet time to hear answers in the morning. And it just came naturally that I started bringing potential clients to mind. I would just think about the people that would be coming to my speech the next week. I did not know who they were. I would ask for an answer of how to connect well with them and what they might want to hear in my speech.

And it evolved into a process where I would start to connect with the souls, the spirits, the higher selves of the people who were going to be in the room the next week. So as I started to fall asleep, I would have the intention that my soul was going to connect with their soul and that I was going to receive some information regarding what they might want to hear about.

After doing this practice the week before my speaking engagement, I found that when I got to the room for my speech, I felt so much more comfortable and confident. I felt so familiar with the people who were walking in, like I had met them already. Based on the soul connection I had been having with them all week, I would get in front of the audience and I would just be so relaxed and happy and exuberant.

Many people from those speaking engagements would come up to me afterwards saying “I want a complimentary coaching session.” And a majority of them signed up for coaching. I saw my intentions being fulfilled with ease and joy!

I was speaking about this with a friend of mine who is a minister. I told her what I was doing, and she coined the term “astral advertising.” She said she had not heard of the concept before, and she loved it. I was having great success with this new process.

I started doing astral advertising prior to my complimentary coaching sessions and even my regular coaching sessions. It gave me such a strong sense of connection with any other person. I even use it now, when I’m with a new group or situation, or when I’m a little unsure of myself, or sometimes just for the fun of it. In fact, right now as I am writing this, I am connecting to your spirit. I don’t know who you are, yet if you are reading this and participating, we have had that energetic connection while this course was being written. What fun!

I want to share an example of how astral advertising landed me my favorite and most lucrative speaking engagement. As a new coach, just six months out of coach training, it was a dream of mine to speak at Canyon Ranch Health Resort here in Tucson. Canyon Ranch is one of the top three spas in the world, and has some wonderful speakers.

As a brand new coach, I was unsure that I would be accepted to speak at such a high-quality place where Byron Katie and Deepak Chopra were speaking. So, with another coach in town who was a good friend of mine, we called them up out of the clear blue sky to see if they needed any more speakers. And I did my astral advertising with the head of the Functions department (I knew her name but had never met her). And lo and behold, they were looking for speakers. They had recently lost a bunch of their speakers.

We made an appointment to go and see this woman to find out what it would take to get in. And there we were, in the car driving to Canyon Ranch. We're practically holding hands on the way there, just wondering how we were going to get on their docket. We were very nervous and excited too. We thought we were going to have to sell ourselves.

We walked into this woman's office and she said to us, "Okay, here's the schedule. Put yourself on twice a month if you'd like. And can we sell your books in our bookstore?" We didn't tell her that we had not even written any books yet! She just handed the schedule to us, we wrote our names in the spaces. And voila! We were speakers at Canyon Ranch.

I believe that astral advertising paved the way for us before we even walked into that office. Talk about ease and joy! The funny thing about this is that it was a very synchronistic event. A couple months after we started to speak there, some other coaches in town tried to apply, and they were told that the schedule was full.

It's very fascinating to me what can happen with a strong intention along with a strong desire and passion. Things start falling into place. Astral advertising is a process that will strengthen your intention. Think about the title of this book, <u>The Clients You are Seeking are also Seeking You</u>. Astral advertising puts out an energetic billboard that says, "Over here!"

I hope you have enjoyed my concept of astral advertising and are willing to try it out.

<u>Questions</u>

Think about your intention for your practice. What is it? (Make it really exciting for you!)

What random thoughts occur to you this week that are related to this intention?

What insights pop into your mind upon awakening?

What are you inspired to do around this intention?

Are there any people that you have a feeling of connecting with?

Based on your answers to the above questions, what are you inspired to do to fulfill your intention?

Step 15 – Master the Rhythm of Following Up

Being a former estate planner and financial services professional, I like working with numbers. They really help to quantify what can seem like a very mysterious process. In my first couple years of being a coach, I spent 50-70% of my time promoting coaching. The first year was definitely 70% of my time marketing, with 30% of my time spent delivering my services. It's one of the things that I don't hear a lot of people talking about.

When I go back to my very first month of coaching, I had 8 paying clients having 45 minutes to 1 hour sessions. Many of my clients came to my home, so most of my coaching sessions did turn out to take 1 hour of my time. Since I had 8 paying clients, I was doing 8 hours a week in sessions. I also had 3 coaches and I was spending 1 to 1½ hours in my own coaching sessions per week with 1 or 2 hours of administrative work to keep my business going. It turned out to be about 10 to 12 hours in delivering my services, and the rest of the time I was promoting coaching.

During the time I was promoting coaching, I was doing networking. I was talking to people. I was out-and-about. I was calling people I was referred to. I was doing whatever I could to get the word out. Everywhere I went I was promoting coaching.

I think the time percentage allotment in the very beginning is important to know. Not everyone has to do it the way I did. For me, the path of least resistance was to do it this way. It is important to know that at least 50% if not 70% of my time in the first year, and maybe 50% in the second and third year of my time was spent promoting, marketing and networking. No one ever told me it would take that much time in my first few years.

What I learned was that coaching was (and still is) a relatively young profession. The jobs that are available in coaching usually go to the more experienced coaches. And the way to get experience is to have your own coaching business. For instance, if someone wants to be a lawyer and graduates from law school, they can apply for a job at a law firm. They have the option of applying for a job or going into private practice.

Because there are few coaching jobs out there, and the ones that are available go to the more experienced coaches, most coaches will start out as entrepreneurs. This means that there is going to be a certain percentage of time spent in promoting our services. That is why follow-up is so important. We must learn to market and follow up. We must accept that the time spent doing this may be a higher percentage than we first imagined.

The good news is that the follow up journey can be quantified. I actually heard this from my insurance agent for the first time years ago. It takes seven contacts (or follow ups) with a

prospective client in order for them to buy. They have to get used to being in relationship or seeing the product. You aren't going to close the sale on the first contact. Sometimes you do, yet it is rare that that happens. So if you do this, celebrate!

When I began promoting coaching, I thought that if I asked someone once if they would like to try coaching, and they said no, that I didn't want to bother them again. I felt like I was pressuring them if I asked them again. When I found out about the seven contacts, I realized that I could reframe my perspective of "pressuring" to "building a relationship."

The other statistic that I thought was really interesting was that 80% of all sales were closed at the fifth contact. And here's what's interesting about that. I see a lot of coaches going out there and really talking to a lot of people about coaching, making a lot of contacts, and doing all kinds of marketing and promotions. Nothing is happening, and they are getting tired. In fact, some of them are getting exhausted.

When I see this pattern, I wonder if they are making 2 or 3 contacts with a large bunch of people rather than making 5 contacts with a smaller amount. In other words, they are probably going wide instead of deep. When they do that, they are not leveraging their time. Their energy dissipates. The statistical probability of the sale drops. This is a really important statistic to know. There is a belief out that that the more people you talk to the greater percentage will sign up for coaching.

Let's break this down. Let's say I am going to take the time to make 100 contacts. A contact could be a postcard, a card, an e-mail, a "hello" at a networking event or a phone call. It could be any number of things. It is just some kind of a connection with a prospective client. If I am going to make 100 contacts, let's look at the 5 contact rule. What if I make 5 contacts with 20 people each? That is 100 contacts. Right?

Statistics are saying that 80% of sales are made at the fifth contact. Now let's take that same 100 contacts and say that I only make 4 contacts with 25 people. If I haven't made my fifth contact, then I know that statistically my chances go from 80% to 20%!

Making 5 contacts with 20 people is leveraging. Making 4 contacts with 25 people is not. It's the same amount of contacts, though.

So why don't many coaches don't make 5 contacts or more with each prospective client? They feel like they are "bugging" these people. They don't want to bug people. Yet, it turns out that if these same coaches can change their perspective to serving these people, not bugging them, they can make these contacts in a very natural way.

Here's an example of making contact: In the first year of my practice, I was in a "Conversations with God" study group, and we met weekly. We had about a dozen people in that study group. Every week we would meet and discuss a chapter.

I'd go to this group every week. And people would ask, "How are you doing?" "What's going on?" "How's your business?" Everyone knew that I was a new coach. There were a lot of entrepreneurs in the group, and I got a bunch of clients from that group. So did I make 5 contacts? Yes, after 5 weeks I had my 5 contacts with each person who had been there. And sure enough, the people in that group reached out to me for coaching.

This also happened with my speaking engagements. I made contact with a couple of the program coordinators of local groups, and we would meet to set up the speaking engagement. We would go out to lunch, talk about what the group wanted, and customize the speeches. Then we would be on the phone figuring out the dates and times and doing all of these logistics. Well, I think I spoke to a dozen groups that first year and some of those program coordinators became my clients. I had more than 5 contacts with them just in putting together the event.

When you think about making those contacts, think with about what you can do that is truly from your heart and in service of the prospective client. Think about sending a birthday card, or an article that you think would help that person. It really is about building those initial relationships as opposed to just 1 or 2 initial contacts. With 5+ contacts you build more trust in a longer term relationship.

And from a spiritual perspective, there is even more of a reason to make contact with a prospective client. Whenever I contact someone, I know there is a reason for that. It could be that they are just going to hear a friendly voice that day and they are going to say, "No, I am really not interested." Or they might say, "Yes, sign me up!" Or they might refer me to call someone else. In each contact I make, I know that I am sending out a little bit of positive energy. With every person that I call up, with every email I send, there is energy that goes out.

In any follow up I do, I am sending my essence energy out into the world, and specifically to that person who is hearing me or reading my email. I have an intention to serve in that way. It makes it a lot easier to just pick up the phone when the time is right to make that call, knowing that whatever happens, you are sending out positive energy and light. That's what we are here for.

<u>Questions</u>

What are 3 different ways of contacting others that you really enjoy?

What are 5 resources that you have that would be great to share with potential clients?

Outline 7 different contacts that you feel aligned with to take a potential client through, in a step-by-step fashion. (ie, intro letter, follow up phone call, comp session, thank you note, offer letter, article, flowers)

When thinking about who you have already contacted about coaching, make a list of those who have you contacted less than 5 times.

What actions will you commit to taking based on the above information?

Now you know how to help the clients that are seeking you to find YOU!

Congratulations! You've made it this far and you've learned how to:

- Radiate Your True Self
- Envision Your Ideal Life and Business
- Commit to Your Community
- Develop your Signature Message
- Create Your Inspired Actions
- Attract Your Ideal Clients

With this strong foundation, you will be able to help your ideal clients recognize you, and come out of hiding. You can be sure that if you have the desire to serve these clients, you have picked up on their energy as they are seeking you. Trust this idea.

I would love to support you on this journey, and help you remember the truth of this in case you forget. The clients that you desire are right in front of you. Your decision to embrace this truth is the key to bringing them into coaching and serving them well.

If you want to go into greater depth, and receive step-by-step guidance on how to execute on the strategies and tactics you've learned in this course, check out my free and premium training programs.

If you want personalized mentoring for your coaching practice or one-on-one coaching support, contact me to set up a complimentary consultation.

If you have any specific questions about what you've learned in this book, don't hesitate to reach out. Just contact me.

Love and great joy,

P.S. Thanks for giving your time, treasure and talents to this world, magnificent coach. I'm excited to see your ideal clients find you. Keep shining your light!