COACH MOMENTUM

GROW YOUR HIGHLY SUCCESSFUL
COACHING BUSINESS WITH EASE AND JOY

KAREN CAPPELLO, MCC

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Karen Cappello, MCC
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Grow Your Highly Successful Coaching Business with Ease and Joy
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Karen Cappello, MCC

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To all the magnificent coaches, who are catalysts for your clients' transformations and who support the evolution of consciousness in the world, this one's for you!

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

– Karen Cappello, MCC

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Introduction

Magnificent Coach,

How do I know you're magnificent? Anyone who would take their time, talents, and treasures and put them in the service of helping others to become the best version of themselves is magnificent in my book!

And so, this book is for those dedicated business and executive coaches who want to move past the confusion of how to market their business and get to success as soon as possible. They want to see brilliant results in their revenue growth and client enrollment—with ease and joy!

Since you've been a leader in the corporate world, you've successfully built your credibility and reputation over the years. You've probably taken for granted all the social capital you have with your direct reports, your colleagues, and your bosses.

Now you're in your own coaching business and suddenly, the people you worked with are not taking your calls. You're alone in your home office and you feel stuck, unsure about your offers, clients, revenue, the future of your business, or even your own capabilities.

The truth is that unless you have an MBA, you have never been taught to run your own business. There are so many decisions to make every day and it can be overwhelming. Time is passing and you notice that you are not achieving the success that came so naturally to you in the corporate world.

COACH MOMENTUM shows you the 12-Week Quick-Start Formula that coaches have been using to double, triple, and even ten times their income in one quarter.

If you're eager to accelerate your revenue growth and get to the level of success you are used to—and beyond that—I'm here to help you!

To get you to that high level of success, I've arranged this book with a very specific sequence in mind.

First, I'll show you the places where your marketing isn't working well for you and how to tweak it to do the heavy lifting for your business. To do this, you'll complete a current-view self-assessment to reveal how to use the Quick-Start Formula based on your unique situation.

Next, I'll show you what you really need for your business to be highly revenue-generating. We'll help you find all the hidden assets you already have at your disposal that can catapult your business forward.

You will see that the Quick-Start Formula will take the list of what you already have and organize it into a framework that will bring quick momentum into your coaching business. There are no cookie-cutter approaches here!

And next, we'll share a proven ninety-day plan that you can implement immediately. This plan has helped coaches just like you to generate up to $120,000 in a single quarter, some of whom were in their first year in business. I can't wait to share it with you!

The goal is for you to be able to implement this plan immediately (we'll give you all the tactics you need), as soon as you finish this book.

And finally, I'll give you a five-step method that takes no more than two minutes to implement to stay on track each week.

These may sound like some big promises, but I can assure you, you already have all the talents and resources necessary to create a high level of success with ease and joy. When your gifts, talents, and strengths are blended in a powerful way, you will transform your business into a cash-flowing system to fund the lifestyle you've become accustomed to.

The Quick-Start Formula has transformed the businesses and lives of my clients, as well as my own. I personally use this formula and have doubled my profits annually since I've adopted it in my business. I know it works.

And even more than the financial results, which are exciting, are the lives that have been changed by the formula. Coaches have funded their grandchildren's college educations, bought second homes by the lake and in the mountains, and were able to live for two- to-three months each year in warmer climates. They have proven to themselves and those around them that they are able to achieve a high level of success without the hard work and hustle that accompanied them in the corporate world.

As you read this book, if you want help with making this transformation in your coaching business, schedule a time to talk with us: quickstartintensive.com/call

I'm on a mission to make sure that all coaches are paid properly for the results that they support their clients to achieve. I know this mission can never be fulfilled totally, as what we do is so priceless that no amount of money will be enough. But I know that you can get closer to having the financial success that you desire with more ease and joy than you ever thought was possible. And that's what I'm here to help you do!

Love and great joy,

Karen

PART 1

Your New World

Chapter 1

Starting Point

We're living in unprecedented times. The business landscape has changed dramatically. There is no end to the challenges leaders are facing today—the Great Resignation, toxic workplaces, staff shortages, quiet quitting, and so much more. They need our support now more than ever.

We are the voices of optimism and hope, and we are here to help.

Once you implement the Quick-Start Formula, your business will take off. You will know the exact actions to take each day to get the attention of those who you want to work with—no more guessing or wondering what will really work. Revenue will flow into your business.

This formula will save you hours each week. You'll only be working on those actions that are highly leveraged. Have you ever heard of the Pareto Principle? It says that 80% of your results are caused by 20% of your actions. Using the Quick-Start Formula, you will pinpoint 20% of actions that really work.

What a relief—to feel confident in your marketing and know exactly what to do and say to get the attention of those you are meant to work with. Your past colleagues will not only start returning your calls, but they'll also recommend you to others.

Your family and friends will notice your success and start sharing about your programs with everyone they know. You will feel the certainty of knowing that your business is viable and profitable.

A caveat: It does take a singular focus for an entire quarter to find out what works. You've invested thousands of dollars in your coach training. Protect that investment and help it flourish by taking twelve weeks to implement the formula and you will have a system in your business that will last for years to come.

You have an important mission ahead. And I'm honored to be your silent partner in business, here to outline your path, support you, and bring to life your full potential.

Let's talk about three clients who've accelerated their revenue goals after using the insights I'm about to share in this book…

CASE STUDY 1 – Rachel Brings in $1MM in Coaching Contracts in Her First Year of Coaching at Eighty Years Old

Rachel's challenges before using the 12-Week Formula:

Working in the corporate world, Rachel was putting in ten- to twelve-hour days, doing work she was great at. She was doing well financially; however, she was not feeling as much passion or joy in the work she was doing.

At seventy-nine years old, Rachel wanted to know how to move as quickly as possible into her own coaching business. She wanted to maximize her corporate experience and pivot into work that brought her more JOY!

Rachel had done side consulting and coaching projects, but it wasn't her full-time focus. She was too general in her niche, doing leadership development and HR engagements.

Rachel's outcomes after implementing the 12-Week Formula

Rachel got clear about her ideal clients, the challenges that they had, and the results she had gotten for them. As Rachel commented, "Boom, boom, boom, the puzzle pieces started dropping into place."

Rachel also realized that she had made herself smaller so that she could make the CEOs she worked with larger. Once she got clear on her niche-based business—helping senior leaders and CEOs have difficult (cringe-moment) conversations with ease—she says, "I'm not settling for being small so someone else can be bigger. Now I'm just being me. No excuses."

This awesome coach is also now working five or six hours per day and she can spend time with her husband, Jim, and Bailey and Bentley, their adorable beagles. She's cut her working time in half while increasing her income by ten times in her first two years in her own business!

And most impressively, Rachel was able to bring in $1MM worth of business in her first year of coaching, at eighty years old.

If these are the kinds of results that brought you here, you'll be most interested in the 12-Week Quick-Start Formula chapters on putting your offer in context and positioning it for your ideal client.

It does take some inquiry to find out what your unique genius work is initially, but once you have that foundation established it can make all the difference in your business results.

CASE STUDY 2 – Connie Purchases Her Dream Lake House and Funds it Through the Revenue from her Business

Connie's challenges before using the 12-Week Formula

Connie wanted to build a consistent and profitable coaching business. It had been years since she started her business, and she was questioning whether she could even make it work.

Before using Karen's insights, Connie had been constantly dipping into her personal account to keep her business going. She was putting a lot of time into it, but it wasn't on the things that could really make a difference.

In addition, she was overdelivering and undercharging. Connie's clients were getting amazing results, yet she was not basing her rates on the results that they were getting.

Connie's outcomes after using the 12-Week Formula

Connie became very consistent in her networking and tracking due to the structure she learned in the 12-Week Formula.

She now has a simple and streamlined marketing plan for her business. Connie recently brought up an offer she was thinking about making and three clients jumped right in, and they are also referring others to her. She has

streamlined her marketing to support both herself and the business owners she serves.

And to top it off, she was able to purchase a lake house, which had been a dream of hers for years. She now holds business planning days at the lake, in addition to enjoying the beauty with her husband and two beloved rescue dogs.

This natural business model is just perfect for a consistent and profitable business for this wonderful business coach!

It has been such a joy to watch the transformation in Connie's business. The month before she began working with me, she made $400 in her business. The next month, her first month after implementing the Quick-Start Formula, she made $5,000. And she went on to create a six-figure business the following year.

It's amazing to see what's possible when you have a formula that can support this type of business growth. No matter where you start from, with the right actions and consistency, the formula works!

CASE STUDY 3 – Kathy & Brad Obtain a Six-Figure Income in their First Year in Business

Kathy and Brad's challenges before using the 12-Week Formula

With twenty-three years of experience as nonprofit leaders, Kathy and Brad found the pivot to a for-profit coaching business to be a whole different ball game.

When they started their coaching business, KBL Impact Partners, they began without a plan or process of how they would take their services to the marketplace.

With little clarity as to what their offerings would be—one-on-one, group coaching, course duration, price points, client account-ability—Kathy and Brad also found themselves unsure about their marketing message, namely, how they would attract the nonprofit organizations they wanted to work with.

Introduced by a mutual friend, Kathy had lunch with Karen in Tucson, where Karen was able to focus in on Kathy's innate talents and recommend a

framework for their new business. She went home and told Brad about it, they hired Karen to help, and the rest is history!

Kathy and Brad's outcomes after using the 12-Week Formula

Kathy and Brad gained the clarity and structure they needed using the insights they gained from the formula.

They went on to model their own flagship program, Frame Up for Funding, using these insights in terms of structure and content.

Kathy and Brad were able to break down their vision into a daily action sheet where they could put everything they learned into practice.

From their business planning to their social media, they derived a reliable structure and process to exponentially grow their business and bring in six figures in their first year!

These fabulous coaches are now able to leave the cold winter of the Midwest each year and spend two months in the Southwest, hiking and enjoying the warmth of the desert while still running their business.

If you're looking for a framework and system that you can use to synthesize all your experiences and expertise from your previous career, you'll want to pay attention to the part of the book where the formula is outlined. By implementing this framework into your business, you can accelerate your impact and income quickly.

As you can see, no matter what your business background or coaching vision is (or age!), this 12-Week Formula can work for you—just like it did for Rachel, Connie, and Kathy and Brad.

Because of this formula, coaches across the globe are leveraging their time and talents to create results that they didn't know were possible.

In this book, I will give you the exact formula that you need to start or restart your path toward higher profits without taking years or draining your energy with strategies that don't work for you. I'll share the actions you can take to get momentum. My hope is that you will be inspired and energized as you read through it.

I appreciate the time you take to read this book in its entirety. No matter where you are in your business, I'm positive you will learn a new insight that can make all the difference in finding ways to increase cash flow, profit, and impact in your coaching business.

Here we go!

And if you want help with this, schedule a time to talk with us: quickstartintensive.com/call

Chapter 2

Who This Book is For

This book is for business and executive coaches who have been successful leaders in the corporate world and want to experience the same degree of success in their coaching business, minus all the hard work.

Believe me, I know about success with hard work! That was my signature success formula, before I came into coaching. As president of a semiconductor manufacturing company, there were times when I worked around the clock to lead my team and make sure that parts were delivered on time with high quality.

When I became a registered investment advisor, I spent ten- to twelve-hour days making sure that my clients were properly set up for retirement and were also able to leave a financial legacy for their families.

I was no stranger to seventy-hour work weeks. And while I loved the success that I was able to achieve, it took a toll on me. I would hit the snooze button on the alarm clock a few times every morning before getting out of bed. Exhausted every day, I dreaded going into work.

But I had to keep going because I didn't know what else to do. I was used to a certain lifestyle and that required a level of financial compensation that I didn't know how to generate without all the stress that came along with it.

Meanwhile, my life looked so great to others. I had a lovely home in the beautiful foothills of the Santa Catalina Mountains in sunny Tucson, Arizona. I took a few trips every year to luxurious locations, and I had lots of friends and "one of the most active social lives ever," according to one of my colleagues.

From my perspective, I would have told you that I was *close* to burning out. The truth was, I was already there. I knew in my heart and soul that I had to find a less stressful way of bringing in income, but I had no idea what it could be.

During this time, I became friends with a woman who was a multi-millionaire living in Scottsdale. And one night over dinner at Canyon Ranch Resort, she asked, "You help everyone around you to have better lives—why don't you become a coach and get paid for it?" And the light bulb went off.

My biggest fear when I came into coaching was that I would recreate all the stress of my corporate life in my new business. That was the only way I knew to be financially successful. I wanted to achieve excellence and serve my clients well without getting overwhelmed or overdelivering, as had been my habit.

When I began my coaching business, I was committed to finding a way to have success without recreating all that stress. And I must admit, it took me a while to shed the mindsets of "hard work = success" and "more hard work = greater success."

In my early years of coaching, I implemented the concepts that were the precursor to the Quick-Start Formula. I adopted the tagline: "Success with ease and joy." And while, at the beginning, my business development wasn't always filled with ease or joy, I had a lot more of it than I had ever experienced in the corporate world. And I did have quick financial success.

Over the years, I have perfected this concept and have distilled it into the formula I've outlined in this book. It's here for you now, whether you are just starting out or have been at it awhile.

It's worth mentioning that there were two places where I needed the most help, and that caused me to increase my revenue exponentially.

First, I realized that energy played an important role in the confidence I brought to my business. I had always been a very positive person, and it was easy for me to make connections with others. But the concept of deliberately maintaining strong energy took that to a whole new level.

If I got a good rest the night before and was my usual confident self, I noticed that clients signed up after one conversation with me. And on the days when my energy was lower, I couldn't even get them to meet with me.

The concept of self-care became important to me. When I took care of myself, my energy was strong, and I was confident. I became ruthless at taking care of myself—physically, intellectually, emotionally, and spiritually. As a result, my energy was off the charts.

In the first month of my coaching business, I had eight paying clients. And after three months, I calculated that I had done twenty-five discovery sessions and twenty-four of those had turned into paying clients! I wasn't even done with my coach training program and my client base was already able to pay my bills.

Today, I am very aware of my energy, and I can leverage that to create more and more ease in my business. I meet with clients three days a week. There is plenty of time to take long weekends and meet with friends. And the joy I feel is with me every day—I love my clients and my work. It is truly a joy to connect with amazing coaches and watch their lives transform. In addition, I can't even believe the generous revenue it creates for me.

I will show you how to do this for yourself in this book. Your energy is the wind beneath your wings and gives ease to every strategy you implement. It brings faster results. If you would like to learn how to add your own customized self-care regimen to exponentially grow your business, keep reading.

The second strategy that significantly increased my results happened many years later. As a coach, I've always invested in coaching and mentoring for myself. I believe in the value of coaching and recognize that it is important for me to be a role model for my clients and have my own coach.

At that point, I had reached a plateau in my business. I had been making a six-figure income for years. I belonged to a beautiful country club and had plenty of time to enjoy with friends and family. I had a solid, loving relationship that fed my soul. I worked four days per week and took every Friday off.

And even with all that, I wanted more. I wanted to help more coaches. I saw so many talented coaches struggling with creating a profitable business out

of their extremely competent coaching, and the number was growing every day.

And there were so many marketing programs for coaches out there that had new coaches draining their retirement savings and not getting results. It was so disheartening to watch.

But I was afraid. I was not operating in an abundance mentality. I was afraid that I would have to give up the ease and joy that I had created to get to the next level. And that was something I was not willing to do.

Then one day, I saw a meme on Facebook that said that a coach I knew had made $100,000 in ninety days. I thought, "If only I could do that, it would be amazing!" And her mentor reached out to me and invited me into one of his programs. It was starting the next day, and at that time, the average that coaches in the program were making was $54,000 in a quarter. "I'd never made that much in a quarter, but I've always been above average, so I set a safe above-average goal of $55,000."

And I made it. I took the program again, and I set a goal of $75,000. And I made that. By this time, I was stunned. This program worked for me! So, I took it a third time and set a goal of $100,000 for the next quarter. And I exceeded that goal (by a few dollars!).

What made the difference that had me achieving financial goals that I had never thought I could? A very simple thing called consistency. I had operated in feast or famine financial cycles with my business for many years.

I'd focus on marketing my business. I'd get some new contracts. I'd deliver those and then when they completed, I'd do more marketing and get more contracts. My income levels went up and down, though by the end of the year, I had reached my six-figure income. It wasn't ideal, yet it worked well enough.

And that was why I was on a plateau. I was settling for well enough. I thought it would be too draining and take away from my ease to keep consistent momentum. I found out that I was completely wrong about that.

What made consistency easy and possible was tracking my actions. Now, I had tracked my revenue and profit and loss for years. I had to do that for my taxes. But I had never tracked my actions that would lead to those results.

Once I started tracking my daily and weekly marketing actions in my business, I had a blueprint of what really worked to generate clients. I could practically guarantee that I would make my income goals each month. I could predict revenue with surprising accuracy.

With consistency in actions, consistency in revenue happens easily and regularly. While consistency was the strategy, tracking was the tool that made it work. Now I take Mondays and Fridays off, and my delivery time on the other three days is cut in half. My message is reaching my ideal clients and my joy factor is through the roof!

Not only that, but I feel safe to invest in marketing support for my business because I know I'll be able to pay for it. This support gives me more visibility while also giving me more free time.

Consistency is one of the four elements of the Quick-Start Formula, and it has transformed the business of each client of mine who has adopted it. Tracking your progress each week will give you a blueprint of your wildly successful business.

Track your actions for one quarter, and you can find out what works and use it again and again. If you'd like to have predictable, consistent income without having to go back to school to get a CPA degree, keep reading and I will show you how.

Confidence and consistency are only two of the elements that I'll be sharing with you in this book. They are game changers for any coaching business.

My intention for you as you read this book is to be completely inspired by what's possible for you and your coaching business that you haven't even considered yet. What I know about most of us is that we totally underestimate what we can accomplish when given the proper formula that can put everything in place to create more than ever before.

Key Chapter Takeaways

- When you know what actions to take to get to your goals, you can predict your income.
- It takes a singular focus for one quarter to find out what works.
- There is a way to have success with a lot more ease and joy in your coaching business than in the corporate world.
- Your energy plays an important role in your business development.
- Self-care is a way to keep your energy and confidence strong.
- Consistency in actions causes consistency in revenue.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of your business. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I'm currently making an income that meets or exceeds my corporate salary.	
I enjoy working on my business development as much as I enjoy coaching my clients.	
I have a self-care regimen that I follow consistently.	
I have a tracking system for marketing that helps me predict what will work to attract my ideal clients.	
My clients are achieving great results with my coaching support.	
I am making as much income as I desire to make.	
My energy plays an important role in my business success.	
I know exactly what to do each workday to meet my financial goals.	
I know how to confidently approach those I want to work with in a professional way, without feeling awkward.	
I believe in the power of coaching to reach increasingly higher levels of success.	

What Your Score Says About You:

Score 10 to 20: Exciting! You Have a Lot of Growth Potential

Good news—You are at an exciting point in your business! Right now, some of the basics are not in place; however, every six-figure coach had to start somewhere, right?

Now you have an amazing chance to build a very strong foundation for your business and set yourself up for huge revenue gains in the weeks, months, and years to come.

The Quick-Start Formula will give you that foundation. We will help you bring all your experiences and expertise together into a cohesive plan. Follow the steps outlined in this book and you will build your business with ease and joy.

Score 21 to 40: Wow! You're Making Big Moves—It's Time to Level Up

Nicely done! You've made great progress, and now it's time to ramp it up. It's time to accelerate your revenue and reduce the time it takes to do so.

As coaches, we never want to become stagnant. ALL good coaches are constantly experimenting and evolving to create consistent revenue quarters even years down the line. This book will inspire that kind of phenomenal big-picture success—with ease and joy!

PS: Even though you've made a lot of progress, I still recommend reading the complete book to gain ideas to leverage your time fully. Huge revelations about your energy, your offers, your pricing, and your clients will be waiting for you among these pages.

Score 41 to 50: Amazing! You're a Coaching Business Wizard—Here's What's Next

Wow! You're a master at your craft. You've witnessed big wins with your offers and your clients, yet you feel like you still haven't reached your fullest potential. That's why you're here. And that's why I'm here.

I love how committed you are to your growth and learning. Use this book to check in on whether your offers, your client conversations, your pricing,

and your mindset are where they should be. If not, you will find the exact tips on how to course correct.

And if so, your business is well on the way to becoming a revenue-generating machine even years down the line. Tweak your system with the insights in this book to make it even more effective. You've got this!

And if you want help with your business, schedule a time to talk with us:

quickstartintensive.com/call

Chapter 3

The 4 Challenges

(And how to overcome them with the Quick-Start Formula)

I've helped coaches grow their businesses since 2002. And most recently, my clients have generated over $3,000,000 in their businesses in three years from using the Quick-Start Formula.

After working with hundreds of coaches over the past twenty years and growing my own business, I've learned what works and what doesn't. Sometimes I've learned these lessons the hard way. I want to show you how to overcome these challenges so that your path is easier.

Let's look at these challenges and lessons learned from an eagle's eye view.

Lesson #1: Your Inner Game Exponentially Increases Your Results

When I was in the financial planning field, we had to come in every Monday morning and set twenty appointments for the week. If we didn't set them from our contact list, we had to cold call from the phone book until we got those appointments scheduled. I would never recommend this for any coach, as it's a challenging way to grow your business.

But I did learn something from the process. We had one of the top producers in the company in our office. And I heard him making his calls. There was something in his voice that made a quick connection with whoever was on the line. I asked him what his secret was. He said, "I work on my inner game every day, and when I get on the phone, I pretend that I'm talking to a really good friend." This agent was making millions of dollars a year.

I never forgot that secret. When I got into coaching, I worked on my inner game every day. At the start, I felt like such a beginner in my coaching business. I forgot that I had lots of experience and expertise in other businesses that I brought to the table. I forgot that I had made millions and millions of dollars for the companies I had worked for. I forgot that I had been listening to people all my life and that it was one of my superpowers that I could use to grow my business.

I worked on my inner game daily, weekends included. I made lists of my accomplishments. I listened to cassette tapes of my favorite self-development authors. I had a trampoline that I jumped on to release my limiting beliefs.

My confidence got so strong that, even though I was a beginner, I started generating clients right away. In fact, I had eight paying clients in my first month in my coaching business. What I noticed was that on the days when I did my inner work, the conversations came easily. Everything flowed. Clients signed up.

On the days when I didn't do my inner work, I felt a bit desperate. I couldn't listen properly and missed important cues in my conversations. Potential clients said no, and it felt like rejection.

Here's the thing. Every business has things that don't go the way you intend. When you skip over doing your inner work, you can get triggered more easily. Frustration and impatience have a chance to sink in.

Releasing blockers and empowering yourself through self-development activities are ways to maintain your confidence when things don't go as planned. The sooner you can shift out of frustration and into confidence, the sooner your business will flourish again.

To this day, I allocate time each day to strengthen my inner game.

Since the inner game is a critical foundation for your results, in the Quick-Start Formula we focus on strengthening your confidence, even before you see concrete results. In fact, working on yourself is an item you can track, since we know it can easily fall by the wayside.

It's human nature to get into action to make things happen, and we can easily forget that our 'being' is just as important as the actions we are taking.

In fact, sometimes it can be more important. So paying attention to your being, your presence, and your inner game to gain confidence is an important part of the Quick-Start Formula.

In fact, recently, I coached one of our coaches who wanted to align her pricing with the value she was giving, and she got confidence on the higher-priced packages. She got a client within hours of the time I talked to her, out of the blue, buying her higher-priced package. How did this happen?

Through coaching, she got in touch with a strong belief in her programs. Her energy got stronger. And she was able to act on this. Her potential client felt and heard her confidence and signed up immediately.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of the strength of your inner game. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I work on my inner game daily, for at least twenty minutes.	
I feel confident in my ability to enroll my ideal clients.	
I'm aware that my confidence plays a big role in enrolling people into coaching with me.	
I enjoy having conversations with potential clients, whether they register for my programs or not.	
I know what to do if a potential client doesn't get back to me after a conversation.	
I am confident that I can turn a networking call into an enrollment conversation.	
I'm proud of the results my clients are getting.	
My pricing accurately reflects the confidence I have in my coaching abilities.	
I'm confident that I can reach out to a past colleague and get them into a conversation about coaching.	
I can predict my monthly income with confidence.	

What Your Score Says About You:

Score 10 to 20: Work on Your Confidence and You're on Your Way

Confidence is something that can be acquired. Usually the more success you have, the more confidence you feel. But it doesn't have to be that way.

You have an amazing chance to build your confidence even before that success shows up in the way you envision and set yourself up for a steady stream of clients.

The 12-Week Formula will give you the tools to have confidence before you see your results. We will help you feel strong and solid with your offer and your sales process. Follow the steps outlined in this book and you will accelerate your feelings of confidence.

Score 21 to 40: You've Got the Basics—It's Time to Put Your Foot on the Gas Pedal

Well done! You've got the foundation of confidence, and now it's time to accelerate. There is so much more that is possible than you can even imagine.

As coaches, we know that people constantly underestimate their full potential. You may be settling for a certain level of income and clients that keep you in your comfort zone.

I can almost guarantee that there is so much more success for you that is one step out of your comfort zone. When you implement the Quick-Start Formula, your level of confidence will soar and you'll see the results in your bank account shortly thereafter.

Score 41 to 50: Your Confidence is Strong—Here's Your Next Step

YAY! You've already reached a level of confidence based on the results your clients have achieved, along with your own practices. You are comfortable being out of your comfort zone.

You still have some BIG goals for your business that you haven't obtained yet (or you wouldn't be here).

Your commitment to yourself and your business is evident. This book can help you tweak your offers, your client conversations, and your pricing.

As they say, "Little hinges swing big doors." In this book, you'll find strong ideas to streamline your marketing process and cut the time it takes to bring in those choice clients that you love to work with.

Lesson #2: Your Clients Will Contact You When You are Seen as an Authority

When I began my coaching business, I had just come out of the estate planning field. To create a plan, it was necessary to bring in an attorney, an accountant, an insurance agent, and a financial advisor. I was used to working with all these professionals and knew many of them very well.

Since I had been so successful in that field, I had credibility there, and when I started in my coaching business, I contacted these colleagues to see if they needed coaching. They were my first clients. I was seen as an authority by them because I had been successful in that field.

Then, because I got going so quickly, other coaches around me asked me to coach them to get their businesses going quickly. These coaches were another version of the solo-professionals that I had been coaching. And I was seen as an authority by them as I had been successful in the business aspect of coaching.

What I learned was that it was easy to be seen as an authority when I had a particular audience in mind where I had been successful. And as an authority, I had clients asking me to help them.

In fact, at my first International Coach Federation meeting in Atlanta, I was nine months into my coaching business, and I had already obtained my Associate Certified Coach, the first credential. In those days, it took two hundred fifty hours instead of the one hundred hours it takes today.

I was sitting in the bar talking to a colleague who had started coach training two months after I did. And she wasn't getting paying clients. She asked me, "If I bring a group of coaches together, can you coach us to do what you did?" She saw me as credible because I had done what she wanted to do.

There were seven coaches in the first group and I reverse-engineered what I had done to grow my business, and all of them had amazing results. That group came to me because I had results and knew how to help them get the same type of results.

Okay, so the question is: How do you get seen as an authority so that your clients will contact you? Well, I purposely have not used the word 'niche' as it is a word that holds a lot of triggers for many coaches. But I am talking about deciding on a niche.

Some coaches feel that if they focus on a certain client or challenge, they are excluding others. Some feel that it is better to cast a wide net to increase their chances of gaining clients. And some do not want to limit themselves to coaching a certain type of client.

While all these apprehensions are valid feelings, they are not true. To become an authority, it is necessary to have a niche. You will exclude some, but those will be the clients that you are not meant to serve and can refer to other coaches.

It's much better to become a specialist in solving a specific challenge than to be a generalist in coaching. It's easier for your clients to recognize themselves in the challenges you help them to solve.

And having a niche will not limit you at all. In fact, it will only make your marketing easier and more effective. Others will still come to you for coaching if they meet you and resonate with you.

In fact, most of the people in my life know that I work with coaches on business development. That's my niche and what I'm an authority on. But I get people coming to me all the time and asking, "I know you coach coaches, but I want to get my business going, so will you coach me?"

Commit to a niche and that helps you to become recognized as an authority. In the Quick-Start Formula we will show you exactly how to determine your ideal client and their challenges and desires, so that you can be recognized as an authority in your field. Read on, as I'll share more.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of the strength of being an authority in your field. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I have identified my ideal client.	
I come across as an authority in my marketing.	
I've got one main challenge that I help others solve, and everyone knows what that is.	
I gain referrals from my colleagues and friends who are clear on what I do.	
My ideal clients seek me out for my expertise.	
I'm asked to speak on panels and at conferences that include an audience of my ideal clients.	
I am considered a trusted advisor to my ideal clients.	
I'm able to offer premium pricing as my work is specialized.	
I'm seen as a thought leader in my field.	
My reputation as an authority on the challenge of my niche precedes me.	

What Your Score Says About You:

Score 10 to 20: You're Casting a Wide Net—Let's Narrow it Down

Since you've been a leader in the corporate world, I know that you've been an authority on some topic before you came into coaching. Identifying your genius work and committing to it will bring you lots of ease in your marketing.

Once you decide on your ideal client and craft an offer for them that fits like a glove, revenue will start to roll in more smoothly. You will be the go-to person that everyone thinks of to help solve their challenges.

The 12-Week Formula will give you a framework for determining what niche will be the most lucrative and, at the same time, easiest for you to deliver. Leverage is the name of the game here.

Score 21 to 40: You're on Your Way—Let's Get You Well-Known for Your Expertise

Good job! You've got some ideas about the challenges your clients are facing, and you have credibility in the marketplace.

By pinpointing your ideal client, the challenge you help them solve, and the result that they desire, you can design your website with confidence, develop content that will be highly effective in enrolling your ideal clients, and have that cash-flowing business that you've imagined.

When you implement the Quick Start Formula, you will cut down on your marketing time significantly and have more time to do what you love—coach your clients to excellence!

Score 41 to 50: You Have a Great Reputation—What's Next?

Amazing! You've got a strong niche and a great reputation as an authority. Now what?

There is still more. You can reach out to a wider range of your audience and have a worldwide presence. You are ready to become a thought leader and share your views on a global stage.

You are ready to soar, and in the Quick-Start Formula, you'll find insights on how to get out there in a bigger way. You can now run groups of your ideal clients, and the information in the formula will show you how.

And if you want help with being seen as an authority, schedule a time to talk with us: quickstartintensive.com/call

Lesson #3: Create Quick Income by Leveraging Your Network

When I started my coaching business, I felt like such a beginner. Sure, I had years of business experience coming into coaching. And I had hundreds of people who I had connected with over the years. Not to mention I had my coach training, which took more time and was a bigger financial investment than my master's degree!

But I felt awkward contacting my past colleague and asking, "Do you want to work with me?" It felt salesy and it put me in a position where I felt like I was begging for work. I really wanted to get my coaching business going quickly and yet I felt uncomfortable approaching my former colleagues and asking for contracts.

Because I was so new at coaching, I didn't have case studies to share. I didn't have recommendations from clients who had gotten great results. I felt like I really didn't know what I was doing yet.

The truth is, I was wrong about this. I had been informally coaching for many years and had helped so many people, both in my business and personal life. I had all those years of business experiences with lots of lessons learned under my belt. And of course, I also had coach training that helped me be an even better support to others than ever.

I had a network of hundreds of people I had met over the years. I had work friends who had invited me to their kids' weddings. I knew their coffee orders and had lunch with them at our favorite places. I had colleagues at work who shared massive challenges with me where I had helped pull them out of the fire more times that I can count.

Yet there was something in me that felt that I had to go out and talk to completely new people to build my business. I didn't know how to approach the people I knew, as I wanted to do it with professionalism and grace.

Then a funny thing happened. My first client was a financial planning colleague who was living in my home. She was going through a divorce, and she was staying with me till she could get on her feet. I let her know that I was

becoming a coach, and she hired me on the spot to help her with her business.

I'll admit that one was a bit of a fluke, but it's a great story! Once that happened, though, I started noticing that there were ways to approach my warm contacts that were professional and graceful. I started testing them out and they worked like a charm.

In fact, one of these approaches allowed me to create a program from scratch in a month's time and, within two months, I had made $21,000 from that program. I'll share that exact strategy with you in this book.

The truth is that it's much quicker and easier to gain contracts from those who already know, like, and trust you. There is no need to nurture those relationships. They have been nurtured for years.

And in fact, one of my colleagues says to turn that phrase around: Who is it that *you* know, like, and trust? Who do you know well that you would like to work with and that you trust to get results from being coached by you? Connect with these people first.

There are very elegant ways to gain contracts and referrals from those who already know you, even if you've just begun your coaching business. And if you've been at it awhile, they work even better.

In the Quick-Start Formula, I'll show you exactly what to say and do to make it easy to connect with past colleagues with ease and professionalism without looking desperate or salesy. We have a protocol that you are going to love. Keep reading to find out more about it.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of the strength of your ability to leverage your network. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I feel confident in reaching out to my past colleagues and talking about my coaching business with them.	
I have a list of one hundred fifty people that I know who I can talk to about coaching.	
I know how to start a conversation with past colleagues that can smoothly lead to a sale.	
My past work colleagues are eager to meet with me.	
I know how to use organic marketing strategies to become visible to those in my network.	
My past work colleagues are aware of my value as a coach.	
I can turn a networking opportunity into an enrollment conversation with ease.	
My colleagues from my corporate days are referring clients to me on a regular basis.	
My friends and family believe in me and my ability to get my business going.	
I know exactly what to do to get quick wins in my coaching business.	

What Your Score Says About You:

Score 10 to 20: You've got Potential—Now Let's Find Ways to Make it Happen

You've been working in the corporate sector for years. You have the connections. You may not have taken the time to figure out who to reach out to and how to do that. Identifying great prospects and having a way to reach out that's not salesy will go a long way for you.

Once you implement a protocol that will have your colleagues saying yes to your meetings, your business will start moving ahead. And in those meetings, you will know exactly what to do to gain business from them and make it easy for them to refer you to their close colleagues.

The 12-Week Formula will give you that protocol so that you never feel awkward when you invite anyone to meet with you. And once you get into these meetings, the formula will show you how to turn them into coaching contracts.

Score 21 to 40: You Have a Good Starting Point—Now Let's Turn it into Revenue

Great! You have a strong network from your past corporate background, and you understand that it's important to reconnect in a strategic way.

In order for you to gain quick revenue wins, it's important to have a proven protocol for client acquisition. You don't want to wing it. You want to take your colleagues through a step-by-step process that helps them to send you contracts and referrals.

The Quick-Start Formula will give you the protocol and steps to make sure that the time you spend in connecting with past colleagues is effective and that you are seen as a true professional peer.

Score 41 to 50: You've Got What it Takes—Go Out and Connect

Amazing! You are well on your way to turning colleagues into clients.

You've got all the pieces of the puzzle to reach and exceed quick revenue goals. With a formula for connection that will ensure your goals are met, the sky's the limit.

Using the Quick-Start Formula, you can bring in contracts faster and easier than ever. There is so much more that's possible when you have a proven process that makes your meetings even more effective.

Lesson #4: Save Hours of Time Each Week by Systematizing Your Marketing

I made a mistake in my business that cost me a decade of being on a revenue plateau. The good news was that I was stuck at a six-figure income. I had a great life, with a strong business. I had clients that I loved to work with. And yet, I could have made a much bigger impact and income, with less work on my part.

This mistake could have been solved very easily, but at the time I didn't know what I didn't know. What opened my eyes was a coaching program that I registered for, which I shared about earlier. I knew it would support me well, but little did I know that it would change the trajectory of my business and increase my profits exponentially.

Here's what happened. At the time I registered for the coaching program, I had a very well-defined ideal client: a business and executive coach. But the challenges I helped them solve were too many to count. I offered business development coaching, mentor coaching, and group coaching. I offered mastermind groups and training and 1:1 coaching.

My website was filled with the programs that I offered, and each program had to have a separate registration page, marketing strategy, free webinar, email sequence, etc. In addition to this level of complexity, I also customized most of my programs for individual clients, depending on what was needed.

As you can imagine, I was constantly creating marketing content around so many different challenges that it was hard to keep track of what I was doing. I was all things to all coaches. Even though I loved my clients, it took an enormous amount of time to market, promote, and deliver my programs.

During the first meeting of the coaching program that I had enrolled in, my coach strongly encouraged me to focus on selling just one program for twelve weeks. While it felt limiting, I decided to follow that recommendation and see what happened. I chose to focus on business development, since I am on a mission to make sure that coaches are paid well for all the transformations that they support.

What happened after that was stunning. I had so much more time. Since I focused on one challenge, all my marketing time went toward that. All the content I sent out was about that one challenge for coaches.

I had time to research and go deeper into the topic. All the podcasts I was listening to, all the masterclasses I attended, all the blog posts I read were about this one challenge. And all the articles I was writing, all the groups I was speaking to, all the social media posts I sent out were about the same topic.

My ideal clients were saying to me, "You're everywhere." They noticed me. And I was able to see which aspects of my marketing were working well and which were not. From the first quarter of focusing on one challenge, I was hooked.

The next quarter, I began repurposing the marketing pieces I had done in the last quarter that had worked. And by worked, I mean those that had caused my clients to register for my programs.

I was able to easily track my marketing because I was so focused. And by the next quarter, I just repeated what had worked. And I have done that quarter after quarter for years now. My marketing became systematized.

Each quarter, I would add in a post or two of new content and stop using posts that didn't convert. And I saved hours and hours each week, while my marketing became so efficient for me and effective for attracting my ideal clients.

The Quick-Start Formula shows how to create marketing content that will appeal to your ideal client and that you can use for years to come. Read on to find out more.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of the strength of your systematization of your marketing. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you

- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I know exactly which pieces in my marketing plan are responsible for attracting my paying clients.	
I have a quarter's worth of content that I can share on social media that is appealing to my ideal clients.	
My clients let me know what marketing piece caused them to register with me.	
I have a content posting schedule and stick to it weekly.	
My marketing efforts are completely focused on one ideal client.	
My marketing efforts are completely focused on one specific challenge that I help my ideal clients solve.	
I've received four referrals from my past and current clients in the past month.	
I know what kinds of posts my ideal clients want to see.	
My marketing is systematized.	
I use focused content marketing every day.	

What Your Score Says About You:

Score 10-20: There's Lots of Room for You to Grow

If you haven't done so, the first step toward getting systematized in your marketing is to focus on your ideal client and the challenge you help them solve. Once you've got that homed in, the next step is to put content out there that helps your ideal client with their challenge.

The Quick-Start Formula gives ideas about tips, memes, articles, blog posts, etc. that you can share to get visibility. And once you know what to do, then it's just a matter of tracking what's working and what's not.

Score 21 to 40: You're Halfway There—Let's Take it All the Way

Kudos! You have some of the basics in place for systematizing your marketing. To save time each week, start researching more about the challenges of your ideal clients. Find out what really catches their attention.

Once you notice the patterns in your marketing, you can repeat the pieces that are getting the most attention from your ideal clients. And of course, stop those that don't get attention. And prepare to be surprised. Some of the content that I put out that I think is amazing is not what is really moving the needle for my ideal client. That's good data to have.

The Quick-Start Formula will show you a way to systematize your marketing and save you a bunch of time and energy each week.

Score 41 to 50: You're Ready to Ramp Up Your Visibility

Fabulous! You have the beginnings of a system in place and an inkling of what content is drawing in your best clients. In fact, it may be time for you to automate your marketing and use an online marketing program to do that.

Using the Quick-Start Formula, you will know exactly what rhythm and content work best to save you time each week, not only on creating and posting marketing assets, but also on effectively helping your ideal clients to say yes. Watch that revenue soar!

Key Chapter Takeaways

- Your inner game strengthens your confidence and exponentially increases your results.
- Be seen as an authority and your ideal clients will contact you instead of the other way around.
- You can create income quickly by leveraging the close relationships you've spent years building.
- You can save hours of time each week by simplifying and systematizing your marketing outreach.

And if you want help with marketing strategies, schedule a time to talk with us: quickstartintensive.com/call

Chapter 4

Why the Quick-Start Formula Works

For over twenty years I've helped business and executive coaches grow their businesses and accelerate their income. I've noticed that some coaches got their businesses going quickly and some took more time, and some coaches came to me after trying for years to get their businesses viable. Every coach I worked with wanted to get their business profitable as soon as they could.

I was curious: What made the difference? As I watched the success (or lack of it) of coaches around the world for years, I realized there was a pattern that practically guaranteed success. I created the Quick-Start Formula based on the success pattern I observed. In later chapters, you'll learn about this formula and see the specific steps that it contains.

For now, here are the questions that I asked myself, once I identified the Quick-Start Formula, to make sure it would work for any coach.

Question #1: How Do I Know That the Formula Really Works?

Once upon a time, I was a professor at a university. I know the difference between what works in theory and what works in the real world. When I designed the Quick-Start Formula, it was important to me that it was based on a practical framework that could be implemented in the real world.

Since the QSF was based on a pattern of success, I reverse-engineered the success patterns of coaches who got phenomenal financial results quickly. What were the commonalities? What steps did they take that caused fast and lucrative revenue in their coaching businesses? And could these steps be used by any coach to manifest the same results?

In the past few years, there have been over fifty coaches who have used the Quick-Start Formula to grow their businesses. And I've learned what made the formula work well by tracking their results.

First, what I found was that the formula worked best for business and executive coaches. That's not to say it won't work for life coaches, but those who can make a business case for coaching and show a tangible return on investment (the formula shows how to figure this out) got the best results.

Next, the steps must be taken in a specific order to make the formula work. When steps were skipped over or done in a different order, the results took longer to work, if at all.

Third, while the formula is easy to understand, it takes persistence and courage to implement it. As coaches, we know that the best results occur when we are out of our comfort zones. Yet this is one of the most difficult things to do on certain weeks (or days!). Because of this, I added a process to ensure that the implementation could be done with as much ease as possible.

Question #2: Can I Use the Formula and Still be My Authentic Self?

Even though the formula follows certain steps, within those steps, you are encouraged to bring your authenticity. Your ideal clients are drawn to you because of who you are as well as what you do, so it's important that within the steps, you can be yourself.

For example, let's look at a cocktail called the Perfect Manhattan. I'm not a big drinker. Yet when I want a cocktail, my drink of choice is the Perfect Manhattan. It's made with bourbon, bitters, sweet and dry vermouth, and a cherry.

There's a formula for making this drink. Yet, even when the exact amounts are used, there is still room for customization. I personally like Four Roses Bourbon. Others I know like Maker's Mark Bourbon. And for the cherry, I prefer a Luxardo brand cherry over a Maraschino cherry.

It's the same formula, and yet it can be made to taste. The same is true for the Quick-Start Formula. Even though there is a formula to follow, you can customize it to fit your zone of genius and the specific desires of your ideal client.

Question #3: What Do I Need to Have in Place to Make the Formula Work?

In observing coaches who were successful using the formula, I noticed some similarities. The first one is that they were ruthless in clearing out any blockers that came up as they implemented the formula. They were totally committed to their own self-development and as soon as they noticed hesitation or procrastination, they got into a coaching session and got this taken care of.

Next, they were willing to discover their zone of genius and focus on that as they went out to the marketplace. They got clear on their main talent and were willing to become visible as a thought leader in that realm. They followed the formula consistently and it paid off for them.

They also acted quickly. Once they learned a specific aspect of the formula, they put it into practice immediately. These successful coaches understood that action would get them to their goals, and they were willing to do whatever it took to stay in action.

Question #4: Do I Need to be Coached to Make the Formula Work?

While all the coaches who I observed using the formula were my coaching clients, and thus being coached, there are many coaches in the world who have successful businesses and I don't know if they are being coached. So it isn't absolutely necessary for you to be coached to make the formula work. If you are a self-starter and can stay motivated on your own, this formula will work for you.

And, as we know, being coached always accelerates any process. To create even quicker success and ease with the formula, coaching helps. Coaching brings a mirror to your gifts and talents so that you can identify your genius work.

Being coached paves the way to clearing out limiting beliefs and helping you move faster toward your goals. And it makes it much easier to enroll clients in coaching with you when you are being coached yourself.

The formula will work on its own, and while it's not necessary to be coached, coaching will accelerate your results.

You Don't Have to Do This Alone

The Quick-Start Formula works when you are in action. And the results are accelerated when you add coaching in.

Imagine a small group of coaches working together on the formula for each of their own coaching businesses with a mentor who is right beside them. When questions come up as you implement the formula, the answers will be there too.

If you'd like to explore what it would be like to have the support of a group while you are implementing the formula, schedule a call to chat: quickstartintensive.com/call

Question #5: How Can I Accelerate My Results Using the Formula?

One way to accelerate results is to get coached while implementing the formula. With the 12-Week Formula, the mini-mum hours per week recommended is 7.5, or just 1.5 hours per day. If you want to accelerate your results, just increase the time spent and use the formula daily and you will get to your goal faster.

When I started my coaching business, I read two studies that had a profound effect on my business. The first one said that 25-60% of potential clients that came into a free strategy session would end up as a paying client. The worst-case scenario is one out of four. And I read another study that said that for every three people you ask to participate in a strategy session, one will say yes.

Unfortunately, these studies are twenty years old, and I have lost the links to them over the years, but let's think about these numbers anyway.

What this means is that conservatively, if you invite twelve of your ideal clients into a strategy session, four will say yes. And if you have four sessions, one will become a client. And your numbers could be even better than that. You don't know until you test these.

And by ideal clients I mean those that you have identified through your Power of One, which I go into in detail in Step 2 of Chapter 7. These are the clients that your offer will help with solutions.

Let's say that these numbers work for you though. That means, if you want to get one new client per month, invite twelve people into strategy sessions each month.

You can easily accelerate this by inviting twelve people into strategy sessions each week and gain one new client a week, or four new clients a month. The way to know what your exact numbers are is to track these for twelve weeks and then look back and see what has worked.

Question #6: Can the Quick-Start Formula Increase my Revenue Significantly in Just Twelve Weeks?

The short answer is yes. The longer answer is if you are willing to implement the Quick-Start Formula consistently and persistently, then heck yes!

Here are some examples from coaches just like you:

Executive Coach with $46,000 Results in 12 Weeks

Scott had just lost his biggest client due to the pandemic. He was working part-time as an internal coach in a travel management company for the past five years. This position was responsible for more than 50% of his annual income.

Even though he had been speaking in public for many years as a trainer, leader, and in Toastmasters, Scott was hesitant to be seen on social media and didn't know how to utilize it in a way that supported him in sharing the message on his coaching. To Scott, social media was this big, confusing world that he wasn't that interested in.

Scott worked with Karen in the Quick-Start Intensive group for three months to accelerate his business results.

He was able to narrow his niche. Scott says, "I found the Power of One process incredibly powerful. It was a real turning point for me."

A big part of the solution was Scott's willingness to be held accountable for his actions in growing his business. As he says, "I had to be ready to be held accountable and to be in that amount of action, which I hadn't done before."

Scott learned to do video marketing to bring his message to the world and began to understand some of the practicalities of social media.

And having the group support was a key to Scott's success. "In the group, somebody will know something that somebody else doesn't know. So, there is truly this collaborative environment of knowledge, idea sharing, support, and accountability," he says.

Scott brought in over $32,000 in nine weeks in the Quick-Start Intensive. As he was finishing up, he created a hybrid proposal that brought in an additional $14,000.

Multi-Cultural Coach Went from Two Clients to a Fully Booked Quarter

Having spent fifteen years as a leader managing multinational teams, Heike has the flair and the passion for helping people excel in cross-cultural work settings.

When she began her coaching business, two challenges became evident: First, Heike struggled with positioning her business as she hadn't yet defined her niche. Second, she invested in the false belief that the pandemic would prevent networking opportunities.

Being new to the coaching world, Heike found it difficult to focus on her core talents. Her initial reaction was to be all things to all people.

She describes her transformation this way: "I realized how important it is to really pick one thing and say, '*this* is what I stand for.'"

With the formula, Heike came to embrace her core strengths to become a top-of-mind coach for her niche. She was also able to move past her confidence blockers and discover simple solutions to reach out to her large online network.

Heike religiously followed the formula and trusted the process. Surprised at how easy the work was, Heike discovered her cadence by putting aside the time to do the market research calls and organize herself around other marketing commitments.

Heike took her business from two clients to a fully booked quarter. She has built tremendous momentum for her business and is on track to doubling her annual income this year.

Transformational Leadership Coach With a 75% Increase

Here's a coach who got amazing results in sixteen weeks. I share this example as sometimes it takes a little longer, but the results do happen when using the formula.

Backed by an impressive career in corporate, Lisa Pérez decided to transfer her talents and experience to start a transformational leadership and well-being coaching business. She needed a concrete structure and plan to grow her business with confidence, or as Lisa herself likes to put it, "learning the business of the business."

Being too personally mired in the day-to-day of her business, Lisa was looking for an external, unbiased, and actionable way to challenge herself to move beyond tending to those daily tasks and explore creative growth opportunities outside of the box.

Coming from a highly structured corporate environment, Lisa found herself overwhelmed with having to manage all aspects of her business herself—her growth targets, ROI, marketing, operations, and more.

Like most executive coaches, she found that there weren't enough hours in the day for growing her business while simultaneously running her business. The former became an afterthought.

The Quick-Start Formula provided Lisa with the structure and tools to zero in on her passion and what she naturally excelled at and nurture those strengths to accelerate results for her coaching business.

Lisa worked with Karen for twelve weeks to manifest her success and visualize opportunities outside of what she had initially thought possible.

She learned how to solidify a coaching mindset for success, i.e., there's always a solution out there; you just must look for it. With a plethora of ideas sitting at all stages of the pipeline, the formula gave Lisa the environment, headspace, strategies, and tools required to put them all together.

Lisa expanded her ability to think outside the box. Through coaching, accessing reading material and videos at the most opportune time in her learning journey, and using interactive modes of learning like online group chats and group programs with like-minded passionate coaches, Lisa found a

synergy within her own headspace. This empowered her to get creative and generate her desired revenue figures *within* the scope of what she already had.

Although she already had a six-figure business, Lisa was able to achieve a 75% increase in her coaching revenue in just four months.

For Lisa, this opportunity to expand from where she was already at was transformational. She was able to quickly attract a few large clients, obviating the need to go looking for multiple smaller accounts. Lisa learned how to move from a reactive 'adapt and adjust' mindset to a very creative and innovative space.

Lisa continues to use the skills procured from the Quick-Start Formula to build on that vision and take her business to the next level. In her own words, Lisa describes the program as "a great process with really good, solid accountability."

In fact, just one year after learning the Quick-Start Formula, Lisa purchased her dream Spanish Colonial home and all the furniture with cash.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of the strength of your ability to increase your income significantly. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I have a proven formula to accelerate my income any time I want.	
I work on my marketing and sales daily.	
I have a system to clear my blockers and I do so on a daily basis.	
I take action quickly.	
I'm a self-starter and can stay motivated on my own.	
I have a coach who helps me stay accountable to my goals.	
I spend at least 7.5 hours per week on marketing my business.	
I have a list of one hundred forty-four people that I can reach out to have conversations with about my business.	
I know the exact number of people to reach out to each week to achieve my income goals.	
My marketing reflects my authentic self.	

What Your Score Says About You:

Score 10-20: Let Your Marketing Do the Heavy Lifting for You

You are working too hard to get your message out there without a clear strategy that can make everything so much easier. It's likely you have decision fatigue, as you are continually making decisions on what you are going to do. Your business can be much more predictable with more consistent marketing.

The Quick-Start Formula will give you the step-by-step instructions so that you will know what to do each day and week to get the results you want. You will gain so much time each week once you are free of all the decisions and just follow the plan.

Score 21 to 40: You Have Some Strategies in Place and There's Still Lots More Growth Available to You

Good job! You have some strategies in place. And yet there are more ways to leverage your time and bring your business to the next level.

The Quick-Start Formula will bring additional time each week so that you can focus more on higher-quality delivery, which will allow you to raise your prices and increase your revenue.

Score 41 to 50: You Are Poised for Even Greater Success

Fantastic! What you are doing is working well. And … there's always more. Every time I learn a new strategy or gain a new insight, my business reaches a new level of both growth and freedom.

In the Quick-Start Formula, you will find ideas and content that will help you leverage your time and financial investment in your business. What 'more' is there that you want to accomplish?

Key Chapter Takeaways

- The Quick-Start Formula works best for those coaches who can show a business case for coaching.
- It's important to be your authentic self in your marketing so you can attract clients who are a perfect fit.

- Discovering your zone of genius, being committed to your self-development, and getting into action quickly will make the formula work.
- You don't need to be coached to be successful, but coaching will accelerate your results.
- It's definitely possible to significantly increase your income in just twelve weeks.

And if you want help with strategies to significantly increase your income, schedule a time to talk with us: quickstartintensive.com/call

Chapter 5

The #1 Challenge with The Quick-Start Formula

The Quick-Start Formula is based on an underlying success pattern that I have reverse-engineered into a step-by-step framework to accelerate revenue for business and executive coaches.

It's like a pattern for a beautiful bespoke suit or coat. From the outside, you cannot see the pattern. What you see is a well-made article of clothing. Yet when you turn it inside out, you can see exactly how it's made.

So many coaches are looking at successful businesses from the outside and trying to figure out the pattern. They are dedicated to making things work. They are trying to figure it out. They are committed to their businesses.

But, until you can see what's going on inside a successful business, it's going to be difficult to replicate that level of success. Until you become aware of the pattern, which is the key to the Quick-Start Formula, all you can see are the tactics that others are using to build their businesses.

And without a cohesive formula, where one element builds on another, it's difficult to gain momentum. There are so many disparate parts to your marketing activities, and they are not fitting together.

With this diffused approach, it's almost impossible to gain the attention of your ideal clients. Your message is diluted. You stay a best-kept secret. Yet, once you put all these parts together into the formula, you can have visibility. Your reputation grows. Your message is strong.

Once you see how the Quick-Start Formula takes all the various parts of your marketing plan and brings them together to create that flow in your

business, the patterns will become clear. All your actions will build on one another and you will gain traction.

In the next chapter, we'll explore the entire Quick-Start Formula for gaining quick revenue in your coaching business in just twelve weeks. I'll walk you through it step by step. I know you're going to love the ease and flow it will bring to your business.

PART 2

The Quick-Start Formula Overview

Chapter 6

Take the Guesswork Out

Before we go into the specifics of the Quick-Start Formula, I want to share an idea that will make your income predictable and take the guesswork out of your business forever. It's a big claim, I know. But it's one that I've seen work over and over, for me and my clients.

To have a successful coaching business, where you take all your experience and expertise and turn it into an income-producing engine, there is one tactical piece that you can add to ensure you will meet your goals.

I call this piece the Progress Tracking System (PTS). There are certain metrics that you will want to track each week to make sure you are on target, give you built-in accountability, and allow you to see what's working and what's not.

When you know exactly what's not working, you can stop doing that, and this frees up your time and energy. When you know what's working, you can do more of that, or hire someone to do that, because you know it works.

In the Quick-Start Formula, there is a menu of options for marketing, which you will learn about in Part 3. These are proven methods that other coaches have used successfully. Since you are unique, some of them will work better for you than others to enroll your clients.

There is also a minimum number of weekly marketing points that will get you to your goal, based on tracking over fifty coaches so far. When you utilize the PTS, you will see what the minimum number is for you. Once you start on this twelve-week journey, you will start to see exactly what your numbers are.

Once you know your numbers, you will be able to predict your income. The mystery of what to do each day to enroll your ideal clients will be solved. You've probably heard the saying, "It's a numbers game." Well, it really is.

In the next chapter in Step 4, I'll go into detail with a list of proven actions that you can use for tracking. For now, I want to share the importance of tracking.

And just because we're tracking numbers doesn't mean that your clients won't get all the impact and transformations that you are known for. Those will happen anyway. But through the PTS, your business will become easier, and you will be able to have more time to deliver even better results.

Now that you know the core mechanism that drives the Quick-Start Formula, let's go into detail on exactly what the formula is and how it works. If you start to feel overwhelmed as I walk you through the formula, just take a break, take a breath, and come back to reading.

Remember, any new learning can feel overwhelming at the beginning. But keep going. With this formula, you can skyrocket your income with ease and joy. The benefits are worth it!

If you need extra support, we've got you! Just book a call with our awesome team to find out how you can make this easier.

quickstartintensive.com/call

You got into this coaching business to coach, not to make marketing a part-time job. You want to spend your time inspiring others to be the best versions of themselves. You want to have time freedom in your business. You want to have the revenue to continue in the lifestyle you've been accustomed to. And with the formula, you can make that happen.

Chapter 7

The Quick-Start Formula Step-By-Step

The Quick-Start Formula contains four basic steps. Each step builds on the next and then they come back around again. Since each step name begins with a C, we call them the four Cs. Here's an overview:

We're going to begin with confidence. And once you take all the steps, you will come back around to a stronger sense of confidence in your business.

Step 1: CONFIDENCE – How to Become a Brilliant Lighthouse for Your Clients

"It doesn't take time, it takes alignment." – Abraham-Hicks

Key Anecdote: Let me illustrate the importance of confidence. When I first became a coach, I was at a breakfast meeting and the woman next to me had a small manufacturing business with maybe a dozen employees and she expressed her interest in coaching with me.

We coached together for four months. There was one idea she had that was amazing, but she wasn't giving herself permission to do it. I said to her, "I hear a lot of passion around this idea."

So she went out there and followed through with her idea. The next year, she contacted me and said she had added $90,000 to the bottom line of her business. And her coaching investment was $1,200. That was a 75X return on investment. I had such confidence in the coaching process and I shared it with her to implement her great idea.

And that's the power of trusting yourself and having the confidence to follow through!

Your Coaching Confidence Drives Everything

Confidence is the source of light in your brilliant lighthouse. Without confidence, your light will be dim. Your ideal clients may not even see you, and if they do, they won't know why, but they will hesitate to meet with you and hire you. When you have the confidence that comes from within, you will radiate light and be seen as the solution to their problem. They'll be drawn to you. That's CONFIDENCE.

Back when I started out, I didn't have a website or even a business card. I did have confidence though, as I had been successful in my previous career.

I worked on my own self-development daily to make sure I could transfer that confidence to my coaching business—and it paid off.

Exercise Your Inner Receiving Muscle

For more confidence, exercise your inner receiving muscle. Notice your ability to receive.

As coaches, we're looking to receive income, and clients. It's all about receiving. And what I have noticed is that coaches are givers. We help people around us; it's so natural for us. People used to come up to me in the grocery store and ask me questions. I didn't have a badge, but I answered the questions because I've been this way all my life. So I had to learn to receive when I came into coaching.

As a leader, I was not used to receiving. But you really do need to develop your receiving muscle to receive clients and income. During my first year of coaching, I knew a multimillionaire living in Scottsdale. She said to me, "You need to listen to this Louise Hay visualization as you start your business. It's about standing at the side of the ocean."

I looked everywhere for this visualization. I didn't even know the name of it. I looked in every store I went in, and I looked online, yet I could not find this recording!

A couple of weeks later, I was cleaning out my closet. I had a box with a bunch of cassette tapes in it that was on the top shelf of my closet. I pulled it down and found a Louise Hay tape in there. I put it in my player, and wouldn't you know, it was the one I had been looking for the whole time!

This is a big lesson. Whatever you are looking for, it's already in your world. I was out looking everywhere for this visualization. And it was in my home on my closet shelf all along. This proved to me that whatever I want, or need is right around me, as it is for you. So be ready to receive it.

How to Receive Even When You're Self-Sufficient

I'm a very self-sufficient person, and my sweetie wants to do things for me all the time. He'll be in the kitchen and say, "Would you like a glass of water?" And if I say no, he'll look crestfallen. Now I've learned to say yes. And, living in the desert, it's always good to drink water. I just say yes to everything. He gives me the glass of water and I get to appreciate him. Everybody's happy!

Here's another example. I get packages from Amazon regularly, as I'm sure you do too, and he'll say, "Let me bring this in. Let me open this up for you." And my initial thought is *I can do it myself*. So I started learning to receive. Even though it's awkward for me, I will say, "Thank you, sweetie!" And he opens up the package and unpacks it, then he puts it on my desk.

For anyone who has a significant other, this is a good place to learn how to be a gracious receiver. It will help in your business. Ask for little things that you don't even need but you want. Learn to receive more.

If somebody says to you, "Can I help you?" Say, "Yes, that would be great." Look for ways that you might be blocking your capacity to receive. I

was not aware of how much I was blocking what I was receiving until I met my sweetie. This is a gift that he gives to me. He shows me where I can expand my ability to receive.

Learn to receive. Do that today. Do more this week. You're going to be really surprised at what happens. Because when you have that intention, people are going to come up to you and say, "Would you like this, or would you like that?"

They want to delight you. Allow that. Get your receiving muscle going.

This is an important inner game concept to master as you grow your business.

Watch where you might be blocking any receiving and try to up your game a little bit. And if it's not your significant other, ask a friend or whoever you may know for that cup of coffee or glass of water. Because in a coaching business, we're asking for referrals, we're asking for appointments, we're asking for introductions. And if you're asking with an energy of blocking, people are going to say "No" or "not now."

And it'll be confusing to you. You'll wonder, *Why are they saying no?* But if your energy is blocked, that's the reason why. So just expand your ability to receive and watch your income roll in.

Your Energetic Foundation

Balancing energy and strategy are the energetic foundation. It all starts here. The first step is to clear the decks and look at who you truly are.

Strategy matters only in the sense that it adds to your energy. And I will also share lots of strategies to keep you in action and keep your energy strong.

Remember: Strategy matters in the sense that it enhances your energy.

This is what sets me apart from many other business development coaches and mentors I know. I'm very balanced with energy and strategy. In fact, the line "Karen's coaching is where strategy meets energy" was coined by one of my dearest colleagues.

You won't have to go and hunt for clients. You won't have to nurture your prospective clients with free information indefinitely. You can shine. And your clients will come to you and refer you.

And shining is something coaches do as naturally as breathing. Shine on and be a lighthouse, and watch your ideal clients reach out to you.

Now some coaches out there are teaching client attraction through working on your energy with not as much focused strategy on the actions you are taking. This results in a slow way to grow. Most of us cannot just sit in a corner and *ohm* our way to success.

Other coaches and mentors emphasize actions, actions, actions, and don't look at the energy behind them. This is a faster route and yet it can be really exhausting. We need to have the energetic 'wind beneath the wings' of actions.

The Vacuum Metaphor

The vacuum metaphor is a great illustration to explain this. If you vacuum a room and go through the motions but don't plug your vacuum in, you'll make a lot of lines on the rug, but it's not clean. If you do all the actions without the energy, you'll be exhausted, and your marketing won't work.

And yet, if you plug in the vacuum but don't move it, only one space on your carpet will be clean. Just a little square. You'll only affect a small space. If you are plugged in and don't act, you won't work either.

You need a perfect balance of both, and you will come to the attention of those who you are meant to serve.

What is Your Coaching Energy?

So, let's talk some more about your energy. The idea is to bring the same strong presence as you have in your coaching sessions into your marketing. This is key. If you are elegant, bring that in. If you're humorous, bring that in. If you're quirky, bring that in.

When your marketing presence equals your coaching presence, your ideal clients will hire you. Just be your true self. That's a relief, isn't it?

When you don't do this, your clients won't recognize you: You become almost invisible, the best-kept secret, and your message doesn't stand out from the rest.

When you do this, they'll see your brilliance; they'll notice you. They won't even know why they need to hire you—they will trust you, and you'll be that brilliant lighthouse to them as they are in the storm of their challenge.

The Importance of Focus - The Reticular Activating System

This is another important aspect of your coaching confidence. You may have heard of the reticular activating system in the brain.

Technically, it's a network of neurons extending from the top of the spinal cord up to the thalamus and it filters incoming sensory stimuli, influencing our state of physiological alertness.

In one study, it was found that both parents would sleep right through a plane taking off nearby (extremely loud). Yet the mother would wake up if the baby stirred in the next room (comparatively, a much lower sound level). And that's the reticular activating system at work.

Learn to ignore the loud planes taking off (your fears) and hear the baby stirring (your clients that are all around you).

The 12-Week Formula will activate your brain to notice all the opportunities around you. They are there. You just need to wake up to them.

Here's an example of RAS in action: My sister came to visit during the pandemic and told me I was entitled to apply for the Paycheck Protection Program. I didn't know this, as I thought I had to have employees to qualify. I checked with a lawyer and within a week, I had over $20,833 deposited into my bank account, and it was forgiven six months later. If my sister didn't come to visit, it could have gone right by me.

This is the RAS. So now I ask myself this question all the time: "What is right in front of you that you're not seeing that could lead to meeting your goals with more ease and joy?"

How to Grow Your Confidence as a Coach

Without your authentic foundation that gives you confidence, everything is harder and slower. With authentic confidence, the path opens, and you are unstoppable. Your ideal clients will want to work with you and those who are not ideal will be repelled.

So here are three strategies that will help you have lots of confidence:

1. Release Tolerations

What do you need to let go of? Thomas Leonard, who is considered the 'father' of coaching has a process called the clean sweep. You can Google it. He talks about clearing the decks first.

Just for the next week, what do you want to release that is creating a drag on your business?

Is it something physical like old client notes or a messy desk? Or a mindset or limiting belief? Maybe it's a relationship? Declutter your desk and release fear, procrastination, hesitation, etc.

Cheryl Richardson, one of the early presidents of the ICF, used to say, "Clean a drawer, get a client." This will make room for something new to come in.

2. Think of the Top Three Qualities of Someone You Admire

Go ahead and write those down now. It could be someone you know or someone in a novel or movie, or someone who has passed out of this world.

What are those qualities that you see in them that inspire you?

We say, "Spot it, you got it.'" If you admire something in someone else, you have it within yourself. You may not be utilizing it to the degree that you are able to.

This is what you want to bring into your marketing. Make sure that any posts, conversations, emails, etc., have these qualities.

Are there any of these qualities that are not showing up in your marketing? How could they show up more?

For me, the person I'm thinking of is Oprah. She is classy, strong, and positive.

One year, it was the classy part for me that wasn't showing up in my marketing. I always felt my marketing was positive and strong, but it was not the high-end look and feel that I wanted.

I looked around, igniting my reticular activating system, and one day, a client sent me some slides to review that were branded for her business. I loved the look and feel of them. I asked who had designed them. She introduced me and in less than two months, I had the classy branding that I wanted!

So, think about what quality you want to strengthen in your marketing and be on the lookout for how to do that.

3. Understand Your Value as a Coach

What was a transformation you helped someone through? What was it worth to that person?

For me, it was in the first year of my business— the client I mentioned earlier who invested $1200 in coaching and made $90,000. That's seventy-five times ROI.

That's one of my favorite transformation stories. What's your favorite transformation story? Think about it.

And what was that transformation worth? See if you can quantify it. What did it save the person and/or company in terms of time/money? What did it make possible for them? Really give this some thought.

Next, think about the superpower you used to make that transformation possible. As coaches, we are catalysts for transformation. What was it you did to catalyze the transformation for this awesome client?

It doesn't matter if you deliberately talk about your superpower in your marketing or not—it will come through. YOU need to believe in yourself. When you know your superpower and claim it, you will be like Clark Kent becoming Superman. And your confidence will be felt by your ideal clients.

My superpower is seeing the strengths of everyone around me and reminding them of who they truly are. I magnify their strengths. So many of my colleagues and clients call me their cheerleader, their champion, their

encourager. And sometimes I resist it as it sounds so simple and not that powerful at all.

Encouragement feels somewhat lightweight to me. I want to give pithy insights that are taken seriously. But I know how powerful acknowledgment is when I see the results that occur when my clients are in touch with their strengths. It is my superpower.

Work On Your Self-Development Daily

To wrap it up, remember that your confidence comes from a lifetime of informal coaching blended with your own self-development. Even if you are new to coaching, keep working on your self-development daily so that you can transfer those benefits to your coaching business.

Step 1 Key Takeaways:

- Confidence is the source of light in your brilliant lighthouse. With it, your clients will be drawn to you.
- Whatever you are looking for, it's already in your world. Exercise your inner receiving muscle to open yourself up to new income, clients, and opportunities.
- Strategy matters in the sense that it enhances your energy. We need to have the energetic 'wind beneath the wings' of actions.
- Rely on your reticular activating system. What is right in front of you that you're not seeing that could lead to meeting your goals with ease and joy?
- Release your tolerations, fear, procrastination, doubt. This will make room for something new to come in.
- Pick the top three qualities in someone you admire: We say, "Spot it, you got it." If you admire something in someone else, you have it within yourself. Bring these qualities into your marketing.
- Think about your favorite client transformation and quantify it. What was that transformation worth? What did it save the person and/or company in terms of time/money? What did it make possible for them?

- And lastly, work on your self-development—daily!

Step 2: CONTEXT — How to Make Your Offers Irresistible

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

- Ken Haemer, former AT&T presentation research manager

Key Anecdote: I had a client who asked a very powerful question in her market research conversation with her ideal client. She asked a manufacturing manager of a large corporation what the company was losing in scrap each month on their assembly lines throughout all their sites. And she realized that the company she wanted to work with was losing over $3MM per year in scrap!

My client created an offer for them that was a fraction of that cost. It was a great contract for her and an antidote to minimize this loss. There was a huge return on investment that was evident. And guess what? That contract was signed off on within a month!

This is the power of putting your offers into context—they become irresistible and practically sell themselves.

Your Irresistible Offer

Let's talk about putting your offer into context. This can only happen when you know your ideal client's challenges and the return on investment that's possible for them.

When they feel like you really understand what they're going through, your best clients will be drawn to working with you.

The Challenges of an Offer Without Context

When you don't have a clear and focused offer, you can spend years on a hamster wheel, having high visibility, but having just a few clients take you up on registering for coaching.

Your message blends in with all the other coaches out there. You have this huge desire to coach, and when you do, your clients get amazing results, but…you can't get enough of those ideal clients to sign on the dotted line.

Most coaches are not focused enough on designing their offers to be irresistible to their ideal clients. The truth is, the more we narrow our offer to one client with one main challenge, the easier it is for our ideal clients to hire us.

It's counterintuitive: limiting the criteria for your ideal clients makes it easier for them to say yes, and easier and less time-consuming for you to do your marketing and create offers that fit those clients like a glove.

When you cast a wide net, it dilutes your marketing. When it looks like you are all things to all people, those looking for specific help will not be drawn to you.

So when you don't have an offer that is irresistible, your message becomes white noise in the marketplace. It's plain vanilla. You'll remain your clients' best-kept secret.

The Benefits of an Offer in Context

With a well-structured offer, everything flows. Having an irresistible coaching offer can make the difference between having a profitable coaching business or spending years trying to find clients.

Your message shines through the noise and catches the attention of your ideal clients. You stand out in the crowded marketplace. Your clients seek you out. You are referred to others by colleagues. You feel confident and you're able to grow your business with ease and joy. Your marketing takes so much less time and is so much more effective.

I want to emphasize this:

With an irresistible offer, you will have a steady stream of your ideal clients who are seeking you, you will get the contracts you want, and you will be sought out to work with and have more time for self-care and relaxation.

And you will know exactly what to do each day that will move your business forward. No more guesswork is involved.

You'll be irresistible!

If you need extra support, we've got you! Just book a call with our awesome team to find out how you can create an irresistible offer for your ideal client. quickstartintensive.com/call

The Power of One

How do I define an offer? It consists of how you work with your clients, including time frames, availability, and pricing. What makes your offer irresistible is focusing it on what I call the Power of One.

Your offer is based on knowing who your one ideal client is, the one main challenge you help them solve, and the one desired result that they're really looking for. Only then can you determine what to offer them. This is the Power of One.

My advice: Don't spend another minute on creating or tweaking your website or investing in a social media manager until you have designed and vetted your offer based on the Power of One principle. Wherever you are, applying this principle will strengthen your business and make everything more effortless. Now let's get specific.

By Power of One, I'm talking about four elements. Let's look at these four elements right now:

1. Know Your Ideal Client

Think about an ideal client that you've worked with, e.g., your favorite client who got the best results. What would that person like to hear in the love letter we talked about at the start of this chapter? If you don't know, just take a guess.

For now, what are the qualities of your ideal client? What's their title? What are some words you would use to describe them? Write those down.

Now let's go further and decide on the qualifications that lead that ideal client to get their results with you.

If you think about the qualifications that allowed your client to make that change, what were they?

For example, for my clients, I look at these qualifications that were like mine when I started:

- Have they been a leader in the business world?
- Do they recognize that energy plays a big part in growing their coaching business?
- Are they committed to being a step or two out of their comfort zone until they get the results they want?
- Do they see business development as closely linked to their personal development?
- Are they willing to devote at least 7.5 hours per week to marketing and sales?
- Do they have a network from their previous career?

When I came into coaching, I had all these qualifications and it made things happen much faster than my counterparts in coach training. That's how I know these qualifications work.

2. Have One Main Challenge That You Help Your Ideal Client With

Have you heard of BHAG? This is a Big Hairy Audacious Goal. This concept was made famous by Jim Collins, the author of Built to Last.

Well, I coined the term BHAP. Big Hairy Audacious Problem. When you find a BHAP that your ideal client wants to have solved, it's easy for them to hire you.

- What's the challenge that's top of mind for your ideal client?
- What's on their to-do list that they would love to give away?
- What are they afraid of?
- Worried about?
- What isn't working the way they want it to?
- What's the most urgent problem that is causing them stress?
- What are they saying to their spouse or significant other about the challenge?
- In a moment of transparent vulnerability, what are they saying to themself?
- What are they hesitating about?
- What are they procrastinating?

- What do they think this challenge is costing them? Do they know?
- How much time do they imagine would be saved if they got this challenge solved?
- How much money would they save?
- How much more money do they think they could make?

These are all big questions, and sometimes it's hard to answer them. But taking time to ask these questions of your ideal clients will save you so much time in the long run and make your marketing super effective!

My own biggest challenge in coaching has been getting coaching engagements with ease and joy.

You heard my story about working sixty- to seventy-hour weeks in estate planning. I didn't want to do that anymore. I don't want 'push' or 'hustle' energy. And yet groups and programs start at a certain time and date. There is sometimes a push toward the end, as it's human nature for clients to register close to the start date. Sometimes at the last minute.

When these things happen, I strive to find a way to do things in flow, not force. And sometimes I can, and sometimes I can't. In all transparency, a few years ago I had a rush of last-minute sales calls for one of my groups, and I was exhausted. We filled the group, but it was not with the ease that I wanted.

Within a month, I paid $7,000 for a five-week course to learn to scale without sales calls. This was more than I had ever spent on such a short program. But because I had felt the pain of that day with all those calls, I immediately signed up. I learned a lot and I've woven some of that into what I teach my clients, and even what I'm teaching you now.

I'm being transparent here, as I want you to know that even this 'ease and joy' coach gets into the weeds at times. I have my challenges, and I'm willing to invest time and money to get help.

And even though I took that course, ultimately, that was not the answer for me. I like sales calls. I like talking to people who are getting into my programs.

Being in a business is a continual experiment–finding out what works and what doesn't. Trying things out. Spending money on solutions that don't work as well as planned, where other times they work out better than expected. It all counts!

Knowing the challenge and what's at stake for your ideal client is one of the best things you can do to create your profitable coaching business. It's a bit difficult at first, as none of us are used to thinking this way.

We are so positive and solution-focused but knowing how to speak about the challenge will be a foundation of ease and joy in the future. It creates trust with our ideal clients when they hear that we understand where they are. It involves retraining our brains to think in the way our clients are thinking before they come into coaching.

Anyone who has a pet knows that if you train them right in the beginning, which takes time, focus, and energy, you will create good habits for them and it's smooth sailing. If you don't train them in the beginning, then it gets harder and harder as time goes on. And then they end up pooping all over your carpet. That's no fun!

If you don't do this work now even though it takes focus and energy on your part, you'll have more stress and clean-up in your business down the road.

Train your brain now to get in the habit of noticing the challenges of your clients and being able to articulate them, and you'll have years of ease, cash flow, and joy in your business.

Of course, those occasional hiccups will still be there. Yet those will be fewer and further between.

Choose a Challenge Where Results Can be Measured

Now, I also want to share that to create a highly successful business with ease, you must choose a challenge where results can be measured.

This is a secret to putting your coaching pricing into context, our second C, and having it show up as an investment, rather than having your potential client see it as an expense and hesitate to move forward.

When a client comes into coaching, they need to overcome their gremlins that want to keep them in their comfort zone and keep them from playing big. When you establish a clear and strong financial value for your coaching program, you help them overcome those gremlins and play bigger than they ever imagined. You will surprise and delight them (and yourself) with the results.

For small business owners and professionals, the challenges that can be measured are usually centered around income and profit-ability, challenges with bringing in business and revenue.

For organizations and leaders, there are usually people challenges–time wasted, productivity, employee engagement, retention, etc., that can be measured.

Since all coaching is life coaching after the third session, you will likely coach your clients on work-life balance, self-care, and mindset issues once they begin coaching with you. Even when they are executive clients.

But it will be hard for them to justify paying for those items initially. Position your coaching business challenge as something that can be measured in a tangible way–using time or money—and it will create ease in your potential client's mind to move forward.

A Great Example of an Offer Based on One Challenge

One of my clients, Rachel, is an inspiration to coaches everywhere! She's an expert at helping senior leaders have difficult conversations that they've been procrastinating. This is a huge challenge for anyone. Yet she focuses on senior leaders.

In her first year in her own coaching business, she presented to a conference and had half of the attendance at her breakout session. She exceeded her goal by an extra 100% when she coached with me and has brought in over $1MM worth of contracts in the first year of her coaching business at eighty years old. She calls these conversations that she helps with "cringe moment" conversations.

She could call these difficult conversations, as they are that, and there are many coaches working with that. But she differentiates herself by giving them a unique name.

Can All Challenges Be Measured?

How could we quantify issues like "more confident," "clarity," "more peaceful"—the results that coaches point to most often?

This is called VOI, or Value on Investment. It is defined as "intangible assets that contribute heavily to an organization's performance." These intangible assets include knowledge, processes, the organizational structure, and ability to collaborate.

You can determine a tangible ROI of the VOI. Think about how you can quantify these:

Either save time, save money, or make money. You'll want to remember these. Save time, save money, make money.

How much time/money does someone lose by not having confidence? For a small biz owner, it may be the next customer or client. For a leader, it may be a promotion or more productivity for their team.

In terms of gaining clarity, how much time/money is saved by one good decision?

What is a lack of peace costing? Sleepless nights? This creates less mental capacity and loss of time. What's one bad decision cost? Thousands! Believe me, I know this one. As a leader, I've made some bad decisions when I was tired!

Make sure that you choose a challenge that has an obvious financial value for your ideal client.

And when you have one challenge that's positioned correctly, you can create an offer that fits that challenge like a glove and puts your offer in context. And then you can get good at delivering coaching. You get known.

I like the metaphor of football and the field. You are sending one football down the field. All your energy is going in the same direction. No diluting. It's powerful. If you had two footballs, you could only get halfway down the field

with the same amount of energy. And most coaches I know have more than two footballs!

Find a way to decrease the mental load of the person you are selling to. The term mental load refers to all the things on a person's mind. If you can take something completely off their plate and handle it, they will love you and hire you again and again. Have One Desired Result in Mind.

If you're having a challenge figuring out the return on investment of your coaching, we've got you covered! Just book a call with our awesome team to help determine that. quickstartintensive.com/call

3. Have One Main Desired Result That You Help Your Ideal Client With

Now let's talk about what result your client really wants. What's their BHAG (Big Hairy Audacious Goal)? I shared about this earlier.

Think about your ideal client. What do they really want to happen? What are they dreaming about? What would really make it worth their investment of time, money, and heart-and-soul work to get it taken care of?

What specifically do they want? Shorter working hours? Their team members to take more initiative and solve problems without having to be micromanaged? A system that solves their procrastination of having difficult conversations? More time to exercise or relax? More enjoyment or time with family? Or possibly to be able to do things on their own terms, without having to send in pounds of paperwork to get that new program approved?

I remember when I was in estate planning, working sixty- to seventy-hours per week, I would be at the club with my parents for brunch on Sunday and my boss would call me on my cell phone with a question. At that point, I just wanted my weekends off.

And then I decided that I wanted to take Fridays off. I wanted so badly to be free to set my own schedule and have breathing room in my week while still making the income I was accustomed to.

Today, I hold client appointments from nine a.m. to three p.m. Tuesday through Thursday, with a few exceptions for time zone alignment. Each week,

I have my own coaching session. I leave my office every day by three thirty p.m.

How Do You Measure Desired Results?

Just as with the challenge, there are numbers to be measured with desired results. Let's talk about Return on Investment for your clients with results.

What is the ROI for Your Clients?

Find a value–time saved, money saved, or money made, and it will save you hours of marketing each week. This will help you be a lighthouse for your clients.

When what you charge for coaching is out of context, it sounds expensive. When you charge $25,000 for a coaching package without looking at the circumstances, that can sound high.

When you look at a program that's directed to a large organization's senior leader who must have a difficult conversation with a direct report who is dragging down productivity for a highly paid team m thereby costing hundreds of thousands of dollars, it's very reasonable, and even on the low side.

When the investment is in context, it's easy for your clients to find the funding for it. It makes sense.

And here's an example of something that may not be as obvious of an ROI.

What about intangibles, such as stress reduction? For those who want less stress, think about what stress contributes to.

Step 1 – I read online that medical research estimates as much as 90% of illness and disease is stress-related.

Step 2 – I also read that the indirect ROI of corporate wellness can save a company money. In addition to reducing healthcare costs for preventable conditions, research shows a culture of wellness strengthens employee engagement.

Step 3 – Employee engagement has become one of the top priorities for most businesses and here's why: Employee engagement increases productivity in the workplace. Engaged employees outperform their peers who are not

engaged. Overall, companies with high employee engagement are 21% more profitable.

So, you could ask a department head or small business owner what they would do with 21% more profit. If you help them to lower their stress, that is one potential result!

And for the executive who is on his/her way to burnout–what is the cost of one hospitalization?

In a July 2020 study, the average cost per hospital stay in the US was $11,700, making hospitalization one of the most expensive types of healthcare utilization.

And what's the cost to the organization of having to replace that person who burned out? One year's salary. For a leader, that's at the very least six figures!

What is the PVOI For Your Clients?

One more desired result is what I call PVOI–Personal Value on Investment. This is the personal result that a business leader wants. Work-life balance, time with family, time to work out, etc. This is what is driving the sale, and as long as the ROI box is checked off, what they really want can be justified. If you just go for the PVOI without making a case for the ROI, it will be harder to make the sale. With both, it creates ease.

The PVOI could also be something that they really desire. A lake house or a new vehicle or a college fund for their children or grandchildren.

And if you really love transformational coaching and you think you must become a life coach to do that, remember that all coaching is life coaching after the first few sessions. You will be able to charge more for business coaching and it will be easier to sell.

Once you've reached or exceeded your financial goals and want to give back, then you can work with purely life-coaching clients on a pro-bono basis. And once you've hit your financial targets and provided for your family and lifestyle, you can be a philanthropist.

This is what I call financial self-care, and it's just as important as physical self-care to a coach. In fact, it really supports all self-care.

So, it may take a few different studies or steps, but you want to link up what your clients are getting from working with you: PVOI > VOI > ROI.

- 4. Have One Main Offer

And lastly with the Power of One, think about how you would like to work with your ideal client. One-on-one, group, VIP day, in-person, remote? Create your offer based on what you would enjoy most and what will get them to their goal.

Here's an example of an irresistible offer flow:

The 12-Week Quick-Start Formula that you are reading is my entry-level offer, where I share the high-level view of my Quick-Start Intensive model.

My main offer is the 12-Week program called Quick-Start Intensive, where you accelerate your income as you enroll clients in your irresistible offer.

After you reach a level of your business where you have consistency and want to take it further, I have a program for senior coaches who want to scale their businesses with ease and joy.

That's the POWER OF ONE! One ideal client, one urgent challenge, one desired result, and one irresistible offer that will likely get them to their desired result.

Step 2 Key Takeaways:

- With an irresistible offer, you will become a brilliant lighthouse. You will have a steady stream of your ideal clients who are seeking you, you will get the contracts you want, and you will be sought out to work with and have more time for self-care and relaxation.
- Follow the Power of One: One ideal client. One main challenge you help them solve. One desired result they're really looking for. One main offer.
- One Ideal Client: Think about your ideal client's title, qualifications, age, level of commitment to coaching, level of

awareness about themselves and their business—get deep. This will save you tons of time in the future.

- One Main Challenge: What's the challenge that's top of mind for your ideal client? What's on their to-do list that they would love to give away? What are they afraid of? Worried about? What isn't working the way they want it to? What's the most urgent problem that is causing them stress? List these out.
- One Desired Result: What specifically do they want? Shorter working hours? Their team members to take more initiative and solve problems without being micromanaged? A system that solves their procrastination of holding difficult conversations? More time to exercise or relax? Picture their ideal future.
- One Main Offer: Think about how you would like to work with your ideal client in a way that leads them to their goals. One-on-one, group, VIP day, in-person, or remote.

If you need extra support on determining our power of one, we can help! Just book a call with our awesome team to find out how you can map it out.

quickstartintensive.com/call

Step 3: CONVERSATIONS – How to Win Business Every Single Time

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

- Caitlin Doemner

Key Anecdote: Years ago, I was the chief learning officer at International Coach Academy. I started out being hired as a foundation coordinator. I had my very first interview with Bronwyn Bowery-Ireland, who was the CEO at that time.

We had a single one-hour conversation. This was back in 2002, when no one had any real online presence to check up on before or after interviews. A week later, she offered me a training job leading courses that I had never even

taken! I accepted and I was with the ICA for seven years, did great, and received continual promotions.

Much later, I asked her, "Why did you hire me, and how did you know I would be a good fit after only one hour of conversation?" It took her a few years to answer this question but when she finally got back to me, she said, "In that very first conversation that I had with you, my energy just kept getting better and better as the conversation went on. With the other conversations I had, my energy was diminished. With you, I felt energized."

This is the power of a great conversation; it can completely change your life!

Your Mindset in These Conversations

Client conversations are a wonderful way to bring about a transformation. You can enlighten your clients on what they need to do to solve their challenges. You can even shine a light on the possibilities.

We'll do this through two types of conversations: Ideal Client Interviews and Market Research Conversations.

So how do you go about having successful client conversations? You may remember—earlier we talked about combining energy and strategy to draw your ideal clients to you.

What Keeps Your Mindset Strong?

Here are some ways to keep your energy strong as you go into these conversations.

- Use all your coaching skills and superpowers in your conversations. The conversations I'm going to share are not coaching sessions, as the client is not leading the session. We lead these sessions so that the potential client can get clarity on what's going on for them and give us information.
- Just because it is not a coaching session and we are leading, doesn't mean we can't bring active listening, acknowledgment, and powerful questions into the session. We can listen for the person's desires and get their exact words for our copy. We can get their input for our pricing.

- We can see if they are a possible fit for us and our program. We can acknowledge their brilliance and courage. And we can ask questions that support them in seeing what they want and realizing what it is costing them not to go for those dreams.

Be curious. Listen deeply. You will create awareness for your potential client. That's what coaching is all about.

When your coaching presence becomes your marketing presence, you are a brilliant lighthouse to your ideal clients.

What is the basic premise of coaching?

The Client Knows the Answer. Ask the Client.

With any questions you have about your business, you can use this same approach. Ask the client! Take that in—ask the client. What should you say on your website or proposal? Ask your client. What should you charge? Ask your client. It's so easy!

Remember, you want to ask your potential *ideal* clients. Those who you would just love to work with. That way, their words, phrases, and ideas will attract more potential ideal clients like them.

When you are focused on this one client and challenge, your marketing gets easier and streamlined. All your videos, all your blog posts, all your free content are about this one result that your ideal client wants.

You don't spend lots of time trying to figure out what your clients want or create more programs, although we coaches do love expansion!

In fact, one of my coaches says you should become bored with your program. When you do, you can become focused on your client. Stay in that one lane and go deeply into it.

Market Research Conversations

The next way to get your ideal clients to help you write your copy and design your content and programs is the MRC.

The Market Research Conversation is the missing piece that made a complete difference in my business, and when I first found out about it, it

allowed me to create a program from scratch that brought in over $20,000 for my business in less than two months.

Don't create your business in a vacuum. Create the elements of your business after you've had at least a dozen of these conversations.

One of my early coaching clients was holding lots of enrollment conversations and she wasn't getting the results she wanted. She started offering MRCs and she got a new client every week for five weeks in a row, which resulted in the best financial month she had ever had so far in her business.

Send an email or even a personal video to those who know you well. Think about who fits your ideal client description or who can introduce you to your ideal clients.

Reach out to all the people you had lunch with at your last job. Those whose kids' weddings you attended. Soccer moms. Close neighbors. If they're not your ideal client, then ask them if they know someone who is.

In fact, take some time and write down those who come to mind as warm connections that you would love to coach. Don't think about whether they would say yes; just write down a few names right now.

You want to get crystal clear on your ideal client and why they're the focus of your irresistible offer and the Power of One—so that you can describe them to your referral sources and identify them yourself.

Your Ideal Clients Are All Around You

Activate your reticular activating system and you will see them.

I had a client who was a business executive and then went into life coaching, but it wasn't taking off for her. So, she took an executive coach training class and started talking to people about doing executive coaching with them.

One night, she and her husband were having dinner with their next-door neighbors, and one of the neighbors worked in human resources at Novartis. They got to talking about their jobs further and when he learned that she was

an executive coach, he said, "We need an executive coach for an initiative we're starting next month. Would you be interested?"

She accepted, he walked her through the process, and that was her very first executive coaching engagement.

Turns out, her ideal client was living next door to her that whole time! That is the power of what happens when you engage your reticular activating system and enter conversations.

Be open to having MRCs with people who can introduce you to your ideal client or with your ideal client themself. And during your Market Research Conversation:

- Have an outline of questions.
- Take a diagnostic approach—ask questions to see what their challenge is and what they need help with. For example, if you go to the doctor for headaches, she'll ask you about many different things that could relate to that symptom, and then make a diagnosis.
- Know what to listen for—listen for their words or phrases about what's troubling them, what excites them—anything with strong energy.

Example: More clients and revenue are the typical ones that come up for my ideal clients—coaches who are looking to make an extra $30-$45k+ per quarter. Hesitancy around marketing, wanting a structure or framework for their business, and not knowing strategies that work are usually challenges for them.

What Questions Could You Ask During MRCs?

Here are some interesting questions to ask them. And make sure you record these conversations (with their permission) so that you can transcribe them later.

- What are some of your goals for your team and business?

You can ask the rest of the questions in the third person if it's easier.

- What challenges have you seen leaders/ business owners facing these days?
- What would leaders like you or companies like yours like to accomplish?
- What would it give them if they accomplished this?
- If I were able to help a leader achieve this, what's the range of pricing that a business owner/leader would expect to pay?
- If I were to offer that leader a ninety-day program for the higher price point in the range, what do you think they would expect to be included in that program?

If this is someone you want to work with, and it's clear now, or if they ask you, "Hey, I think I'm your client. What would it look like to work together?" then set up a different time to talk—within the next forty-eight hours. We don't want them to think this conversation was a disguised method to get them to work with you.

If they are your ideal client, and you want to work with them, you can get them into an Enrollment Conversation.

And at the end of every MRC, ask, "Who else should I talk to whose opinion will be important to this research?"

Now that you have the outline and know how to have your Ideal Client and Market Research Conversations, the question comes up:

How Do You Invite Your Ideal Clients to These Conversations?

Notice who's around you and has the qualities, qualifications, and challenges of your ideal client. Who would you love to coach? This could even be a colleague of yours or a neighbor or a friend of a friend—anyone who needs your services.

I knew a coach who was a colleague and friend, and I wanted to work with her but thought that maybe she was too far ahead to need my services. I was hesitant, but I reached out anyway.

She was restarting her business and made $5,000 in her first month of working together after she had only made $400 in the month prior. She was thrilled and has gone on to enroll in future coaching sessions with me.

I'm so grateful that I had the courage to reach out to her.

Here's another example:

When I had lunch with my client Rachel, who was then a colleague in early 2020, I felt like she was so accomplished and wasn't sure what I could add to her coaching practice. She was working full-time in human resources then. And I got the courage to make an offer to her to work with her on her side-hustle coaching business. She took me up on it.

Within six months, she left her job, we worked on making her side hustle her entire business, and within a year, she had created a $1MM business.

So when thinking about who to invite to Market Research Conversations, take a chance! Be brave! Invite someone you really want to work with. That's it! Start there. It's an easy conversation to have.

And here's what happens when you do at least a dozen interviews and/or MRCs with those ideal clients on your checklist: you learn a lot!

You start to see patterns and you can get language for your copy, you can use their questions to create content, and you can create programs with pricing that you know people are willing to pay.

You're not guessing anymore and hoping that the content you put out there will resonate. You're asking the clients who get results and are a joy to work with and they're telling you what they're thinking.

And some of these people that you have conversations with will hire you.

It's a great way to leverage your time.

So if you want to know what offer will be completely irresistible, ask the client.

If you want to know what to say in your marketing copy, ask the client.

If you want to know what their challenges are that need to be overcome through coaching, ask the client.

It's completely aligned with coaching and is so elegant and creates so much ease!

And there are times when Market Research Conversations turn into Enrollment Conversations. An enrollment conversation is when you decide if you are both a fit for coaching.

If someone says, "Hey, I think I'm your client. What would it look like to work together?" at the end of a Market Research Conversation, then set up a different time to talk—within the next forty-eight hours. Or you could even have the Enrollment Conversation right then. Just make sure that they know that you have ended the MRC and gone into a different type of conversation. You don't want them to think you did bait-and-switch with them.

Enrollment Conversations

In one of our groups, I did a role play of an Enrollment Conversation with one of our QSI coaches who requested it. She played the role of a CEO, and I played an executive coach who wanted to see if we were a fit for coaching.

Soon after, she got a new client. And others in the group said it was a game changer to hear that conversation. We got permission from the coach to put that recording in our QSI playbook.

And the truth about that conversation is that I used all my coaching skills, especially listening. I didn't go through any outline or magic formula. I really listened deeply.

And we do also have an outline for an Enrollment Conversation that I'm going to share here, just to get you thinking about some of the questions you could ask. Each stage includes empowering questions. You don't have to ask them all; this is just to give you an idea of what you could ask.

Stage 1: Build rapport – To begin the session, you want to make a personal connection.

Empowering questions:

1. What made you decide to want to talk with me now?

2. Why do you want to do this?

3. Why do you think you haven't done it yet?

Stage 2: Discover what this challenge is really costing them.

Go deep here. ACKNOWLEDGE THEM PROFUSELY FOR WHAT THEY HAVE DONE! Be in awe of this magnificent human being you are speaking with and their dedication to keep trying. Give them hope!

Empowering questions:

1. What have you already tried?
2. How much time/money have you spent trying to solve this challenge?
3. How is that impacting your family?
4. How much energy have you spent worrying about this?
5. What is this costing you in dollars, not to have this promotion?
6. If you had gotten it last year, how much more would you be making?
7. How well is what you've tried working? (There's a reason you're having this conversation—it hasn't worked yet. Have them tell you why they think that is).

Stage 3: Uncover the value of solving the challenge.

You want to find out what would be the value in solving this challenge in their life or business.

Empowering questions:

1. How would you benefit by having this solved?
2. You could also gently ask what the consequences are of not getting this solved.
3. What's at stake?
4. What will happen in the next six months if you don't get this handled?

Stage 4: Envision their desired outcome.

Empowering questions:

1. If I could wave a magic wand and you could have this be exactly how you want it, tell me what that would look like.
2. Why do you want to do this?
3. What would make this a huge success for you?

Stage 5: Discover what they think is going on. What's their mindset?

Empowering questions:

1. What's the biggest obstacle to having what you want?

2. What do you think is keeping you from your vision?

Stage 6: Discover—Find out what they are willing to commit to. (This is a qualifying question. If they don't have the resources, they are not your client.)

Empowering questions:

1. What financial and/or time resources are you willing to commit to solving this challenge?
2. Ask if they have the qualifications of your ideal client. For example, "Do you have at least one hour per day to devote to this?"
3. Is there an investment you could make to get what you want?

Stage 7: Summarize and stay silent, and if they ask questions, answer them.

Empowering questions:

1. Do you have any questions?
2. If they don't ask a question and you want to work with them, ask, "Would it be okay if I share with you how I think we could work together to achieve your goal?"

Stage 8: Help them overcome their gremlins if necessary

Empowering mindset for you:

1. Be with them and create safety.
2. Know that they will have gremlins trying to keep them safe.
3. Give them an incentive to help them move forward. For example, a Quick Decision Savings if they move forward in the next twenty-four hours. If it goes over seventy-two hours, chances are good that they'll talk themselves out of it.

You want to be sure to leave them in a better place than you have found them. Encourage them. Let them know you believe in them. Whether they work with you or not, make sure they feel empowered!

And if they don't enroll right away, do your own mindset work after the session. Use any of the confidence tools we have talked about here. When we

spend time talking to a potential client and they don't move forward right away, it can feel like rejection.

I have a saying: "Rejection is protection." Maybe this client isn't a good fit, and it isn't showing up right away. Trust the process. More times than I can count, clients came back later and said, "I'm here and ready now. I never forgot our initial conversation."

There are so many nuances to these conversations that I can't get into in this short book. If you'd like to talk with us about how to have better Enrollment Conversations, book a call.

quickstartintensive.com/call

Step 3 Key Takeaways:

- Find a deliberate way to get into your essence energy no matter what that is—serene heart, powerful control, exuberant joy—and bring that energy into your client conversations.
- Use your coaching skills and superpowers in these conversations. Be curious. Listen deeply. You will create awareness for your potential client. That's what coaching is all about.
- The client has all the answers. With any questions you have about your business, you can use this same approach. Ask the client! What should you say on your website or proposal? Ask your client. What should you charge? Ask your client.
- Ideal Client Interviews—Think about any clients you've had that you really enjoyed working with and who got great results. They could be coaching clients if you've been a coach for a while. They could even be a peer client if you've been in coach training.
- Market Research Conversations—Don't create your business in a vacuum. Create the elements of your business after you've had at least a dozen of these conversations.
- Be open to having MRCs with people who are able to introduce you to your ideal client or with your ideal client themself. And during your Market Research Conversation, have an outline of questions.

- And when thinking about who to invite to Market Research Conversations, take a chance! Be brave! Invite someone you really want to work with. It's an easy conversation to have.

Step 4: CONSISTENCY— How to Create Consistent Income, Year After Year

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

- William Hutchison Murray

Let's talk about the importance of consistency, and how that drives the revenue numbers you desire month after month, year after year.

I had a client who is amazing at having conversations with small business owners. She noticed on the weeks she had conversations, her income soared. When she didn't, her income dipped. You can bet she focuses her marketing on having as many conversations as she can! And because of this, she put together two months where she made $10,000 each for the first time in her business.

Remember, when you are inconsistent with your marketing, your revenue follows that inconsistency. It can be feast or famine.

The Secret to a Consistent Income

(The Most Challenging One for Me)

Consistency builds trust, and trust makes everything feel lighter. Your ideal clients will feel easy about working with you because of the trust you have built.

Right now, I'm going to show you how to have consistent income for months and years and avoid the feast or famine in your business.

With consistency, your income ceiling today will be your income floor by the end of the year. Don't you love that metaphor? I've seen it happen so many times.

As a coach, you're probably already familiar with the ups and downs of revenue, right? You do lots of marketing, get into conversations, get a bunch of clients, and deliver quality programs to them. They complete, and now you must go back to marketing, conversations, etc. But it can take months to get the momentum going again and your income dips for those months.

How can you smooth that out and get a consistent income?

Make Your Marketing Consistent and Systematic

Have a daily routine so that you know what to do each day that will generate conversations and cash on a consistent basis.

I like to say that conversations generate cash, and this is true. No one signs a high-ticket coaching contract without having a conversation with you. And you can interview your potential clients through these conversations.

When you don't know your numbers, and what to do every day that contributes to your bottom line, you can get confused. You'll constantly be trying to figure out what you can do that will make a difference. Marketing will become a big mystery. You won't be certain what to do so you'll take a shotgun approach. It feels like throwing spaghetti against the wall and seeing what sticks.

This can be exhausting and disheartening. You are doing so much work and you want to help others, but you're not getting the results that match the work you are doing.

When you know your numbers and what you're supposed to do, everything flows. You can devote the proper amount of time each day and know you will succeed. Your confidence soars, and you meet your goals each month because you know exactly what it takes.

Important Numbers in Your Coaching Business

According to a study done years ago, twenty-five to sixty percent of conversations with prospects end up in paying clients. On the conservative side, that's one out of four. And according to another study I read about, thirty percent of those you ask to have conversations with will show up for them. That's one out of three.

If you ask twelve people to get into conversations, the chances of four showing up are in your favor. And of those four, the chances of one person saying yes to your irresistible offer are high.

Now, the people I'm talking about are in your warm network. People you already know from your previous career.

So if you were to reach out to twelve people each month to get into conversations with, then the chances of getting one new client per month are high. But what if you reached out to twelve people each week?

Then you could bring in one new client a week. And reaching out could be as simple as sending an email or a message.

If your offer was $2,500 and you got four new clients, there's your $10,000 month. And that's a conservative estimate. It could even be two clients for every twelve people you ask.

Once you have those conversations, you want to have consistency in your follow-up. I've always heard that it takes seven contacts to make a sale and recently, I heard that this number has doubled.

Pro Tip: Collect twelve different follow-up pieces—articles, quotes, infographics, links to cartoons, etc. that will appeal to your ideal client and have them ready. After you meet with a potential client, send a Thank You note within twenty-four hours.

This is also a great reason to know your Power of One, as that will support you when you're collecting the same twelve follow-up pieces that you can send to everyone.

And then every six to ten days, send a resource. You can number the resources, so you know which one you are sending. For example, put a task in your Google taskbar and say, "" Write an email or message: "I saw this article and thought of you."

In addition to the conversation, with these resources to follow up, you will give yourself an advantage. That way, in just three or four months, you have stayed top of mind, without being salesy. You have given value. It will impress your potential client. Once you get this going, you will gain momentum.

And you won't have to feel awkward in following up. You're not asking, "Do you want to work with me?" It's such a classy way to simply send something of value. And remember, the fortune is in the follow-up.

Be Consistent in Your Social Media Posting

In addition to individual follow-ups, you could also do social media posting. I've been in my business for over twenty years, and I know how amazing it is that we have social media now. When I started, we had to pay to play. We had to take out ads or send postcards. Now, it's all at no cost, except for our time.

What if you were to spend a couple of hours each week and find out exactly what to post to encourage people to talk with you?

No more guessing. No more hamster wheel of sending out social media posts that are not hitting the mark. No more wondering who to talk with. No more spending money on Facebook ads or marketing help that you're not sure will work.

To find out what really works, you will need to experiment for about ninety days to get a clear idea of what it will take. And even though it's an experiment, you want to base it on proven strategies that have worked for others and see which ones work best for you. Once those three months are over, you will have built a successful system that you can repurpose quarterly for years to come.

One of my coaches recommends posting three times a week: three pieces of content to send on social media and in email marketing that relates to your ideal client, challenge, and desired result. In twelve weeks, you can create thirty-six different memes, articles, videos, blogs, posts, etc., that speak to your ideal clients so that you can use them again in the next twelve weeks. And the twelve weeks after that. And the twelve weeks after that!

Pro Tip: You can use these as follow-ups with your conversations too! These can be case studies, articles, memes, or quotes from famous people that appeal to your ideal client and show the value of coaching with you.

Create a simple schedule:

- Monday – Quote

- Wednesday – Case study
- Friday – Video

You'll get to see what people are looking at or responding to. You'll get to see which posts bring in clients.

Many coaches think that they have to keep creating new content every quarter or their potential clients will see that they are repeating. No one is watching that closely. And if they see the same thing three months from now, it will simply reinforce your message.

Think about it. Repetition creates recognition. Just about the time you think you are nagging your ideal clients; they are just starting to recognize you're there!

In fact, what's easiest for you—to repeat the content that speaks to your ideal clients—is the most effective way of bringing your ideal clients into conversations with you. That's such good news!

Create Content That Speaks to Your Ideal Client

The reason we have done the Power of One, the Ideal Client Interviews, and MRCs is that once you have this information, you will be able to send out focused content that speaks to the minds and hearts of your perfect clients. So first…

Tell Your Story to Show Your Clients What's Possible

Share your own stories of insights that have gotten you to your success. This gives you credibility and helps them understand what might be getting in their way and what's possible for them.

Have an anchor story of your own transformation. Provide a before-and-after story and share your vulnerabilities in it. Share this in videos, articles, and posts.

My story that I share often is that I was in estate planning, working sixty-to-seventy hours per week and I only wanted three things: to work fewer hours, to wear comfy clothes, and to wake up without a blaring alarm clock. And I wanted to do all of this while maintaining the lifestyle I was accustomed to.

I took the leap, left my successful job with lots of stress, and became a coach with lots more ease and joy. I've never looked back. My ideal clients can really relate to this story!

It can feel awkward sharing your own story. It can feel like you are promoting yourself. You may find yourself procrastinating. That's okay; it's only natural. Yet getting the courage to be vulnerable in sharing your own story is what will draw your clients to you.

When you have a coach and a community cheering you on, it's easier to share yourself consistently. Then…

Create three pieces of content per week (including at least one case study). In addition to your story, share a before-and-after story of one of your clients. Something simple.

Example #1: One of my clients lost his biggest client when the pandemic hit. Within nine weeks of working with me, he replaced that income, and by the end of the twelve weeks, he had doubled it.

Example #2: Another coach turned down a $50,000 contract in an organization where she was working ten- to-twelve hours a day, and within twelve weeks she had contracts for twice as much while working half the time.

See how easy it is to tell a before-and-after story in just a couple sentences?

Be Consistent in Having Conversations

The third thing you want to be consistent with is having conversations.

Remember, you want to have at least two Market Research Conversations per week. That will give you a likelihood of two to four new clients per month. Consistently. Get referrals. Ask everyone you know who may know your ideal client. Get over any shyness or not wanting to bother people. If you are procrastinating, get coached about this.

It's easier to ask for referrals when you can describe your ideal client in detail and are clear on the Power of One and your irresistible offer.

If I said to you, "I'm a leadership coach and I work with leaders to be better at what they do," you may have some leaders come to mind. And yet, it

will be difficult to refer them, as there is an inference here that they need to be better.

But if I said, "I work with senior leaders who want to move through cringe-moment conversations with respect and grace," that's easier to identify and speak about. And that's exactly what one of my clients found out.

In fact, when this client sent me her cringe-moment conversation model that she had been quietly using to help leaders behind the scenes for years, I said, "This is a million-dollar idea." Little did I know, I was right, as she made a million dollars in the year after I said that!

Track Your Progress with the Progress Tracking System (PTS)

Earlier, I mentioned that we have a unique way of tracking progress in the Quick-Start Formula. Each week, track the following activities and the assigned marketing points. You'll want to start with a minimum of fifty-five points per week. Through tracking, you'll be able to see how many points it takes to get you to your goal.

Here are the actions we use in the formula, along with the points for each one: (The number of points is per each action. For example, you will receive 3 points for each enrollment conversation you have.)

Choose actions that add up to at least eleven points each day or at least fifty-five points per week focused on your ideal clients.

<u>Assignments</u>

Did your fifty-five Weekly Marketing Points and filled in your tracker on time: by Friday at 8p ET (1)

Completed your Progress Report on time: by Friday at 8p ET (1)

Self-care (1)

Two offers made this week (3 points per offer)

<u>Meetings</u>

Enrollment Conversations (3)

Market Research Conversations with ideal clients (2)

Introduction meetings with ideal clients (2)

Meet with close contacts who can connect you (2)

Emails/Messages

Asks for referrals from close contacts (2)

Ask to speak to ideal clients (2)

Send ten notes of appreciation (2)

Posting

Videos/FB Lives that speak about the challenges ideal clients are facing (2)

Posts that speak about their challenges (1)

Answering questions in other LI/FB groups where your ideal clients are (1)

Quotes that speak about the value of coaching (1)

Social Media

Client success acknowledgment post (2)

Send follow-up messages on LI/FB (2)

Send introduction message on LI/FB (1)

Reach out to ideal clients to connect (1)

Like 2 posts (1)

Comment on a post (1)

FB and LI recommendations (1)

LI endorsements and kudos (1)

And of course, you can add your own actions to the list, such as speaking engagements or being interviewed for podcasts, and give them points values that you feel are right.

Step 4 Key Takeaways:

- On the conservative side, one out of four conversations turn into a paying client.
- Reach out to people in your warm network. If you ask twelve people to get into conversations, the chances of four showing up are in your favor.
- Follow up after your talk with them within twenty-four hours with a Thank You note and send them one follow-up every six-to-ten days.
- On social media, perform a ninety-day experiment to find out what works for you. Try to post at least three times a week; you can post case studies, quotes, testimonials, and/or videos.
- Feel free to reshare the same content. Repetition creates recognition. Just about the time you think you are nagging your ideal clients; they are just starting to recognize you're there!
- Share your own before-and-after story to showcase what's possible for your clients and share a story of your clients' transformations to build your credibility as a coach.
- Remember, you want to have at least two MRCs per week. That will give you a likelihood of two to four new clients per month.
- Track your progress with points each week to see what your numbers are.

If you need extra support in brainstorming your weekly actions and points, we've got you covered! Just book a call with our awesome team to find out how you can do that. quickstartintensive.com/call

Chapter 8

How to Utilize the Quick-Start Formula to Grow Your Six-Figure Business

In the previous chapter, I outlined all the steps in the formula that will support you in accelerating your income to $30,000 or more in the next twelve weeks. You have all the steps that will get you there.

And if you are anything like the coaches I know, you want more than a great twelve weeks of income. You want to be able to generate five-figure months again and again. You want to gain predictable six-figure years.

The Quick-Start Formula will help you do that. And yet, to maintain the steps, quarter after quarter, without fail, and end up with a predictable six-figure year, there are other steps you need to take.

I remember when I learned to drive a car for the first time at sixteen years old. I read the rules of the road and memorized those rules for my written driving test. I went out into a church parking lot with my favorite aunt to practice, because I was too nervous to drive with my parents.

I took my driver's test. I got my license, and that felt like such a great accomplishment. Then… I started driving in traffic. And what I realized was that to get to my destination safely, I sometimes had to break those rules that I learned. For instance, if the traffic was flowing five miles over the speed limit, I had to speed too. Or if it was raining, I had to go slower to adjust for conditions.

It's the same with the Quick-Start Formula. You have a strong formula, which will get you to your goals. Yet once you get out into the world, you will

need to know how to adjust for conditions. While I can't give you every scenario that may occur, I can share some instances where you may have to adjust so that the formula works smoothly for you.

There are opportunities to fine-tune the formula in each of the steps that we have outlined, and I'd like to go through them with you now to make sure that you get the most out of the Quick-Start Formula.

#1. Maintain Your Confidence

We talked about many ways to increase your confidence in Step 1 of the formula. There is a shortcut that I'd like to share with you that can help you to maintain confidence every day, and that's to know 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 own unique 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, like the name that describes your true self.

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. When all the lights are green as you travel to your destination.

During my coach training, I received a name for my true self: Shimmering Iridescence. This came to me during a 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 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 Cirque du 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?

Once you know your essence energy, when there is a decision to be made about who to work with, you can use it as a gauge. Just think about making a certain decision and notice if the feeling you get is closer to your essence energy or further away.

For example, when thinking about the number of members of a group coaching experience you want to run, do you want to start with a small, intimate mastermind group or a free-flowing, flexible membership program?

Pay attention to your reactions as you are talking or writing to potential clients. If you begin to feel your essence energy get stronger, then you know that you are on the right track. If you feel your essence energy diminishing when speaking to a potential client, this person is probably not a good fit for working with you.

Your essence energy can be so helpful for you when you are starting a new program. Whenever you start something new, there will always be those around you who have their own opinions and their own ideas about how and what you should do. And many of them feel a strong need to express that opinion. This is where things can get very confusing.

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 were not working, LOL!

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 that the answers will come from outside you. 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? It's a 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 as you interact with me in this book.

To maintain confidence, even in the face of potential clients ghosting you after a conversation (we'll talk about that one soon, so read on), get into your essence energy. To do that, notice when you are not in that energy and then do what you can to pivot back to your essence.

A wonderful memory, your favorite scent, or even reading a letter of acknowledgment from a client can get you into your essence energy. When you are back in your essence energy, your confidence will return immediately.

Another way to maintain your confidence is to practice extreme self-care. I remember when I first heard about self-care. I was at my coach training program and our trainers told us that if we needed to take a break, we could do so at any time. After sixteen years of Catholic school, where every break was scheduled and taken together, I was delighted to know that I could take care of myself.

There are four types of self-care that will ensure that your confidence will remain strong. *First is physical self-care.* When you think about physical self-care, what's most important to you? For me, it's sleep. When I don't get my proper sleep, it's like kryptonite to Superman. I'm grouchy. It's hard to be fully present.

But when I do get my proper sleep, I'm my usual cheerful self. For another friend of mine, who is a runner, her physical self-care includes running every morning. If I had to run every morning, I would be a basket case! So think about what your most important physical self-care item is and incorporate it into each day.

The next type of self-care is intellectual self-care. What feeds your mind? For me, it's reading or listening to my favorite self-development teachers. One of my favorites is Abraham-Hicks. I listen to them each week to keep my mind strong.

The third type of self-care is emotional self-care. What nourishes your heart? My heart is nourished by close relationships. Hearing "I love you" from my sweetie or a close friend fills my heart, and I spend time each day with those who love me to keep my heart strong.

And the fourth type of self-care is spiritual self-care. What refreshes your soul? I love to listen to piano music that puts me into a state of peace and calm. I listen to George Winston music in the background while I do my daily work. My spirit is renewed.

When you know what supports each element of self-care and you incorporate it into your day, your confidence is easily maintained.

#2. Design Your Offer to be Flexible

In the last chapter, we spoke about the Power of One: your one ideal client, the one urgent challenge they have, the one desired result they have, and your one offer that will help them solve their challenge and obtain their desired result.

Your offer is simply how you're going to work with your client and what you're going to charge. I recommend that you begin with one main offer for many reasons. And then be flexible and willing to co-create as you speak to your ideal clients.

First, you want to think about a coaching offer that would be irresistible to you–what would that consist of? Maybe you have been in a coaching program already. What did you like about it? What would you have done differently?

Would it be a self-study program? Would it be 1:1 coaching to have individual attention? Would it be a group program where you could tap into the wisdom of others?

The reason I'm asking you those questions is that chances are your ideal clients will want something like what you want. If you prefer 1:1, they will likely prefer that too. If you like to be in groups, that will be something your ideal clients will be looking for.

With your offer, think about your week and how you want to work. How many hours do you want to work? Start with an offer that you are really excited to sell.

Next, think about the challenge you are going to solve and what it's going to take to solve that challenge. One of our QSI coaches said that it's going to take six months to a year to help his ideal client solve their challenge. That makes so much sense in his case, as he's talking about changing organizational culture, and it will make sense to the client too. They know it's going to take time.

Then, I recommend that you create an introductory or entry-level offer if you haven't worked with the client before to create trust and show what you can do for them. In the case of a yearlong offer, what part can you do to begin?

If you have an assessment that you like, you could offer one month of coaching with the assessment and a debrief. Then it's a natural progression to your main offer. In fact, if that is the first month of your offer, your next offer can be the next five months to implement what they've learned. This makes it easy for your clients to hire you.

You can then co-create with the client and amend your main offer. One of our QSI coaches does this with great success. She has her main offer ready, and with every client, she takes time to customize it exactly for their needs. Once they help her co-create the offer, she has buy-in immediately.

If you do decide to co-create an offer, I'm going to make a bold request here. "Don't give discounts!" Offer smaller portions of your offer or extended payment plans. I know it can be so tempting to give a discount to gain business. But most coaches I know are already underpriced, and you want to make sure that your business is profitable.

For example, if you have a six-month program for $6,000 and your client only has a budget of $3,500 for coaching, start with a three-month program for your introductory offer. Once that's done, you can offer them another three months for the balance of the $6,000.

Many companies have a certain amount budgeted that the person hiring you can sign off on without getting higher authorization. Find out that amount

and create an offer for that to begin with. Or you can do half of the engagement in this year and start the next budget year with the second half.

One of my colleagues worked with a company who had a training budget of $2,000 per employee per year. She priced her programs at $1,900 and won the business every time.

If a leader must put in a proposal and go through a process to get you hired, that's going to take time and energy and will make it more difficult for you to get hired. Make it easy!

One more point I want to make about not giving discounts. There is one exception to this: when you have a program that you've never given before and you want to verify it.

For that, you can call it a beta or pilot program and let the client know the true price, and that you are willing to give them a savings. In return, you would like to use this as a case study and take metrics that you can share with future clients. You can ask for evaluations and use the wording in your marketing. That is a win-win.

To gain success, have one main offer and be flexible with how it's delivered.

#3. Follow Up from Your Conversations

Once you have a Market Research Conversation and the person you are meeting with doesn't say yes right away, you will want to follow up.

There are three different follow-up scenarios:

1. You know you want to work with this person, and you'd like to set up another conversation to see if you are both a fit for coaching.
2. You know you want to work with this person, and you feel that they need more time to get to know you better.
3. You know you are not a good fit for working with this person.

For all scenarios, you will want to send a Thank You note. You can send a simple email with a Starbucks card (I use these as they can be used almost anywhere in the world). For the subject, say, "Have one on me."

Email: Wonderful [FirstName], Thanks so much for your help with my research!

That's a simple note to send within an hour of the conversation.

For the first scenario, where you know that you want to work with this person, you can write an email or text, summarize the conversation, and let them know that you think you can help them. You can send this within twenty-four hours.

Sample email

SUBJECT: Here's what we talked about, [FirstName]

Hello [FirstName], I'm so glad we were able to connect today! You are (acknowledge them: e.g., an outstanding technical leader) and I can see that you have everything it takes to make you a huge success. [Add in some more words of affirmation, things you heard that lead you to believe that they will be successful.]

Here are some things we can work on together, based on our conversation:

Goal #1

Goal #2

Goal #3

These are all amazing goals, and based on our conversation, I have a few strategies on how to achieve these quickly. Would you be interested in finding out about them? If so, reply to this email and we'll get a call scheduled.

In the meantime, a great resource for envisioning what's possible in your coaching business would be [give a book or link to an article that is relevant].

All the best,

Your name

For scenario #2, you want to send them resources so that you can continue to add value and stay top of mind. You don't want to say, "Hey, did you want to work with me?" You want to be professional about this.

Here's how that would work:

Step 1: Collect seven different follow-up pieces—articles, quotes, infographics, cartoons, etc. that will appeal to your ideal client and have them ready.

Step 2: After you meet with a potential client, send a Thank You note within twenty-four hours and be sure to acknowledge them for the brilliance you heard in the call.

Step 3: And then every ten days, send a resource. You can number the resources, so you know which one you are sending. For example, put a task in your Google taskbar and say, "Send #6 to Jane today."

Step 4: Write an email or message: "I saw this article and thought of you."

Note: Marketing wisdom says it takes seven contacts before someone buys, so with the first meeting and seven resources, you will give yourself an advantage. That way, in a little over two months, you have stayed top of mind without being salesy. You have given value. It will impress your potential client. Once you get this going, you will gain momentum.

And for scenario #3, thank them for meeting with you and send them a resource that will support them in their next step.

These are the basic follow-ups for conversations. And there are so many nuances to this. You will spend a lot of time and energy in these conversations, and things may occur afterward that we haven't covered here.

In case you'd like some mentoring on this, book a call with my awesome team to brainstorm ideas: quickstartintensive.com/call

#4. Optimize Your Social Media Posts

Lastly, you will want to optimize your social media posts. There are many different types of posts you can share on social media. Which platform you will post on depends on where your ideal clients are.

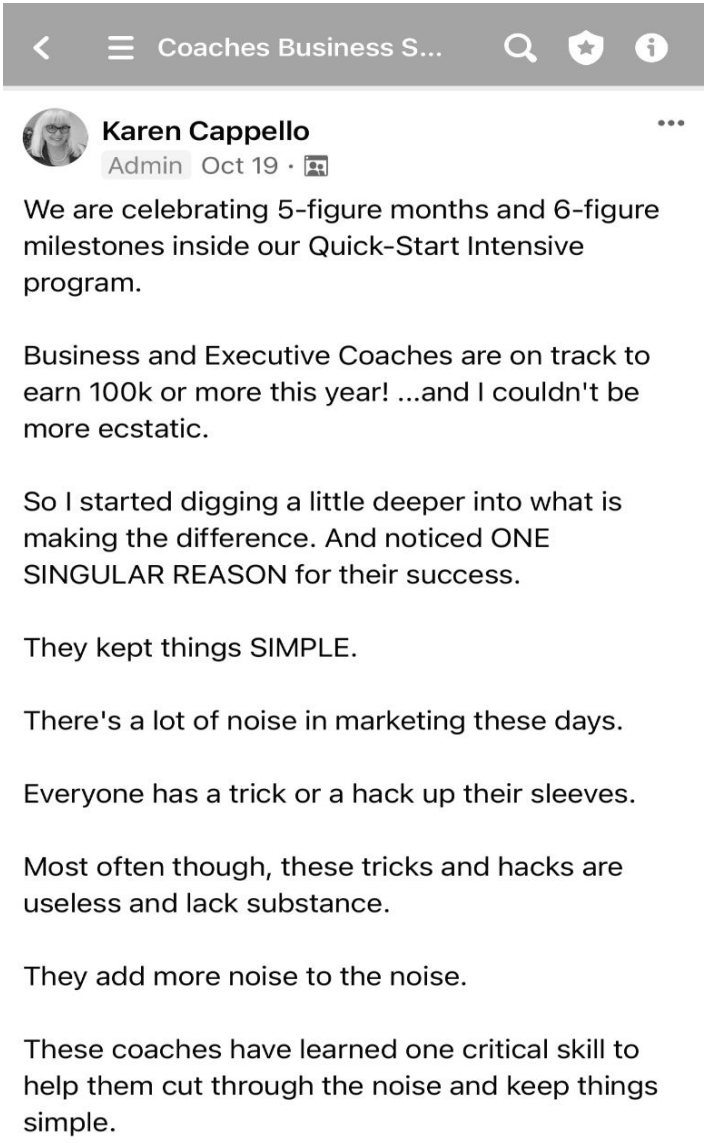
Here are some examples of different types of posts:

1. Instructional
2. Question

3. Inspiration
4. Quote
5. Holiday
6. Invitation to Give Value
7. Poll
8. Marketing Benefits
9. Testimonial
10. Case Study
11. Direct Sales

Instructional Posts

These posts often take on a long form and provide lots of value while highlighting an area of your expertise.



They track a few key activities in their business to see if what they are working on, is in fact working.

Numbers like these:

WEEKLY ACTIONS. These can vary from coach to coach, but certain actions get a higher result. So inside the Quick-Start Intensive we have gamified this part and encourage coaches to earn marketing points every single day.

MARKET RESEARCH CALLS. If you are choosing to spend your time on the right activities, then you will get feedback right away based on the number of market research calls you book.

ENROLLMENT CONVERSATIONS. These calls allow you to design your coaching engagement with your client and get the go-ahead to start working together.

WEEKLY INCOME. All your marketing actions ultimately lead to how many clients you are signing and how much revenue your business is collecting.

That's it. Remember: What gets measured, gets done.

So stop fretting about how many followers you have on social media.

And stop worrying about how fast your email list is growing.

Without marketing and income, your coaching business will remain a dream or a hobby.

Pay attention to things that matter, so you can see which parts of your marketing roadmap work best for you.

Find out what else you can do to accelerate your business RIGHT NOW.

Question Posts

Use these types of posts when you want to re/engage your audience and kick-start the algorithm to show your post to more people. These allow you to identify the most active members who are part of your target market and are great to use when you already have a good following of your target audience or in a group that has your ideal audience.

Inspiration Posts

Lift spirits or motivate your audience!

Quote Posts

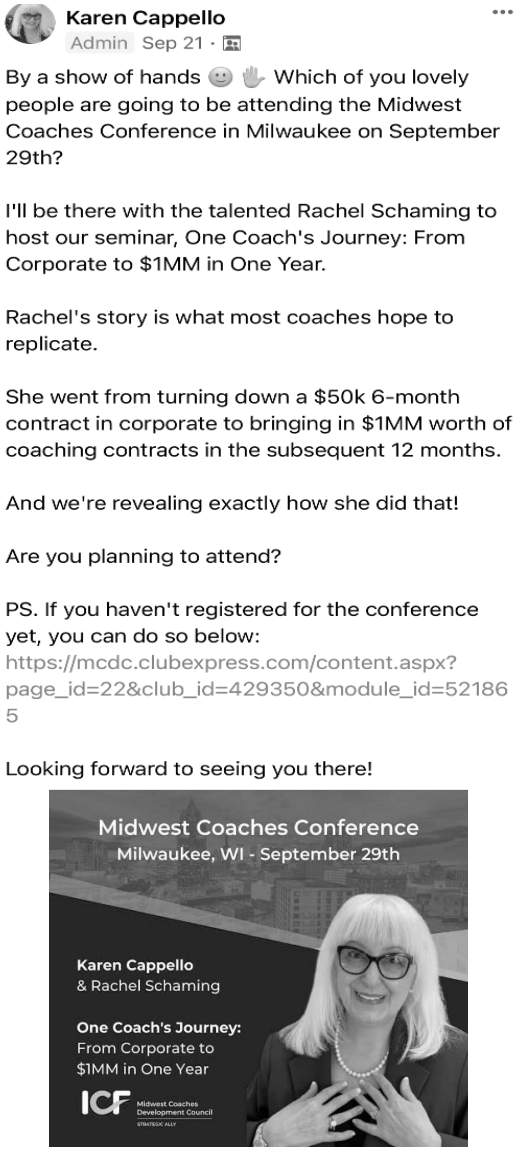
Ideally yours, but quotes from famous people work too!

Holiday Posts

Particularly related to your or your clients' work!

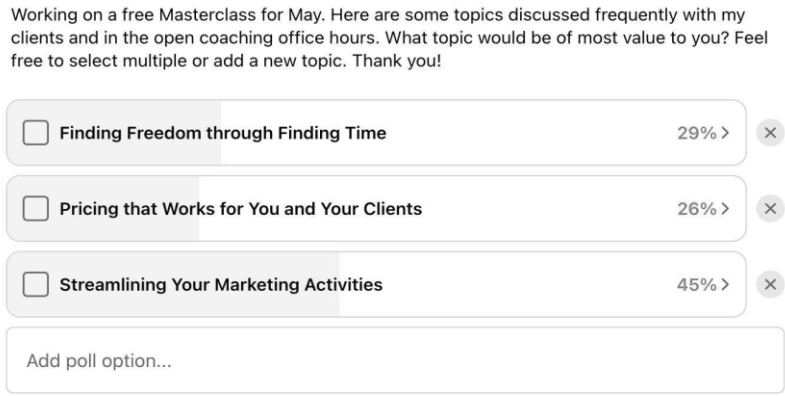
Invitation to Give Value Posts

These posts provide value while also identifying potential clients for you. You may request they provide an email to send a helpful document or ask that they join your group to attend a free training, for example.



Poll Posts

Use this kind of post to research and validate that people want what you want to sell. You can quickly test challenges and delivery formats.



Marketing Benefits Posts

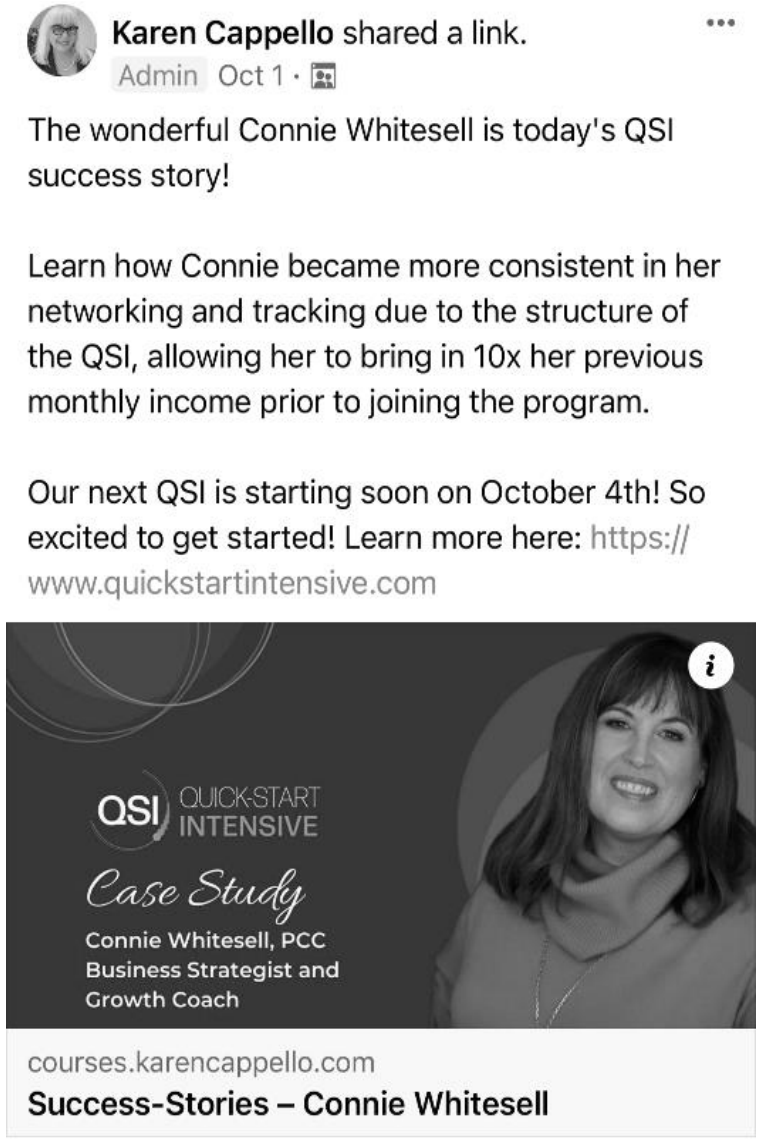
These posts share the benefits of working with you. These can be industry, or specific-to-you benefits.

Testimonial Posts

Help build your credibility and share how you have helped others through testimonial posts.

Case Study Posts

These posts are impactful as potential clients can see themselves in the study and envision having similar results.



Karen Cappello

Admin Apr 27 ·

Do you ever wonder why some coaches make it while others don't?

And then there are those for whom success happens almost overnight.

I've been thinking about this a lot and have been asking past clients to understand what shifted for them.

Every single one of these coaches reported major, life-altering results, and said things like...

"Karen, your program changed my life."

"QSI was the best thing that's ever happened to me."

"This group is a total blessing. You came into my life just at the right time."

I also looked back and studied video recordings from our weekly calls to understand what traits the most successful coaches have that are directly contributing to their success.

1. Purpose. Right from the first call I ever had with these coaches, it was clear that they knew their purpose, and creating safe spaces for growth for others was a calling. When you are on purpose, have a clear vision and goals, your success is inevitable.

2. Value. "Knowing your worth" has always been a tricky thing to quantify and something I haven't resonated with. But when you focus on creating value, especially for others, and being generous -- then you become worthy of success.

3. Alignment. If you are wondering what to focus on every day in your business, or if each day feels like you're stuck on a hamster wheel... then something is out of alignment. Marketing and sales actions are not a mystery when your purpose is clear and your actions are in alignment.

Most of the successful coaches from QSI didn't have all their marketing stuff in order. But they knew what their ideal clients needed and learned how to focus on the handful of activities that directly produced results.

4. Brilliance. Every coach has unique gifts that deserve to be highlighted. It's your signature combination of experience & expertise that you possess. And when you share it with the world, the right clients and opportunities come forward.

5. Guidance. Asking for support and guidance can feel awkward but having someone show you the way and stand beside you is truly priceless. You can probably do it on your own. Yet it will take you much longer and end up costing more you in the long run.

As business owners, coaches in our program have understood the "opportunity cost" of not seeking support and invest in themselves to collapse time.

I can say, without a doubt, that every single one of the QSI coaches who met and exceeded their goals possessed these 5 elements. And most often, these are the pieces that other coaches did not have. They either followed the herd, looked for the latest shiny new tactic, or got caught up looking for a "script" or a "checklist" to implement.

Step into your vision. Trust yourself. And seek guidance. Your success is inevitable.

What's your stretch goal for the next quarter? Let's make it happen!

Remember, we're here for you. Just reach out. If you feel we can help you achieve your goals, set up a time to talk with us. Click Here to Book Your Discovery Session and let's get started! http://www.qsicall.com

Love and great joy,

Karen

The beauty of trying out different types of posts is that you can experiment for one quarter and then look at your results. Take notice of the posts that landed you a client (or two) and use them the next quarter.

Each quarter, you can let go of the posts that didn't get much traction, keep experimenting, and adding in posts that are effective for your ideal clients.

PART 3

Applying the Quick-Start Formula

Chapter 9

Your Twelve-Week Action Plan

An understanding of the Quick-Start Formula is helpful in accelerating your quarterly revenue to $30,000 USD and beyond. But the formula itself is not the solution. Applying the formula is what makes it work!

Without a clear plan, it's difficult to apply the steps of the formula. The first thing to do is to create your ninety-day plan. It's said that those who have a plan reach their goals 30% sooner than those who don't.

Once you create your action plan, you will know what to do each month, week, and day. You will be able to know when you are on target and when you need to course-correct. Your action plan is the high-level view of the twelve weeks and the foundation for the Quick-Start Formula.

Here are the elements for your action plan:

1. Design an offer based on the Power of One
2. Determine who you know that you would love to work with
3. Reach out to people on your list to get into Market Research Conversations
4. Follow up to give more value
5. Track your progress weekly

And then, repeat each week for the next three quarters and the next year, and so on. Let's go over each of these steps individually.

Design An Offer Based on the Power of One

In Step 2 of Chapter 7, we went over how to create your offer based on the Power of One: identifying one ideal client, one urgent challenge that you will help them solve, one highly desired result, and one main irresistible offer.

This is easier than it sounds. Here are a couple tips to get started.

Tip #1: Your Ideal Client is Likely a Pre-Transformation Version of You

Every coach has a story of transformation. What was yours? What were your challenges before you became a coach? What was your transformation like? What happened afterward?

For example, I was working sixty to seventy hours per week, and I knew it was not sustainable. I set out to find a way to have success in business with ease and joy, without all the hard work and hustle. And as a result, I have that business and share with others how to get there.

One of my clients was a leader in the corporate world and was stellar at leading her team. Other colleagues came to ask her about challenges they were having with their teams, and she helped them come up with solutions. She is now a sought-after team coach.

Another one of my clients was in the legal field, and he was working far too many hours and had some major health challenges. He left the field to become a coach. Now he is a coach for lawyers who want to maintain their income levels and their personal lives at the same time.

Tip #2: Determine Your Genius Work

In his book, The Big Leap, Gay Hendricks talks about the fact that everyone has a zone of genius. This is something you do naturally, that is really easy for you, and that you can offer to the world. I call this our genius work.

Many of us do not value our genius work, as it comes so easily to us. We have been taught to work hard for success. The truth is, knowing our genius work is a strong recipe for success with ease and joy.

One of my clients came from a human resources background. She was able to do anything in HR from audits to helping with performance reviews

and everything in between. Yet in every position she held, inevitably a senior leader would come to her for help in having a difficult conversation.

While she could do all the other elements of her job, she loved helping leaders prepare for, have, and debrief those conversations. When she began her coaching business, she said she felt like she was "out on a skinny branch" with narrowing her niche so much to help with those conversations.

In fact, even though she felt this way, she wasn't. The truth is she ended up making $1MM her first year in coaching and has been asked to work with some very high-profile clients in her second year.

Think about what your own genius work is. What is it that comes so naturally to you? What brings you joy? What have your colleagues always asked you for advice with?

Once you have given some thought to your transformation and your genius work, think about an offer that would bring you joy. Who would you love to work with? What would you love to work on with them? What are they looking for in terms of results? What can you offer them to help them gain those results?

The first part of your action plan is to have your main irresistible offer written up. Remember, this doesn't have to be perfect. It may not even be the offer you end up with as it may change as you get feedback from your Market Research Conversations.

Just start with the offer you came up with as you answered those questions, knowing that you can enroll a client in a portion of this offer to start. Or you can give them a VIP version. Have your main offer ready so that when you have conversations, you can ask questions about it and use it as a starting point for discussion.

Here's an example of my Power of One.

Offer: Coaches' Quick-Start Intensive

My Ideal Client is a business and executive coach who has been a leader in the corporate world.

Their Urgent Challenge is that they have never been in their own business before and want to find out the quickest way to grow and accelerate revenue in their own business.

Their Desired Result is to grow their income by $30,000 or more in the next quarter, feel successful in their coaching business, and continue to have the lifestyle they are accustomed to.

My Main Offer is twelve weeks of coaching support in a small cohort of a maximum of twelve coaches. This includes a jumpstart session, offers clinic, training calls, coaching, Q&A and Take Action calls, online content with a 150+-page playbook with templates and strategies, and tracking and accountability for $7,000 USD.

Now, it's your turn. Fill in these blanks:

Offer Name:

My Ideal Client:

Their Urgent Challenge:

Their Desired Result:

My Main Offer:

Who Do You Know That You Would Love to Work With?

Now that you have the first draft of your offer, with your Power of One, go through your contacts. Look for those people who are your ideal client or those who can introduce you to your ideal client.

When starting a new coaching business, or even in the first few years, it's easy to feel like a beginner. And in some ways, that is true. Another part of the truth is that you have had years of being in business and have met thousands of people over those years. You are not a beginner at having mutually beneficial relationships with colleagues.

A study done at Columbia University in 2009 estimated that we each know 770 people. This means we know them by sight or by name and they know us the same way. With all those people, you have at least twelve in your personal contacts that you can start with.

Look through your personal contacts in your phone. Look through your social media connections. Start by making a list of twelve contacts that fit your ideal client profile. And read on because the next step is going to show you how to gracefully reach out to them.

Here's an example from my business that I hope will inspire you. Years ago, I was the chief learning officer of International Coach Academy. There was a student that I had trained while I was there who I really enjoyed working with.

Fast forward to years later. I was connected with this coach on social media, and I saw that she had attended a seminar given by a seven-figure coach. I thought she might be working with him, but I wasn't sure. And I really wanted to work with her, as I had always admired her.

One day, I got the courage to send her a message on Facebook and asked her directly if she was working with anyone and, if not, if she would be interested in exploring working with me.

This coach responded immediately and said yes. We got on the phone, and she registered for my next program. Within a month, she had 10X'd her income. And she continued in my program and is on track to obtain her first six-figure year in coaching.

I'm so glad that I was brave enough to reach out to her. And so is she! Make your list of the first twelve people you want to reach out to now, and let's look at how to reach out in a classy and effective way.

Invite the People on Your List to Get into Market Research Conversations

One of the easiest and most efficient ways of connecting with others is to request that they help you with a Market Research Conversation. You're going to acknowledge that the person is someone you admire and that you'd like their opinion. And then you'll follow Step 3 from Chapter 7.

Here's an example email you can use to invite your contacts into Market Research Conversations:

Subject: I could use your help…

Hello [FirstName],

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

There's something I can use your help on. I'm working with a new coach, and we are putting together a new offer for [ideal client and challenge: e.g., newly promoted technical leaders]. Since you have had experience with this topic and are someone whose opinion I admire, are you open to getting on a call to give me feedback on my offer? I'd love to have your input.

Here's a link to my online calendar:

https://calendly.com/xyz

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

Send out twelve of these emails to start and identify twelve other people each week who you can invite. And remember, at the end of each conversation, ask who else you can talk to for feedback on your offer. You will get ideas on who to invite the following week. Your circle will widen.

Follow Up to Give More Value

Once you have completed a Market Research Conversation, you will have one of three scenarios that are outlined in Step 3 from Chapter 8. If the person you are speaking with is someone you want to work with, follow up every ten days with additional resources. Continue to collect links to articles, memes, blog posts (especially if they are yours!), and even cartoons to create a library of resources for yourself and that your ideal clients will relate to.

Another follow-up idea is to take all the research you've gotten from your Market Research Conversations and send through a short report or infographic on the results. Share the top challenges you found out and the top results wanted. Invite them to have a conversation with you about these challenges.

Track Your Weekly Progress

Tracking your progress is one of the most powerful ways of holding yourself accountable and finding out what 20% of actions you can take to create 80% of your results. Remember the Pareto Principle?

In our Quick-Start Intensive, we ask our coaches to send in a weekly progress report every Friday and answer five questions:

1. What's your income goal and your total income generated to date?
2. What's one success you had?
3. What's one challenge you had?
4. What's one thing you learned?
5. What's a question whose answer will move you forward?

These questions take just two minutes to complete. I recommend you do the same and keep the answers in a journal or online document. You can review your answers any time and notice trends, patterns, etc.

For example, I learned something through my own progress reports when I was a participant in my first group, where I brought in $55,000 in twelve weeks. Each week, my challenge was 'I don't have time.' And each week, for the first month, I had the same challenge.

The good news is that I got to see that pattern (it only took me four weeks!) and I hired some support so that I could overcome the challenge and finish strong. Weekly tracking will give you those kinds of insights.

Be consistent and repeat this process for three more quarters. What will happen? You will likely gain clients and contracts and build up strong momentum each quarter. Keep repeating and you are well on your way to your six-figure year!

If you need extra support in determining your genius work, we'd love to help! Just book a call with our awesome team. quickstartintensive.com/call

Chapter 10

Weekly Actions

To successfully implement the Quick-Start Twelve-Week Formula, focus on one specific theme each week and take actions based on the theme. When you put all these actions together, you will generate a flow of momentum that will accelerate all your marketing efforts.

In my case, the first time I created this type of momentum in my business my revenue in that quarter doubled. The next time, I created 1.5X of the first quarter. And the third time, I doubled what I made in the first quarter. Start with that first quarter, create the momentum, and watch your income accelerate.

Let's go week by week and see what this looks like in practice.

Week 1 – Design Your Irresistible Offer

Your offer is the foundation of your business. In the first week, you want to design an offer that will help your ideal client solve a specific challenge.

In Chapter 7, Step 2, I showed you how to design your irresistible offer. And then in Chapter 8, Step 2, I showed you how to optimize your offer to make it easy for your ideal clients to say yes.

This is important so that you can easily talk about your offer when in conversation with your potential client. When they ask, "How do you work with your clients?" you will confidently say (for example), "We will start with a three-month coaching program to support you in having that difficult performance review that you were talking about, and the investment will be $25,000."

And remember, once you have the offer designed, you can easily co-create a version that is customized for your client. Use it as a starting point.

Week 2 – Schedule Market Research Conversations

Once you have designed your offer, you want to vet it with your ideal clients. A great way to do this is to schedule Market Research Conversations with your ideal clients or those who can introduce you to them. In the second week, you want to schedule as many conversations as you can.

In Chapter 7, Step 3, you have a protocol of how to conduct a Market Research Conversation. And then in Chapter 8, Step 3, you learned how to follow up from those conversations. Remember, 'the fortune is in the follow up!'

Having these conversations is important for several reasons. First, this is an opportunity to ask any questions you have about your program, including how to price it. Next, you will establish a rapport with each person you speak with that can result in that person hiring or referring you to your ideal client. The value in having these conversations cannot be overstated.

Week 3 – Schedule More Market Research Conversations

In these types of conversations, you are getting feedback about your offer, your client's challenges, their perspective on pricing, and any other questions you are asking about your business. You can even get feedback on the titles of your programs or your brand colors. This is going to make your marketing very effective.

You can record and transcribe these conversations and look for repeated words or phrases that you can use in your marketing. It's so easy to write a brochure or web page when you have the wording from your ideal clients. I recommend having six to twelve of these conversations to be able to look for patterns.

The energy of the words and preferences of these ideal prospective clients will resonate with others like them. Years ago, I had a new offer I wanted to send out. And I actually had twenty-two Market Research Conversations in a three-week period. I'm a bit of an overachiever!

Based on those conversations, I created an offer and enrolled seven clients into a group within a month of finishing those conversations. And something happened that surprised me.

Only two of those clients came from those conversations, but the other five resonated with the wording. I ended up with over $20,000 of initial revenue, which was almost $1,000 per conversation!

Week 4 – Reach Out to Your Ideal Clients Directly and Make Offers

In week four, you can take that list of twelve people that you made earlier, look for the connections you already have close relationships with and reach out to each one directly. Get into a conversation with them and see how they are doing.

Listen for anything that they are complaining about or having challenges with. Ask them more about this to see if you can help them with your offer. If you think you can help them based on what they are sharing on the call, ask if they would be interested in finding out how you think you could help them. If they say yes (most people will), let them know and offer to customize a program with them. Co-create it together.

This is important because the "know, like and trust" factor is already present with these people. They are warm relationships, and more likely to say yes to working with you than someone you just met.

Here's one possible email you could send to get into a conversation:

Subject: [FirstName]…

Hello,

How's it going with [goal that they wanted to achieve last time you spoke]? A recent client of mine had a similar goal and we worked together to achieve it.

If you're still interested in achieving it, and you'd like to know exactly how my client did it, I'd be happy to share the steps we took. Would you be interested in setting up a time to chat?

Looking forward to connecting!

Or, if you haven't had a prior conversation, you could just start with this one:

Subject: Thinking of you

Dear [FirstName],

I was just thinking about you and wanted to reach out and connect.

[Share something personal about the last time you talked to them, or a memory you have of them].

Let me know if you'd like to catch up.

By now, you will have been in many Market Research Conversations, and it will feel more natural to listen for the challenge and invite those you can help to work with you.

Week 5 – Reach More of Your Ideal Clients Through Social Media Posting

In Chapter 7, Step 4, you learned how to be consistent in your social media posting. And in Chapter 8, Step 4, you learned how to optimize your posts. By week five, start posting on social media.

Think about where your ideal clients are on social media. Many business clients are found on LinkedIn. And yet, these same clients are also on Facebook for personal reasons. Experiment with different platforms and see what works for you.

While you will still be reaching out to the personal connections from the first month of using the Quick-Start Formula, now is the time to expand your visibility. Your connections can like, comment, and share your posts with those they want to refer to you.

And you may have noticed that the Quick-Start Formula does not include creating your website. It's not an oversight. It's by design. Accelerate your income, get your clients enrolled, and get into a rhythm of momentum.

Building your website is going to take time and it's going to take you away from the actions that are closer to the money. It will be a lot easier to do your website after your first or second quarter of implementing the Quick-Start Formula. I recommend that you use organic social media for now and wait on designing your website at this point.

Getting more visibility is important now so that you can expand your reach outside of your inner circle and start to gain the attention of those who know your close connections that you don't know yet.

Week 6 – Create a Group of Your Ideal Clients

Now that you are gaining more visibility, you can gather all the connections you've made into one place and share your content and philosophy there. You can create a Facebook group in minutes and then invite your connections to join.

This is important because you can have an entire group of your ideal clients where you can share content with them every day if you wish. Remember, we spoke earlier that it takes seven contact points for a person to move forward. You can do that through an online group. Having them all in one place will shorten the time that you spend reaching out.

One question that comes up is why not create a LinkedIn group, as LinkedIn is the platform for business and executive coaches. The answer is: LI groups are not well-organized and are harder to use. Thus, they don't have as much visibility or engagement.

Another benefit of a Facebook group is that you can ask three qualifying questions before approving a potential participant into the group. This will be a highly qualified group of your ideal clients. And if they are in your group, even if you are not friends with them, you can message them.

For example, in my group, called Coaches Business Success, we ask these questions:

1. What was your position when you were in corporate?
2. What's your monthly income goal? 5k-10k, 10k+
3. What's your biggest challenge in reaching that goal?

From these questions, we can tell who a good match for our Quick-Start Intensive will be, and those are the ones we approve to be in the group. One caveat: Before you approve them, take a screenshot of their answers, because those answers disappear once they are approved.

And from the third question, I create content to answer the challenges that they share and post it to the group. This makes my content more effective. Not to mention that you are giving value to all who are there. You can invite everyone you know to take part in this free content and community. It shows your generosity and dedication and makes it easy for your ideal clients to say yes.

Week 7 – Hold a Marketing Presentation for Your Ideal Clients

Once you have added people to your group, you want to share great content with them. You can create an event in your group and invite everyone to a master class. This is a term we use for a webinar, presentation, or free training. In the master class, you will give high-level insights to your ideal clients.

In addition to giving insights and value in the master class, you will want to add a few tweaks to make it a marketing presentation. Even though we do want to give value, we also want them to enroll in coaching!

Before I became a coach, I was a professor. I'm a teacher at heart. But just giving great content without some marketing tweaks will not encourage your prospective clients to register for coaching. They may walk away with lots of information and will be happy, but it won't inspire them to enroll in coaching with you.

Here are some tweaks you can make to your educational presentation that will turn it into a marketing presentation to show your ideal clients that they need your coaching support.

First, start with a big statistic or promise that shows the challenge of your ideal clients. You want to get their attention at the beginning.

For example, if you were giving a program on the importance of trust in leadership, you could start with a quote like this one:

"As revealed by a 2016 survey of CEOs by PWC, a strong majority of business leaders—55%, to be exact—believe a lack of trust in the workplace constitutes a foundational threat to their company."

Next, when you are teaching your content, you want to teach to overcome objections or transform their thinking. For a presentation on the value of trust,

you could overcome the objection of "We don't have time." You could say, "If you think you don't have time for this, here's what happens when you don't have trust: higher turnover." And then show what this is costing them in terms of time or money (or both!) so that they will agree that it's worth their time to bring in your program.

Or you could teach them to introduce a new idea that transforms their thinking. You could say, "You've heard the saying, 'Time is money.' Well studies show that trust is money." And share how more trust adds to profits.

Thirdly, you could share a simple before/after case study. For example:

"I worked with an organization on trust. We took a before-and-after assessment. A key employee had just been let go and morale was way down. When we completed a three-month coach training program, the trust level had increased by 25%."

And finally, have a call to action (CTA). It could be, "If you'd like to have more productivity and trust in your organization, let's talk." Or even, "Share with me your biggest takeaway."

These tweaks are important because, without them, your audience will walk away and feel good about what they learned but will not feel any urgency to reach out to you with questions about enrolling in your programs. When you add in the tweaks, it will get them thinking about what it would be like to work with you.

Week 8 – Focus on Stealth Marketing

By now, you have connected with and spoken to many of your ideal clients, and you already have an entire group of them. You've shared great content with them. They're following you on social media. It's time to turn this around and for *you* to follow *them*!

I call this stealth marketing. It's one way of connecting with your ideal clients without becoming visible yourself. I created this for a coach who was still employed and wanted to start getting his business going without his employer seeing that he was promoting his coaching business.

And it works for everyone. You are a coach, and your role is to support your clients. One of the best ways to show how you can do that is to support

them on social media before they become a client. It's a great way to get their attention.

Think about it: When you look at your own posts, are you aware of who likes and comments on them and shares them? You bet! Your potential clients will see that you are doing this. In fact, one of my clients told me that before she hired me, she saw that I was liking and commenting, and even though she knew what I was doing, it still worked—she registered for my program.

To organize this, make a list of all those people you've spoken to in the last seven weeks. Those on your initial list of twelve people. Those you've had MRCs or enrollment conversations with. Those who have joined your Facebook group.

Each day, take ten or fifteen minutes and go through your newsfeed and comment on, like, and share their posts. It's a very simple way of supporting your prospective clients and letting them know you are there for them.

This is an important way to stay connected with all of those who you have taken the time to reach out to. When they have a challenge, you will be top of mind.

Week 9 – Make More Offers

By this time, your revenue has accelerated, as some of your ideal clients have likely said yes to your offer. Keep going. This is the time to double down, as one of my clients says.

Review all the people who are on your stealth marketing list. Look at the notes from your last conversation or look them up on social media. Reach out for another conversation. Let them know that you have an idea for them that could help them solve their challenge and ask if they would be interested in hearing about it.

For those who you already made an offer to who said they are not ready, come back around and see if they are willing to co-create a different offer if you'd still like to work with them.

Send messages to everyone in your Facebook group and offer brainstorming or strategy sessions for them to help them with their goals.

Look for the next twelve people you'd like to work with who you haven't reached out to yet and get on a call with them.

It's important to keep the momentum going.

And one more thing for this week: make sure your confidence is strong. After two months of ramping up your marketing, you probably have heard 'No' or 'Not ready' several times. You may be feeling a bit vulnerable with all this visibility. Go back to Step 1 in chapters 7 and 8 and work on your inner game.

Week 10 – Interview Your Past Ideal Clients

We're coming into the home stretch. You've gotten momentum. You've gained connections that you are nurturing and having conversations with. You've made offers. Keep doing all these things.

Let's add in a couple things that will set you up for future success. The first one is to interview your past ideal clients. Make a list of between two and five clients who you loved working with who got great results with your coaching. Ask them if they would be willing to do an interview with you to give you feedback on their experience with your coaching.

With their permission, record the interview and get it transcribed. If they want confidentiality, assure them that you will not use their name, only their words, without connecting them.

Ask them the following questions:

- What prompted you to start coaching with me?
- What were you looking for when you registered?
- What were your results? (Specific # of new clients, revenue, your highest paying client, etc.)
- What did you see that I could help you with that you had a hard time finding somewhere else?
- What were some challenges you were trying to solve by working with me?
- What did you enjoy about the process of being coached?
- What did you learn through the process?

- What would you say to someone considering coaching with me?

With the answers to these questions, you can create more social media posts and use them for client testimonials. You can request recommendations on LinkedIn. Your confidence will strengthen. And some of these past clients will remember the great experience that they had with you and want to come back to coaching.

This is important because it gives you a perspective of what others think is the benefit of coaching with you that you may not have thought about. Be prepared to be pleasantly surprised.

Week 11 – Write Case Studies

Another great idea for the home stretch, as you keep going with your momentum, is to write up at least one robust case study of a client who has really done well. This client has been all in and has gotten amazing results. We all have at least one.

Here is an outline of questions and sample answers for your case study:

The Client

Rachel Schaming

CEO and Founder of Cringe-Moment Conversations

The Challenge

What challenge did the client want Karen to address?

Rachel wanted to know how to move as quickly as possible into her own business, having worked all her life in a corporate capacity. She wanted to maximize her corporate experience and to be able to pivot into work that brought her more joy.

Why did the client have this challenge?

Rachel had done side consulting projects, but it wasn't her full-time focus. She was too general in her niche, doing leadership development and HR engagements.

Working for an organization, Rachel was putting in ten-to twelve-hour days, doing work she was great at. She was doing well financially and was getting great results in her job. She was not feeling as much passion or joy in the work she was doing. She had the competency to do it well and she was getting results. It just wasn't bringing her joy.

She was struggling with the idea that she was looking a gift horse in the mouth. The money was good, and she was making a contribution.

She also realized that she had made herself smaller so that she could make the CEOs she worked with larger. Once she got clear on her niche-based business, she said, "I'm not settling for being small so someone else can be bigger. Now I'm just being me. No excuses."

Why did this client engage Karen to help?

Rachel knew Karen had corporate experience in her toolbox, she had a great reputation, and she was very results focused.

In Rachel's words, "Karen's genius work is that she has a lot of success in helping coaches amp up their businesses. She helps them feel safe and trusting. And she's not afraid to ask the tough questions. Karen brings commitment, passion, and joy to her clients."

The Solution

What was the solution?

Rachel worked with Karen for six months of 1:1 business coaching and then spent three months in the Quick-Start Intensive to accelerate her business results.

Part of the solution was Rachel's commitment to the coaching process. As she describes it, "That commitment was to let Karen be my guide and really trust her. I knew she worked to help coaches get their footing in their businesses. I didn't know the depth of it. I made a commitment to myself that I'm just going to trust the flow and it worked."

What was the timeline?

This coaching engagement took nine months to achieve the results stated.

The Results

How did Karen's solution solve the client's challenge?

Three months into their 1:1 coaching, COVID-19 happened. It forced Rachel to be self-reflective and take time to think about things. Karen asked her what her genius work was, and she uncovered her niche that had been there all along: helping leaders through cringe-moment conversations.

Rachel got clear about her ideal clients, the pain that they had, and the results she had gotten for them. As Rachel commented, "Boom, boom, boom, the puzzle pieces started dropping into place."

What benefits did this client immediately see because of her work with Karen?

Rachel immediately started sharing her niche on social media. Within ten weeks of turning down a six-month, $50,000 corporate contract, she brought in 1.5 times that amount. She admits, "It was a little scary turning down that kind of money, but I was committed. When one door closes, another opens, even if you can't see it at the moment." That's exactly what happened, and those doors are continuing to open.

She's also now working five or six hours per day, so she can spend time with her husband, Jim, and Bailey and Bentley, their adorable beagles. She's cut her working time in half while increasing her income by four times.

Rachel now works with her ideal clients. In fact, one is a chief medical officer. Here's what she says about this engagement: "The person who hired me is above the chief medical officer. I could see his pain and his struggle. He wants this physician to get things turned around and she's just wreaking havoc. I can walk beside both of them, and we can get to a different place. I don't want to see people have their careers decimated because they couldn't handle this kind of conversation."

She's also leading a movement in Cringe-Moment Conversations and holds classes to teach others to help people through these conversations.

What benefits should this client see over time because of her work with Karen?

Rachel brought in $86,000 in contracts in ten weeks. Projecting that out, she could bring in five times that in fifty weeks, so that could be a $430,000 revenue year!

***UPDATE:** In one year of working with Karen 1:1 and taking the QSI program, Rachel generated over $1,000,000 in revenue!*

She is taking other coaches, HR consultants, and law firm executives through a certification and licensing process of her program.

Rachel is joyfully helping to make a better world, one cringe-moment conversation at a time.

The importance of writing up case studies is that your ideal clients will see themselves in the 'before' and what they want in the 'after.' They will know

what's possible in working with you. They will have social proof that coaching with you really works.

More case study examples can be found at:

https://courses.karencappello.com/Quick-Start-Intensive-Case-Studies

Week 12 – Celebrate Your Success

You've made it!! You are in week twelve, and I know you have had successes. You've got an irresistible offer that's been co-created with clients. You've got marketing assets in the form of social media posts, copy written with the help of your Market Research Conversations, case studies, and more. You've got a group of your ideal clients who you can reach out to anytime. You've brought in revenue.

As a high achiever, I sometimes forget to celebrate all my successes. There are times when I gloss over things. Yet, I do know the truth of the saying, "What we focus on expands." And I know you want more success. So focus on success.

It's important that you celebrate this week. Think about something that would make this a true celebration. For me, I love spa days, so that's what I will do. Or you could throw a party if that's your style. Whatever it is, do celebrate what you have learned and achieved.

Go back over all your progress reports and see what worked best. Find the 20% of your actions that created 80% of your results. And as you go into the next quarter, use everything you have done in this one to springboard from.

And start the Quick-Start Formula over again in the next quarter. It's a great way to continue the success rhythm that you've begun for your business.

Thank you for taking the time to go through this. I admire you for adding to the consciousness of the world by supporting others to be the best versions of themselves. I'm honored that you would take the time to read this book and implement these strategies to accelerate both your income and impact. I appreciate you!

If you need extra support for anything that's been covered in this book, we are here for you! Just book a call with our awesome team. quickstartintensive.com/call

Chapter 11

How to Do This Quickly

Although the full Quick-Start Formula works well, if you're anything like me, you want results even quicker. So, I'll share a four-week version to jumpstart your results.

I mentioned earlier that I had eight paying clients my first month in coaching. I'm going to let you know how that happened, as you may want to follow my lead, get going even quicker, and then implement the Twelve-Week Formula.

It all started on Thanksgiving Day of 2001. I had just faxed in my registration for my coach training course, which was to be held in the last week of January 2002. As I sat at my desk, I realized that I had two months before I would be at the training. And I wanted to get started.

Here's what I did. In the first couple weeks of December, I contacted people I knew and offered free coaching for the first three weeks in January. I wanted to get some coaching sessions on the books before I took time off for the holidays at the end of the year.

I also reached out to a few people I knew who had access to others who might need coaching. My sister was in mortgage lending, and she knew many real estate agents who could use coaching.

The list of those I reached out to consisted of twenty people, and with the referrals I got, I ended up with sixteen clients in January! None of them were paying, but that was okay with me. I just wanted to do some coaching.

Right before I left for my coach training that last week in January, I set up a meeting with each of my clients for the first week in February to debrief their coaching experience. And during those meetings, I offered them a paid coaching engagement, as I had now come back from my training and was able to add more value.

What I found out in that first week of February is that many of these clients had gotten great results from just those three weeks of coaching. They were entrepreneurs and just listening to them and helping them identify their best ideas made a huge difference.

The result was that eight of them said yes—half of those I coached—and that's how I had eight paying clients my first month of coaching.

This can work for you too. Find a training that you'd like to do that lasts a week or weekend. One month prior to that, offer free coaching for your ideal clients. Have a debrief session when you get back from the training and make a paid coaching offer.

While I'm not a fan of giving away free coaching for long periods of time, this strategy is short term and works well to bring in paying clients. It shows your generosity, helps you get more testimonials and referrals, and gives you insights into what questions your ideal clients are asking. And once they have a taste of what it's like to be coached, some of them will want to continue.

The value of this jumpstart strategy is that you will have more confidence and gain extra revenue quickly. This revenue can be used to hire support for the next quarter when you go all in on the Quick-Start Formula.

Conclusion

Your Journey to Success with Ease and Joy

What's next?

I hope you've enjoyed this journey to more impact and income with more ease and joy than in your previous business experience. It's been my honor to be your guide to show you what's possible.

Here's where we've been:

In Part 1, we looked at where you are with your business today and what's possible for you with the proper framework for success. I like to use the visualization—make your income ceiling today your income floor by the end of the quarter.

You learned about results that my clients and I have had using a four-step formula to grow their coaching businesses and accelerate their income. And you gained clarity about whether the Quick-Start Formula may be the solution to your own success with ease and joy.

In Part 2, we went through the formula, step-by-step, and you saw the high-level view and the strategy that makes it work so well. You got an understanding of why we do what we do to generate more revenue in one quarter than ever before.

In Part 3, you found out the exact tactical steps to take to implement the Quick-Start Formula, week by week, for an entire quarter. And I shared a simple strategy to bring in revenue quickly to start the confidence cycle of the formula.

In looking at what's next, that's up to you. What do you want to do with these insights? My hope is that this is not just a book that you read and put back on the shelf. My hope is that you will take these concepts, ideas, and actions and put them into practice in your own business.

I'd like to remind you of a quote I used earlier:

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

- William Hutchison Murray

My biggest hope for you is that you make a renewed commitment to yourself and your own financial self-care through applying the Quick-Start Formula to your coaching business. I have seen all sorts of help and magical results occur when this type of commitment is made.

If you do decide to move forward with the Quick-Start Formula and don't want to go it alone, schedule a call with us to find out if it's a good fit for you to work with us on this.

quickstartintensive.com/call

Thank you for being a coach in this world and helping others to be the best versions of themselves. We are here to do the same for you!

Love and great joy,

Karen

How to Get More Help

There are three approaches to grow your coaching business:

1. Do it Yourself (DIY)
2. Done for You (DFY)
3. Done with You (DWY)

I'd like to share ways of getting more help with each of these approaches.

The "Home Depot" Route

For the DIY route, you can go to free webinars and workshops, read books and articles, and attend self-study courses. There's lots of good, free information out there.

In fact, I have some complimentary resources to share:

My YouTube channel has many videos, both from me and from other successful coaches, that reveal proven strategies to grow your business.

https://www.youtube.com/karencappello

And each quarter, we host a complimentary training to support coaches to have their best quarter ever. We go over the steps of the Quick-Start Formula in depth, and there is a Q&A session where you can ask any questions you have.

www.quarterlybusinessboost.com

We also have a complimentary group of coaches who are learning about leveraged ways to accelerate income.

www.coachesbusinesssuccess.com

The benefit of the DIY route is that you can learn at your own pace, choose what you want to learn and when, and there is no financial investment, except for your time.

The challenge with the DIY route is that this can take time. There is so much information out there and it can be overwhelming. There are so many different philosophies and methods of growing your coaching business that it can get confusing.

And as they say, you don't know what you don't know.

There are powerful things that go on behind the scenes of a successful business that you can't see from the free line. In fact, even though I have so much experience and success under my belt, this happened to me a couple years ago.

There was a certain strategy that many of my peers were using, and from my perspective, it just looked like a lot of work without a lot of return. I resisted it. Then I hired a new coach who taught me how to make this strategy work and I doubled my income in the next three months.

You have an advantage here—you have read this book and have a clear path to success to follow. If you've resonated with what I've shared, use the formula rigorously to grow your business and you will succeed.

The "Nordstrom" Way

The second way to grow your successful coaching business is to take the Done with You approach: Get a coach or mentor and work together in a program or group.

1. Join a Coaching Program

While you will get great content and strategies in a coaching program, you are one of many and you may not get the attention of the person who's designed the program.

If you are registering for a marketing program, find out what's included. Some of these programs will include fifteen-minute, 1:1 sessions with student coaches. Some of them encourage a particular approach for everyone.

Be aware of what you're getting for your investment. While the initial investment is usually reasonable, you may have to spend more to upgrade to have VIP sessions with the main coach or pay for travel to in-person training weekends.

2. Join a Coaching Group

In a coaching group, you can have the best of all worlds. You can get great content, templates, and strategies, along with coaching and community. When you are in a small group program (twelve participants or less), you won't get lost.

You will have the wisdom of the group to help you out alongside the main coach or mentor. There is accountability and acknowledgement. This type of group is my favorite approach to growing a coaching business, and that's why I've created the Quick-Start Intensive, where we utilize the Quick-Start Formula to accelerate income.

If you're interested in finding out more:

www.quickstartintensive.com

The "Ritz-Carlton" Approach

I do love the boutique/bespoke approach where everything is customized for you. One-on-one coaching is like that. You get what you need when you need it. Insights, strategies, and coaching happen like the click of a button.

You don't have to go through and listen to videos or read a bunch of books unless you want to. Your coach gives you just the right information at the exact time you need it.

There are so many tweaks and hacks that can get you where you want to go quicker and easier. One-on-one coaching can also keep you from detours and, in the long run, save you lots of time and money.

This approach can also be expensive if you haven't gotten the basics sorted out. Now that you've read this book, you are ready for 1:1 coaching, if that's your preference.

If you'd like to explore 1:1 coaching with me, email *concierge@karencappello.com* to book a call with me to see if it's the right move for you.

About the Author

Karen Cappello, MCC, BCC, is a business and executive coach, communication specialist, motivational speaker, and coach trainer. She collaborates with leaders and executive coaches to promote highly beneficial business outcomes.

With over thirty years of experience and expertise in business management, financial planning, and higher education, Karen has brought a broad-based background to her coaching clientele.

Leadership Expertise

Karen has served as president of a privately held semiconductor manufacturing firm with preferred supplier status to Motorola, Inc. As an investment advisor and estate and financial planner, Karen was affiliated with PartnersFinancial, an independent financial group. In her first two years in estate planning, she qualified for *Million Dollar Round Table* status and obtained her Series 7 license.

As a featured monthly speaker to the guests at Canyon Ranch Health Resort for over two years, Karen brought forth her passion for inspiration, coaching, and emotional intelligence. She's been a five-time presenter for the ICF Business Development series, presented at Converge17, and was a keynote speaker for the ICF Italia conference at the University of Venice.

Level of Excellence

Her level of excellence is evidenced by her former chief learning officer position with International Coach Academy out of Australia, and through her

work with Ford Motor Company's Executive Leadership program and leaders from the World Health Organization.

Karen holds a master's degree in higher education from Ball State University and a bachelor's degree in interpersonal communication from Marquette University. Karen is a Master Certified Coach through the International Coach Federation and Board-Certified Coach through the Center for Credentialing and Education.

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

Karen has trained coaches for six different coach training organizations. Her own executive coach training program, Leverage for Leaders, is a founding accredited program with the Center for Credentialing and Education and is also accredited with the International Coaching Federation.

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

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

Personal Life

Originally from the Chicago suburbs, Karen lives in the beautiful Catalina foothills of Tucson, Arizona. She enjoys stunning sunrises and sunsets from the deck of her home or the cathedral windows of her favorite country club.

And best of all, she is in close driving distance from two world-class spas. Ask her about any spa treatment and she's sure to have experienced it. Spas are her passion, second only to coaching.

Some of Karen's favorite things: essential oils, new electronic gadgets, her Marilyn Monroe Mont Blanc pen, French manicures, binge watching *Schitt's Creek*, fine dining with her sweetie, and traveling with her family and friends.

Contact Karen for 1:1 coaching, speaking presentations, podcast interviews and private workshops through:

concierge@karencappello.com