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SECRETS OF A BUSINESS COACHING ROCKSTAR

*The Breakthrough Guide to Creating
Massive Profits in the Fast Growing
Business Coaching Industry*

Eric Dombach

Author & Founder of MyCoachesCoach.com

 **COACHES' COACH**

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Cover design by C. Michael Cody
Printed in the United States of America

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DEDICATION

*Do not grow weary in well doing, for in due season
you will reap a harvest if you do not give up.
Galatians 6:9*

To my amazing wife Deborah for her boundless faith in me. To my family for their love and their amazing ability to keep me grounded in what matters most to me in this world. To my God, who has so richly blessed me beyond measure in more ways than I can even comprehend.

To my peers, partners, mentors, and competitors. Thank you for drawing out the best in me and pushing me to be my absolute best. Iron sharpens iron. I pray my presence is pushing you to play at your peak. The word “compete” comes from the Latin root “*comprare*” which literally means “to strive with” and I have learned so much from striving with each of you in this race to make a difference in the world.

To the reader, for having the moxie to take on the rewarding but challenging world of Business Coaching. As you’ll discover in this book, it is completely possible to build the business and life you’ve always dreamed was possible in this industry. I believe in your ability to achieve greatness as a business coach... the only question is...

Will you believe in yourself enough to pay the price for greatness in this business?

I can’t wait to see your results!

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FIRST, THE LEGAL STUFF

Personally, we'd prefer a world where we didn't need the services of lawyers. But until that day arrives, we've got to dot all our i's and cross all our t's. Our attorneys say that we need to include this, especially the stuff in capital letters. So, let it be known that we're giving you the straight scoop!

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Okay, thanks for trudging through all that legalese. Now that we've got that out of the way, the lawyers are happy and we can get on with it!

WELCOME

Before I Rock Your Socks Off...

Hello Cleveland!

I can't tell you how thrilled I am you've decided to join me on this journey.

It's true what they say: the business coaching industry is EXPLODING--and that means tens of thousands of powerful, proactive business coaches will be positioning themselves for 6- and 7-figure incomes over the next few years and decades.

Will you be one of them?

That's what this ebook is all about.

My name is Eric Dombach, an internationally-acclaimed "Master Business Coach." I call myself that because I grew my business coaching practice from \$0 to \$1 Million in just 4 short years.

During that time, I coached over 100 entrepreneurs and business owners, helping them generate millions in increased revenue...save countless hours, hassles, and headaches in their businesses...and put themselves in a position for long-term growth and success.

At the same time, I generated over \$1.5 Million in PERSONAL TAKE-HOME WEALTH (this does NOT include the additional \$1 Million I made when I sold the business--nor the hundreds of thousands of dollars my associate coaches generated for themselves each year).

Now don't get me wrong: that was THRILLING.

But I wasn't done yet.

Because in 2005, I sold my business coaching practice for a cool million. As you might expect, I took a couple months off after that... and then turned my attention to coaching coaches.

I began to show hundreds of them, step-by-step, the EXACT strategies and processes I used to build my own million-dollar coaching practice.

And you know what?

It worked.

My coaches have consistently been top performers, easily earning 6- and 7-figures in their first MONTHS in practice.

Like Kelli Hoskins, who reached \$12,000 per month in just 10 months of starting her coaching business--and got up to \$25,000 in just 20 months! She's still billing this amount herself and now has brought on a couple coaches of her own to help consume the demand she's created in her marketplace!

Or Alan Sartain, who grew his firm 330.7% in 36 months and now consistently banks over \$18,000 a month.

Or Rudi and Fiona Jansen, a pair of British business coaches who doubled their revenue in just 2 months--and more than QUADRUPLED their lead flow from 8 to 41! Now they're bringing in over £15,000 every month...and are about to add more associate coaches!

Over the past decade, I've helped dozens of people unlock the secrets to financial security: myself, my business partners, my associate coaches, my small business clients, and my coaching clients.

But it wasn't always that way.

In fact, I started out as a struggling associate pastor making a meager salary of just

\$30,000 a year—with NO professional experience, NO contacts, and NO idea how to make it work.

But step-by-step and moment-by-moment, I discovered the secrets to success in this business.

Now, for the first time ever, I want to share my story.

I want to show you EXACTLY what I did to beat my financial demons, conquer my fear, and build the life my family and I have always dreamed of.

I'll tell you EVERYTHING: the good, the bad, and the ugly. You'll cringe at my mistakes. Follow me into my failures. Revel in my successes.

And along the way, you'll learn the precise process I underwent to change my financial fortune.

I want to take you step-by-step through exactly what worked and also help you understand “why” it worked as well.

So stay tuned. This is a ride you'll never forget...

This is how an inexperienced, 31-year-old pastor made his first million as a business coach--and how you can do it, too...

To your success,



Eric Dombach
The Coaches' Coach
Founder

MY STORY

How I Went From a Full-Time Pastor to a Business Coaching Rock Star..

My career began simply enough.

In 1993, I was hired as an associate pastor in a small church in Lancaster, PA.

I loved my work--and had a real passion for it. The people were like family to me. To this day, I look back with great fondness on the incredible experiences and friendships I made as I served our close-knit congregation and made a difference in the city where we lived and worked.



MY LOVELY FAMILY AND I ENJOYING A DAY AT THE BEACH!

But as much as I loved what I was doing, there was a problem.

I felt like there was more in store for me.

I'm a family man. I have a beautiful, supportive wife, and 4 incredible children. And it's tough to support a family on \$30,000 a year...which was all our little congregation could provide me.

I began to wonder if perhaps there was something else I could do.

Then in 2000, after struggling to make ends meet for 7 years as a pastor, I picked up Robert Kiyosaki's "*Rich Dad, Poor Dad*."

It literally changed my life.

I realized that even with all the good I was doing as a pastor, my income limited more than my lifestyle: it limited my circle of influence. If I could just grow my personal wealth, I thought, I'll be able to do even MORE good in the community--and the world at large. (Not to mention relieve some of the pressure on my wife and family.)

So I began to look around at other options.

Now, before I go any further, I want to make one thing clear: I have tremendous respect for those who sacrifice money and time to work in service-oriented fields. We need pastors, teachers, social workers, counselors, fire fighters, soldiers, and law enforcement officers--desperately. I don't want to take ANYTHING away from them. I'm still one of them. I wouldn't be who I am today without the influence of people just like them.

But I had another path.

Something (or Someone) was calling to me...telling me to pursue additional opportunities.

And if there's one thing I've learned over the years, it's to NEVER ignore those signals.

My search took me high and low: I considered real estate, network marketing, internet businesses, and retail.

Then I stumbled upon an incredible niche I'd never even heard of before:

Business coaching.

As soon as I heard about it, I just knew it was for me. I loved the idea of working with business owners and entrepreneurs to grow their businesses and improve their quality of life for their employees and families. It fit perfectly with my zeal for business and my "pastoral" gifts.

Even though I had very little professional or entrepreneurial experience, I knew I had a lot to offer. I was good at leadership development, training, communication, team building, and personal consulting.

I guess there's something about teaching and working with people that has always been part of who I am.

A web-site search for business consulting franchises led me to one of the world's largest and most ubiquitous business coaching franchise systems and just six months later I was a new franchisee.

I contributed \$9,000--my last and ONLY bit of money--to a pool of start-up capital with a business partner...and off we went.

My poor wife. We went from almost nothing coming in to ACTUALLY nothing.

Because I was a miserable failure.

I mean, TERRIBLE.

Like most entrepreneurs, I came to the horrible realization that I would quickly go broke if I didn't start selling--and FAST. If you're a fellow entrepreneur, I'm sure you know the feeling.

And of course, my biggest challenge was generating enough sales leads.

I mean, I had NO business network in my community, NO clout, and very little cash to invest marketing. To this day, I still marvel at it all.

A pastor starting a business to coach business owners?

What on earth was I thinking?

But despite all the setbacks, I was 100% committed to building a great business by learning how to acquire clients I could truly help--and who would be happy to pay me for real, practical, money-making value.

And I recognized it started in ONE PLACE:

My head.

But first, here's the One Page Roadmap for where we're going...



ROCKSTAR COACHING PROGRAM

We coach executives like you to confidently transition into business coaching, without risking your life savings or re-inventing the wheel, and scale to at least \$10,000 to \$30,000 per month within 12 months, **GUARANTEED**, so you can work whenever and wherever you want.



HOT RIFF #1

Turn Your Liabilities Into Assets In Your Own Mind...

Like many new coaches, my biggest challenge was overcoming the head trash plaguing my daily thought life.

You know what I'm talking about: that little voice in the back of your mind that keeps whispering: you can't do this...what are you thinking?...of course no one wants to do business with you...you NEVER should have taken this risk...and so on.

It's debilitating.

After all, in the immortal words of Henry Ford:

"Whether you think you can, or think you can't...you are right."

Success begins in one place: your own mind.

Have you ever seen someone with sloppy, subpar results? It's because they've got sloppy, subpar thoughts floating around in their mind.

Have you ever seen someone with stellar, focused, organized results? It's because they've trained themselves to think stellar, focused, organized thoughts first.

This isn't another pitch for fluffy, feel-good "positive thinking." Vague, happy thoughts don't get you anywhere, either.

But you simply can't get around the undeniable truth that SPECIFIC RESULTS require SPECIFIC THOUGHTS.

Ask anyone who has ever built something of real, lasting value. Do you think they just haphazardly threw something together and hoped for the best? Or did it take precise planning, specific action, and focused resolve?

Did Michelangelo wake up one morning and just kinda-sorta chisel a little bit here and there off a block of marble to create the David?

Did monkeys pounding on a typewriter produce the Complete Works of William Shakespeare?

Then why do you think you can do the same thing in your business and be okay?

I'll say it again: THE SINGLE MOST IMPORTANT secret to success is this...

It's not what you do...it's HOW you think.

So if you're not getting the results you want, it's because you're not thinking the right kinds of thoughts.

The solution?

FIRST, turn your liabilities into assets!

Just what do I mean by that?

I mean change the way you think! Recognize that what seems to you right now to be a big problem can actually be a BLESSING IN DISGUISE, if you view it correctly.

Below is a table I created to help eliminate negative self-talk and set myself up for success. Why don't you do the same with your self-proclaimed liabilities?

Go ahead! Do it now! Turn your attitude around and then enjoy the incredible results!

ASSETS	LIABILITIES
1. No bad sales skills to unlearn!	1. No professional sales background
2. Can forge a new identity in my community	2. No personal business network
3. Idealistic - no bad experiences to hold me back	3. No business ownership experience
4. Will be very conservative with money	4. No P&L experience
5. Good at working with sensitive people situation	5. Former Pastor
6. I'm gonna run circles around the older guys!	6. Young and inexperienced
7. I'll be hungry and hardworking!	7. No money and a lousy car

NEXT, go to people who have been there, done that--and done it well.

Talk to experts in your field (you've already made that step when you bought this ebook-- congratulations!).

Learn from the masters who have gone before you.

Invest in your continuing education--and the reprogramming of your thought patterns. This can be a terribly difficult, even painful, process...but since your results are only as good as the thoughts in your head, the more energy you invest in cleaning up your thinking, the better off you'll be.

It's exactly what I did.



MY ACTUAL HOME LIBRARY

As soon as I realized that my thought processes were crippling me, I invested relentlessly in my own improvement... and I've never looked back.

To this day, I read voraciously on business leadership and management, investing, and economics. And not just business-related information. I know that in order to be the most effective and well-rounded person I can be, I have to learn from the best of all fields. So I

study politics, real estate, theology, philosophy, and spirituality, too.

Here are some of the most influential books I read--and where I'd recommend you start on your journey to clean up your thought life:

- [E-Myth Revisited](#), Michael Gerber
- [Mastering the Rockefeller Habits](#), Verne Harnish
- [The War of Art](#), Steven Pressfield
- [The Flip Side](#), by Flip Flippen
- [The Ultimate Sales Machine](#), Chet Holmes
- [Rich Dad, Poor Dad](#), Robert Kiyosaki
- [Cash Flow Quadrant](#), Robert Kiyosaki
- [God Wants You To Be Rich](#), Paul Zane Pilzer
- [Instant Cash Flow](#), Brad Sugars
- [Tested Advertising Methods](#), John Caples
- [The Richest Man In Babylon](#), George S. Clason
- [Guerilla Marketing on the Internet](#), Jay Conrad Levinson
- [Work the System](#), Sam Carpenter

Armed with the right mindset, I began to proactively pursue sales and marketing efforts. And it was through a tremendous process of trial and error that I discovered this remarkable principle...

Assignment:

Turn your liabilities into assets: If you notice any "deficiencies", create a table like the one above and turn them around in your mind!



YOUR TAKEAWAY

*Get Your Head Right First...
Then The Rest Will Follow!*

HOT RIFF #2

Never Never Never Never Give Up...

Once I realized I had to get serious about sales, I started every morning on my back porch, pacing.

I prayed like crazy for new clients, crying out to God for help.

But I didn't just pray.

I poured my heart, soul, and cash into growing my business.

Back then, the franchise I was in made new coaches escrow \$5,000 into a designated account to invest in marketing to get the business started. It was all the money I had left in the world, and I put it to work.

In the first couple months I tested marketing campaigns of all kinds:

- Direct mail
- Newspaper ads
- Chamber mailings
- 4 different telemarketing groups
- Networking
- Strategic alliances
- Referrals
- Game nights
- Seminars
- Basically, everything I could think of...



MY BACK PORCH, WHERE I PRAYED
MY GUTS OUT TO GET THE BUSINESS
OFF THE GROUND

And at the end of 4 solid months of this, what do you think I had to show for it?

ZERO. Zilch. Nada.

Well, actually, that's not true. I had a notebook full of "lessons learned." Like, which approaches seemed to get the warmest responses...what NOT to say when prospecting and closing (thanks to 20 painfully unsuccessful face-to-face sales meetings!)...which headlines seemed to pull better than others, and so on.

And finally, in September of 2001, I broke through.

I landed my first client!

Or so I thought...

In the middle of our initial consultation, the client's accountant stormed in with fire blazing in his eyes. He began interrogating me about my background and competence as a business coach. He was obviously protecting his domain, and he came down on me--hard.

It was a humiliating moment.

I wanted to fight back, but the truth was, I had no professional track record. No experience, very little formal training, no success stories to speak of. Heck, I couldn't even point to my own success in business--because, up to that point, I had nothing on my resume but a bunch of experience running a "not for profit" organization -- not exactly the kind of experience a business owner would be looking for!

Needless to say, five minutes later I was out on the street, my head in my hands.

The next day, the client called me on the phone, demanding a full refund, and threatening to sue me if I didn't comply.

As painful as it was, I complied. I couldn't see any other option.

So why am I telling you this?

This was one of the most discouraging moments of my entire life. I'd put in thousands of dollars... MONTHS of effort...hours of struggle and strife...

Just to be kicked out on my butt and be embarrassed.

To be completely candid, I don't share this story very often. This was the lowest of the lows. It was the closest I ever came to throwing in the towel. It's a moment I try very hard not to think about--even to this day.

But I'm telling you now so that you understand: I know EXACTLY what it feels like to fail. To stare in the face of a tremendous challenge, give it your all, and still come up short.

I've been there. And it totally sucks.

When it happened to me, I had a huge decision to make. I could retreat with my tail between my legs, shell-shocked and angry, humiliated that I'd even attempted something so far out of my comfort zone...

OR, I could suck it up.

Pick myself up, dust myself off, and try again.

Since you're reading this ebook right now, I think you can guess what I picked.

You see, that decision to stick with it was a major turning point for me. It infused me with a sense of focus and resolve I'd never experienced before. And less than a month later, I closed four sales in a row and banked my first \$10,000 in a single month. I was on my way to building a \$1 Million practice in 4 short years.

How close are you to that breakthrough?

The truth is, the mere fact that you've sought out expert information means you're closer than you were yesterday. And by implementing just a few of the strategies I'm about to show you, your breakthrough could literally be right around the corner.

But if you quit, *you'll never know.*

You have a once-in-a-lifetime chance to build a meaningful business and make a real difference in your life, your clients' businesses, and in the lifestyle of your family. They're all counting on you. Don't squander it. Your big breakthrough is just around the corner.

You can take the bull by the horns and be the winner you know you were always meant to be.

My decision to never, ever give up was pivotal to my success...and it paved the way for the next of my incredible discoveries...



YOUR TAKEAWAY

The Only Difference Between You and Someone Successful is They Just Didn't Stop After the Last Time They Failed.

HOT RIFF #3

The Unlimited Marketing Budget...

In the last chapter, I shared how I used my determination and resolve to break through the barriers that were holding me hostage and landed four clients in a single month.

It was September 2001 (yes, THAT September 2001, and if I can do it in the aftermath of September 11, you can do it anytime), and I'm not sure I've ever had a business success mean more to me--not even when I sold my firm 4 years later for a cool million.

There's just something about that first real triumph that you can never, ever forget.

You see, despite the trials, heartache, and frustration of the previous months, I learned an invaluable lesson--one that has been worth millions to me ever since:

NEVER STOP INVESTING IN MARKETING.

Because once you crack the code the first time--once you make it work--you've unlocked the Holy Grail of business growth: an "unlimited" marketing budget!

Just what do I mean by that?

Let me start by introducing you to a powerful new concept that will change the way you think about marketing. And no, this isn't the same boring old lecture about how marketing is an investment, not an expense (though that's true).

Instead, I want you to consider marketing from a whole new perspective.

Because marketing isn't about being "creative" or sneaky or pushy. Instead, it's about exchanging dollars or time for clients -- a simple, mathematic transaction.

It means, once you get over the initial hump and establish some metrics for yourself, you can act with total confidence because you'll ALWAYS have the money you need to create more business.

Here's an example.

- Let's say your average new client earns you an average income of \$1500 per month.
- And let's say, on average, they stick around for three months.
- That means every new client is worth \$4500 to you (we all know these are LOW figures, but I'm doing that for a reason, so stick with me here).
- Based on these metrics, how much can you afford to spend on marketing?
- Well, theoretically you could spend up to \$4500 to bring on a new client--and still break even!
- Of course, you want to do much, much better than that. But let's say you have to spend \$2000 to secure a new client. You might feel nervous "going in the hole" \$500 on the first month's transaction. However, once you realize you're not \$500 in the hole, but \$2500 ahead, suddenly you're empowered to increase your marketing budget so that you continue to bring in \$4500 clients who only cost you \$2000!

Do you see? This is a game changer. You're no longer asking, "How much should I spend on marketing?" Now *you're* asking, "How fast can I spend it?"

How fast can I spend my way to six figures?

Or a million?

Or more!

You have an "Unlimited" Marketing Budget!

This is PRECISELY the principle I used to grow my business so quickly...and a secret I share with all my coaches to help them achieve exponential growth in their practices, too.

Of course, if you're like most people, there's just ONE QUESTION in your mind:

How do I find campaigns that work...and work predictably?

Stay tuned, my friend, because in the next few chapters, I'm going to reveal several such strategies.



YOUR TAKEAWAY

Once you get the first couple of sales and have metrics to work from, you NEVER have to worry again—because you can simply work the numbers!



TOUR STOP!

Get my FREE “Unlimited Marketing Budget Calculator” so you can accurately plan your Unlimited Marketing Budget and Skyrocket Your ROI! FREE Tools Online at:

<http://www.mycoachescoach.com/downloads>

HOT RIFF #4

*Do the RIGHT THINGS in SMALL AMOUNTS
over a LONG PERIOD of TIME...*

Before I get into all the nitty-gritty details about the EXACT steps and strategies I used to grow my business from \$0 to \$1 Million in 4 years, I want to make one more “general” point.

Over the years I’ve been approached by literally hundreds of business coaches begging me to share how I “*really*” built my business coaching firm.

I tell them it all boils down to a simple formula.

Do the RIGHT THINGS in SMALL AMOUNTS over a LONG PERIOD OF TIME.

That’s it.

It sounds self-explanatory and easy enough to do, but sometimes it’s not so obvious.

I’ve watched dozens of business coaches struggle to put food on the table because they just don’t understand (or, more accurately, *won’t apply*) this core principle to their daily lives.

So take a moment with me and analyze what this ISN’T saying.

1. It’s not saying to do the WRONG THINGS. That means you have to be willing to admit a mistake and learn from it--cut your losses--as soon as you realize a strategy or approach you’re testing is a no-go.

But be careful.

You have to be sure you’ve diagnosed the CORE PROBLEM in order to determine what the “right” and “wrong” things are.

Here's an example.

Some people test a given marketing medium--we'll say telemarketing for now, but it could be just about anything--and because they don't get immediate success, decide that telemarketing *itself* just "doesn't work."

Well, it *could be* that telemarketing doesn't work--but it's probably more likely that *your approach to telemarketing* is what's at fault, NOT the medium itself.

So how can you tell the difference?

Look at those who are successful. Model what *they're* doing. If they're using a medium with great success, and you're struggling, realize it's probably not the medium...it's YOU.

Sure, you might have to swallow some pride and admit you did it wrong, but oh well. I'm willing to swallow a little pride to make a million bucks...aren't you?

And again, congratulations on taking your first step with Coaches Coach by reading this ebook. This information combined with our Member's Only Site and coaching process will make sure that you're doing the RIGHT THINGS!

2. It's not saying to do TOO MUCH. Note that my advice is to do the right things in SMALL AMOUNTS. One of the biggest mistakes I see business coaches make is running recklessly, ferociously, and in every direction for a few weeks or months--and then, because they simply can't sustain the effort (and because they've planned so poorly), they go down in flames.

I'm not saying you shouldn't be fiercely focused on growing your business, because you absolutely should.

But you need to direct some of that energy and capital toward proper planning and careful execution if you're going to be successful.

3. It's not saying to move in SHORT BURSTS. Most of us are familiar with the "feast or famine" syndrome that seems to plague independent business professionals

everywhere. Quick bursts here and there will NOT fuel long-term growth. The trick is to perform consistently over time, always improving as you go.

Commit my formula to memory. Put it on a big sign in your home office. Let it be the foundation of absolutely everything you do, and it will make millions for you, just as it has for me.

Do the RIGHT THINGS in SMALL AMOUNTS over a LONG PERIOD OF TIME.

And now, let's move into the juicy stuff.

The STRATEGIES...



YOUR TAKEAWAY

Success isn't brain surgery. Just correct principles and practices, applied over time.

HOT RIFF #5

PLAN to SUCCEED!

There's an old saying I love: "If you fail to plan...you plan to fail."

And this is truer in business coaching than anywhere else.

Remember my very first Hot Riff: getting right in your own mind? Well, successful planning is a natural extension of that profound truth.

Why?

Because the more specific and focused you are in your head and on paper, the more specific and focused your outcome will be.

That's why **I believe in setting VERY aggressive sales goals if you want really amazing results in business.**

And I'm living proof. Over the 5 year period I owned my business coaching firm, I achieved an average yearly growth of 140%.

So, what's the secret? I use three simple, but very powerful techniques to set and achieve aggressive sales goals:

1. Create or Refresh Your Vision Book Annually.

This is the most powerful idealization and visualization process I've ever used. The idea is to breathe life and structure into your loftiest goals and deepest dreams.

Here's how it works.

- Decide which aspects of your life are most critical to you--both personal and professional. For me, this includes spiritual, social, family, church, business, finance, fitness, and hobbies.
- Then, ask yourself this question: "Where do I want to be in one year in each of these areas?"
- After you've answered the question, in PowerPoint, create at least one or two slides illustrating your vision for each of the major areas of your life.
- Each slide should have a picture or some other graphical representation of what you hope to accomplish in a year's time, along with a verbal description of your goal.
- Then, let the book become an ongoing source of inspiration.
- Review it weekly or even more often--whenever you need a boost.
- The idea is to help you remember WHY you're working so hard and WHAT you're working toward.

But how is this related to your business coaching practice?

Well, achieving the vision for these different areas of life takes cash flow, right?

Suddenly, you realize that success in business is about more than just paying the bills. It's about living your dreams. And there's nothing more motivating than that.



TOUR STOP!



Get my **FREE** "PowerPoint Template for Your Vision Book. Then you can spend time filling in your Vision Book, and **NOT** wasting time trying to create the template!

<http://www.mycoachescoach.com/free-stuff>

2. Create an Optimistic/Pessimistic Forecast that's Aggressive Enough to Fund Your Vision Book Goals.

Most people I've met consistently under-perform their forecasts. Not only is this demoralizing, but it creates a real credibility problem when it's time to report back to stakeholders in your business (such as your spouse!) or to go through a round of capital-raising.

Obviously, it feels much better to outperform your projections...but if you're outperforming your projections, you're not really stretching yourself!

So how do you set goals that challenge you WITHOUT undermining your credibility in your own eyes or the eyes of your stakeholders?

Develop an optimistic and pessimistic forecast.

The optimistic forecast should be a *serious* stretch for you, so much that if you achieve even half of it you're delighted!

Then, all of your visualizing, strategizing, and thinking should be focused on achieving *this forecast*.

Most importantly, your **daily and weekly activity plan** should reflect the effort required to hit this forecast!

The second forecast should be a pessimistic one. If everything goes wrong, what will you do to survive? Your expense budgets and capitalization model should reflect this scenario.

Have you caught on yet?

The trick is to **market, sell, and serve clients with the intention of hitting your optimistic budget--and manage your cash and expenses as if you can count only on the pessimistic view!**

My experience using this technique is that I always end up somewhere in the middle, and I'm usually very happy with that!

3. Develop a Daily and Weekly Activity Plan.

This is where most people drop the ball. You can have an awesomely inspiring vision for your coming year and a great optimistic/pessimistic forecast that theoretically drives your activity while keeping you disciplined in the area of cash management.

However, if you don't translate your aggressive sales and revenue targets into a daily and weekly action guide, you'll find that you simply won't do the activity required to hit your targets!

You've got to be specific!

Ask yourself: How many sales must I make to hit my revenue goal this month and this week? How many phone calls will it take to hit that number? How many hours do I have to spend on the phone in order to make that many calls?

You have to make absolutely sure that every day when you sit down at your desk, you know EXACTLY what level of activity you need to produce that day in order to deliver your number.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
7:00am	Vision Book & Affirmations	Vision Book & Affirmations	Networking Event	Vision Book & Affirmations	Vision Book & Affirmations
7:15am					
7:30am	Emails/Admin	Emails/Admin		Emails/Admin	Emails/Admin
7:45am					
8:00am					
8:15am					
8:30am					
8:45am					
9:00am					
9:15am					
9:30am					
9:45am					
10:00am	Phone Fun	Phone Fun	Phone Fun	Phone Fun	Phone Fun
10:15am					
10:30am					
10:45am					
11:00am					
11:15am					
11:30am					
11:45am					
12:00N					
12:15pm	Strategic Partner Meeting	Strategic Partner Meeting	Strategic Partner Meeting	Strategic Partner Meeting	Strategic Partner Meeting
12:30pm					
12:45pm					
1:00pm	Travel/Break	Travel/Break	Travel/Break	Travel/Break	Travel/Break
1:15pm					
1:30pm					
1:45pm		Coaching	Coaching		
2:00pm					
2:15pm	Lead Generation & Conversion			Lead Generation & Conversion	Lead Generation & Conversion
2:30pm		Coaching	Coaching		
2:45pm					
3:00pm		Coaching	Coaching		
3:15pm					
3:30pm					
3:45pm	Lead Generation & Conversion			Lead Generation & Conversion	Resource Management
4:00pm		Coaching	Coaching		
4:15pm					
4:30pm		Coaching	Coaching		
4:45pm					
5:00pm					
5:15pm					
5:30pm	Vision Book & Affirmations	Vision Book & Affirmations	Vision Book & Affirmations	Vision Book & Affirmations	Vision Book & Affirmations
5:45pm					

SPECIFIC DAILY AND WEEKLY ACTIVITY PLANS ARE CRUCIAL TO YOUR SUCCESS!

Failure to pay attention to this activity plan on a daily and weekly basis is the best way to miss your forecast.

On the other hand, if you deliver the requisite amount of activity to hit your optimistic budget each and every day, you're likely to **end up pretty close to your target and your vision will become a reality!**

Assignment:

- Download the FREE tools mentioned in this chapter from <http://www.mycoachescoach.com/downloads>.
- Create your optimistic/pessimistic forecast.
- Develop your daily / weekly activity plan.
- EXECUTE!



TOUR STOP!

If you haven't already done so, download my FREE "Unlimited Marketing Budget Calculator" so you can track your metrics with pinpoint accuracy. You will learn **PRECISELY** how many dials, silver bullet calls, CCSs, and clients you need to hit your revenue goals.

The tool is completely FREE!

<http://www.mycoachescoach.com/downloads>



YOUR TAKEAWAY

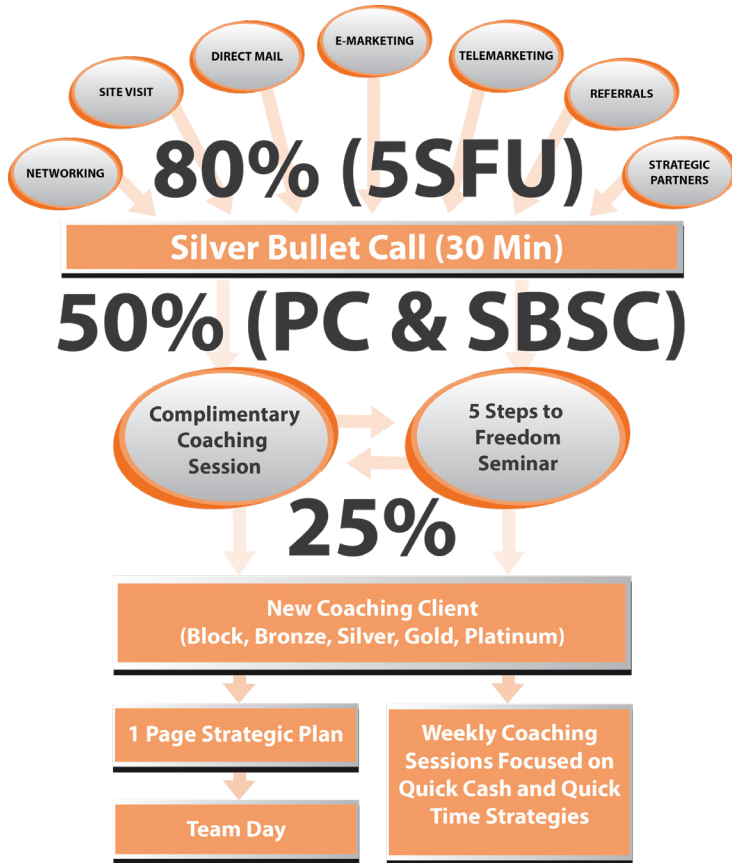
*Planning is the Serious
Difference-Maker in this
Business.*

HOT RIFF #6

THE SYSTEM: An Overview

So you want to know exactly what I did to build my business? What were the RIGHT THINGS I did in SMALL AMOUNTS over a LONG PERIOD OF TIME to achieve 7-figure success in just 4 short years?

Here's a roadmap. I want to give you a "big picture" view...and then we'll dig down into the details.



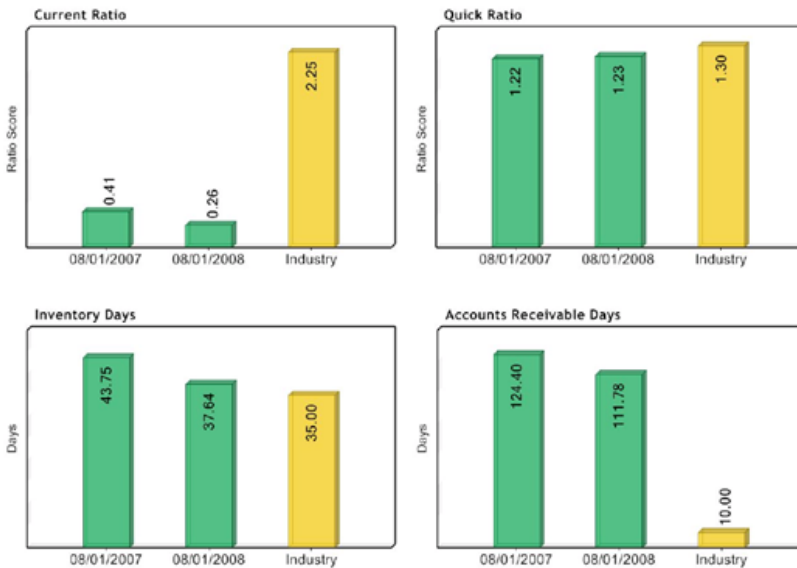
So, here's how it works...

First, you'll create your "Unlimited Marketing Budget" by generating leads using a combination of the 7 lead generation strategies shown above.

Following up on each lead you generate, you'll conduct a "Silver Bullet" call to diagnose your prospects' pain, overcome objections, explain your solutions simply (these are the "Silver Bullets" I've been talking about--and you'll learn all about them in Chapter 9), and set a face-to-face "Complimentary Coaching Session" (CCS for short).

Before holding the CCS, you'll send your prospect two things: a "Silver Bullet Scorecard" (abbreviated as SBSC) and a financial data form so that you can produce a financial analysis of the business comparing their business to their local competitors using a software program called "Profit Cents" (abbreviated as PC). These two reports provide VERY POWERFUL information for the business owner -- and clearly demonstrate your value as a coach.

This is an example of one of the graphs from the financial analysis.



Here's a snapshot of part of the Silver Bullet Score Card...



Silver Bullet Score Card			
Business:		Owner:	Complementary Coaching Session Date:
Directions: This Score Card has been designed to help you evaluate your implementation of the Silver Bullets in your business. Please rate your business according to the following a scale for each of the Silver Bullets. (5) Excellent/Always, (3) Fair/Sometimes, (1) Poor/Rarely. Deliver the completed Score Card to your coach when complete.			
		Excellent/Always = 5	Poor/Rarely = 1
Time	Apprenticeship Plan	Every manager is actively coaching subordinate team members on how to execute their responsibilities. New team members are systematically apprenticed by managers and a strong apprenticeship culture exists in the business.	Managers work in isolation from other team members. New team members learn how to execute their responsibilities on their own by trial and error. No apprenticeship culture exists in the business and everyone fends for themselves.
			1
	Operations and Training Manual	The Operations and Training manual is current and revised on a quarterly basis at minimum. Team members refer to the manual regularly for information on how to execute their responsibilities.	An Operations and Training manual is non-existent or hopelessly out of date. Team members do not consult with written documentation for information on how to execute their responsibilities.
			3
	Time Management Plan	Every shareholder and manager operates according to a default calendar and prioritizes their activities based on high importance items first and urgency important items second.	Shareholders and managers operate on a reactive, fire fighting basis each day, focusing on completing urgently important tasks firsts and working on high importance items whenever they can fit them in.
			3
	Comprehensive Exit Strategy	Shareholders are monitoring the value of the business on a quarterly basis at minimum, hold managers accountable for increasing shareholder value, and are entertaining offers from qualified industry buyers to purchase the business.	Shareholders have no objective, market-based valuation of the business and managers are not measuring and managing the company based on shareholder value. Business is not being marketed to qualified industry buyers.
			5
Team	Employee Acquisition Plan	A specific manager is managing and constantly improving the effectiveness of at least 10 recruiting strategies. The recruiting pipeline always has more than enough qualified candidates for open positions.	No one is proactively managing multiple recruitment strategies. The flow of qualified candidates applying for open positions is sporadic at best and the candidates generated are usually under qualified.
			3
	Psychometric Profiling Process	All candidates are screened using psychometric profiling bench-marks and a skills-based, test-drive process to screen out non-performers before they join the team. Post-hire performance data is collected and used to refine the hiring model.	Candidates are not screened using psychometric profiling bench-marks and a skills-based, test-drive process. Post-hire performance data is not measured and used to monitor the effectiveness of the hiring model and the mis-hire rate is very high.
			3
	KPI System	The 5 to 10 most important numbers indicating the performance of the business have been identified as Key Performance Indicators and are systematically measured and reported on a daily or weekly basis. Every team member knows which numbers are being used to measure their individual performance.	No numbers have been identified as Key Performance Indicators and no metrics are being measured, reported, or managed other than those derived from basic financial statements. Team members have only a general idea of how their individual performance is making or breaking the business.
			3
	Lean Manufacturing Program	All team members are rallied around a commitment to eliminate wasted time, movement, and materials to continually improve efficiency, cut production costs, and compete more effectively.	Team members have no commitment to eliminating wasted time, movement, and materials to compete more effectively. Efficiency is not measure, managed, or rewarded.
			3
	Performance Incentive Plan	Every team members has an incentive package that motivates them to work as hard as shareholders and managers. A blend of base and at-risk pay is used to incentivize commitment, and creativity and team members care about the business as if it was their own.	Employees leave their passion, motivation, and creativity at home each day and contribute the minimum required effort to keep their jobs. Employees and managers expect base pay and benefits with nothing at-risk and no incentive to care.
			3
	Strategic Plan	A written strategic plan clarifying the vision, mission, and values of the team, annual and quarterly financial targets, and strategic objectives is monitored weekly by managers and updated with input from all team members on a minimum of a quarterly basis.	A written strategic plan has not been developed, so the vision, mission, values, and objectives of the team are poorly defined and constantly changing. Strategic direction and decisions are made by the shareholders without input from the rest of the team.
			3
	Leadership Development plan	A plan to identify and intentionally develop emerging managers and leaders is carefully monitored by the shareholders and executives. All key stakeholders are incentivized for long-term commitment with a profit-sharing plan and a plan for leadership succession is clearly defined.	No plan exists to identify and intentionally develop emerging managers and leaders as high value human capital. Long-term commitment is actually disincentivized by a turf-protecting culture and a win-lose approach to compensation.
			3
	Team Meeting Rhythm	A rhythm of regularly scheduled team meetings for goal setting, reporting, and accountability take place on an annual, quarterly, weekly, and daily basis. Decisions made by shareholders' and upper management cascade through the organization quickly and efficiently.	There is no rhythm of regularly scheduled team meetings and the communication from shareholders and managers is inconsistent and inefficient. Off-site planning meetings are rare and decisions are communicated in an ad-hoc/casualy throughout the organization.
			3

After retrieving this information from the business owner, you'll be loaded for bear and ready to hold the Complimentary Coaching Session Using My "100% Sale Process" to convert the client!

During the CCS, you'll use "The Profit Equation" to close the deal with PROOF of the ROI they will enjoy with your help as a coach! This is the meeting where you walk away with a signed coaching program agreement and your first check!

From there, you'll create "Raving Fans" by guiding your clients through the 5 Steps to Freedom using the 21 Silver Bullets!

You may also choose to systematize and build your business coaching firm with multiple coaches working for you by employing the "Firm Building Value Chain" (ADVANCED USERS ONLY...)

Lost?

Don't worry: I'll dig down into the ENTIRE SYSTEM in coming chapters...

For now, all you need to know is this:



YOUR TAKEAWAY

*I've got a plan. Learn it.
FOLLOW IT! If you do, you can
virtually GUARANTEE success!*

The screenshot shows the Coaches' Coach website interface. At the top left is the logo "COACHES' COACH" with a stylized orange and white icon. To the right are navigation links: "COURSES", "SUPPORT", and "MY ACCOUNT". Below the navigation is a dark grey banner with the text "WELCOME TO OUR MEMBERS-ONLY SITE!" in white, followed by "WE'VE BEEN WAITING FOR YOU..." in a smaller font. The main content area features a large orange and white graphic with a play button icon and the text "Let's Begin!". To the left of this graphic is a photo of a smiling man in a light blue shirt. Below the main graphic is a thumbnail for "COURSE 1: STARTING SMART! INTRODUCING THE BUSINESS COACH FLIGHT MAP" with a "CLICK HERE TO GET STARTED" button. At the bottom of the page are four small images: a man reading, a man speaking to a group, a woman on a phone, and a group of people in a meeting.

HOT RIFF #7

Building Your Lead Generation Machine

Before you can sell a single coaching package, you've got to do one thing:
GENERATE LEADS.

What's a lead?

For the purposes of our system, a lead is anyone who's willing to have an honest conversation with you about their business challenges.

This kind of conversation can happen anywhere, and I do mean ANYWHERE. At a networking event, standing in line at store, in a bar or restaurant, over the phone, on a plane, etc.

(Heck, one of my best business coaching friends not only generates leads on planes but actually CONVERTS them into paid coaching clients. He told me about one round trip where he came home with THREE signed coaching contracts complete with credit card numbers. Me? I like to sleep on planes.)

Again, with all new leads, the goal is to convert them into what we call a "Silver Bullet Call"-- fully explained in the next chapter.

In this ebook, I'll give you insider access to my top secret lead generation vault--7 carefully-tested, hand-selected strategies that will GROW YOUR BUSINESS FOR YOU once you master them.

Forget everything else you've ever learned about lead generation and focus on just these 7 tactics.

Your bank account will thank you.

STRATEGY #1. NETWORKING

Very few people find that networking comes naturally. So if you've got a love-hate relationship with networking, you're not alone. **Most people would rather stick bicycle spokes into their eyes than walk into a room full of complete strangers and start random conversations.**

But if you can take your attention off your own misery long enough to observe the very predictable behavior of the people at the next networking event you attend, **you'll notice virtually everyone doing the exact same self-defeating behaviors.**

You'll observe clusters of insecure people gathered in small groups, having boring conversations with people they already know, eating lousy food to pass the time, and waiting for the real show to start so they can sit down and do nothing. Sound familiar?

This isn't networking. This is net-breakfasting, net-socializing, net procrastination, or you could simply call it NOT-WORKING.

But it sure as heck ain't networking.

Ask any successful business coach and they'll tell you that building a great network of relationships in your local market is a huge key to success and a rich source of new clients.

So why does it have to be so dang hard?

The good news is that networking can be easy and not that painful, if you follow these rules. Here's **my system for getting at least one new coaching client from each and every networking event you attend.**

RULE #1: Set a goal based on your sales math. If your conversion rates are about average, **you'll need 10 leads to get one new client.** Choose a networking event that's likely to be populated with people who match your ideal client profile. Your goal is to come away from the event with at least 10 qualified business cards. Not 8 or 9, but 10. Once you have your 10 business cards, it's just a matter of working your conversion rates and letting the sales math run its course.

RULE #2: Spend 3 minutes with at least 10 people. Jump into a small group of people who look bored with the conversation or, even better, look for an individual who is “stranded” and needs someone to “rescue” them. In the first 3 seconds, make a warm, positive impression. Introduce yourself by name and get the name of the person you’re talking to. In the next 30 seconds, find out what your prospect does, what kind of business they have, and how long they’ve been doing it. In the next 3 minutes, ask questions that get below the surface. Dig deep and look for emotion. What challenges do they have, what problems are they trying to solve? **When 3 minutes has elapsed, ask them for their business card.** You’ll never be refused. Thank them for sharing with you and promise to call them this week. Then, politely excuse yourself and move on to the next person.

RULE #3: Focus intensely on each person you talk to. In each 3 minute segment, the person must feel that they are the center of your universe. The conversation must be all about “what’s in it for them” and not “what’s in it for you.” Go to networking events to give, not get. This sounds simple, but so few people truly understand it. As hard as it can be, wait to talk about yourself until you’re asked! In fact, try to deflect the first couple questions about you and keep learning about them until they insist on learning about you by repeatedly asking questions. The goal is to be “interested,” not “interesting!” The more “interested” you are in others, the more “interesting” you seem! When you do this for 3 minutes, you’ll see a magical thing begin to happen: the establishment of trust.

RULE #4: Exude positive energy. Energy emanating from an absolute passion for what you do as a coach will set you apart from everyone else in the room. A “can-do” attitude and the attractive ability to have fun will light up the room. If this kind of behavior doesn’t come naturally to you, that’s okay. It didn’t for me either. But, you can and must learn how to turn it on and off at will. Arm yourself with quality questions and you’ll become the center of attention, as people gather around to observe the liveliness and excitement of the conversations you’re having!

RULE #5: Call them back as promised. Within the next two days, call or email all 10 qualified business cards you picked up and set up a time to chat by phone. Your goal for this first “Silver Bullet” call is to discover at least three areas of business pain, shoot at least three Silver Bullets (see chapter 8), and set up a face to face meeting, i.e. your “complimentary coaching session” (we’ll cover in chapter 10).

So, that's my system for getting at least one new coaching client from each and every networking event you attend.

Networking is the key to starting relationships that can lead to clients, raving fans, great referrals, and life-long friends.

If you've never committed yourself to become a master networker, now is the time. **Get started this week!**

STRATEGY #2. BOLD WALKING

Bold walking is cold calling on foot.

Up until the mid-90s, it was one of the most commonly-utilized tools of top salespeople. In this digital age, it's used less and less--but in an industry like ours, it can still be incredibly effective.

After all, by calling on a company in person, you get a feel for who they are and what image they portray. You can determine if they're similar in size and feel to your ideal prospect profile. You can build better rapport with the receptionist or gatekeeper--and often get information in person that you'd never get over the phone.

Very often, you'll be able to speak directly with decision makers.

Use the same approach I suggested in the previous section:

- Work until you can speak briefly with at least 10 decision makers.
- Focus intensely on THEM--THEIR needs, THEIR problems--BEFORE you pitch them on what YOU do.
- Exude positive energy
- Follow up as promised

Bold walking is a wonderful way to meet potential clients...and a great way to stand out from your competition by offering the personal touch. Here's a great script for bold-walking to get you started when you walk in...

Hi there! My name is _____. I'm a business coach, and I'm doing some market research to see what successful business owners like yourself are doing well right now. So I'd like to schedule a complimentary coaching session where I can learn a little bit more about your business and what you're doing well and maybe even give you some suggestions to further improve your business. So, when might be a good time for us to meet this week?

STRATEGY #3. INTERNET MARKETING

The internet can be a powerful tool for passive lead-generation--and should certainly be included in your marketing mix.

But BEWARE: internet marketing is a complex game. If you go in unprepared and under-educated, it can suck up weeks of your time and produce little in the way of substantial revenue and lead flow.

Don't get caught up in gurus, big product launches, and "get rich online" schemes. Instead, follow these simple strategies for generating leads online, and you'll have success.

1. Use a Wordpress blog to develop your website. Then blog regularly. I'm not talking every day, but once or twice a week is a good rule of thumb. Include high-value, high-impact, content-rich articles that your clients and prospects will find helpful and actionable as they build their businesses. The goal is to push as much excellent content to your prospects as possible so they begin to regard you as an authority and trusted advisor. Send a quick, short email to your list whenever you publish a new blog post (see #4 below) to direct them to your new content.

For help on this, join my business coaching group on LinkedIn where you can mingle with the coaches in our network, and even get a hold of articles they've written so you're not starting from scratch. To join, find my LinkedIn group at <http://www.linkedin.com/in/ericdombach> and scroll to the bottom where you'll find the link to my LinkedIn "Group" called "Coaches' Coach: Business Coaching for Business Coaches."

2. Create a FREE report and a squeeze page. Use all your marketing efforts -- including blog posts, emails blasts, direct mail, local networking / business card

exchanges, and your online social networks -- to drive traffic to a special web page called a “squeeze page.” On your squeeze page, people enter their contact information (first name and email address) in order to access your FREE report. The report should include high-value information that is immediately useful, but leaves them wanting more. Be sure to have numerous ‘calls to action’ in your free report, including an offer to schedule a Complimentary Coaching Session with you.

When I got started years ago, setting up a squeeze page was time-consuming and expensive. BUT, these days, it’s incredibly easy to set up your own squeeze page with LeadPages.net [http://link.leadpages.net/aff_c?offer_id=6&aff_id=12584] If you’ve got your free report ready to roll, you can have your squeeze set up within a few minutes, LITERALLY! That’s why LeadPages.net is widely regarded as the world’s easiest to use lead generation platform by a country mile. You can check it out [HERE](#).

3. Use an email auto-responder solution. Email marketing is an amazing way to keep in touch with your leads and clients, so get an email marketing solution with autoresponder capabilities such as AWeber (super cheap, but limited feature set) or Infusionsoft (a bit more expensive, but VERY feature-rich). Create an autoresponder email sequence (“drip marketing” email messages that go out based on a pre-determined schedule) and enroll your new leads into the sequence after they opt-in for your free report. Again, be sure to have numerous ‘calls to action’ in your sequence -- including an offer to schedule a Complimentary Coaching Session using your TimeTrade calendar.

3. Sign up for TimeTrade. This is an incredible (yet cheap!) online service that allows clients and prospects to schedule appointments with you -- without the need for a one-on-one conversation! You simply list the times you’re available in the online app and include the link to your TimeTrade schedule in all your marketing material. TimeTrade syncs with your Google Calendar or Outlook automatically. As your prospects and clients consume your content and decide that they want an appointment with you, they will literally book themselves in! I can tell you from personal experience how cool it is to open your email in the morning and see two or three one-on-one sales opportunities waiting for you...and you didn’t have to lift a finger! Click the following image and have a look at how elegant this calendaring solution is!

timetrade

60-minute Coach to Coach Phone Chat

COACHES' COACH


Book Your 1-Hour Complimentary Consultation

This is my online scheduling system. You can see the availability on my calendar over the next several weeks and then book a time of your choosing.

I'm looking forward to connecting with you soon.

For your success,

Steve Lanning
 Steve Lanning
 Director of Member Services
 Coaches' Coach



.....
 powered by *timetrade*

[Continue](#)

5. Get social. Speaking of social networking, I recommend starting with THREE social online networks: Facebook, Twitter, and LinkedIn. You can get sucked into social networking and waste a lot of time here, so don't overdo this. However, these three sites are almost ubiquitous. These days, most people have at least one account that they use fairly regularly--so if you can connect with people here, take advantage of it. Engage in conversations with people and get them interested in what you have to say. Send them to your blog posts and squeeze pages where they can download your free reports and start getting your autoresponder sequences.

STRATEGY #4: DIRECT MAIL

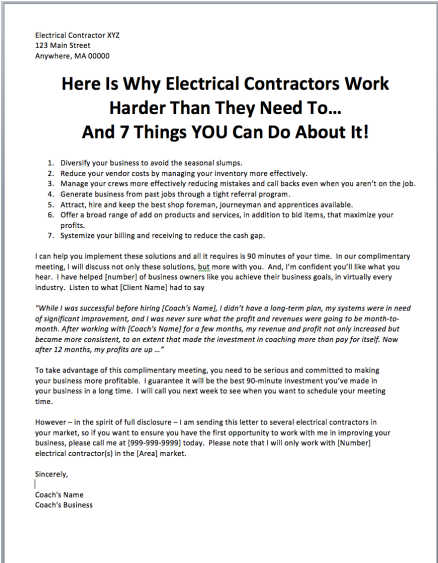
Direct mail can be a wonderful lead-generation and lead-warming weapon in your arsenal. Here are some powerful ways you can use it...

1. “Bond” with prospects and contacts. Send letters, cards, and packages in the mail with messages that drive home the benefits of working with you. Ask them to call you for a FREE consultation...or tell them you’ll call them at a certain time-- and then do so!

2. Drive traffic to your website. Use a postcard campaign to drive traffic to the FREE report on your new squeeze page.

3. Make special offers. Use the mail when you want to offer a client a special, one-time-only promotion or make a limited-time offer.

4. Warm your database. Using a combination of all the media I’ve discussed in this chapter, make consistent, ongoing contact with your database. It will pay off in spades down the line. In fact, when I built my firm over a four-year period, **I worked the same database over and over.** It got warmer and warmer, and eventually yielded **hundreds of business coaching clients!**



MORE SUCCESS!



“I’ve done direct mail on and off for the past six years. I never expected a real return...until I used your pieces, Eric. My first time out, I used the piece that said, ‘WANTED: A Business Owner Who Is Serious About Growing Their Business and Getting a Leg Up on the Competition. IS THIS YOU?’ From just 65 letters sent, I came home one day to a message on my answering machine that said: ‘Hey! I’m your guy!’ I called him back, booked him into a seminar. This stuff really works!”

– Alan Sartain, Business Coach

STRATEGY #5: TELEMARKETING

If there is ONE THING I could tell you that will virtually guarantee your success as a business coach, it's this...

Work the phone each and every morning until you book at least two face-to-face appointments.

This is the SINGLE-MOST important habit of my life as a business coach.

More than anything else, this simple strategy accounts for a staggering average yearly growth in my practice of 140%...which culminated in the sale of my business for a cool million in 2005.

Were you expecting something more convoluted, less straight-forward?

Sales and marketing are really quite simple. In fact, it's all just a matter of basic math.

When I first started my coaching business, my coach was a former sales manager at a large Fortune 1000 company. He used to say, "Sales is a numbers game--so do the math and make the numbers work."

So I did the math.

I realized that if I booked just two face-to-face appointments each day, I'd end up with **10 scheduled appointments per week.**

Since about **50% of my appointments canceled**, that meant I'd get **5 ACTUAL meetings each week.**

If I could **convert just 20% of them**, I'd get 1 new client each and every week.

And guess what?



MY FIRST TELEMARKETING PHONE

It worked!

It took some time to feel comfortable pitching myself and selling the system, but in my fourth month as a business coach, I landed four clients--*just like I knew* I would when I figured it out.

After that, I continued booking at least 1 or 2 face-to-face appointments with business owners each day...and pretty soon I was banking \$10K per month... then \$20K per month...then \$30K per month in business coaching revenue!

I can't tell you what that first \$30,000 month felt like. My wife and I looked at each other with tears in our eyes.

After all, I'd just made in one month what I used to make in an *entire year* as a pastor.

Coming up, I'll share with you simple ways to overcome objections, maximize your meetings, and improve your sales skills. But for now, I want you to ingrain this message in your mind:

Set aside the first 3 hours of each day to work the phone and KEEP GOING until you book at least 1 and preferably 2 face-to-face appointments that we call complementary coaching sessions. More on those later.

(Something I've told coaches over the years is this: "1 CCS a day keeps the bill collector away.")

The goal is to make your 3 hours of phone calls each day to your warmest leads, and only dial cold suspects if you run out of warm leads.



SUCCESS!

"I've been making at least 20 calls and setting about one new CCS each day. I just started this a few months ago, and so far I've banked \$28,950 in coaching revenue... including \$10,8000 this past month! My advice to new coaches? ONE, Learn the system. TWO, Follow the system. THREE, Call business owners. FOUR, never, EVER quit!"

– Business Coach

Your penance for not generating enough warm leads is that your 3 hour call block each day will be dialing cold suspects. As you generate more and more leads, you can graduate from dialing cold suspects and only call the warm folks. Much more fun of course!

If and when you can afford the cash outlay, you can and should double your efforts by adding outsourced telemarketing to your mix. So that way you have more dials happening on your behalf!

Make telemarketing a habit.

When you do, you'll unlock untold success.

TOUR STOP!



Dislike cold calling? You're not alone. That's why I recommend Client Acquisition Partners, a telemarketing service that does all of the cold calling for you. They sell business owners into a FREE Phone Consultation with you... and you, in turn, sell them into a Free Face-to-Face meeting.

Visit <http://www.capcalls.com/home.php> for more details.

Mention "Coaches' Coach" when you contact Dave at CAP and he'll give you 10000 business owner contact names for FREE!

STRATEGY #6: REFERRALS

One of the best and most leveraged ways to generate leads is through your personal network--people you know.

After all, people are more likely to do business with folks they know--or with people who are recommended by a friend or family member.

So start first by identifying everyone you know: this includes close friends, close and distant family members, co-workers, friends, church members, and people you deal with for personal business--like bankers, attorneys, other professionals, the owners of your favorite restaurant, and so forth.

Another important source of referrals is your existing client base. So when you start getting results with your first few business coaching clients, you'll really need to leverage them. But, at first, we'll focus on your existing network of relationships.

Over the years, I developed a super-simple process for getting loads of warm leads from people who know me, without a stitch of begging or pleading on my part.

Ready? Here it is:

Once you've made your comprehensive list of contacts, choose the ones who know, like, and trust you enough to answer YES to the following question: "I'm expanding



MORE SUCCESS!

"I just signed my first client! I initially set up a referral meeting with the owner to get some good leads and connections. As she continued to ask questions about the coaching process she stopped and said, 'As I'm thinking about how to help you in your new business it's clear to me that the BEST WAY is for ME to become your first client and tell everyone how great you are!' How thrilling!"

- Business Coach

my business and I need your help. Could you meet me for breakfast or lunch on Wednesday to discuss how you can help?"

When you sit down with them, ask them to think of people they know who fit your ideal prospect profile. Emphasize that this is a brainstorming session--not simply a request for referrals. As they list names, write them down. Don't be surprised if there are 15-20 names on the list. Then ask them to list their "top ten."

Starting with the last name on the list, ask, "What's wrong with John? Why is he a #10 instead of a #1?" Whatever they say, you reply, "That's okay. We'll get rid of him." Do the same thing with #9...and so on...until they say, "STOP! The rest are good!"

Why do you ask this way? Because suddenly they become an advocate of those names! And they're willing to introduce you to them. Arrange a time to be introduced to the new referrals. Then let your sales skills take over.

Finally, be sure to thank anyone who sends business your way. At the very least, send a handwritten thank you note. If appropriate, include a gift. Frequent referrers might deserve something even more personal, such as an appreciation dinner on you.

People love to feel appreciated. By thanking contacts who refer, you're teaching them that their kindness doesn't go unnoticed.

The result will be more referrals, more consistently.

Oh...and one more thing.

When your client comes back happy one week and says, "Yes, I got my P&L back for the month and it looks great!" or "Yes, I got a win, and I did this," or "I landed a big account," or whatever, here's exactly what you do:

Say, "Hey, is it all right if I capture some of what you're telling me right now?" Of course they'll agree.



MORE SUCCESS!

"I just landed another client! This was a referral from another business owner. During the entire Complimentary Coaching Session, he talked about WHEN we'd start--NOT IF! He's unbelievably excited. I've never had a prospect go through the process so cleanly or with more excitement. He has so much passion, I ALMOST thought we'd cry together."

– Business Coach

Then open a Word document and start typing everything your client is telling you. Make it as easy as possible. When they get done gushing, say, “Here’s what I’d like to do if it’s okay with you. I’d like to turn all of this into a couple paragraphs that I could use to share with other people so they can see the success we’re having. Would that be okay? I’ll just send it to you for approval!”

Here are a few testimonials I’ve collected using just that method:

“It took a leap of faith to let my coach show me that my business can run well without having me at the counter, but I’m glad for it. Now I’m spending my newfound time developing marketing and enhancing operational strategies that will grow my business. Before coaching in 2002, I was working 60 hours a week, had no team, and was losing about a \$100,000 per year.”

- A very happy client.

“After coaching, three years later, I work 45 hours a week within a very systematized, highly profitable structure we developed. All the startup debt is paid, and now we want to franchise our business!” “The new yellow pages ad my coach helped me with WORKS! I made four sales totaling \$14,400, compared to no sales off the old ad last year. And the sales conversion results I’m getting are awesome, too. During one week, I landed four new sales with a 50% conversion rate--up from 20%!”

- A very happy client.

STRATEGY #7: STRATEGIC PARTNERSHIPS

Utilizing the same principle as referral selling, strategic partnerships can be an absolute goldmine of new leads and clients.

By strategically aligning yourself with NON-COMPETITIVE companies that cater to the same client profile you do (e.g. printers, accountants, office furniture retailers, attorneys, and so on), you get the credibility of a referred endorsement by someone your prospects know and trust.



ONE OF THE MOST IMPORTANT REASONS FOR PURSUING STRATEGIC PARTNERS IS THAT CPAS AND BANKERS CAN BRING THE “BIG FISH” TO YOU!

For example, you could offer a FREE coaching session to your partner’s customers-- and pay your partner a fee for every one you complete. Or perhaps you could pay an even LARGER fee when one converts. This way, you pay nothing until you actually CLOSE a deal!

Maybe you could arrange to cross-promote one another’s products and services.

There are literally hundreds of possibilities.

Here’s how to make it happen.

STEP 1. Find a business that shares the same client profile.

STEP 2. Work out an offer your strategic partner can make to his customer base that will make him look like Santa Claus.

STEP 3. Take your proposal to show your potential strategic partner how good this can be for her, good for you, and good for both your customers.

STEP 4. Be prepared to show when and how they’ll get paid. Strategic partnerships are among the best-kept secrets of marketing success you’ll ever find.

In my coaching business, I had such powerful strategic partners, that I'd have accountants and bankers call my cell phone and tell me they had a client set up to come to their office already primed and ready. I'd show up, conduct the Complimentary Coaching Session, and leave with a \$3,000 to \$5,000 check for the first month of services!

How powerful would that be in your business? I can tell you already, words can't express it!



MORE SUCCESS!

I just picked up a check for \$2,625! My client is a CPA firm which I had approached about a strategic partnership -- splitting coaching fees with the clients they bring us. They were EXTREMELY excited about

the idea. And then after talking, they realized they needed help, too! We're off!

- Business Coach

Assignment:

- Design a marketing campaign for each of the strategies in this chapter.
- Implement two campaigns a week for the next three weeks.
- Set up as many 30-minute phone consultations as possible with your new flow of leads!



YOUR TAKEAWAY

Focus on these 7 strategies for Lead Generation — and forget the rest for now.

HOT RIFF #8

The Silver Bullet Call

So you've got a lead who is open to business coaching and willing to spend 30 minutes on a FREE phone coaching session to see what you have to offer.

What on earth do you say to keep them engaged?

After all, these are THE MOST CRITICAL 30 MINUTES you'll ever spend with a prospective client. It's here that you'll demonstrate your competence, quickness, experience, and skill...or you'll fall flat on your face.

That's because you never get a second chance to make a first impression.

If the first impression is good--if you can help them realize that working with you is a safe investment that will pay off in spades--you'll easily close them into a Complimentary Coaching Session... and, more often than not, a paid contract.

If not, it's GAME OVER.

For my first two years as a business coach, I struggled to get prospects to *really understand* I could help them.

By then I'd spent countless hours upon hours working the phone, so I'd gotten extremely good at building rapport, sniffing out problems, and uncovering emotional hot-buttons.

But I still hadn't found a way to clearly communicate my problem-solving value.

ESPECIALLY in a fast 30 minute phone call!

I mean, they'd present me with problems...and I'd respond with complex, convoluted explanations of how we'd fix them.

Though I had complete confidence that my solutions would generate incredible results, getting prospects to catch the vision was tough. Sometimes, it felt like we weren't even on the same planet--let alone the same page!--as I was trying to help them get a picture for what the process would be like.

Then, one Saturday morning, it dawned on me: there are about 21 common problems I've been seeing over and over. If I could assign compelling names to their solutions, it would completely revolutionize my sales process!

I jumped out of bed and ran to my computer. Two hours later, my **Silver Bullet** system was born!

I organized my bullets into "buckets"--time, team, and money. Here they are:

TIME

- Apprenticeship Plan
- Operations & Training Manual
- Time Management Plan
- Comprehensive Exit Strategy

TEAM

- Employee Acquisition Plan
- Psychometric Profiling Process
- Key Performance Indicator System
- Lean Program
- Performance Incentive Plan
- Strategic Plan
- Leadership Development Plan
- Team Meeting Rhythm
- Organizational Plan
- Team Building System

MONEY

- Current Business Plan
- Break-Even Plan
- Revenue & Profit Budget
- Cash Gap Plan
- USP & Guarantee
- Sales Management System
- Tactical Marketing Plan

As soon as I began using these Silver Bullets in my sales process, conversions skyrocketed--while the amount of time prospects spent hemming and hawing plunged!

That's because I showed them simply and succinctly that I could help them...thanks to my clear vocabulary for diagnosing AND solving their problems.

Just imagine what it would do for your sales if you could have compelling conversations like these...

COACH: *Well Mr. Prospect, from what you're saying it sounds to me like you've got a problem differentiating yourself in the market place. Would you agree?*

PROSPECT: *Absolutely.*

COACH: *So, let me ask you this. What kind of a USP & Guarantee do you have in your business?*

PROSPECT: *What do you mean by that?*

COACH: *Good question. I can help you put together a Unique Selling Proposition and Guarantee so that your ideal clients feel absolutely compelled to do business with you INSTEAD of your competitors, because you're different than all the rest. Are you open to some help with that?*

PROSPECT: *Sure!*

COACH: *Okay. So, the very first thing we'll do in your coaching program is implement our USP & Guarantee process. This will clarify the MOST profound, powerful reason people should do business with you and your competitors won't know what hit them!*

The response I received to this system was incredible. Suddenly, prospects could picture themselves working with me, because they saw I had a clear vocabulary for communicating solutions. They began to envision how much happier they'd be when we "slew" their problems with my Silver Bullets.

Or check this one out.

COACH: *Well Mr. Prospect, from what you're saying it sounds to me like you're just dying for lack of cash flow. Would that be fair to say?*

PROSPECT: *Absolutely.*

COACH: *So, let me ask you this. What kind of a Cash Gap Plan do you have in your business?*

PROSPECT: *What do you mean by that?*

COACH: *Good question. I can help you put together a Cash Gap Plan to help you quickly collect outstanding receivables, get your customers to pay on time, and improve your terms with vendors so that your bank account always has plenty of cash in it. Are you open to some help with that?*

PROSPECT: *Sure!*

COACH: *Okay. We have more than 13 easy to use strategies to help you quickly generate cash flow. So, one of the first things we'll do in your coaching program is implement a few of these...*

I was delighted with my results...but I didn't stop there. I tested WHEN and HOW to introduce the Silver Bullets. And over the months, I discovered that diagnosing at least THREE problems and suggesting at least THREE Silver Bullets was the "magic number" that would move more than half of them along to that critical next step...the **Complementary Coaching Session**.



SUCCESS!

"In the month of July I landed my first business coaching client, a restaurant owner with a total of 17 stores. I did the 30-Minute Silver Bullet Call and by the next time we met, I walked away with an agreement for \$2,000 per month!"

– Business Coach

Assignment:

- Download the document entitled Silver Bullet Cheat Sheet at: <http://www.mycoachescoach.com/downloads>.
- After you've logged into our Member's Portal, begin studying the 21 Silver Bullets and become familiar with what each of them does.
- Practice explaining each of the Silver Bullets to your spouse or a friend until you understand and can help them understand quickly.



YOUR TAKEAWAY

*Master the “Silver Bullet” Call
and you’ll have more business
than you know what to do with!*

HOT RIFF #9

Overcoming Objections

The next thing I'm going to teach you is **Overcoming Objections**.

Why?

Because it's quite possibly the most critical skill you can acquire as you implement my system and build the coaching business of your dreams.

I once spent some time on the phone with a coach who was having trouble converting leads into face to face appointments.

"I haven't been successful on the phone," he began. "I just can't seem to get people interested in seeing me. I'm trying to learn this coaching stuff as fast as I can, but I feel like I'm learning it so slowly. I'm an S-C personality profile, so I guess I don't think quickly enough on my feet."



Red flags were going off in my head like crazy. What a classic case of mental self sabotage!

He was telling himself he couldn't sell because of his personality...which of course was making it *impossible* for him to sell!

"I'm beginning to think I've made a big mistake," he said. "Maybe this isn't really for me."

In my mind's eye I could see the heart monitor of his motivation going flat--and I could hear that awful beeeeeeeeeep...

Well, I thought, *It's time to get out the paddles and defibrillate this coach!*

So, we started role playing a phone call with me as the prospect from the pit. I began drilling him on the following list of objections and he wasn't able to answer a SINGLE ONE of them with ease!

Here are the Top 11 Objections to Coaching. Have you heard any of these recently?

1. We get calls like this all the time.
2. Everything's going just fine, thanks.
3. Who's this guy and what does he do?
4. I'm too busy.
5. I'm not interested.
6. I worked with a consultant before who _____.
7. I'm too small.
8. How will he/she do that?
9. What can he/she possibly teach me about the _____ industry?
10. This all sounds great, but I have no money!
11. Send me some information.

"Listen," I told him, "your ability to get in front of people has NOTHING whatsoever to do with your personality profile. And it has very little to do with your ability to think quickly, your knowledge of the coaching system, or your background in sales. And your 'lack of confidence' is only a symptom of the real problem. ***The real reason you're having a tough time getting in front of people is because you don't know how to handle objections!***"

He was startled. "That's it?" he said.

"That's it!" I exclaimed. "Listen, let's spend a couple of minutes together and I'll tell you EXACTLY what to do. Got it?"

"Sure."

"Okay, when you first get on the phone, introduce yourself as someone who can teach them to increase their profits by at least 63% per year and help them build a team to run the business for them so they can get back some time back for themselves.

“From there, they’re going to hit you with one of the Top 11 Objections to Business Coaching. At that point you’ve gotta answer the objections EFFORTLESSLY, ask open-ended questions, and get on with the process of discovering their pain!”

“That sounds simple enough, Eric,” he said, “but how do I answer them EFFORTLESSLY?”

“I’m glad you asked. I’m going to teach you my simple, Triple-A formula for overcoming objections. Now write this down. It’s AGREE, ANSWER, ASK.”

“Okay,” he repeated, and I could hear him scribbling. “Agree, answer, ask.” He paused. “What does that mean?”

“First, whenever they make an objection, AGREE with it.”

“Agree with it? But doesn’t that shut down the conversation?”

I laughed. “You’d think so, wouldn’t you? But I’ve actually found it opens the conversation up.”

“How?”

“Well, think of it this way. When someone disagrees with you, how do you feel?”

“Defensive,” he said.

“Exactly. Barriers shoot up like crazy. But when you agree with them, you make them right--you acknowledge that their perspective is true for them. And I’ve found that when I *agree* with a prospect’s perspective, at least momentarily, it diffuses the pressure and the conversation becomes much more cordial. Make sense?”

“Well actually...yeah,” he said.

“Great!” I replied. “Next, you want to ANSWER their question quickly and honestly.”

“Quickly and honestly,” he repeated. “What does that entail, exactly?”

“Well for one thing, it means you have a positive, succinct response prepared for all

the common objections. You don't want to be caught off-guard--especially if you have trouble thinking quickly on your feet.

"For another, it means you don't want to make stuff up. People can tell when you're B.S.-ing them. Don't insult them like that."

"Sure, I can always tell when salespeople are trying to cover their tracks or making stuff up."

"Absolutely. Don't be that guy."

"Okay, so AGREE and ANSWER. What was the third one?"

"ASK," I replied. "Ask them a question. This is a phenomenal tactic because they feel like you've just handed control to them...when really, by asking a good question, you've actually taken control, though it doesn't feel like it -- because YOU'RE the one guiding the conversation."

He considered that for a moment. "I think I get it," he said. "But could you give me an example?"

"Absolutely!" I said. "Okay, let's say you've just spent a couple of minutes talking with a prospect.

And he says, 'Everything's going just fine. Why should I bother talking with you? How should you respond?'

He laughed. "I don't know," he said. "Normally I'd just freeze."

"Try something like this: 'You know, that's great! That's really good to hear! You must be doing a lot of things right?' And be sincere when you say it. If it were you, how would you respond?"

"Well, I guess it would catch me off guard. That someone could be so supportive, even when they were trying to sell me something."

"Exactly!" I said. "That's the beauty of 'agreeing!' It's a great pressure diffuser."

“But I have to do more than just agree. How would I ‘answer’?”

“Right. Well, after you agree, say, ‘I guess the only reason you’d talk to me is because I might be able to help you make things even better.’”

He thought for a moment. “It’s simple and direct,” he said. “I like it!”

“Good,” I laughed. “Then throw it back on him. Say, ‘So, are you saying there’s nothing that could be going better in your business?’ By then, you’ve impressed him with your support, diffused pressure, and responded honestly to his direct question. That means he’s far more likely to be open and honest with you back. And how do you suppose he’ll respond?”

“Well, if he’s being open and honest, he’ll say something like, ‘Things can always be better, I suppose.’”

“Exactly. And then you can ask, ‘So what would be the main thing you’d like to improve in your business right now?’ And off you go into the conversation!”

There was a long pause on the other end of the line, as though he was drinking it all in. “I think I can do that,” he started slowly. “But it will take practice. Any advice in that department?”

“There’s a very cool practice routine I learned from Blair Singer at SalesDogs.com,” I replied. And I told him about the following exercise:

Make a list of the most common objections you get when talking with prospects. Keep a list of objections by your phone, as you’re prospecting, and capture them all.

Now, write out a good response to the objections so that you’ll never again get caught just winging it. Make sure your responses use my Triple-A formula for overcoming objections.

- AGREE
- ANSWER
- ASK

- Now, give your list of common objections to your spouse, friend, or colleague and have them read the objections to you one by one.
- Make sure that you teach them to listen for all three of the A's: AGREE, ANSWER, ASK.

If you trip, stumble, fumble, or bumble any of the A's, make them stop you, repeat the objection, and let you to try again.

Repeat this drill until you can answer all the objections FLAWLESSLY, one after the next.

“Do this regularly, and you’ll be a MASTER objection handler in just a few weeks!” I exclaimed.

By the time I hung up the phone, my once-discouraged coach was totally revitalized. “Thank you, Eric,” he said. “I think you just saved my career.”

I smiled. “Only because I had to learn all of this the hard way first,” I replied. “Now go knock ‘em dead.”



MORE SUCCESS!

“I signed a Gold Client last week—\$2,250 a month! The thing is, the client originally told me no—a money objection. But, I asked him to think about what he had at risk if things didn’t go well with an integration he was working on. He realized coaching will help him through this process. The moral of the story? Persistence pays off— even when you’re met with objections!” - Business Coach

Assignment:

- Do the 4-step process outlined in this chapter to practice handling objections.



YOUR TAKEAWAY

Salesmanship is a SKILL. You do not have to be “naturally” good at this. Just practice exactly what I tell you and you’ll be successful!



TOUR STOP!

INCREDIBLE RESOURCE

Get our FREE 11 Objections “Cheat Sheet” —

<http://www.mycoachescoach.com/downloads>

<http://www.mycoachescoach.com/free-stuff>

No cost, and no obligation. Enjoy!

HOT RIFF #10

The Complimentary Coaching Session *SECRETS OF A BUSINESS*

There's a lot to remember in a face-to-face Complimentary Coaching Session: building rapport, finding the points of business pain, describing the right Silver Bullets, handling objections, removing perceived risk by demonstrating the ROI of your coaching fees, and finally, closing the deal at the right investment level.

It can be more than a little disorienting, to say the least.

As a new business coach, I remember feeling completely overwhelmed by my first few Complimentary Coaching Sessions. I stumbled over my words, struggled to make a personal connection with prospects, got stumped by objections, and even flubbed basic business questions.

Still, each time I met with prospects face-to-face, I learned something. And finally, after 20 failed attempts, I landed my first client.

The key to success with Complimentary Coaching Sessions is simple -- practice.

Remember **Strategy #5: Telemarketing?** You simply must be diligent in your calling so that you conduct enough 30 minute Silver Bullet Calls each morning to book one **Complimentary Coaching Session each day**.

If you do this, soon you'll be conducting so many CCS's that virtually NOTHING your prospects say will surprise you!

You'll be so full of confidence that the Silver Bullets will roll off your tongue with ease and the logical aspects of the sales presentation will become effortless.

When you don't have to worry about what you're going to say next, you're able to tune into your prospects' emotions. You hit their hot-buttons and speak to their deepest desires. There's no greater feeling in the world than realizing your prospects

are hanging on your every word as you describe in confident detail HOW you're going to make their life better.

Then...they'll catch the vision.

Sales master Brian Tracy says closing a sale is nothing more than a transfer of enthusiasm. As you ooze confidence and show them, definitively, what a difference you can make in their businesses and lives, they'll be forking over checks faster than you can ask for them.

Sound too good to be true?

It's exactly what happened for me in my business.

Follow my system religiously, and soon it will happen for you, too.

The name of my system for converting CCS's is called the **100% Sales Process**. That's because, back when I was doing dozens of CCS's per month, I actually had a couple months where I closed every single one!

Sure, I'd miss one now and then, but my conversion rate hovered between 80% and 100%!

Here's an example from a few students I've taught this to:



MORE SUCCESS!

“Good news! I've done 4 Complimentary Coaching Sessions in the last two months with a 100% conversion rate. The reason for this 100% conversion rate in the last two months is because of the 100% sales process you developed and taught me. It's awesome! I'm flying mate and I want to thank you for it!” - Business Coach, England



MORE SUCCESS!

*“Thanks so much for sharing your sales process with us! When you presented it, my initial reaction was that while it made a great deal of sense, I couldn’t do something as structured as that. Over the weekend, I kept telling myself that the process made so much sense that I should try it. Yesterday I tried it at a CCS. Though I had taken no time to practice the process, I **remained focused and worked my way through the process until it became obvious that it was time to close – and close, I did.** It was truly amazing. Thanks again!” - Business Coach, New Jersey*

But, hey, don’t put too much pressure on yourself to deliver a 100% conversion rate right out of the gate! Most new coaches achieve a 50% to 75% conversion rate using this system to conducting their face to face sales meetings. And that’s great!

The 100% sales process is based upon the 17 P’s:

- PACK well:** materials professionally prepared and used effectively (hot bio, sales binder, agreement, smart phone to discreetly record your session)
- PREPARATION:** mentally attire yourself with favorite song, pre-meeting script, favorite testimonials
- PROPRIETY** in everything: professional conduct and appearance, timeliness of arrival
- PREMISE:** ask for a tour and affirm everything you can, learn language and move to client’s office
- PERSONALITY:** build emotional rapport by learning about the business first, then their personal life, and adapting your behavioral style
- PURPOSE:** use stock purpose statement to review and gain commitment to your plan for meeting
- PACT REMOVAL:** reference “up front contract” gained in the silver bullet call and gain commitment to your plan for the meeting
- PROFILE review:** demonstrate your competence and value by reading through your sizzling hot bio

- PRICE:** preview your price range with confidence and brevity
- POSITIONING:** explain your value using stories, testimonials, and confident statements
- PROBLEM & PAIN:** explore and identify your prospect's top 3 problems and explore the related emotional pain
- PRESENT the Silver Bullets:** use your sales binder to explain in detail ONLY the SB's relevant to their problems & pain
- PROPOSE COACHING:** use the tie down script to gain commitment to coaching as the best solution.
- PROGRAM AGREEMENT:** read the Coaching Program Agreement aloud to a level of detail suitable to the client's DISC style
- PRODUCT CHOICE:** explain the various business coaching programs and ask client to choose
- PROFIT EQUATION:** demonstrate the power of coaching to deliver return on cash using the Profit Equation
- PRONTO:** give plenty of homework in preparation for your first session to eliminate buyer's remorse

Assignment:

- Before your first face-to-face sales meeting, go over each of the 17 steps in the 100% Sales Process system.
- Get comfortable with the tools ... then put a smile on your face and have fun!

HOT RIFF #11

The Profit Equation

I thought I'd spend some more time on the most critical aspect of a Complimentary Coaching Session: *the close*.

That's because the CCS is a closing meeting--an opportunity to leave with check in hand.

No, scratch that. It's much more than an "opportunity." It's an *imperative*.

Because if you don't get the sale in that meeting, 90% of the time, you'll never get it.

That's why the worst thing you'll ever hear after a face-to-face session with a prospect is: "Let me think about it." Have you heard that one a few times? Downright maddening!

But the #1 reason you're hearing this is because they don't think you'll put dough in their bank account quickly enough to offset the cash outlay for coaching--even if they believe you can help them.

So how do you overcome it?

Here are some powerful closing strategies and scripts...

Become Fluent with the Profit Equation.

The PROFIT EQUATION allows you to CLEARLY demonstrate the power of coaching and how you'll deliver a positive Return on Investment.

The version of the Profit Equation you see below was developed and refined over several hundred complimentary coaching sessions. Almost every one of the major business coaching franchises has it's own version of this kind of worksheet. But ours is simply the best version available for more reasons than I have the space to cover here.

Every coach I've ever taught to use this has watched their conversions SKYROCKET!

Remember: if you fail to demonstrate how the client will recover their cash investment from coaching, you will walk away empty-handed.

So check out the worksheet on the next page:

The technique is pretty simple, really. You take your client through this simple mathematical model to show them irresistible proof that their business will FLOURISH with your coaching help. Here's how it works.

First, have your prospect give you their current numbers as best they can. As they relay this information to you, write it down for them in the "PAST" column.

A quick note: you'll be amazed at how many of them don't know even the most fundamental metrics in their own business. Be sure to let them know their best guess is okay -- while gently reminding them how important it is for them to understand this information if they hope to make significant improvements in their business. (This is a terrific way to demonstrate how much they need you!)



Profit Equation Worksheet

	PAST	FUTURE	
Leads Generated	1,000	1,100	Leads Generated 1- Tactical Mktg. Plan 2- KPI Measurement System 3- Time Mgmt. Plan
x	x	x	
Conversation Rate	25%	28%	Conversion Rate 1- U.S.P. & Guarantee 2- Performance Incentive Plan 3- Sales Mgmt. System
=	=	=	
New Customers	250	302.5	Revenue/Customer 1- Apprenticeship Plan 2- Team Mtg. Rhythm 3- Operations and Training Manual
+	+	+	
Retained Customers	2,000	2,250	Gross Margin 1- Cash Gap Plan 2- Lean Manufacturing Plan
=	=	=	
Customers	2,250	2,553	Fixed Costs 1- Revenue & Profit Budget 2- Strategic Plan
x	x	x	
Revenue / Customer	\$ 350	\$ 385	
=	=	=	
Revenues	\$ 787,500	\$ 982,713	
x	x	x	
Gross Margin	40%	44%	
=	=	=	
Gross Profit	\$ 315,000	\$ 432,394	
-	-	-	
Fixed Costs	\$ 180,000	\$ 162,000	
=	=	=	
Net Profit	\$ 135,000	\$ 270,394	

\$135,394 Increase in profit!
 - \$30,000 for coaching

 \$105,394 Take Home Cash!
HUGE ROI!

Once you have the “PAST” column filled out, move to the “FUTURE” column. Use our Silver Bullets to identify the tactics you’ll employ to help them make improvements in each category. You’ll need to collaboratively discuss which Silver Bullets will create the biggest impact.

Use conservative figures as you fill in the “FUTURE” column. *And remind your prospect that the numbers are conservative.* The coolest aspect of the Profit Equation Worksheet is that even a small change in each of the 5 areas will make a massive difference in their bottom line. So tell them explicitly: “Look, even if we only make tiny improvements, you can expect an incredible ROI!”

Then, begin coaching them on what you’ll do with them and how you’ll do it. Don’t hold back. As you show your passion for the Silver Bullets, they’ll begin to understand the impact you can have on their business.

This is simple, but it’s definitely an art form. I’ve done hundreds of these over the years, and learning how to demonstrate a powerful ROI takes practice, just like perfecting your golf swing or tennis serve. The more you do, the more you’ll become adept at it.

The Profit Equation Worksheet is designed to be pretty self-explanatory...but if you’re struggling to make heads or tails of it, don’t worry. It’s all covered in the materials provided with your Coaches’ Coach monthly subscription.

This is the best way to powerfully demonstrate to your clients that your coaching programs are an irresistibly good investment. You’ll be amazed at how well it works!



YOUR TAKEAWAY

PROVE to your client that you are a good investment by running the numbers with them.

HOT RIFF #12

Create Raving Fans!

There's no better feeling in the world than landing a new client! But if you're going to keep the relationship positive and productive, there are definitely some important keys to success.

First, remember that even once you've closed a deal, **you never stop selling.**

In fact, did you know there are 6 kinds of sales that EVERY business coach must make in order to be successful?

Here they are:

- Selling the prospect into talking with you on the phone.
- Selling the prospect into meeting with you, face to face.
- Selling the prospect into buying business coaching from you.
- Selling your client into changing their ways so their business improves.
- Selling your client into paying your fee for next month based on what you've helped them achieve over the past few months.
- Selling the client on how it will benefit them to give you a list of their friends who also need your help.

President Donald Trump once said, "Leadership and sales are the same thing."

I say that **business coaching and sales are the exact same thing.**

You must constantly provide value, inspiration, and accountability to your clients so that they IMPLEMENT the strategies you suggest and continue to PAY your fees.

After all, your goal is to turn your clients into RAVING FANS.

But BEWARE: some business coaches fall into the trap of **over-servicing** as a result of the need they feel to provide consistent value. Do NOT let that happen to you--because, ironically enough, **overservicing** *diminishes* your credibility in the eyes of your clients.

Here are some powerful strategies for managing the client-coach relationship well.

1. REMEMBER: You are a coach, NOT a consultant!

There are two kinds of independent professionals who work on business development: coaches and consultants.

Consultants work for entrepreneurs, subordinating themselves to the will of the business owner. They are NOT equals--they're employees by another name. They base their work on hourly rates and deliverables, NOT value, NOT results.

Compare that to the world of sports.

In sports, a coach recruits players, teaches them the game, puts them through the drills, prepares the game plan, shouts instructions from the sidelines, and keeps everyone motivated--through thick and thin.

A coach is an equal--even more than an equal--a valued teacher, mentor, motivator, educator.

There's a crucial distinction here I hope you haven't missed:

A coach would NEVER jump into the game and start playing alongside the players.

You do that, and suddenly you're not a coach anymore.



Never jeopardize your credibility in this manner.

2. Try phone coaching

Yes, PHONE COACHING. Coaching your clients over the phone, rather than face-to-face. I can hear the groans of protest and disappointment already...

But wait!

Phone coaching works better and actually delivers MORE value to the client than face-to-face coaching!

Whenever you go to a client's place of business, you waste their time and yours with all the formalities: hand-shakes, small-talk, introductions, etc. By contrast, when you do a coaching session by phone, you tend to get on and off the phone quickly, because that's what people expect from phone calls.

Face-to-face coaching sessions ALWAYS take longer than 1 hour; phone coaching calls tend to be 30-45 minutes in length.

Why steal your clients' time, their most precious commodity? Would a good coach do this to their clients? And what about YOUR time? You're a busy, in-demand business coach: you don't have the luxury of weekly face-time!

I found that my clients were usually quite happy NOT to see me on a weekly basis, as long as I made an appearance at least once a month to have a look around and maintain an emotional connection with their team.

3. Obey the 10 Commandments of Customer Service.

Over the years, I've developed an obsession with client service. I figure the **#1 thing I can do to create client loyalty is deliver MASSIVE value to my clients as fast as possible.**

So I developed the **10 Commandments of Customer Service.** Follow them, and you'll have clients eating out of your hands:

1. Don't expect your clients to tolerate client service mistakes.
2. Always do what you say you will do when you say you will do it.
3. Never, ever make a promise that you're not absolutely sure you can keep because promise-breaking is the same as lying.
4. Never try to remember your promises. Write them on a task list.
5. Remember that unacknowledged communication is the most profound form of disrespect.
6. Reply to every inbound email or phone call within half the time your clients expect you to reply.
7. Review your task list before the end of the day to make sure you haven't broken any promises.
8. If it appears that you won't be able to keep a promise, re-negotiate before the deadline.
9. Always use auto-responders and voice mail messages to communicate your absence so you don't appear non-responsive.
10. Communication technology problems are never acceptable excuses for breaking promises so make sure your technology is working.

Treating your clients the way they deserve to be treated is absolutely CRITICAL to building a thriving business coaching firm. Because when you do, you'll open the floodgates of referrals and positive word-of-mouth.

4. Learn and Teach My "5 Steps to Freedom"

Over the years, I began to develop my business coaching methodology into a model that we now call the 5 Steps to Freedom. This is the "big picture"--the very definition of success for a small business owner.

Learn the 5 Steps so you can guide your clients through them...and, eventually, do the same in your coaching practice.

Here they are...

Step 1: Creation: beginning as a start-up in the marketplace, developing a viable

niche market, and creating a working prototype of the business model.

Step 2: Disorder: pushing through the often bloody battle of becoming cash flow positive by investing and promoting like mad to build brand awareness and acquire customer.



Step 3: Control: converting cash flow into profit by monitoring well chosen performance metrics and fine-tuning the business model.

Step 4: Prosperity: solidifying a position of dominance in the niche market and optimizing operational efficiency for maximum growth and profitability.

Step 5: Freedom: developing a strong core of leaders and investing in expansion through strategic partnerships or acquisitions.

Oh, and in case you're wondering how on earth to guide them through this process?

Don't.

Remember the Silver Bullets?

Each of the 21 Silver Bullets is directly related to these 5 steps, so you know EXACTLY which Silver Bullet to use with your clients, depending on what Step they're on!

This is the sheer brilliance of my system. With the tools and concepts I've developed, there's **very little guesswork!** You can be confident that your clients WILL succeed when you coach them!

And when you provide this powerful framework for your clients--and help them navigate through the 5 Steps to Freedom--you'll win their loyalty forever!



YOUR TAKEAWAY

Make your clients love you... and watch as your business begins to literally grow itself.

HOT RIFF #13

Systematize Everything and Build A Firm

I hope by now you realize that my success story isn't anything magical. It wasn't luck, it wasn't skill, it wasn't experience, and it wasn't talent.

It was good old fashioned trial and error.

But the difference between me and other business coaches who haven't been so successful is that I worked extraordinarily hard, erred extraordinarily often...and *learned extraordinarily fast* as a result.

I documented everything I did. When it failed, I threw it out. When it worked, I kept going, expanding my knowledge and experience as I went.

I developed SYSTEMS around the successful strategies I discovered. Like my 7 Lead Generation strategies, 100% Sales Process, 21 Silver Bullets, my 10 Commandments of Customer Service, and hundreds of other scripts, templates, and tools I just don't have the space to share with you here (but are available with your Coaches' Coach monthly subscription).

Over time, I realized that **I had stumbled upon something special in the way we were building our business.**

Eventually, I organized this massive collection of coaching materials and protocols into the most comprehensive yet easy to use business coaching methodology in the world. And then I copyrighted it.

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Maresha Peters
Registered Copyrights, United States of America

Registration Number:
TX 6-855-795

Effective date of registration:
January 4, 2008

Title	Title of Work: Silver Bullet Marketing System	
Completion/ Publication	Year of Completion: 2007	
	Date of 1st Publication: January 23, 2007	Nation of 1st Publication: United States
Author	Author: Jan Eric Denzbach Author Created: Sole author of entire work Work made for hire: No Citizen of: United States Domiciled in: United States Year Born: 1970 Anonymous: No Pseudonymous: No	
Copyright claimant	Copyright Claimant: Jan Eric Denzbach 3 South Lane, Mount Joy, PA 17552	
Limitation of copyright claim	Previously registered: No	
Certification	Name: Jan Eric Denzbach Date: November 24, 2007	
	Correspondence: Yes	

That's because I knew that my goal was to move from a ONE-PERSON SHOW to a full-fledged firm with multiple coaches and a functioning business that brought in cash-flow I could enjoy... WITH OR WITHOUT MY DAILY INVOLVEMENT.

Now that's freedom.

Would you like to learn to do the same? Then stick with me, because that's what I'm going to cover next...

A Business Coaching Firm That Runs Without You

A couple years ago, I came across an article from the Harvard Business Review that inspired the development of what I now call the Firm Profitability Dependency Chain. The theory says that building a profitable coaching firm is based on 7 essential "links."

As I thought about how I built my original coaching firm, I began to see that anyone can do this if they build each of these links. But like a chain, if any of these links are severed, the whole thing falls apart.

I call the links "dependencies" because the weight of each successive link hangs on the one before it.

And if you want to build a hands-free firm, this is what you have to do...

We begin with **Link 7: Fantastic Profitability.**

Obviously, this is our goal. It's been fascinating to observe the incredible variety of answers I get when I ask the following question of aspiring firm builders: "What do you believe is the single most important driver in firm profitability?"



No one ever gives the right answer--which is...

Link 6: Low Client Acquisition Cost.

The fact is, it's impossible to build a wonderfully profitable firm capable of delivering completely passive income if your client acquisition costs are out of control!

Making money as a firm-owner is all about driving down your marketing and sales costs. The most common (though not necessarily the easiest) ways to do this are as follows: getting the majority of your clients through referrals and strategic alliances, servicing ever-higher quality (which equals better paying!) clients, and keeping these clients longer and longer. So, what does it take to achieve this?

It takes **Link 5, Raving Fans.**

Over the last decade of business coaching firm-building, I've found that until you develop a robust reputation in your community as a genuinely great coach, who delivers substantially MORE value to your clients than your services cost, you'll never be rewarded by your community with an abundance of revenue that you invest almost no cash to produce.

Obviously, in the early stages of developing your business, you'll have to invest tons of money in higher-cost marketing strategies, but this must be reduced over time if you hope to make great margins!

So how do you develop an army of raving fans?

You've got to deliver **Link 4, Effective Coaching.**

You see, business owners will give you about 3 months to prove the value of coaching. By then, they better have a fatter bank account or it's game over.

So how do you deliver effective coaching?

Obviously, you need **Link 3, High Quality Coaches.**

No mystery here.

It takes a great coach to deliver great value to produce an army of Raving Fans.

When you're building a firm, you don't have the time and cash flow to hire mediocre coaches and wait a couple years for them to become the kind of leaders they need to be to keep great clients. Every respected authority on building great companies agrees that the ability to attract and retain high quality human capital is THE competitive edge in the increasingly knowledge-based economy of the 21st century.

Do you really believe our industry is exempt from this universally accepted business axiom? Not a chance. So, given that, what's the single most important requirement for on-boarding and retaining such top-shelf talent? Easy.

It's **Link 2, Massive Cash Flow.**

Trying to recruit a top-gun business coach won't be easy without cash. You need great cash-flow so you can afford to pay your coaches a compensation package comparable to what they'll be leaving.

AND, just as importantly, there needs to be a big upside. That's why we're big believers in revenue percentage splits as a compensation model. It's the only model that's ever worked in building coaching firms around the world. Great coaches never have to leave a firm if they can grow their income and eventually buy into the firm they helped build--or even multiply it over and over.

But, how do you create this wonderful cash flow to build an amazing team?

Well, again, it's pretty simple, though not easy. It's **Link 1, Personal Coaching Success.**

I don't believe you've really mastered this business to the level required to build a great firm until you've hit 6-figures and stayed there for a year or more. What must you do to be a 6-figure coach? You must consistently deliver high value coaching services in your market until your market is willing to reward you with ever more clients, who pay ever more money, for ever-less effort on your part.

And when this starts to happen, it's magic!

So, there you have it: the 7 Links in the Firm Profitability Dependency Chain. Break any of these links and you'll never generate the passive income you want.

On the other hand, construct these links successfully and you're on your way to a fantastic, profitable firm--and then you'll be able to...



YOUR TAKEAWAY

You can create passive income in business coaching. It starts with mastering yourself.

HOT RIFF #14

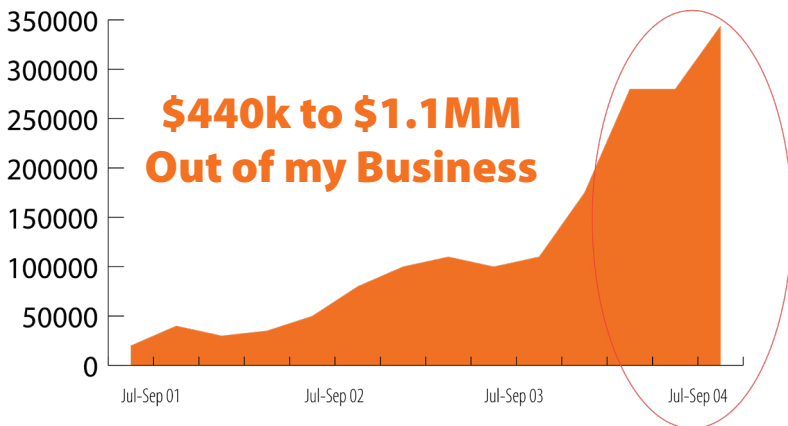
Enjoy the Payoff

You know, it's been an amazing ride.

When I look back on my humble beginnings I feel a surge of emotion. When I depleted my entire life's savings to begin a coaching business on a crazy whim... when I was kicked out of my client's office and stood out on the street, wondering what on earth could be worse...when I finally landed my first real business coaching sale...

It hurt like heck for a while there, but it was all worth it.

- In 2002, I hit a \$25,000 per month run-rate.
- In 2003, I nailed my first \$40,000 month and then added my first associate coach. That year, I banked over \$400,000 in revenue AND took a total of 8 weeks off from my business. I was cash rich and time rich, too!
- In late 2004, I banked my first \$85,000 month.



Here are some of the awards I picked up along the way:

2004 – **North American Coach of the Year**

2004 – **GLOBAL Coach of the Year**

2004 – **Excellence in Leadership Innovation Award**, *Vanguard Ministries*

2005 – **Franchisee of the Year**, *International Franchising Association*

(www.franchise.org)

Here I am in 2004 receiving the Franchisee of the Year from the International Franchising Association. (www.franchise.org) This was a pretty amazing honor because the IFA is the most respected trade association for the international franchising community on the planet.



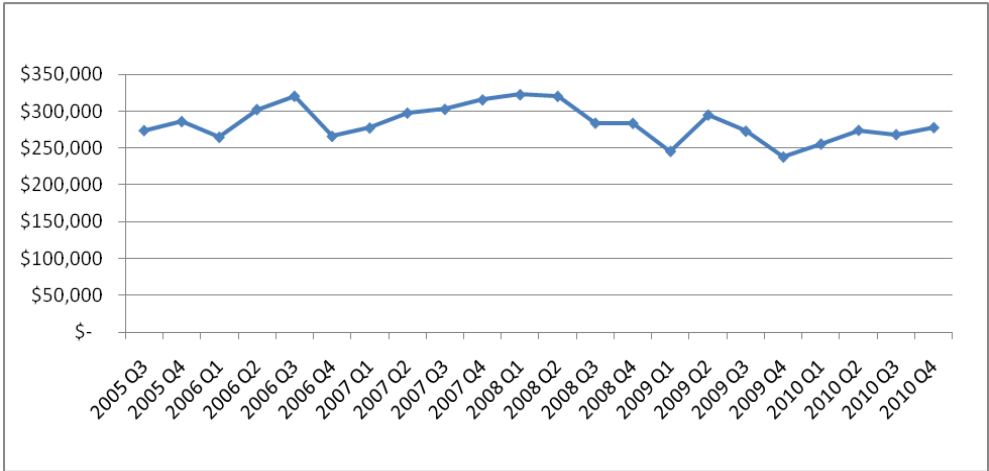
Then, in 2005, **I sold the firm and my franchises for \$1 million dollars** to four of my seven associates, realizing an 800% return on invested capital and completing

the first successful transfer of a business coaching firm as a going concern in the history of the franchise system. I had built the largest and most profitable business coaching firm in North America with **an average annual growth rate of 140%, \$1.1 million dollars in annual revenue, and more than 23% in operating profit.**



But that's not the end of the story. Since 2005, The Lancaster Coaching Practice has continued to produce \$1 Million+ per year. Even through one of the worst recessions in recent history, the system we developed was powerful enough to keep leads, clients, and cash flow coming in!

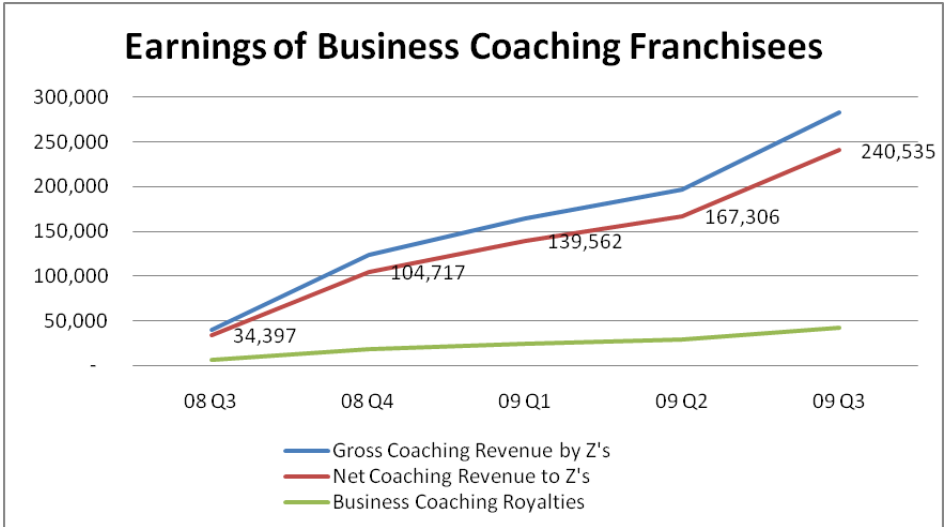
Take a look at this chart to see how successful LCP has been...without me:



Over the years since I sold my firm in 2005, I've coached and trained more than 1500 independent business coaches and business coaching franchisees and I've trained franchisors themselves from 4 of the world's most prominent business coaching franchise brands.

But one of my coolest, recent accomplishments is when I began working with an emerging business coaching brand and used the EXACT system now available **in its entirety**, through the Coaches' Coach Member's Only Site, to transform this particular brand into one of the hottest-selling business coaching franchises in the country within just 18 months! Before, we introduced my system into the franchise, the franchisees were failing at a dismal rate of 57%. After I got through with them, we'd knocked it all the way down to 4%. Because of this, we doubled sales and quadrupled coaching royalty revenue--all in a period of just one and a half years.

Have a look at this graph and check out the difference my business coaching system made!



The turnaround of this franchise taught me an important lesson: the business coaching system I developed for my firm is universally effective. ANYONE can be successful as a business coach; all you need is a well organized and easy to follow methodology for acquiring and coaching clients.

And that's the very last thing I'd like to share with you...



YOUR TAKEAWAY

GET RICH! HAVE FUN!

COACHING FOR COACHES

How to Get Personal Help from a Certified Business Coach Who's Been There, Done That...

We're nearing the end of our journey together. But since we've covered lots of information in a very short period of time, I want to summarize everything I told you to be sure you understand the most critical parts.

This way, you'll be **empowered in your coaching business** to make fast, decisive decisions and begin building the practice you've been dreaming of.

First, I hope you realize that YOU are responsible for your own destiny. Your attitude and your thought-life are the single most important things to master if you want to succeed in this business.

And if you've decided that's you--if you've decided you really want it--then the next step is to take MASSIVE ACTION.

So what's it going to be?

In this ebook, I taught you 14 powerful strategies ("Hot Riffs") you must begin implementing TODAY if you want to win in this business...

- How to change the way you think so you begin to think the SPECIFIC THOUGHTS that produce AMAZING RESULTS...
- Why a good business coach NEVER gives up--and what you can do to keep yourself motivated even when things get tough...
- How to unleash the power of an unlimited marketing budget and spend your way to your first million...
- My simple formula for success: Do the RIGHT THINGS in SMALL AMOUNTS over a LONG PERIOD OF TIME...
- How to create a precise, powerful plan that gets you amazing results--every time...
- A surprising formula for overcoming objections and mastering the art of persuasion -- WITHOUT manipulation or pleading...

- ❑ 7 effective strategies for lead generation: networking, bold walking, e-marketing, direct mail, telemarketing, referrals, and strategic partnerships...
- ❑ How to master the 30-minute “Silver Bullet” call and PRE-SELL your prospects before you ever meet with them face-to-face...
- ❑ The Complimentary Coaching Session: a powerful technique I perfected to close a full 80%-100% of everyone I took through the process!
- ❑ How to use the Profit Equation to eliminate that last bit of doubt or confusion from your prospects’ minds...
- ❑ Why you must turn all your clients into Raving Fans--and how to do it in 4 simple steps...
- ❑ My 7-step process for taking your successful solo coaching business to a business coaching firm that pays you...passively!

Frankly, what I’ve revealed in this ebook is a goldmine. If you take these 14 Hot Riffs and put them to work today, I have no doubt you’ll begin to see better success *tomorrow*.

But what’s wrong with getting there FASTER?

The truth is, what I’ve shown you is just the tip of the iceberg. There are hundreds more shortcuts, secrets, little-known tips and tactics I’d love to teach you about HOW to implement these principles for incredible growth and profits.

After all, no matter how well-done, an ebook can only get you so far. So consider this your first glimpse into what could become of your business and life -- proof that it really is possible to make more money than you dreamed possible, faster than you even realize.

You just have to duplicate the efforts of someone who has been there, done that.

That’s why I’ve decided to do something wonderful.

I’m giving you access to my “secret vault” of business coaching systems, worksheets, ads and processes -- so that YOU can build a million-dollar business coaching, just like I did.

I call it my **Coaches’ Coach Members-Only Site**, and it’s a comprehensive system

that provides you absolutely everything you need to generate serious coaching revenue in record time.

Until recently, **ONLY** my personal clients who paid me tens of thousands of dollars had access to this.

Now it can all be yours -- for a fraction of the cost.

Of course, you need to know: that doesn't mean that **the Coaches' Coach Members-Only Site** is dirt cheap. Don't get me wrong, I'm not going to ask you to sell the farm -- and it's substantially less than you'll pay for a business coaching franchise -- but I'm not giving away these secrets, either.

There are three very important reasons why this is so:

FIRST--and I alluded to this just moments ago--I need people who are **SERIOUS**.

SECOND, the higher the price, the less exposure my secrets get...which means my clients will make significantly more money with them.

THIRD, THESE STRATEGIES WORK. I can literally help you live the lifestyle you've always dreamed of. I deserve to be well-paid for my expertise.

(If that last statement made you flinch, then let me tell you right now: business coaching is **NOT** for you. Because I'm going to teach you how to approach everything from a value-based position first and foremost. It's one of the major reasons we make so much money doing what we do.)

Quite frankly, this has the power to revolutionize your life.

Give Me 12 Months...

And I'll Give You Total Financial Confidence And The Amazing Ability To Make A Steady, Five Figures A Month As A Business Coach...Every Single Month...For The Rest Of Your Life....GUARANTEED.

Even if you have no business degree, no certification, no marketing skills, and no business coaching experience... And even if the very thought of selling makes you nervous.

HERE'S WHAT THE Rockstar Coaching Program WILL GIVE YOU



Privilege #1 - This is a LIVE 52-week mentorship program where I, Eric Dombach, or one of my elite certified coaches' coaches, will be on a call with you EVERY WEEK, with only holidays excepted.

Privilege #2 - This is the ONLY program where you can walk in as a business coaching noobie and walk out a multiple 6-figure earner.

Privilege #3 - You're getting a solid \$78,000 worth of value - for a tiny fraction of the investment.

Privilege #4 - You put yourself on the fast-track to living a financially free and confident life.

Privilege #5 - You can get ready-to-go students who will invest their coaching fees so you can train them in our system.

Privilege #6 - You get an A-Z, nothing held back deep dive into everything you need to make 6-figures from home - every year - for the rest of your life as a business coach.

Privilege #7 - You will be automatically included in an intimate accountability coaching group led by me, or one of my elite certified coaches' coaches.

Privilege #8 - You can participate in a role-playing cohort designed to turn you into an unstoppable, deal closing, money-making machine.

Controlling your financial future as a business coach is possible and you can begin right now! Take the next step by visiting www.businesscoachinsider.com!

For your success,

Eric Dombach, President
www.mycoachescoach.com

HOW TO GENERATE \$10,000 TO \$30,000 / MONTH AS A BUSINESS COACH GUARANTEED

Yep. That's a bold claim! But we're willing to back it 100%
– IF you're a good fit for our program.

If you want to become a business coach and generate \$100,000 to \$300,000 per year, and if you are ready to work hard for 12 months under the direction of one of our certified coaches, you may be a fit for our Rockstar Coaching Program.

If you meet our criteria and are admitted to the program, we guarantee that our process will deliver this financial result or 100% of your tuition will be refunded!

To learn how to qualify for the Rockstar Coaching Program, simply click this link, watch the training video, schedule a session with us, and complete your application for acceptance to the program.

LEARN MORE

www.BusinessCoachRockstar.com