

**Welcome**  
to the  
***Coach & Grow Rich***  
***90 Day Challenge***

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For more information please visit:

**[www.coachandgrowrich.com](http://www.coachandgrowrich.com)**

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## AN INVITATION...

**Are you ready to create the coaching business and life  
that you have imagined?**

**Are you willing to do what it takes  
to make 2003 your best year yet?**

If so, we invite you to participate in the *C&GR 90 Day Challenge*, a free, 90 day program designed specifically to help you **secure clients, gain momentum and start the year off right!**

Have you fully, honestly, truly comprehended and realized what an amazing profession coaching is? At its pinnacle you get to speak to people on the phone and inspire them to reach their goals and dreams. You can earn well over \$100 per hour doing work you love. You get paid to learn from other people and pursue your own path of personal growth.

You get to read, to write, to speak. You create your own schedule and chart your own course. You have the opportunity to go through life with two sets of eyes, learning for yourself and for your clients. You are your own boss and in control of your destiny.

Perhaps you are reading this and thinking, "That isn't the way it is working for me! I am struggling. It seems that I spend all my time marketing, or at least thinking about it, procrastinating on it and stressing about it. I am only making \$1,200 per month, not the \$6,000 or more that I want to make."

Some of you may even feel a bit disenchanted. You feel you made the right decision to become a coach because you know this is what you were meant to do, but you are also frustrated because people rarely talk about the reality of building a coaching business. Instead, you may have heard a lot about attraction, about "being vs. doing" and about the coaching "experience."

Well, the truth is that **building a small business is a major challenge!** Please know this, so you don't think you are the only one who is struggling. According to Michael Gerber's *The E-Myth Revisited*, 1,000,000 new businesses are started each year in the United States. Of those businesses, 40% fail within the first year and 80% fail within 5 years.

Of the remaining 20%, 80% of those fail in the next five years. That means that only 4% of businesses are around by year 10.

Let's assume that 2,000 coaches launch a full-time coaching business in 2003. According to these statistics, by the end of one year only 1,200 will still be in business. Of those who make it only 400 will be around in 5 years and only 80 in 10 years.

The coaching profession is surviving, not necessarily because lots of coaches are building successful businesses, but because so many *new* coaches enter the profession each year. This trend may change and the coaching industry will wither and die if more coaches are not successful. What a shame for coaches, and more importantly, what a shame for the hundreds of thousands, if not millions, of people who will not get coached.

In our work with over 2,000 coaches during the last two years, we have found that **many coaches lack the business and marketing skills, as well as the mindset, necessary to build a successful practice.** Others know what to do, but fail to take the persistent, consistent action required to achieve success. Coaches in this category often *appear* as if they are taking action. The problem is, they often take the wrong action, keeping busy with whatever is easy or right in front of them, instead of focusing on the actions that *generate results*.

We are committed to doing what we can to change this! The *C&GR 90 Day Challenge* is specifically designed to **help you focus on the proper areas, gain momentum and pave the way for future success.**

### **What is the C&GR 90 Day Challenge?**

**The C&GR 90 Day Challenge is a free, 90 day program** for coaches who want to increase their income and success as a coach in 2003. It is beneficial for any coach who does not yet have the number of clients that he/she desires. Whether you are a full-time coach who does not currently have a full practice, you want to launch your full-time business during the year, or you are somewhere in between, the *C&GR 90 Day Challenge* provides the tools, strategy and inspiration necessary to start the year off right!

## What does the C&GR 90 Day Challenge focus on?

The *C&GR 90 Day Challenge* is based on the simple principle that if you focus on significantly increasing your client base over a 90 day period you will gain such momentum, confidence and belief, your coaching business (and life) will jump to a whole new level. If you do not yet have a full practice, **there is nothing better for your business than coaching more clients.**

In addition, the *C&GR 90 Day Challenge* is designed to **leverage the power of Group Energy.** The greater the number of coaches who actively participate in this program, the greater the results each individual will get due to the group momentum and the increase in vibrational energy. This energy will literally help propel all of us forward.

**Many coaches are challenged by feelings of isolation.** This 90 day program is an opportunity for you to *know and literally feel that you are not alone.* In fact, one of the key components of the program is getting coached, forming a buddy system, creating a mastermind group or doing something similar to connect with other coaches. In addition, please do not underestimate the power of several thousand like-minded coaches simultaneously focusing on the same goal for the next 90 days. The energy created will grow exponentially based on the number of coaches who are involved and the intensity in which they take action and harness the power of their minds!

## What will I be doing during the 90 days?

There are 4 main components of the *C&GR 90 Day Challenge*:

1. Determine Your *Who* (Target Market) and *What* (Niche)
2. Market to Secure Complimentary Coaching Sessions
3. Stay in Action
4. Feel Good About Your Future

This report outlines the specific actions, exercises and objectives for each of these components and we have included the *C&GR 90 Day Challenge Checklist* to track your progress.

## What is Coach & Grow Rich?

*Coach & Grow Rich* is a proven, comprehensive, step-by-step training system for creating a thriving coaching business. Many of the concepts used in the *C&GR 90 Day Challenge* are based on principles from the full *C&GR* program.

As of January 2003, over 300 coaches have taken the full *C&GR* program either via our multi-week teleclass or weekend seminar. In addition, over 2,000 coaches have benefited from learning a component of the program through our one hour teleclasses, talks at coaching conferences and coaching chapter meetings or through our audio CDs and tape sets. For more information please visit [www.coachandgrowrich.com](http://www.coachandgrowrich.com).

## How do I enroll in the C&GR 90 Day Challenge?

If you sent an email message to [90DayChallenge@coachandgrowrich.com](mailto:90DayChallenge@coachandgrowrich.com) and then received this free report, you are already enrolled. As part of this 90 day program you will also receive the *C&GR Weekly Motivator*, a weekly email message that includes additional strategies, guidance and encouragement. Additionally, the *C&GR Weekly Motivator* will include participant success stories and answers to questions we receive.

The first *C&GR Weekly Motivator* will arrive on Monday January 6<sup>th</sup> and you will receive one each week through April 1<sup>st</sup>. At any point you can choose to unsubscribe from this list. As with the monthly *C&GR Newsletter*, your name and email address will remain confidential and we do not rent or share your information with anyone.

If a colleague forwarded you this report and you want to fully participate in the *C&GR 90 Day Challenge* by receiving the *C&GR Weekly Motivator* (an important part of the program!) send a blank email message to: [90DayChallenge@coachandgrowrich.com](mailto:90DayChallenge@coachandgrowrich.com). After January 6, 2003 information about the *C&GR 90 Day Challenge* will also be available at [www.coachandgrowrich.com](http://www.coachandgrowrich.com).

## How do I get started?

This document contains everything you need to get started with the *C&GR 90 Day Challenge*. To make the most of this program we recommend the following:

1. Read this document several times and **commit to following the guidelines we have provided.**
2. More importantly, **commit to significantly growing your coaching business and making 2003 your best year yet.** We mean *really* commit!
3. **Use the *C&GR 90 Day Challenge Checklist*** to determine your starting point and update it each week as you increase your score.
4. **Choose a buddy or form a mastermind group** and use the guidelines to create a supportive partnership for this program.
5. **Ask your coach to help you execute this program.** If you are not working with a coach, hire a coach who has a proven track record in building his/her business and helping others do the same.
6. **Read the *C&GR Weekly Motivator*** each week and incorporate the strategies and suggestions.
7. **Take consistent, persistent action, have fun and never give up!**

## Who are we?

We are both full-time coaches and we created *Coach & Grow Rich* to help coaches build successful coaching businesses. In addition to our individual coaching practices and *Coach & Grow Rich*, we have formed ***Growth Unlimited LLC***, a rapidly growing coaching company that provides coaching, seminars and speaking services to individuals, small business owners and corporations.

We've been working together for over a year and in addition to doing some great things professionally, we've also become close friends. We believe in working hard, playing hard and living life fully. For more information about us or our company visit [www.GU4U.com](http://www.GU4U.com).

## Why are we doing this?

We believe that coaching is one of the most amazing professions and services available. We believe that virtually everyone could benefit from working with a coach at some point in their life. We are also concerned that coaches are leaving the profession because they are not coaching the number of people they desire and not generating enough income to create a sustainable, viable business. We have launched the *C&GR 90 Day Challenge* as a way to support coaches and increase the number of people who will have an opportunity to work with a coach.

We are on a mission to help 10,000 coaches coach more people in 2003. Imagine if 10,000 coaches each secured 10 new clients in the first half of 2003. That would mean 100,000 more people would be on their way to achieving their goals, doing work they love, having better relationships, achieving more balance and fulfillment, growing their businesses, enjoying better health, getting out of debt, connecting with their passion and purpose, reaching their dreams and much more!

**To achieve this we need your support!** Remember, part of your success in this program will be influenced by the Group Energy created as a result of thousands of coaches working congruently toward the same goal. In addition, having thousands more satisfied coaching clients out there in the world sure wouldn't hurt the profession either!

**Please email at least 10 coaches you know** and have them send a blank email message to [90DayChallenge@coachandgrowrich.com](mailto:90DayChallenge@coachandgrowrich.com) to receive this free report and be subscribed to the *C&GR Weekly Motivator*. After January 6, 2003 this report and information about the *C&GR 90 Day Challenge* will also be available at [www.coachandgrowrich.com](http://www.coachandgrowrich.com).

Together we can make a difference in this profession and in the lives of people who might not otherwise receive the benefit and value of working with a coach.

**Thanks for joining us! Here's to 2003 being your best year yet!**

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## THE 4 PHASES OF THE C&GR 90 DAY CHALLENGE

The *C&GR 90 Day Challenge* is based on the principle that if you seriously commit and take the proper action to significantly increase your client base over a 90 day period you will gain such momentum, confidence and belief that your business and life will jump to a whole new level.

Therefore, this 90 day program focuses on two key things:

**Getting new clients.**

**Training your mind for success.**

*That's it.*

We've kept it simple because we believe these are the two most important factors for your long-term success. **If you do not yet have a full practice, there is nothing better for your business than coaching more clients.**

### **Marketing Coaching vs. Doing Coaching**

In order to build a sustainable, thriving coaching practice you must effectively market your business. And the fact is, **there is a huge difference between *marketing coaching* and *doing coaching*.**

When you are growing your coaching business, your success often has less to do with your *ability to coach* and more to do with your *ability to market* your coaching services. We know you may find this surprising. And, we have met hundreds of people who are great coaches (at least they tell us they are!), but do not yet have the size and scope of a coaching practice they desire.

We assume that you know how to coach and have the skills, experience and training necessary to provide value to your clients. (If you don't, we urge you to get formally trained!) We don't teach how to coach. We specialize in helping coaches **build thriving, sustainable, successful businesses**. In particular, this 90 day program focuses on the key strategies and principles that will enable you to attract and secure new clients quickly.

## Phase 1: Determine Your *Who* and *What*

The first step in the *C&GR 90 Day Challenge* is to choose a target market and niche. In *Coach & Grow Rich* we use straightforward, street-smart language, so we call this your *Who* and *What*. Quite simply, it's who you coach and what you coach them on.

We know some of you will resist and want to skip over this part! If this is you, perhaps you are afraid of limiting yourself or are concerned that you will become bored. When we get to this component we will get into further detail about the benefits of picking a *Who* and *What* and alleviate some of your concerns. In the interim, we want you to think about something:

**You are able to coach more people on more things  
than you can effectively market to.**

You have probably coached, or could coach, a wide variety of people on a diverse array of topics, from relationships, career transition and growing a business, to health, balance and fulfillment. In fact, we bet this diversity is one of the things you love most about coaching.

And, as we mentioned earlier:

**There is a big difference between  
*marketing coaching* and *doing coaching*.**

Just because you *can coach* many different types of people on many different things doesn't mean you *can effectively market* to everyone on everything. In fact, it's virtually impossible.

Instead, you want to engage in consistent, focused marketing to people who already want and need a specific thing that you coach on. *This* is one of the keys to building a successful coaching business.

## Phase 2: Market to Secure Complimentary Coaching Sessions

In order to significantly increase your client base over a 90 day period you need to focus your time and resources on marketing activities that result in prospective clients enrolling in Complimentary Coaching Sessions. Period.

In this phase you will determine how many new clients you want to secure, how many Complimentary Sessions you will need to conduct to gain that number of clients and the best activities to focus on in order to generate those Comp Sessions.

We recommend you pick two specific marketing activities that you feel will generate the most Complimentary Sessions. Target these marketing strategies to your *Who* and *What* and stick with them for at least the 90 days of the program.

### **Phase 3: Stay in Action**

This is where the proverbial rubber meets the road. There's a big difference between knowing what to do and actually doing it. And **your success is contingent upon doing it!**

You must engage in consistent, persistent action over the next 90 days and throughout your life. While we could write pages and pages addressing the reasons why so many of us fail to do what it takes, we're taking a "coach approach" and suggest you work with your coach and create a buddy system or mastermind group for support, accountability and motivation. Consider it a form of insurance that will greatly increase the likelihood that you take the actions necessary to achieve results.

### **Phase 4: Feel Good About Your Future**

Finally, we are huge believers in the power of the mind. Phase 4 outlines specific activities and exercises that will help you leverage the power of your thoughts and feelings over the next 90 days. We urge you to trust us, trust yourself and if necessary, move beyond your normal comfort zone in this area.

## PHASE 1: DETERMINE YOUR *WHO* AND *WHAT*

**FACT:** People don't really care about you or your coaching. They care about *their problems*. If your coaching can help solve *their problems*, they will then care a great deal about you and will be interested in your coaching.

**FACT:** Most coaches are too vague and try to be all things to all people, giving the impression that they are ready, willing and able to coach anyone on anything. Vagueness is not attractive, extremely difficult to market and creates confusion.

Let's start off by looking at a few examples in business. Consider Amazon.com. This company's original focus was to become the world's largest and most convenient bookstore. Only after establishing that reputation, and building a large following of customers, did they expand into other areas. If Amazon.com had launched its business selling everything under the sun it never would have achieved the growth and size that it currently enjoys.

In the best-selling book, Good to Great, author Jim Collins identifies key characteristics of great companies, companies that consistently achieved phenomenal returns over a period of 15 years or more.

One of the most important characteristics that these highly successful companies had in common is a **clear focus**. These companies directed their energy, effort and resources on the *one area* that they were deeply passionate about, that they could be the best in the world at, and that would drive their economic engine. Jim and his team called this the *Hedgehog Concept*.

### What This Means for You

When you choose your *Who* and *What* and then market to those people you are employing the same successful strategy as Amazon.com or the Good to Great companies. Perhaps you are thinking, "I'm just a sole proprietor looking to fill my practice and make a good income. The principles of big business don't apply." *Nothing could be farther from the*

*truth!* If you are committed to building a successful coaching practice you can, and should, learn from the business world. The principles that apply there work equally as well in solopreneur endeavors.

A perfect example is in the legal profession. If you need the services of an attorney, don't you seek out a lawyer who has specific knowledge, experience and expertise with your "problem?" People going through a divorce seek out attorneys who specialize in family law. People who are creating an LLC or S-Corporation, seek out a business attorney.

The same is true with coaching.

**People hire a coach as a way to "solve their specific problem."**

This is one of the fundamental principals of marketing, yet so few coaches adhere to it. We can't emphasize the importance of this enough. If you want to build a thriving coaching practice you will be most successful if you pick a specific area that you coach on and **focus on reaching out to the people who already want and need what your coaching provides.**

## Determine Your *What* (Your Niche)

On the next several pages we have provided exercises and examples to help you determine your *What* (your niche). For maximum effectiveness, your *What* needs to be as specific as possible.

When picking a specific *What* we recommend choosing an area that:

**You are passionate about.**

**You are great at, or can become great at.**

**People want, need and are willing to pay for.**

### What You Are Passionate About

Of the three areas, this is the most important. To achieve maximum success as a coach **you need to be passionate about the primary area that you coach on.** Use the worksheet on the following page to list the things you love and are passionate about coaching on. As you do this, don't worry about if you are great at it or if people want or need it.

### What You Are Great At

As the coaching industry matures, we are seeing a blur between coaching and consulting. **People want coaches who they feel are experts in the area that they coach on.** Further, the more experience you have in a particular area, the more value you can provide to your clients. As such, it makes sense to develop a particular area of expertise. You can either leverage past knowledge and experience or acquire mastery over time. Use the worksheet on the following page to list the things you are great at or feel you can become great at. As you do this, don't worry about if you love it or if people want or need it.

### What People Want, Need and Are Willing to Pay For

We find that pretty much everything that people want, need and are willing to pay for fall into 7 main categories. The following list identifies the 7 general "buckets" we use and some of the *dozens* of examples that could go in each category. Use this list as a tool to spur your thinking and create your own categories as applicable. Remember, your objective is to **find a need that people already have.** You then market your coaching as a way to fill that need. (Assuming, of course, that your coaching does!)

**Examples of What People Want, Need and Are Willing to Pay to For:**

**Love**

More romance  
Greater intimacy  
More fulfilling and satisfying relationships  
Improved sex life  
Finding their romantic partner

**Money**

Make more money  
Get out of debt  
Create a plan for financial independence

**Peace of Mind**

More happiness, joy, fun and fulfillment  
Greater spirituality

**Health/Wellness**

Lose weight  
Have more energy  
Overcome illness

**Career/Business**

Make a career transition  
Find a new job  
Achieve a promotion  
Learn skills to help them do their job better  
(ie: leadership, management, communication skills, etc.)  
Start a business  
Grow their business  
Improve the profitability of their business

**Family/Friends**

Better relationship with children, parents, siblings  
Have a sense of community  
More social interaction

**Time**

Less stress  
More balance  
Better time management



**Example**

Below is an example of how to use this chart. Whatever you write is perfect for you. This example is simply provided to give you some ideas!

<b>What I Love</b>	<b>What I'm Great At</b>	<b>What Ppl Want/Need</b>
healthy living	sales	better heath/fitness
outdoor sports	marketing	more money
strategic planning	follow through	more free time
creative thinking	implementation	less stress
helping others	writing	better relationships
planning events	networking	greater work satisfaction
using my intuition	managing budgets	a life that has meaning
playing guitar	crunching numbers	weight loss
reading	inspiring people	to get out of debt
travel	having fun	to be in love
great food and wine	cooking healthy meals	work promotion

Upon studying her chart, this coach (let's call her Sally), listed the following things as possible niches:

- helping businesses create strategy and follow-through plans
- helping sales people make more money
- helping people achieve more balance and fulfillment
- helping people lead healthier lives

When narrowing it down Sally chose:

- helping people have more energy and lead healthier lives

Sally realized that the thing she loves most, feels that she can truly excel at and that people want, need and are willing to pay for is more energy and better health. Sally is passionate about healthy living and has had success working with clients who were stressed, worn out and not taking good care of themselves.

**Reminder:**

**Focus on one area!** In this example Sally was tempted to include “make more money” as part of her *What*. Like many coaches, she was concerned about limiting herself and didn’t want to coach on just one thing.

Fortunately, she remembered that there is a big difference between *marketing* coaching and *doing* coaching. She understood that she needed to pick a specific “problem” people have that her coaching could “solve.” She chose helping people have more energy and lead healthier lives because it is what she is most passionate about.

While Sally is capable and has experience in other areas, she knew that selecting a specific *What* and marketing that one area would get her practice going quickly. Sally also realized that she coaches the whole person and once the coaching relationship is established she would likely coach on many other areas in addition to having more energy and leading a healthy life.

Finally, she reminded herself that she could always branch out later if she wanted, once her practice was successful. She chuckled to herself because she realized that “not wanting to limit herself” was really just an excuse to keep her from taking the right kind of action!

## Determine Your *Who* (Target Market)

Once you determine *what* you coach on, the next step is to determine *who* needs this type of coaching, or your target market. This is important for three primary reasons:

### You Can Find Them

You need to be able to **find these people** and **target your marketing** specifically to them. For example, it's hard to find "small business owners" because the category is so broad. However you could find (or research how to find) a specific type of small business owner, such as chiropractors, private practice attorneys, graphic designers, etc.

### Being Specific = More Referrals

**The more specific you are, the more referrals you will generate.** Being specific paints a very clear picture of who you work with and what you help your clients with. For example, let's say you coach people to achieve better work/life balance. That's pretty general, and quite frankly, not very memorable. When you add a specific *Who*, such as single working mothers, WHAM! What you do and who you do it for suddenly becomes a lot more clear and memorable for the listener.

### Achieve Deep Market Penetration

People associate with like-minded people. When you pick a specific *Who* and focus on it, you are able to **deeply penetrate that market** through word of mouth. In addition, when you focus on a specific *Who* you can become known as an expert in that target market, someone who understands that group of people and the unique challenges they face. Once this happens you become known and people will seek you out!

**Exercise**

Use the worksheet below to explore the kinds of people who have the problem your coaching solves or who want the outcome that your coaching will help them achieve. (*See the example on the next page for some ideas!*)

**What I coach on is:**

**The things that people think or say to themselves that indicate that they have the “problem” that my coaching can “solve” are:**

**Who has this problem or wants this outcome?** Think in terms of demographics (“census” type information age, gender, profession, income, marital status, religious/social affiliations, etc.).

**Narrow your *Who* so you can find them:**

**Example**

Continuing on the example we used in determining the *What*, Sally might give the following answers to this exercise:

**What I coach on is:**

Helping people have more energy and lead healthier lives.

**The things that people think or say to themselves that indicate that they have the “problem” that my coaching can “solve” are:**

“I feel guilty and frustrated because I know that eating better and exercising more would have a tremendously positive impact on my life but I can’t seem to make it happen.”

“I’m successful at work but my job consumes me. I want to take better care of myself, but by the end of the day I’m so tired that I end up ordering take out and vegging on the couch in front of the TV.”

“I’m worried that if I don’t take better care of myself I will die of a heart attack or develop some other serious health problem.”

“I’d like to do more things with my kids, but I don’t have the energy or stamina to keep up with them.”

**Who has this problem or wants this outcome?** Think in terms of demographics (“census” type information age, gender, profession, income, marital status, religious/social affiliations, etc.).

People in their 40’s and 50’s who are worried about health issues.

Busy, successful professionals who are overweight and out of shape.

Working parents who don’t have enough time to take care of themselves.

**Narrow your *Who* so you can find them:**

Sales managers in the telecom industry.

Parents of elementary school children in my town.

People who belong to a gym/health club but never go.

**Note:**

When narrowing your *Who* you want to **identify people you can find**.

In this example Sally formerly worked as a sales manager in the telecom industry. Many of her former colleagues were so busy they didn't take care of themselves. Sally can leverage her existing network to find these people.

Similarly, as a parent of a 6 and 8 year old, Sally is involved in a lot of activities with other parents, many of whom are overweight and lack the energy and stamina they would like.

With the last category, Sally had an idea that if she formed an alliance with some of the local gyms and health clubs she would be able to find people who believe in exercise (evidenced by their gym membership) but don't go.

Just like choosing your *What*, the more narrow and focused you are, the better. You can always expand later, but get specific if you want to grow quickly. To really explode your coaching business, you must become known and the best way to become known is to deeply penetrate a specific target market.

**Examples of Target Markets:**

Executives in Fortune 500 companies

Police officers

Suddenly single women over 40

CEOs of start-up companies

High school students

People in their 50's looking to make a major career shift

Attorneys seeking life balance

Stay-at-home moms

Baby boomers preparing for retirement

People with ADD

Sole proprietors of service-based businesses

Fiction writers

## The *Who/What Statement*

Once you have identified your *Who* and *What* you can begin effectively marketing your business. In the next section we discuss the importance of targeting your marketing to the people who want and need what your coaching offers in order to secure more Complimentary Coaching Sessions.

But before we jump there, let's make sure you can successfully communicate what you do and who you do it for in a way that paints a very clear picture for the listener.

When Sally first began her coaching practice she prayed that people would not ask what she did for a living! She would stress about meeting new people because she knew people would inevitably ask, "So, what do you do?"

And Sally didn't have a good answer.

At that point in her coaching business Sally had not yet identified her *Who* and *What*. She was trying to be all things to all people and didn't have a good answer to the question, "So what do you do?"

It is nearly impossible to build a full, thriving, sustainable business if you can't clearly articulate the service you provide and the benefits/results people can gain from utilizing that service. This is especially true if you want to build your business through networking and referrals.

Developing a clear, concise and compelling answer to the question, "So, what do you do?" is quite easy if you have already identified your *Who* and *What*. Some people call this response an elevator speech, a core marketing message or a USP (unique selling proposition). We call it your *Who/What Statement*.

As you work on your *Who/What Statement* we recommend **focusing on the problem your coaching solves or the result it provides**. In fact, focusing on the problem is often *more effective* than describing the outcome. People tend to relate more easily to the problem and the desired result is naturally assumed.

**Example**

Sally might respond to, “So what do you do?” by saying:

“I work with busy, successful professionals who want to have more energy and lead healthier lives. My specialty is working with sales managers in the telecom industry.”

or

“I work with people who want to lead a healthier life but have a hard time making it a priority. You know, people who belong to a gym or a health club but never go. (*chuckle*)”

or

“I help busy working parents find the time to lead a healthier life so they have enough energy and stamina to keep up with their kids.”

**Exercise**

**Work on your Who/What Statement.**

**Write some out and practice!**

**Put yourself in situations where people ask, “So, what do you do?”** (ie: parties, networking events, etc.) and see what kind of response you get. Do people’s eyes light up or do they glaze over? Do they “get” what you say? Do they say something like, “Wow, how do you do that?” or “I know someone who could use that?” If so, you know you are on the right track!

## FAQ's about the *Who/What Statement*:

### Do I have to stick with just one or can I have a few?

As long as you are not changing the essence of your *Who* and *What*, it is okay to tailor your response based on the situation or the person you are talking to. For example, Sally has slightly different versions of her *Who/What Statement* that she can use in different scenarios, such as at a conference for sales managers, when meeting someone at a dinner party or when talking to a fellow parent at her son's soccer game.

With that said, you do not want to completely change your *Who/What Statement* in order to appeal to everyone in every situation. Instead, get clear on your specific *Who* and *What* and then create a compelling *Who/What Statement* that feels good to you, regardless of who you are speaking with. Remember, not everyone is your ideal client! Your objective is to find people in your target market. When you are in situations where you are speaking with people who are not in your target market, we urge you to consider the following:

Not everyone you meet is a potential client, but **virtually everyone is a potential source of referrals**, IF you clearly, concisely and confidently describe what you do and who you do it for in a way that paints a very specific picture of what you do.

### Is there a certain formula for creating my *Who/What Statement*? For example, should I use the word "coach" in my statement?

As previously explained, the most effective *Who/What Statements* describe the "problem" that your coaching solves or the outcome/result that your coaching provides. It's up to you whether you call yourself a coach or not. Traditional marketing theory says focus on what you do as opposed to the label of your profession. Besides for that, the other "secrets" are:

1. Be clear and concise.
2. Speak with confidence and enthusiasm
3. Try out a few iterations and see what feels best to you.

**Sample Who/What Statements:**

Below are some example *Who/What Statements*. We have included weak examples followed by a strong example. You'll see there are many ways of creating an effective *Who/What Statement*. Some describe the problem, others explain the outcome. Some use the word coach, others don't. Use these to spur your thinking as you work on your *Who/What Statement* and then go out and try it! The more you use your *Who/What Statement* the more naturally it will flow and the more effective it will be.

**Weak:** "I help people be more authentic based on who they truly are."

**Strong:** "I work with people who are tired of being stuck in a job they hate and help them find work that uses their true gifts and talents."

**Weak:** "I help people make better choices in their business."

**Strong:** "I'm a business coach and I work with home-based business owners who have trouble managing their time and generating the revenue they desire."

**Weak:** "I work with creatives and help them manifest their artistic gifts."

**Strong:** "I work with writers who have always dreamed about writing the Great American Novel but never seem to take action."

**Weak:** "I help people have more passion in their life."

**Strong:** "I'm a relationship coach and I specialize in helping busy couples add more sizzle and passion to their marriage."

**Weak:** "I coach people who are in transition."

**Strong:** "I'm a life coach and my specialty is helping recently divorced women rebuild their life after divorce."

**Weak:** "I am a corporate coach and I work on facilitation, productivity and communication."

**Strong:** "I am a corporate coach and I work with teams who waste a lot of time and energy because their meetings are inefficient and the members don't fully understand and appreciate their roles and responsibilities."

**Do you see how powerful this is?**

You have two choices. You can either pick a specific *Who* and *What* and have a full practice in a year or you can try to be all things to all people and have 4 - 6 clients. We whole-heartedly encourage you to do the former!

## PHASE 2: MARKET TO SECURE COMPLIMENTARY COACHING SESSIONS

We are now to the topic many coaches seem to struggle with. The subject you probably want to learn more about. Or perhaps it is the thing you wish you didn't have to do: *The actual marketing!*

In our opinion, **you must ultimately "fall in love" with marketing**, as you will be doing it for the rest of your business life. You must either embrace it and do it yourself, or hire someone who will do it for you. There is no way around this if you want to do well in business. Do not let anybody tell you that they do not market. If they have a successful, sustainable business, they market, some way, some how.

The good news is that **you can learn to be an effective marketer** if you dedicate time and energy to it. Become a student of marketing! Resources on marketing abound. Hundreds of books have been written on the subject, from general marketing strategies to specific tactics, such as speaking, networking, direct mail, internet marketing and more.

### **Create a Marketing Sandwich**

In the full *C&GR* program we train on the necessity of building a long-term marketing system. However, for the purpose of building momentum and gaining new clients during the *C&GR 90 Day Challenge* we want you to focus on creating a *Marketing Sandwich*. We know this may sound a bit goofy, but hey, goofy metaphors work!

By definition, a sandwich is two pieces of bread with meat, cheese or some other "filler" in the middle. The bread is critical because it holds the sandwich together, right? Well, the *Who* and *What* is one piece of bread and the Complimentary Coaching Session is the other, and they are **absolutely critical** for making a good *Marketing Sandwich*.

When making a sandwich, as long as you have two pieces of bread, you can choose from a variety of items (turkey, provolone cheese, roast beef, peanut butter and jelly, egg salad, etc.) for the middle. In the *Marketing Sandwich* the actual marketing that you do (ie: networking, speaking, direct mail, forming alliances, etc.) is the "filler" and you can choose from a number of activities to put in the middle.

Is roast beef “better” than PB&J? Of course not! The “best” sandwich depends on who you are, your mood, your hunger, your eating habits, your objective, etc. Well, the same is true with marketing activities!

There are literally dozens and dozens of marketing activities you could put in your *Marketing Sandwich*. The key, and what many coaches often neglect, is the “bread.” If you have identified your *Who* and *What* and focus on funneling prospective clients into a Complimentary Coaching Session you will have a good *Marketing Sandwich*!

We hope that you have taken (or will take) the time to identify your *Who* and *What*, because then you will see how “simple” it is to market. No more “shot gun” marketing. No more “trying to be all things to all people.” No more trying to pump everyone you meet for information about their life in order to secure them as a client.

We love the saying, **“When you get right, the world gets right.”** In this case, it means that when you figure out *what you want to coach on* and *who you want to coach*, then things will fall into place with your marketing. People will resonate with you because you are speaking their language and offering a solution to their specific problem. They will immediately get what you do and think, “Wow, this person is talking about me.”

During the *C&GR 90 Day Challenge* we encourage you to focus on the “bread”: **marketing to your *Who* and *What* and funneling these people into complimentary coaching sessions.** If you focus on these two things and really take action, you will be blown away by the results!

### **The 5 Steps for Building a *Marketing Sandwich***

1. Determine the number of new clients you would like to secure during the *C&GR 90 Day Challenge*.
2. Estimate the number of Complimentary Coaching Sessions you need to do to secure your desired number of new clients.
3. Choose two marketing activities to focus on during the next 90 days.
4. Direct your marketing towards your *Who* and *What*.
5. Use your marketing to funnel prospective clients into Complimentary Sessions.

## 1. Your New Client Goal

How many new clients would you like to secure during the *C&GR 90 Day Challenge*? Keep in mind that the number of new clients you desire will determine the kind of *Marketing Sandwich* you create, ie: what marketing activities you focus on and how much action you take.

When choosing your target number of new clients we ask that you think deeply about who you are and how you operate with regard to goal setting. How challenging should your goal be? Do you respond better to fairly easy or very difficult goals? What are you basing your goal on?

We suggest you goal be a “moderate stretch” or a “happy medium.” Ideally, your goal should excite you and keep you moving forward, but not paralyze you, as we have so often seen.

For example, if you have been coaching for 1 year and have secured 6 clients thus far, it is not probable that you will secure 20 new clients in the next 90 days. (Yet for some, this challenge might be exactly what you need!) On the other hand, setting your goal too low would not challenge you enough based on your newfound knowledge and commitment.

We suggest you work on setting your goal with your coach and think about the following:

Does setting goals in general excite or paralyze me? Why?

Does the size and scope of the goal determine how much action I take?

How will I feel if I don't attain my goal? (Will I feel like a failure and quit or compliment myself for what I have accomplished?)

As a very, very general rule, based on the 2,000 coaches we have worked with, a goal of 6-10 new clients in 90 days is an excellent and achievable goal. Again, this is very general, so spend some time thinking about this and set a new client goal that is right for you!

**I intend to secure \_\_\_\_\_ new clients during the *C&GR 90 Day Challenge*.**

## 2. Complimentary Coaching Sessions Goal

Are you currently conducting Complimentary Coaching Sessions? If so, approximately what percentage of your Comp Sessions become paying clients? It's helpful to know this! For example, if you want to secure 10 new clients and you typically convert 25% of your Comp Sessions into paying clients, then you need to do 40 Comp Sessions, or 3 per week, in order to achieve your goal. It really becomes a simple, fun numbers game!

In fact, this is exactly how Michael filled his practice in 3 months. He averaged 4 Complimentary Coaching Sessions per week over a period of 12 weeks. This totaled 48 Comp Sessions. Michael's conversion ratio was approximately 60%, so within 90 days he secured 30 new clients.

Note: If you don't know your conversion ratio or you are a new coach, we suggest using 25% for now and then track your results throughout the 90 days. Mastering the Complimentary Session (yes, there is a structure, art, and science to this) is the cornerstone of the C&GR system. Ultimately, you should strive to secure 60% or more of your Comp Sessions into paying clients. This is possible and probable if you:

Conduct Comp Sessions for your *Who* on your *What*

Conduct your Comp Sessions in a methodical and strategic manner.

**My typical Complimentary Session conversion ratio is \_\_\_\_\_ %. Therefore, in order to secure my new client goal I will focus on conducting \_\_\_\_\_ Comp Sessions during the C&GR 90 Day Challenge.**

### 3. Marketing Activities

During the *C&GR 90 Day Challenge* we recommend you focus on two main marketing activities, with the objective of securing your target number of Complimentary Sessions. The key to successful marketing activities are:

**You must DO them!**

**You must enjoy it and be good at it** (or learn to become good at it).

**You must do them over and over** to become truly proficient and generate results (so many coaches give up too quickly!)

For the next 90 days focus your time, energy and resources on the two main marketing activities that you believe will generate the highest number of Complimentary Sessions. After the *C&GR 90 Day Challenge* you can address other marketing activities and work on creating your long term marketing system, which is absolutely critical for creating a sustainable, profitable business.

#### Choosing Your Two Marketing Strategies

Going back to the idea of the *Marketing Sandwich*, your two marketing activities are the “meat” of the sandwich. And just like a regular sandwich, many factors determine what “meat” will make the best sandwich for you, such as:

- The number of new clients you desire
- Your *Who* and *What*
- Your unique strengths and talents
- How much time you have
- Where you live
- The size of your network
- Where you are in building your business

Below we provide guidelines for helping you choose the best “meat” for your *Marketing Sandwich*. And while we certainly don’t want to imply that the “meat” you choose isn’t important, it isn’t as critical as taking action, targeting your *Who* and *What*, funneling people into Complimentary Coaching Sessions and performing these sessions properly in order to secure clients.

With that said, if you are serious about securing new clients and gaining momentum in your business we want you to choose marketing activities that will generate the best results. In general these are activities that:

**Allow people to experience you.** For example by:

- Speaking (presentations, workshops, teleclasses)
- Networking
- One-on-One meetings
- Writing (articles, newsletter)

**Enable you to be referred by someone who has experienced you,** such as through:

- Current Clients
- Strategic Alliances
- Leads Groups
- Your Existing Network

### **The Best Ways**

Coaches always ask us, “What is the best way to market my coaching?” We believe the following four activities, *in general*, are the “best ways.”

**Speaking**

**Leveraging Your Existing Network**

**Networking**

**Strategic Alliances**

Specifically, we recommend you choose two of these four activities when selecting the “meat” for your *Marketing Sandwich*. Can you be successful using other strategies? Of course! However, these are the tactics that we have seen deliver the best results for the hundreds of coaches we have worked with in our teleclasses and individual coaching.

Before you select your two marketing strategies, we want to briefly mention two critical distinctions with regard to marketing activities.

### Short Term vs. Long Term Marketing Strategies

As you can imagine, some marketing strategies take longer to produce results than others. Often, but not always, the most effective take the longest. For example speaking can and will produce tremendous results, yet often times speakers are booked months in advance. Also, you may need to improve your skills as a speaker, which will take time.

The same is true with Strategic Alliances. It may be several months before a Strategic Alliance really takes hold, but when it does, it could literally fill your entire practice. Conversely, you could secure several new clients in one month through targeted networking or sending a letter to your personal network.

We ask that you think about this as you take action and choose the “meat” for your *Marketing Sandwich*. Again, as a general example, you may set a goal of 10 new clients and secure 5 through networking. You might also book 3 speaking engagements over the course of the next 6 months, which would be excellent! Not only would you have an opportunity to secure clients from your speaking engagements, but you would have proven that effective networking to your *Who* and *What* works!

### Active vs. Passive Marketing Strategies

A website in and of itself is not an active marketing strategy. Nor is a brochure or the signature on your email. They are passive. It's *what you do* to get people to your website or to read your brochure that is active. Passive marketing supports active marketing, but it should never take the place of active marketing. There is no substitute for taking action!

We invite you to think more about this distinction and be honest with yourself. Have you been caught in the passive marketing treadmill? It's easier, isn't it? Safer? We know, we understand *and* we challenge you to take action and focus active strategies!

To get you started we have included a brief description of each recommended marketing activity. In the *C&GR Weekly Motivator* we will offer further details and examples on how to best implement some of these strategies.

## Speaking

Speaking is one of the most powerful marketing strategies for securing coaching clients. Think of the successful coaches that you know. We bet that a majority of them use speaking to market their business.

Speaking comes in a variety of shapes and sizes, from brown bag talks at local associations and seminars at bookstores to trainings at businesses and informal gatherings at a friend's home. We even put teleclasses in the speaking category.

Why is speaking such a powerful way to get clients? There are many reasons. Think about it: Who is the "star" at an event where there is a speaker? Who is seen as "the expert?" Who is the person that attendees gather around during breaks and after the presentation? Who creates and controls what is being taught? *The speaker!*

Imagine creating and delivering a talk to a room filled with people in your target market! Suddenly you are the leader. Instead of going to an event to network with a handful of people, *you are the event!* If you conduct a powerful, informational presentation on a topic that you coach on, people will naturally be drawn to you and want to learn more. You can then invite them to engage in a Complimentary Coaching Session to strategize about implementing what they learned in your talk!

**For those of you who do not wish to speak**, you can partner with a professional speaker and get virtually all the benefits of doing it yourself. Let the experts handle the speaking and send you clients. You could literally fill your entire practice with this one, simple concept!

Why would a speaker want to do this? Quite simply, for increased business! If structured well, the speaker can earn extra revenue for doing very little. In addition, they will enjoy the goodwill and satisfaction of providing more value to their audience.

What usually happens after a great speaker delivers a terrific speech? She teaches you, motivates you, inspires you and challenges you to take action. In short, speakers typically get the audience fired up and ready to conquer the world. Then what? The talk ends. The audience goes home to the "real world" and there is no follow-through. Nothing changes, nothing gets done.

Instead, imagine the speaker saying something like this to the audience, "If you would like to implement what you learned tonight, I have

partnered with a life coach who specializes in helping people find work they really love, better manage their time, have fantastic relationships (or whatever it is that you coach on!). He is in the back of the room accepting reservations for a Complimentary Coaching Session to explore if this type of support is right for you.”

In essence, this is a specific type of Strategic Alliance (described below) and you would create a financial incentive (such as 20% of your coaching fee for the duration of the coaching relationship) so the speaker would want to promote your service.

### **Leveraging Your Existing Network**

As part of the C&GR 90 Day Challenge we strongly encourage you to tap into your current network! Even if you have done this in the past, the new year is a great time to reconnect with people, especially if you have refined your *Who* and *What*.

While there are many, many ways to leverage your existing network, we have found the most effective way is to send a Grassroots Marketing Letter and following up with a phone call.

Because it is such a powerful tactic, we are going to focus on the Grassroots Marketing Letter in one of the first few *C&GR Weekly Motivators* and even include a sample letter that you can use as a template.

For now, a Grassroots Marketing Letter is an announcement about your coaching business. It should specifically state your *Who* and *What* and ask for referrals. We recommend that you send these out in batches (perhaps 10-20 per week, depending on the size of your mailing list and the time you have available) and then follow up each letter with a phone call.

Much to our surprise, we have found that many coaches are hesitant in utilizing their existing network as a way to grow their business. We feel this is caused by fear or lack of belief. If you resist contacting your network, ask yourself why. If you truly believe in the value of your coaching why wouldn't you want to let people you know what you are doing and ask for their support and encouragement?

You already have a group of people who know you, respect you and like you. Many of these people would be more than happy to help you build your business! Leveraging your network is an incredibly effective way to

attract new clients, make connections and secure opportunities you might not otherwise have gained.

When Michelle launched her full-time coaching practice she sent out a Grassroots Marketing Letter. Quite frankly, it wasn't all that good because at the time she had not identified her *Who* and *What* and was still trying to be all things to all people. She also didn't follow-up with phone calls. Despite this, she immediately received numerous calls and emails of congratulations and encouragement, had 4 people engage in Comp Sessions and secured 2 clients within two weeks. In addition, the seeds that letter planted generated 5 more clients over the next 6 months.

Coaches who have taken the full *C&GR* program and implemented the correct strategy (focusing on their *Who* and *What* in the letter and following up with phone calls) have achieved far better results. More Comp Sessions, more referrals, contacts with people in their target market, speaking engagements and corporate contracts worth thousands of dollars.

## **Networking**

The most effective networking is targeted networking. In other words, you want to go to networking meetings and events that are attended by your target market. Sure, you can still attend general networking events such as Chamber of Commerce mixers or BNI meetings, where a small percentage of attendees may be a qualified prospective client. But why not network at associations where virtually every person there is your prospective client? In this environment your *Who/What Statement* will resonate with practically everyone you meet. Do you see how just choosing your *Who* and *What* allows you to network more effectively?

Get on the internet and research the local organizations and associations in your area that cater to your *Who* and *What*. Join those groups and get involved so that everybody knows what you do, who you do it for and the impact you can have on their business or their life. There are literally thousands of organizations and associations around the world. Here are just a few to help you see the possibilities:

### **Examples**

Parents Without Partners, Young Presidents Association  
National Association of Women Business Owners  
Overeaters Anonymous, Specific Industry Associations

## Strategic Alliances

Perhaps you have heard these terms before: partnerships, alliances, circles of influence, Team 100, etc. These all describe relationships where someone sends you referrals. This is good, and can be even better by forming *Strategic Alliances* that perfectly match your coaching, based on your *Who* and *What*. Ideally, you want to form a powerful partnership with someone who regularly comes in contact with people in your target market. For example:

A health and fitness coach partnering with the owner of the local gym.

A small business coach partnering with a CPA.

A wellness coach partnering with the local yoga center.

A relationship coach partnering with a matchmaking service.

A life coach who works with “suddenly single” women partnering with a divorce attorney.

*The list is endless!*

We have found that there are two levels of Strategic Alliances. We suggest you form Level II Strategic Alliances. These are more formal, structured business relationships that are “triple win.”

You win, as you get multiple clients from little or no marketing once the alliance is formed. The strategic alliance wins from the goodwill received as a result of providing an incredible service, your coaching, to his/her clients. (He/She can also win by receiving a referral fee from you if appropriate). And the client wins, as he/she gets introduced to the incredible benefits of coaching through a trusted source, an opportunity that person might not have otherwise had.

We describe Level I below, as it is what most coaches using this approach are doing. While a good start, it is not as effective as Level II, and we encourage you to create Level II Strategic Alliances.

### **Level I - Informal, No Structure**

In Level I you have a relationship with someone (your Strategic Alliance Partner - SAP) who has a basic understanding of coaching and your specific *Who* and *What*. Your SAP refers people to you that he/she believes would benefit from your coaching. There is no formal

relationship or incentive, other than the SAP liking you and wanting to help you.

For example, let's say you coach busy professionals on achieving work/life balance. You have formed an alliance with a hair stylist and her client is venting about how overwhelmed he is with his life, that he doesn't have enough time for the things that are important to him and he is feeling incredibly stressed. The hairdresser might say, "I know just the person for you to talk to" and gives your name to her client.

While this is better than nothing, the clients of the hair stylist don't specifically match your target market. The hair stylist and her staff are not trained how to talk about your coaching. The hair stylist may not fully comprehend your coaching and there is no structured relationship with you and therefore no compelling incentive for her to send you referrals.

#### **LEVEL II - A Targeted, Structured Relationship**

In a Level II Strategic Alliance the coach would create a partnership with a professional who regularly comes into contact with his/her specific target market. In the above example, the coach might form a relationship with a chiropractor, knowing that stress is often the cause of the physical problems treated by chiropractors.

When establishing the partnership the coach could provide free coaching to the chiropractor (and perhaps even his staff) so they would understand first hand the benefits of coaching.

Next, the coach would create a specific process by which potential coaching clients are referred, enabling the chiropractor to send people to the coach in a structured, systematic and methodical way. The chiropractor and his team would be trained in exactly how to refer people and they may even receive a fee for doing so, perhaps as much as 20% of the monthly coaching fee.

While there is a tremendous amount more to say here, we hope that this simple example spurs your creativity and inspires you to take action and seek-out structured, specific strategic alliances!

## Marketing Activities Summary

Please don't be intimidated or overwhelmed about choosing your two marketing activities. If you are unsure about what two marketing strategies to choose, work on it with your coach or your buddy!

And please, if you abhor the idea of speaking, networking, leveraging your networking or forming alliances don't pick them as your two tactics. If you are a technical whiz and believe that you can create an interactive, value-packed website that will draw traffic and generate Comp Sessions, than don't let the fact that we didn't put "website" as one of our four recommended strategies influence your decision!

**The two marketing strategies that I am going to focus on during the C&GR 90 Day Challenge are:**

1. \_\_\_\_\_
2. \_\_\_\_\_

## 4. Target Your *Who* and *What*

We just spent a lot of time focusing on the "meat" of the *Marketing Sandwich*. We are now going to talk about the two pieces of "bread."

**You must target your two specific marketing activities to people who already want and need what your coaching provides.**

This is a *very important point*. If you want to grow your coaching practice efficiently and effectively, it is imperative to proactively market your coaching services to your target market! This is very, very different than meeting someone in a grocery line, on a plane or even at a general networking event.

Yes, you can and will secure clients from such interactions. And, if you are really going to make it as a coach and as a "True Business Owner," (TBO) you must actively reach out to people who already want, need and are willing to pay for what your coaching offers. This should be the core of your business-building efforts. Any clients you secure when you are "out and about" should be considered a bonus!

**Targeting your *Who* and *What* means reaching out to qualified prospects who already have the “problem” your coaching can “solve.”**

As we just described, you can do this by forming alliances with people who regularly come into contact with your target market, speaking to the right group on the right topic and sending out a Grassroots Marketing Letter that specifically describes your *Who* and *What* and asks for referrals.

Another way to target your *Who* and *What* is to use the internet to “find” the people who match your focus. Let's say you coach single mothers who want to balance their career and raising their children. We did a Yahoo Search on "single parents, Los Angeles" and received hundreds of matches. Here is a brief overview of what we found:

Adoptions.com - Resources for single parents

Single Parents - Singles raising children alone

CARE Program, LA - Provides services that help single parents succeed

Organizations like these are a great source for networking, speaking, writing articles and more.

**The ways that I am going to target my marketing towards my *Who* and *What* are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 5. Focus on Securing Complimentary Coaching Sessions

The other slice of “bread” in your *Marketing Sandwich* is focusing on securing Complimentary Coaching Sessions instead of worrying about “getting clients.”

A Comp Session is a 40 minute coaching call between you and a prospective client where:

You provide value by coaching the person on their *What* .

You determine if you can help the person and you would like the person as a client.

The person determines if they like you and want to hire you as their coach.

Don't think about marketing as a way to “get clients.” Rather, focus on marketing to secure Comp Sessions! Marketing becomes much easier when the purpose is to "give something away" vs. "sell something." A subtle distinction, but a major one!

For example, is it easier to:

Offer a Comp Session	OR	Secure a client
Give something away	OR	Charge for something
Coach	OR	Sell something
Provide great value	OR	Describe value

It's a lot easier, more fun and less stressful to focus on giving value! And, the Complimentary Coaching Session is a great way to provide value. So when you are marketing, don't worry about getting clients. Instead, go out and find people who want what your coaching provides and offer them the opportunity to engage in a Comp Session with you.

I, \_\_\_\_\_, have made a shift in my thinking and am going to market in order to offer Complimentary Sessions.

## PHASE 3: STAY IN ACTION

There is a big difference between **knowing what to do** and **actually doing it**. Over the course of the next 90 days we want you to seriously commit *to doing it!*

In the beginning of this report we identified some of the difficulties of being a small business owner and the statistics that are not in our favor. We want you to know that we totally understand and appreciate this. After all, you probably became a coach to help people reach their goals and dreams, not to become a sales, marketing and business expert.

As coaches we have a unique set of challenges. Most of us work alone at home and suffer from isolation and loneliness, which in and of itself can ruin a business. It can also be difficult to adhere to a structured work schedule and to hold ourselves accountable to take action.

Again, we understand and appreciate these challenges AND you need to address these issues in order to create a successful, sustainable, thriving business. For the *C&GR 90 Day Challenge* we suggest you implement the following strategies to help you stay in action:

### 1. Make a Commitment

Make a firm commitment to take consistent action on building your business for 90 days. Make it a top priority, even if it means giving up some other things for the next three months. While we are sure each of you have some non-negotiable items, whether it is homework and dinner with your family, your morning yoga class or time spent on other income generating activities, we want you to **commit to focusing on building your coaching business**. If you are serious about taking this challenge and really growing your client base over the next 90 days, it is going to take time, effort and energy.

We have chosen 90 days because it is a long enough period to generate results with the right kind of dedication and action, yet it is a short enough time to commit to without becoming overwhelmed. We encourage you to consider this time a "Trial Period." We hope that you will love the results and progress you have made and be dedicated to your new commitment to action!

We often hear coaches say they want to build an “effortless” coaching practice. We respect and appreciate this goal and believe that it is possible. However, “effortlessness” does not happen over night. It is only when you take lots of action, measure your results, create a marketing system and fine-tune it over time, that seemingly “effortless” results are generated.

Many coaches have a tendency to latch on to concepts that make marketing seem unimportant, such as only using the Law of Attraction. (The Law of Attraction is great *and* you can’t take “action” out of “attraction!”) This is due to fear, lack of confidence in marketing and a desire for an easy way out. Please do not fall into this trap. Virtually anyone who appears to be solely using the Law of Attraction or seems to be enjoying an “effortless” business, is working their butt off behind the scenes (or has done so for many years!)

Michael’s coach once said the following to him and it’s a standard that he lives by today. Adopt it if you like:

**“Work harder than most people will for the next ten years,  
and live better than most people can for the rest of your  
life.”**

I, \_\_\_\_\_, commit to staying in action for the next 90 days in order to significantly grow my coaching business.

## **2. Create a Support Structure**

For the *C&GR 90 Day Challenge* we recommend you enhance your support structure. We assume you are already working with a coach. If you are really committed to this, your coach should specialize in helping coaches or small business owners grow their business. Your learning curve will be shortened and results improved dramatically with a specialized coach.

We also suggest you supplement your coaching by creating a buddy system and/or form a mastermind group as a way to stay in action and combat feelings of isolation and loneliness. As with many of the guidelines in this report, we encourage you to use the following ideas to

spur your thinking and create whatever support structure you feel will work best for you.

### **The Buddy System**

Find another coach who is committed to growing his/her coaching business and wants to participate in the *C&GR 90 Day Challenge*. If you don't have someone in mind there are plenty of resources for finding other coaches. The referral service at Coachville ([www.coachville.com](http://www.coachville.com)), a local ICF or Coachville chapter, coaches from your coach training program or the PCMA (Professional Coaches and Mentor Association) are a few that come to mind.

Once you have found a coach to buddy with, you want to **create a specific structure** for your buddy system. For maximum effectiveness we recommend you:

**1. Determine the frequency and duration of your contact, ie:**

- Once per week for 30 minutes (15 minutes for each person)
- Every weekday morning for 10 minutes

**2. Determine the structure of the relationship, ie:**

- Your objectives
- How your time will be used (ie: check-in on commitments, wins, obstacles and new commitments)
- How you will best support each other
- How unmet commitments will be handled

**3. Set specific ground rules, ie:**

- Agree to follow the exact structure you establish
- No whining or "pity parties"

Remember the purpose of a buddy group is to keep you focused, accountable and in action! For the best results we urge you and your buddy to develop a specific agenda where you review your commitments, evaluate your results, discuss, brainstorm and plan your new actions and then make new commitments. This is not a social event!

### **Mastermind Group**

A mastermind group is similar to a buddy system however it usually involves more people (an ideal mastermind group is 4-6 people) and less contact. Mastermind groups don't typically provide the same level of

accountability as the buddy system due to the number of people and the less frequent contact. Instead, we believe they are best used for inspiration, motivation and sharing of ideas.

**Similar to the buddy system you want to :**

**1. Determine the frequency and duration of your contact, ie:**

- Once per week by phone
- Once per month in person

**2. Determine the structure of the relationship, ie:**

- Your objectives
- How your time will be used
- How you will best support each other

**3. Set specific ground rules, ie:**

- Agree to follow the exact structure you establish
- No whining or “pity parties”

**Warning!**

A buddy group or a mastermind group should complement, not replace your coach! There is a big difference and we trust you know this. Never get into the trap of dropping your coach (assuming he/she is effective) in order to “save money” by going with a buddy or mastermind group. If you believe in coaching enough to do it for a living, you must believe in it enough to get formally coached yourself.

**I fully believe in the power of having a support structure.**

**The structure I will use is: \_\_\_\_\_.**

**I commit to having this structure in place by: \_\_\_\_\_.**

### 3. Have Good Reasons

It may not be easy to take the kind of action you need to take over the next 90 days. You may encounter frustrations and setbacks. Unexpected events and distractions *will* inevitably arise. And while making a commitment, working with your coach and having a support structure will help, another way to stay in action, even when you don't feel like it, is by having strong enough reasons.

Spend some quiet, uninterrupted time and do the following exercise. Whenever you are struggling to take action, feel fear, lack motivation or are wavering in your commitment, read what you wrote and as long as you did this exercise well you should be able to overcome that hurdle. (If not, call your coach or buddy!!)

#### **Exercise**

**1. List all the reasons you can think of WHY you want a successful, sustainable thriving coaching business.** How will it impact your life, your family, your income, your time, your spirit, your sense of well-being and purpose? Write in vivid detail how you will FEEL when you achieve your goals and dreams!

**Write about what will happen if you do not create a successful, thriving practice.** Will you have to go back to work? What effect will that have on your life? How will you FEEL? (Don't shy away from tapping into your emotions of pain.)

## PHASE 4: FEEL GOOD ABOUT YOUR FUTURE

Do not underestimate the power of your mind and the impact your thoughts and feelings have on the manifestation of your goals and dreams. **What you think about and how you feel significantly impacts the “reality” of your life.**

In fact, one of the primary reasons we have included the *Weekly C&GR Motivator* in this 90 day program is to keep you focused on what you want, inspire you to take action and to help build your belief that **you can have the coaching business and life that you desire.**

For the *C&GR 90 Day Challenge* we have chosen three simple, yet incredibly powerful, exercises.

We encourage you to do the first exercise (Future Letter) right away! The other two exercises are things to be done throughout the 90 day program, by incorporating them into your daily habits.

### Your Business Vision for 2003

Imagine that it is December 31<sup>st</sup>, 2003. You are reflecting back on the year and thinking about your coaching business. What do you want to be celebrating? What accomplishments and achievements do you want to have made during the year?

As coaches, we know the vital importance and powerful impact of writing out our goals. You must first “see” yourself as successful in your mind in order for that success to materialize. We want you to do this for your business for 2003. Although the *C&GR 90 Day Challenge* focuses on the first 90 days of the new year, it is important that your objectives and actions for the first quarter are congruent with where you want to be in the future. The following exercise will help with that!

## **Exercise**

Dedicate a solid, uninterrupted block of time and write a *Future Letter*. Pretend that it is December 31<sup>st</sup> 2003 and that you are writing a letter to someone you care about who would want to celebrate your success. Share what has transpired and what you have accomplished during the past year in your coaching business.

The goal of this exercise is to **identify your objectives for the year**. This format helps connect with what you really want, not what you think you should do. While you can certainly write whatever is compelling to you, important areas to address are:

1. What your coaching business looks like (number of clients, type of clients, revenue generated)
2. How you feel about your coaching skills
3. Your business infrastructure
4. Marketing strategies
5. What your typical work day looks like
6. Anything that is important to you regarding your business

Use the example below as a model. For maximum effectiveness, balance **what you would love to have happen** in your business in 2003 and **what you believe can happen**. During the course of the *C&GR 90 Day Challenge* you will be utilizing the scenario you describe in your *Future Letter* to start “seeing” yourself as achieving it. You want to balance what you *currently believe* is possible with what you *could believe* possible.

For example, let’s say part of your long term vision is to write a best-selling book on your coaching specialty and you haven’t yet written a word and aren’t even sure about the way to make it happen.

**Better to write about what you believe you could accomplish** this year (ie: I’ve written the outline, have gone to a writers conference, have a lead on agent, have written 4 amazing chapters and have sent 30 query letters) **then something that is a huge stretch for your belief** (ie: I am a best selling author). Of course, if you want to have a best-selling book in contract by the end of the year and believe you can do it, then don’t hold back!

**Example**

Below is an example of a *Future Letter* that Sally might write to her aunt. As always, however you do this assignment is perfect, simply use this to spur your thinking and get you started!

Dear Aunt Jane,

It is New Year's Eve 2003 and I am taking some time out before going to a NYE party with John to share some of the many wonderful things that have happened in my coaching business during the past year. You have always been so supportive of me so I knew you would enjoy hearing about my success.

I started off the year with a solid commitment to make 2003 my best year ever, both personally and professionally. And you know what, it has been! I got really focused during the first 90 days and added 8 new clients by April 1st. My coaching practice grew throughout the year and I am currently working with 18 wonderful clients and earning \$6,000/month. I feel so blessed to be doing the work I love and sometimes can't believe I get paid to do this!

In addition to my 1-1 coaching, I have formed a partnership with a coach in the area named Helen. We met in January at a local coaching chapter meeting and created a "buddy system" as part of this great 90 day business building challenge we both participated in. We really hit it off and ended up doing several workshops together throughout the year. We have a lot of fun together and our workshops are one of the ways we each acquire new individual coaching clients. I feel so fortunate to have found a way to beat the isolation that might have otherwise occurred if I did everything on my own and did all of my work from home.

As you know, I'm a firm believer in continuing to build my skills as a coach. So this year I attended two powerful seminars and successfully achieved my coach certification. I love the sense of competency I have as a coach and know that I am on the way to achieving true mastery. Of course, as I continue to refine my skills it benefits my clients, which is the real measure of my success as a coach.

One of my other huge accomplishments during the past year was making the transition to a "True Business Owner." Early in the year

I realized that my success would be contingent upon really treating my coaching practice like a business, and I have. The guest bedroom has officially become my office and it is set up exactly the way I like. I invested in the necessary technology, including a comfortable headset, a beefy laptop computer, a DSL connection to the internet and of course, I had a separate business phone line installed.

Since organization has never been my thing, I hired a professional to come in and help me set up my files and my QuickBooks software. Once I got the systems in place I've been able to keep everything up-to-date. I also got set up to take credit cards (and now most of my clients pay that way, which simplifies the billing process tremendously.)

This year I also launched my website. I had it professionally designed and learned how to do simple updates myself. I love how it turned out! I didn't want anything too complicated, so it focuses on providing value to my visitors by providing a number of helpful resources, such as book recommendations and downloads of some articles I have written. People can also sign up for my free "More Energy Thru Healthy Living" E-zine.

Speaking of my E-zine, I launched it in the summer and have 350 subscribers! As you know, I specialize in coaching people who want to have more energy and lead a healthier life. I have so much fun writing the monthly articles and from the feedback I've received, the tips, insights and strategies I share have been really beneficial to my readers.

A key component for making this year great was creating a schedule that works for me. It took a while to make it happen, but I'm now really pleased with the way my typical month and week looks! I generally coach my clients the first three weeks of the month. My coaching days are Monday – Thursday and I use Friday for marketing, admin and complimentary sessions. During my week "off" from coaching I write my newsletter and engage in other activities that help me grow the business, such as working on my alliance with the health club, contacting organizations about speaking engagements and meeting with Helen about our workshops.

Going back to the idea of being a True Business Owner, I finally realized that a business like this requires me to do continual

marketing, so I picked specific things to focus on to build my business and have really created a system that works. The best part is I no longer feel like cousin Joe who is always prospecting for his multi-level marketing business. Remember when I first started coaching I thought everyone I met was a potential client and I felt like I was pitching my coaching to people I met at grocery stores, on planes, etc.? Well, once I figured out who I coach and what I coach on I was able to develop specific marketing strategies that directly target people who want to have more energy and live a healthier life!

I've also continued to learn more about the sales, marketing and business side of coaching and really feel like my skills in this area have grown exponentially. In fact, much to my surprise, I love learning about these things and feel great knowing that it's key to my long-term success as a coach.

One of the other big factors in my success was really leveraging the power of my thoughts and feelings. While I've always known the importance of making a committed decision, writing out my goals and believing in myself, I had never really taken it to this level before. And boy did it pay off!

In closing, I want to share the gratitude that I have for you and the many other people who have supported me in this endeavor. I appreciate it!

Happy New Year and hope to see you soon!

Love,

Sally

Pretty cool, huh? Don't you get jazzed just reading this? Well, imagine how you will feel after you write your own!

**Exercise**

As good as writing this is, it is just the beginning. It is very important that you discipline yourself to read this every night before you go to bed.

If you are really serious, we encourage you to fully harness the power of your subconscious.

- 1. Recite your *Future Letter* into a recorder.**
- 2. Listen to it every night before you fall asleep and every morning when you first wake up.**
- 3. Do this for one full month!**
- 4. The pathways you burn into your subconscious will become so deep and strong that your mind !**

## Daily Mantras

To complement your daily reading/listening of your *Future Letter*, we have created some powerful mantras to keep you focused, positive and in action. We encourage you to say these mantras with feeling each and every morning. This is incredibly important to your overall success. Also, you are not doing these mantras just for you, but for the benefit of your fellow coaches and the profession overall! Consider this part of your duty to yourself, as well as to the hundreds of people out there that only you can coach!

If you like the following suggested mantras, great! If you want to create some that are more appropriate for you, that works too. The key is that you say your mantras each morning with feeling and conviction. As Nike says, "just do it!"

**Clients flow to me in abundance!**

**Money flows to me in abundance!**

**I attract ready, willing, excited people  
to my Complimentary Sessions!**

**I love and enjoy learning about business  
and I am getting stronger every day!**

**I love taking action and reaching out to  
people who want and need my coaching!**

**People love it when I speak about coaching and  
they are genuinely interested to hear more!**

**I am attracting the ideal business partner to  
help explode my business and my life!**

**I am passionate, healthy and energetic and  
people are naturally drawn to me!**

**I love myself!**

## C&GR 90 DAY CHALLENGE CHECKLIST

Use this checklist to track your progress during the *C&GR 90 Day Challenge*. Start off by reading the entire checklist and filling in the "0" box as you read each item. This is your starting point. Next, give yourself a higher score as you move forward in each area. The objective is to score a "5" in each area. Use this checklist with your coach and/or buddy during the 90 days of the program.

1. I am firmly **committed to growing my business** and **making 2003 my best year yet**.

0	1	2	3	4	5
<input type="checkbox"/>					

2. I have **identified my What** (niche - what I coach on). It "solves a specific problem" and fills a need that people already want, need and are willing to pay for.

0	1	2	3	4	5
<input type="checkbox"/>					

3. I have **identified my Who** (target market – people who want what my coaching provides) and I know where to find them.

0	1	2	3	4	5
<input type="checkbox"/>					

4. I can **answer the question, "So what do you do?"** clearly, concisely and effectively. My answer to this question paints a mental picture for the person I'm talking to and they immediately "get" what my coaching provides and who could benefit from it.

0	1	2	3	4	5
<input type="checkbox"/>					

5. I know how many **new clients** I want to secure by April 1<sup>st</sup>, 2003.

0	1	2	3	4	5
<input type="checkbox"/>					

6. I have identified the **number of Comp Sessions** I need to do by April 1<sup>st</sup>, 2003 in order to secure the number of clients I want.

0	1	2	3	4	5
<input type="checkbox"/>					

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7. I have identified the **two marketing strategies** I am going to focus on to secure Comp Sessions.

0	1	2	3	4	5
<input type="text"/>					

8. I am **committed to taking action** in executing these strategies and I will remain positive and optimistic and not give up until I achieve my goal.

0	1	2	3	4	5
<input type="text"/>					

9. I have a **specialized coach** and have found a **buddy** or created a **mastermind group** and have a solid support system in place to help me engage in persistent, consistent action.

0	1	2	3	4	5
<input type="text"/>					

10. I have written my **Future Letter** and read/listen to it each night before I go to sleep.

0	1	2	3	4	5
<input type="text"/>					

11. I have created my **Daily Mantras** and say them with feeling first thing every morning.

0	1	2	3	4	5
<input type="text"/>					

**Congratulations!** Are you as excited about 2003 as we think you are? Do you have more belief and confidence due to your new knowledge? Do you take comfort in knowing that thousands of other coaches are with you and you are not alone? Do you know that there are hundreds of people out there that only you can coach, and it is your responsibility to find them? Do you now know what to do and are you truly committed to doing it?

We hope so! It has been a pleasure to write this report and support you in the growth of your business. We are excited to have you as part of our *Coach & Grow Rich* family and look forward to serving you in the *Weekly C&GR Motivator* and beyond.

Please email us at [michelle@coachandgrowrich.com](mailto:michelle@coachandgrowrich.com) and let us know how you are doing with the *C&GR 90 Day Challenge*. We want to hear from you!

Best wishes for the next 90 days, throughout 2003 and forever! May you coach and grow rich... *in all ways!*