

The One Command® Executive Success Coaching Certification

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

Week 11

Based on the teachings of The One Command®

by Asara Lovejoy

Setting up Your Practice

- Agreement for Coaching
- Collecting the Money
- Laws and licenses for your state or country
- Your Bio or description of you and your services
- Commitment to seeing clients
- Feedback and testimony

Elements of a Client Agreement Form

- Acknowledge a coaching experience has been agreed to.
- Use Asara's 5 principles of what you'll accomplish while they coach with you (or develop your own).
- Describe the unique value of The One Command Executive Success Coaching System.
- What is included in their sessions – duration, how often you meet, other benefits.
- The investment stated and how to pay.
- Happiness Satisfaction Guarantee
- Setting Boundaries on what you do and don't do – also giving the responsibility to the client for their results.
- Dispute Resolution
- Signing the agreement

Form Example

- Congratulations on choosing to realize your greatest success through The One Command Executive Success Coaching with your coach, (YOUR NAME). We are about to embark on a wonderful journey together – one that gets you the success results you are seeking.
- There are five principle areas we will focus on in your sessions:
 - Clarify Your Direction
 - Optimize Your Environment
 - Upgrade Your Skill Set
 - Master Your Mind Set
 - Activate Your Success DNA that naturally and easily leads to inspired action

The One Command Executive Success Coaching Agreement

Our approach is radically different than traditional coaching in that not only do we look to achieve the results you are after, we assure your success by the simple and easy One Command technique. In your sessions, in addition to clear and concise attention to action steps and achieved goals, you dissolve old ideas and beliefs held below your awareness that have unconsciously prevented your success – no matter how much effort you have put into your business or self actualization until now.

Another unique One Command approach is first, you usually already have too many tasks at hand, so we don't require you to write out goals or spend your valuable time organizing according to a pat system – instead we organically develop the right actions in the right timing. There is nothing for you to do to prepare for your first session except show up – we do the rest.

Our coaching agreement is for 3 months (you decide - 3 months is what I use) and most of our clients continue through a one-year process with us as the results they are getting keep increasing. At the end of 3 months you can review your options.

What is included in your Coaching

We meet by phone bi-monthly for in-depth One Command and creating results sessions for 3 months. Here is what we know about our busy lives. Sometimes these sessions may be reorganized for a vacation or business trip so we can reschedule with advanced notice.

In addition, you can email (Your email address) where you will have a 24 hour turn around reply (or sooner) and you can call anytime during M-F working hours 9:00 am – 5:pm PST for small ten minute support sessions.

The number to call is (your phone number).

Form Example Fee Structure

What are your Beliefs about charging for your services?

Investment for One Command Coaching

Coaching sessions with Asara are \$450 a session or \$2700 for six sessions. The 3-month prepaid special discount for six sessions is \$1700 - a \$1000 savings.

All funds are paid in U.S. dollars.

Our 100% Happiness Satisfaction Guarantee

Even though we know how powerful and successful our system is we want you to be 100% satisfied with our approach and the results you are experiencing, and we think you can tell that within the first session. If you are not completely happy after your first session of coaching we will refund your money no questions asked.

After the initial session, if you wish to continue, then our One Command Coaching Agreement becomes a binding contract for the entire 3 months of coaching.

What are your Beliefs about charging for your services?

Investment is for Your Coach's Time

I understand that no results other than the coach's time is being promised or guaranteed and that coaching is not advice-giving, psychotherapy or counseling. I agree that this difference has been explained to me and that professional referrals will be given if needed.

I understand that coaching services may include investigating values, communication, styles clarification, brainstorming, goal setting, identifying plans of action, belief change work, asking clarifying questions, making empowering Commands, and being accountable for commitments and my personal information that is held in confidence between me and my coach.

Dispute Resolution

Any controversy of claim arising out of or relating to this agreement, or the breach of this agreement, shall be settled by arbitration, which will occur via telephone by an arbitrator that we mutually agree upon. The costs of this arbitration will be borne by the losing party.

Agreement

Once you have read and understood the above agreement, please sign on the line below, and return this agreement to me by **hand, mail, or email**. Do not sign if you have questions or concerns, or if you disagree with any part of this information, until after we have discussed it thoroughly. Email verification is deemed as legal as a hard copy signature.

I have read thoroughly the above information, and understand and agree with all of the policies outlined above. My signature indicates my consent to be coached by (YOUR NAME) in The One Command Executive Success Coaching System under the terms stated in this agreement.

Total Investment \$1,700.00

Option #1: Balance due at signing.

Option #2: \$700.00 down and 2 payments of \$550.00 (an extra fee is included for financing) for a total of \$1,800.00

Client Signature

Date

Print Client Name

Address

Phones

Email

Signed and authorized by (YOUR NAME), Coach

(YOUR NAME)

Date

One Command Coach

Mailing Address:

YOUR ADDRESS HERE

Phone: (YOUR PHONE)

Email: (YOUR EMAIL)

Collecting the Money

- What are your beliefs about being well paid for your services?
- Set up an individual PayPal account (or equivalency in your country) or a merchant account such as Authorize.net, merchantcommerce.com, godaddy.com/ecommerce.
- And in Europe - firstAtlanticcommerce.com, merchantseek.com/european-merchant-account, ecs-world.com.

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- In addition to your merchant account you also need a shopping cart to process to the merchant account.
 - Most merchant accounts offer their own such as PayPal but you can also interface with others such as 1shoppingcart.com
 - Invest in your business at the front end so that money has a receptacle to flow into.
 - When you complete your certification you get one year for free at www.tocleaders.com but you will need to have your payment vehicle in place to collect money through the site.
 - If you have your own web site you can also collect payments there as well.

Laws and Licenses

- What are your beliefs about safety from being sued or being found at fault?
- Act as a business person – have a simple business license according to your country and province or state, as required.
- In the U.S. we have LLC corporations and S corporations that protect you from any lawsuits – they can only go against the assets of the corporation – not you .
- There are no state licenses for coaching in the U.S. It is considered a business that provides a service, so only a business license is required.
- Do you need insurance? The answer is no, it is not required in the U.S. to have insurance when you open the doors for your business. I have never had liability insurance because I believe that I deliver what I promise. In the last 8 years seeing thousands of individuals I have had maybe 3 complaints that were settled.
- Your Agreement to Coaching form also has a section on arbitration for dispute resolution.
- If you hold other licensing such as a licensed counselor, psychotherapist or psychologist, then the rules for those professions must of course apply.

Prepare Your Credentials

- What do you believe about your credentials and capabilities to be an elegant, professional and successful coach giving great service to your clients?
- The way to prepare for your success is to prepare all the information ahead of time to speak from that platform, and to inform others about you from that platform.
- As you write and design your Bio or descriptive background and your intended mission, you are able to clearly define it for others.
- Remember that you are informing them on what you can do for them - it is really never about you.
- If you are just starting out, then speak about your mission to change peoples lives for the better, or offer a short anecdote about how you have changed and want to help others do the same. Then speak about the One Command as the service you provide and why it is so beneficial.
- If you are already a coach, then include more about The One Command as a technique for change that is part of your services.
- I have included my short form bio and you can see how I speak to my services at <http://asara.com/coaching/>

Commitment to Starting Your Practice

- If you already have a practice then make a commitment to apply The One Command process in your sessions.
- Starting a practice requires commitment on your part. We suggest that you take 1-3 days a week with specific hours that is your time to see clients.
- Monday and Tuesday can be for marketing, Internet marketing, making calls, etc. And Wed-Friday from 10:00 to 2:00 or 9:00 to 1:00 can be set up for seeing clients.
- By defining when you see clients – you create the dedicated time and space to fill your calendar with clients. They want you – be prepared for them to see you. *I can see you on Thursday at 9:00 am or Friday at 2:00 which date works best for you?*

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- Remember you can see people live (this requires an investment in office space or shared office space) or by phone and Skype, with or without video.

Feedback and Testimony

- While developing your practice it is important to get feedback from your clients. Design a simple feedback form – what did you like about your session? What do you wish would have been different?
- What would you like to have had more of?
- Would you be willing to recommend me?
- Please tell me how your life has improved from our sessions together – may I have permission to add that story to my website or literature?
- First, you'll love hearing about your clients successes.
- Next you'll want to build your credentials through results. Word of mouth is still the most powerful, longest lasting and quickest way to get more clients.