

The One Command® Executive Success Coaching Certification

*There is a power within you
so great . . .*

Week 12

Based on the teachings of The One Command®

by Asara Lovejoy

Creating the Right Mind Set

Marketing Miracles happen in a number of ways:

- Clearly define who you are and what you have to offer.
- Identify where the integrity lives within who you are and what you have to offer.
- Bring coherence between *who* you are, *what* you have to offer, and what your clients truly want from you.
- Clear the way between your beliefs about advertising, connection and service.
- This part of finding out who you are depends on your willingness to put aside old beliefs about *'I don't deserve, I am not enough, I shouldn't sell my gifts or charge money for my gifts.'*
- It is eliminating old programs such as....only doctors, plumbers, CEOs, or bankers can charge big fees for their services.
- There are certain TASKS that have to be done to successfully open the door to your business.

We are guiding you through the process – it is up to you to actively *engage* in the process. We also offer continuing support through our Executive Success Coaches Gold Members Club.

There is much more that we have to share with you, and we have kept it affordable as you build your business.

Skill Set #1 Content Management

- Content Management means – your content put onto a website to promote you and your services.
- We highly recommend you have your own business website–see resources.

Skill Set #2 Collect Your Money

- Set up your eCommerce vehicle.
- You can start with a PayPal personal payment system and then go to a merchant account.
- Check for the equivalent in your country.
- Asara's story of getting ready ahead of time and dealing with your fears of how to do something new.

Skill Set #3 Your Database is Your Money

- Set up forms on your website to collect names as you offer them an electronic gift.
- See Setting Up Your Website pdf for explicit instructions on forms and auto responses as tied into your database to build your business.

Skill Set #4 Creating MP3's

- You may want to record your session.
- Or create MP3 programs that you sell or that you give as gifts.
- This is a skill to include in your practice right away to enhance your presence on the Internet and with your clients.

Skill Set #5 Social Networking

- We have listed those social networking sites we use and recommend.
- Why is it valuable?
- How can you easily get it done?

Skill Set #6 Delegating

- The most important part of building your successful business is to know where to find the people to support you and to do the things for you that you can't do for yourself.

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- Your time needs to be spent in promoting who you are and your services.
 - We have listed the resources we use to design our promotional pages, set up our back end database and auto responders, create new websites for us, and help run the business - such as our virtual assistant Beth Price.
 - We have also listed places you can find people to help you at a low cost.

Skill Set #7 Promotion Promotion Promotion

- We have listed many free sites where you can post information about who you are and your services.
- Remember live events – we have given you an outline for presenting live events and what to have for the events.
- Word of mouth – Thank You free sessions for referrals.

Add One Command Circles to Your Tool Box

You are a Coach – why become a One Command Circle Leader as well?

- Growth of your business
- Cross-referral
- Opportunity
- Make a difference in a broader way
- Growth of your business:
 - The first thing I ever did with The One Command was start Circles in my new town.
 - Through people-telling-people, I had members coming from all over the entire state – some driving 4 hours each way to attend.
 - I was also asked to speak at Master-mind groups, businesses and meeting-places.
- Cross-Referral:
 - You will find that your Circle Members will be asking you right away where they can learn more, and in more depth.
 - And you will find your Coaching clients often very interested in attending One Command Circles online or in their town.
- Make a Difference in a Broader Way:
 - The One Command Circles give people the opportunity to put their 'toe in the water' to learn The One Command and begin observing positive changes in their lives with ease and grace.

Thanking You with Gratitude

Gratitude bestows reverence, allowing us to encounter everyday epiphanies, those transcendent moments of awe that change forever how we experience life and the world.

~ John Milton

It has been an honor and a privilege to be part of your life these past 12 weeks.

Warmly,

Asara, Dr. Katie and Bonnie