

The Introductory Coaching Session Process – what we covered

Part 1

Overview:

1. Discusses the underlying beliefs of coaches that can sell.
2. The purpose of the free session and its value to prospects.
3. Anatomy of the Free Coaching Session.
4. Assignments.

1. Beliefs about selling coaching:

- a. The #1 priority of coaching is action. My free session is designed to motivate them to take action. EVEN if they don't hire me, I want them to be committed to moving off their but!
- b. Getting a coach is the best thing they could possibly do for themselves.
- c. No one can help them better than I can (just as true for you because YOU are the one that is reaching them).
- d. Only good can come from my coaching them.
- e. I REALLY want to help.
- f. My services are a bargain compared to what they'll get.

2. The purpose of the free session and its value to prospects.

- a. Help them create change...take action that will help them long term (like hire you).
- b. Can you solve all of their problems and help them reach all of their goals in 1 session? Don't try to solve all of their problems. In fact help them with ZERO of them or 1 at the most.
- c. The free session is valuable because it awakens and brings clarity to what is going on below the surface. They will understand what they want, and know what's in the way.
- d. I'll also explain some of the coaching points while I'm teaching how to do the free session.

3. Anatomy of the Free Coaching Session.

Part 1: Make a connection. Small talk about themselves for 1-2 min. Do not let this go long. We don't want their life story...we just want rapport.

Part 2: Stimulate their desires. —If you could wave a realistic magic wand where would you be in 6 months?|| —What else would you like?|| Add financial goals if applicable.

Coaching Point=> This is goal setting, creating clarity, and increasing motivation.

Part 3: Increase Emotional Connection To Their Desires.

If you had that in just the way you'd like to have it, what would that do for you?|| How does that feel in your body?

Coaching Point=> This increases motivation and likelihood of taking action!

Coaching Point=> This uncovers possible —approach avoidance||.

Part 4: Uncover the blocks and barriers.

Ask —What is stopping you, slowing you down, or standing in your way?
What else?

What else?

Sometimes if I'm not getting enough, I'll run through the 5 parts of coaching to stimulate other problem areas.

Coaching Point=> This uncovers challenges they often don't realize or want to face. VERY VALUABLE!

Coaching Point=> This is what you are going to end up coaching them on if you do work with them beyond this 1 free session.

Coaching Point=> You are also creating an action plan of what they need to do to move forward and achieve their goals.

Part 5: Increase Emotional Connection To Pain.

What impact are all of these challenges having on you (your business)?

What's the worst part about this?

How long has this been going on?

How much money have you lost out on?

If you don't turn this around now, how much will you lose out on?

Coaching Point⇒ This also increases motivation to take action.

Part 6: The Turn-Around

If you could overcome these challenges and flow freely toward your goals, what would that do for you?

Coaching Point: Opens up their mind and allows them to see new possibilities.

Coaching Point: Increases hope, motivation, and desire to overcome their challenges. —All of these challenges are very common and very solvable.

Coaching Point: Makes the client feel normal.

Selling Point: Also makes the client see you as someone that deals with and can solve these problems.

Part 7: The Offer

What did you find most valuable about our time together so far?
(establishes value and potentially reciprocity).

Because a lot of people are going through these same challenges right now I have a program designed specifically to help people in your situation overcome exactly the same kinds of challenges you are facing and achieve the results you are looking for. Would you like to hear about it?

(Zero pressure). Explain your program. Would you like to hear more? What do you like most about the program (or the idea of being coached)? Let them ask questions.

Structuring your pricing and creating urgency.

X or Y and —which do you think you'd probably go for?
Special Bonus for people who take action NOW.

30-Day unconditional satisfaction guarantee as an option.

4. Assignment:

- a. Practice your free session at least 10 times.
- b. If possible practice your free session with real prospective clients.
- c. Create a —program||/pricing structure that you can stand behind 100%!
- d. Ask for feedback on your session from everyone.
- e. Did you want to invest?
What held you back from wanting to invest?

NOTES:

- ii. What could I have done that would have made you want to invest?