

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.
- Included in your training is a one year membership to www.tocleaders.com. As soon as you complete the program, sign your coaching agreement with The One Command Global Corporation and are paid in full, you will receive access to the website.
- You may also have your own web site or wish to build one – 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.
- 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.

Continued Support—Your Team

Asara Lovejoy, Dr. Katie Garnett and Bonnie Strehlow

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.

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- 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.

Opportunity:

You offer your Circle members an opportunity to be part of a supportive, encouraging group, where they can learn the One Command and expand their lives.

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:

- Bonnie has a wonderful story about “Toe in the Water.”
- 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.

Sign the Coaching Agreement

Our required coaching agreement with The One Command Global Corporation is in your learning lab and the salient points are:

- How to conduct yourself with ethics and boundaries.
- Requirement to stay current with The One Command process when notified of new materials.

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

You are now a graduated Certified One Command Executive Success Coach!

As soon as you send in your signed agreement and all your assignments and fees are up to date you’ll receive your authorized One Command Executive Success Coach Certificate to start your One Command coaching business.

CONGRATULATIONS!!

And we have so much more in store for you.

We have gone beyond our original course to assist you in the greatest success possible in your business.

We cover massive amounts of training in the extended 3 months of your coaching certification and have found that the extended time is essential for growing your success.

Overview of What's Coming

We will deliver the best way to talk to prospective clients that will lead to paid clients.

As we continue you'll be able to clearly define your specialty, niche or brand.

Then solidly establish your Success Identity.

And develop solid marketing, web presence and promotion practices.

It took us 10 years to get where you can go in 6 months with this knowledge.

It has been an honor and a privilege to be part of your life these past 12 weeks. We look forward to continuing our relationship together as you move forward creating your great success.

Warmly,

Asara, Dr. Katie and Bonnie