



Coaching Revenue Roadmap

January 26, 2016

Welcome, everyone. This is the **Coaching Revenue Roadmap**. I wanted to just welcome everybody. Thank you for, number one, investing in your own success by joining us and then thank you for investing your time and your energy in taking the steps we're going to give you during this program to move you from ideas in to action and implementation.



Before we jump in, you need to know that **there is a special gift waiting for you at the end of this call**. Whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out til the bitter end.

At the end of our call, I'll hang around for a **massive Q&A session**, so be sure to stick around for that to make sure all your questions get answered.

Now let's dig into our agenda for today's strategy session... **What you will take away** from our time together today:

- **Design the best coaching strategy** for your particular expertise – even if you're not a coach
- **Discover and evaluate** potential niche markets
- **Get a simple, repeatable process** for researching what types of coaching services and programs your target market will pay for - and use this strategy to start prospecting tomorrow
- **Package, promote & price** your coaching programs to maximize profits
- **Adopt no-hype, high-integrity methods** of selling tens of thousands of dollars of coaching or mentoring each time you work with clients and audiences of any size in any industry
- **Build long-term recurring revenue** into your business model with licensing and certification programs
- **Do all of this in a specific, structured, and stepwise way** to short-circuit any feelings of overwhelm and to regain full control of your business, your income, and your life!



Even before we dive into all those goodies, you need to know that there's something exciting I want to share with you during our time together today. **It's my 5-week Private Coaching Workshop program.** If you want to take a sneak peek right now, you can go to www.PrivateCoachingWorkshop.com You're going to get plenty of content you can use right away whether you join that program or not – but much of this is the tip of the iceberg of what you'll get in that program.

In fairness to YOU and in fairness to ME, I just wanted to put that out there as we get going. We'll have time at the end of our call today to take your specific questions and I'm always happy to answer your questions about it afterwards by email or phone.

Let's start with defining the best private coaching strategy for you. I can't obviously do that for every single person on the call right now – but I can put you miles ahead in doing it for yourself.

There are 4 different value propositions or delivery modes for private coaching. Coaches can play many roles. And you get to choose your primary business model and then use that as a base from which you can expand and grow. Keep in mind, this does NOT require that you become a certified coach or spend hundreds of hours and tens of thousands of dollars on coach training or certification programs getting a bunch of letters after your name. This is about helping people with your expertise 1-on-1.

1. **1-on-1 Mentor** – The dictionary defines a mentor as “a trusted counselor or guide.” Sometimes a coach is brought in to act as an older, wiser, more experienced individual who helps and guides another individual's development. Mentors usually work with clients individually, but can also mentor work groups, entire departments, or senior leadership teams.
2. **Pure Coach** – A coach is someone who provides structure, accountability, and perspective, and will hold you to your commitments to move forward toward your specific goals. Coaches provide questions and insights that help clients find their own solutions more quickly and effectively than they could on their own. You'll have someone to complain to or celebrate out loud with. When you hit a roadblock, coaches support you and guide you

back into action. This is the **ONLY** mode in which coach training or certification even makes any sense. If you want to do that, go for it!

3. **1-on-1 Trainer** – Coaches can also come in to teach. In fact, the best coaches teach all the time, whether they're officially doing "training" or not. Training can take many forms, from 1-on-1 sales training, leadership skills, negotiating, communications, presentation training, media training, health and wellness training, executive education programs, and more.
4. **1-on-1 Consultant or Advisor** – An advisor can act as a little bit of everything. For example, an advisor might act as part coach, part trainer, and part mentor. An advisor's greatest asset is his/her experience. They provide a sounding board and seasoned advice when it comes to complex issues or difficult decisions. Having "on-call" access to a consultant like this can be priceless on both an individual and corporate level.

So it's up to you to decide which and how many of these private coaching modes and strategies you want to offer.

Some folks offer only one primary way that their clients can work with them. And some offer most or all of these modes under different circumstances and for different projects. In my world, for example, I serve as a **mentor** and **1-on-1 consultant** when I work with folks in my high-end programs, and more of a **trainer** and **coach** when I'm leading my group coaching workshops.

Let's move on to talk about how you can evaluate potential niche markets and decide how to set up your private coaching practice to maximize your chances of success.

First of all, don't guess. Don't hope. Don't wing it.

Do some research. If you're evaluating several different potential niche markets or vertical industries, spend some time on researching each one.

Live in *their* world, think about *their* problems, and think about *their* clients and prospects. What's the first step? **Data gathering. Preparation. Homework.**

Industry, regional, business, and company news is now at everyone's fingertips on



the Internet. Look for articles, blogs, verbatim quotes from executives and industry analysts, video clips, audio interviews and capture as much as you can.

Then go directly to the source – real live customers and prospects. If you're not intelligently researching your prospects' issues, challenges, and pressures, how can you possibly come in with credible **high-perceived-value** solutions?

It positions you and your company as an expert resource and it gives you valuable data you should be getting anyway.

I promised you a simple, repeatable process for researching what types of private coaching services and programs your target market will pay for - and use this strategy to start prospecting tomorrow. Here it is...

You're a writer, researcher, journalist. Find the top trade association magazines or highly targeted industry publications that your target executives read, recognize and respect. And prepare to write an article for them.

Why? Because thought leaders do original research...

For prospecting purposes, this is priceless.

- You access high-level Buyers it would take you months to reach (if ever!)
- You establish yourself as an expert and a peer
- You have a good reason for a series of follow-up relationship building opportunities

Here's how:

Title of your article must contain an embedded compliment

Ex: How Smart Leaders at Top Companies Profit from Breakthrough Ideas (for an innovation consultant)

Ex: How Top Producers at Leading Firms Create Referrals for Life (for a sales coach focused on financial services firms)



Ask 3-5 questions

- What's been the biggest factor in your success?
- What obstacles and challenges are you still working on?
- What's the best advice you've ever heard on this topic?
- In your opinion, what's the secret sauce that many miss?
- What's the key practice or tactic you keep coming back to?
- Crystal ball: What does YOUR next level of success look like in this arena?

Map out approach and all follow up touches over the next 90 days:

Interview – thank you email - thank you card - email finished piece - send link to blog - offer to stop by and drop off signed copy of your book - send different article - invite them to seminar - send note "another idea for you" – Call and say, "I was thinking about your situation" and ask if they would value a conversation about how you might help.

Do 3 of these per week = you'll get 12 per month. In 90 days, you'd have 36 top prospects who know your name, will take your call and who might even look forward to hearing from you!!

OK – next topic. A lot of people ask me, OK, David how do I get started with creating my high-end, high-ticket private coaching program? That's a big topic but here's the sound bite – **you build it backwards.** What I mean by that is you create the marketing material first – then you create the coaching program from that.

It sounds completely backwards but this is the #1 best way to do it because you'll build a market-driven, customer-centric program that includes EXACTLY what your target market wants, needs, and is talking about getting help with right now.



Here's my "building blocks formula" for how to put together your high-end 1-on-1 coaching or consulting 1-pager. Blow by blow. Section by section. Jot some of these down so you can do this as soon as we hang up...

1. **Title** – your program needs a clear, strong title. The title of my program is the ***Do It! Marketing "Marketing Mentor Program"*** – it's got my brand and it's got a straight-up tell-it-like-it-is name. Other names I like, by the way include Navigator, Roadmap, Compass, GPS, CoPilot, Accelerator. These indicate speed, velocity and getting from point A to point B so feel free to use one of those kinds of names
2. **Overview** – the overview section is a few short paragraphs and needs to include several things.
 - a. The first thing in the first paragraph is the concise value prop. For example, mine says "The Marketing Mentor program is a 1-on-1 business growth program for those who are launching (or re-launching) a professional services business. We start you off strong and give you the strategies and tactics to GET more clients, KEEP more clients, and MAKE more money with less time and effort."
 - b. The second item under Overview is EXACTLY who it's for – and call them out by name. Mine, for example, says "speakers, authors, consultants, and independent professionals" so people can SEE themselves as your prospects. Don't try to hedge your bets and make this generic or broad – specificity SELLS
 - c. The third part of Overview is a clear explanation of how it works. Again, mine is by phone so it says, "You meet with David Newman privately by phone for regularly scheduled sessions to review progress, remove business development obstacles, and establish new practice-building activities. Additional support is available via

unlimited calls, emails, fax or other means in between your regularly scheduled sessions.” That’s it for the overview sections

3. **The next section is super-important. It’s “Results Clients Receive”** I won’t bore you with all of mine – I have 13 points under this section on mine. I’ll give you some of the best ones you can model yours from. It’s things like
 - a. Creating a value-first marketing pipeline
 - b. Replacing cold calling with intelligent prospecting
 - c. Eliminating price objections, while raising prices by up to 300%
 - d. Fine-tuning pitches and presentations to increase quality and quantity of closed sales
 - e. Rewriting sales copy to increase response rate by up to 100%
4. **The next section is your mini-bio.** This is where you summarize your best credentials, expertise, and experience. Every word counts. This is where you establish your authority and build trust
5. **The last section of your 1-pager is testimonials.** These are also vitally important because they’re social proof. I recommend you put at least 2-3 on there – more if you have room. I only have two but they’re two of my best ones.

Next, we’ll talk about how to Streamline and Perfect your Introductory and Enrollment process **so that you close more sales and make more money.**

This is a huge and HUGELY important issue – you’ll be amazed at how much money you may be leaving on the table right now if you don’t get this right.

But even before we get to that – this is a good time for me to tell you about the new **Private Coaching Workshop**, how it works and what you’ll get when you sign up today...



I've been working with speakers, consultants, authors and independent professionals who want to do more high-ticket private coaching and mentoring for a long time. Based on my experience personally coaching over 500 people anywhere from a single session all the way up to a 2-3 year \$50,000+ relationship, and generating over \$200,000 per year for the past 6 years JUST from the private coaching part of my business, the five biggest challenges I see all the time fall into these five weekly modules that we'll unpack, repack, rebuild, and reinvent for you in the Private Coaching Workshop program.

If you're in front of your computer, click over to www.PrivateCoachingWorkshop.com and you'll see all the details of what you're getting in that program.

In case you're not in front of your computer, I'll give you the quick summary of what's in the **Private Coaching Workshop**:

1. **How to create, promote and profit from private coaching programs** WITHOUT breaking the bank and without the need for time-consuming and expensive "coach training" or crazy-expensive certifications (because we won't be talking about THAT kind of coaching)
2. **Know What to Do at Every Step** so that you build your "private coaching marketing machine." We'll cover everything from how to get **client endorsements**; how to **build your private coaching client pipeline**; and the **KEY marketing and sales strategies, documents, and tools** you need to market and deliver outstanding 1-on-1 experiences to your private clients
3. **Get the EXACT Templates, Scripts, Emails, Announcements, and Followup Marketing Messages** that I've used to sell over \$200,000 of private coaching programs per year for EACH of the past 6 years. (Yes, that's in addition to my other revenue streams. Just nuts!)
4. **Start Building Systems** that will **support your private coaching clients AND your business** as it grows so that you **get up every day knowing EXACTLY how to invest** your time, money, energy, and resources to **generate RESULTS**.
5. **Implement a Perpetual Marketing Plan** that **fits YOU, your clients, and your particular strengths**, personality and preferences AND sells your



coaching, consulting, and professional services - month after month, year after year.

The Private Coaching Workshop will give you a clear path and a plan to monetize your content, expertise, and experience – using assets you ALREADY have.

When you go to www.PrivateCoachingWorkshop.com you can see that this premium program is \$1,977. All my online courses and group trainings are now at that \$2,000 price point.

But because you are on this special master class with me right now, I have a special one-time invitation that will save you \$1000 on the Workshop.

PLUS right now, you have a chance to get me to help you personally build AND promote your high-ticket private coaching packages with a special upgrade called the **Private Coaching Workshop PRO** program.

So let me tell you about both options and you can decide for yourself, which is the best one for you.

Option 1 is the Private Coaching Workshop program. I used to deliver the course via live teleseminars and spend all our time together teaching. That was good but not great because most people spent all their time learning and not much time doing. So here's the plan – you are getting all the recordings, transcripts, and course materials from the \$2,000 program. We are still getting on the phone for 5 weeks, but now, you are listening to the modules and doing the assignments BEFORE the call. **ON the call, I spend 100% of the time coaching and mentoring and helping you with implementation, action, answers to your key questions, helping you make decisions, gain momentum, get stuff done and accelerating your progress and reducing your time to revenue.**

So this becomes a DOING program more so than a LEARNING program. To invest at this level & save \$1000, you have to use a special button at the top of that web page at www.PrivateCoachingWorkshop.com. That will get you into the program not at \$1,977 but at just \$977. There's also a 6-pay option at 197 a month. You'll get invited to a special pre-program call this Friday Jan 29 at 2pm Eastern. And we



officially start on Tuesday February 2 at 2pm Eastern for the next 5 weeks. **This is the last time you'll ever get this kind of crazy discount** because all my offerings are now \$2,000 and up but I wanted to make a special exception for you because I really want you to have success with private coaching.

Option 2 is the Private Coaching Workshop PRO package. This is something I've never offered before but because I want to make sure you get results, I made some time to help you on a much deeper level.

Here's what you get: I will **review and revise your private coaching program description, I'll give you my private coaching sales script templates, and customize your personal email follow-up series** - normally this is \$3,500 alone. And I don't even do this for people anymore but I'm going to do it for YOU. **Then you're getting a private phone consultation with me to make sure you have everything** you need to start getting private coaching clients – what to say, how to say it, what to do, how to do it, at every step of the sales process. One hour of phone time with me is \$1,000 on its own.

Then you're also getting a VIP pass to my Coaching Super Summit which is an intensive LIVE in-person seminar coming up here in Philadelphia on March 5. It is 100% focused on how to sell more coaching, mentoring, and consulting and make more money. This private boardroom type event is limited to 15 people and tickets cost \$1,500 per person. Here's what's going to happen: You're getting in for free.

So you're getting \$3,500 of done-for-you services plus the \$1,000 private consult with me plus the \$1,500 live super summit (\$6,000 in extras for only 1000 more – so that package is \$1,977 total) **For the Private Coaching PRO package** at only 1,977, go to www.privatecoachingworkshop.com and click on the second set of buttons. There's a 6-pay option there at 397 per month.

I can only take on SIX people at the PRO level, so if you want to get in on the done-for-you services where I do most of the hard work for you plus the live super summit in March, you need to go there now.

Both of these special savings end at midnight tonight.



Both programs come with a 100% money-back guarantee. YOU will have a private coaching package ready to sell by the end of this program that will generate at least \$1,000 and probably a WHOLE lot more. (My main private coaching offering is priced at **\$9,500 and my smallest package is \$2,500!**) When you take action and do the WORK, you WILL get results. If that's not true for you, you get 100% of your money back.

There are also some **fast-action bonuses** for you if you register right now before our call is over. So we have about 20 min to go and about 30 min of Q&A and here's what you get when you register before we hang up the phone.

VIP Bonus #1: Pre-program Strategy Session

Eat dessert first - Get the specific answers/resources you need even BEFORE the official workshop starts - Jumpstart your program - it's on Friday 1/29 @ 2pm US EST. You'll get details as soon as you register.

VIP Bonus #2: PCW Master Resource Guide

Includes Tools (most are low-cost/free!) - People (vetted/approved by me) - Technology (easy & affordable) – that I use and recommend in my own coaching and training business. This is a YUGE time and money saver!

VIP Bonus #3: Bonus Swipe File (loaded with VIP-only extras - crazy good!)

You'll get an additional treasure trove of: Prospecting + followup emails - Website copy, headlines, subject lines (super-important!) - Private 1-on-1 coaching proposals - Program descriptions and order forms (critical if you're using speaking to market/sell your programs) - My high-conversion 'Consultation' template + application form. For all of these, you get my official blessing to copy – adapt – steal – USE 'em!

VIP Bonus #4: Enrollment/Sales Practice Call (with live spot-coaching from me)

"Live ammo" Hotseats - Instant feedback to boost your sales success - What you say and how you say it - What you do and how you do it – to get more prospects to say yes to you, sign up for your coaching, and happily pay your premium fees



To take advantage of this special offer, go to www.PrivateCoachingWorkshop.com and you'll see the buy now button on that page. Click that, get yourself into the program and ALL the bonuses are yours. But these VIP bonuses disappear at midnight US Eastern time so jump on this now.

Bob Loeffler went through the course and he's now reliable generating \$2,000 a day in new coaching clients – he closes one new client a day into his entry-level coaching package and he's using the exact system laid out in the course.

John Ramstead is another coach who's had tremendous success with the program. Even before the course was over, John signed a CEO to a \$25,000 coaching program, got a \$5,000 check at his initial meeting which happened DURING our course and the balance was paid a few weeks later when he started working with his new client. So that's \$25,000 in the bank within 7 weeks of applying these new strategies and tactics.

This material works and lasts and I want to give you everything you need to make you just as successful in getting coaching clients on demand. So to take advantage of the Private Coaching Workshop course or the PRO package upgrade, register right now at www.PrivateCoachingWorkshop.com

Now, that wasn't an enrollment conversation so much as it was an offer. BUT – our next topic is **how to Streamline and Perfect your "Introductory" and "Enrollment" process so that more sales happen.**

This is a no-hype, high-integrity method of selling tens of thousands of dollars of private coaching each time you work with clients and audiences of any size in any industry.

Ready? This is big – DON'T sell them anything. Your only sale when you're out and about is getting permission to follow up. And if you're using speaking as a lead generator for your private coaching programs, I have a video about how to do this in front of dozens or hundreds of people every time you speak to any group – Just Google the title, **"How to generate leads at every speech."** It's here for you:

<http://www.doitmarketing.com/blog/bid/93650/>

Then, once you have folks interested, offer them a no-strings consultation. For the folks who sign up, do your very best to be of value to them. Help them.

Don't hold back. Give them every ounce of your smarts so they get extreme value.

At the very end of the call, here's your script:

"Bob, before we hang up I have a quick question for you. There are two kinds of people who sign up for these consultation calls. The first type of person wants to get my free advice, insights, recommendations and help on the issues like the ones we talked about. And that's all they want. The second type of person wants the free advice but they're also test-driving what a coaching or consulting relationship with me might feel like. Which camp do you find yourself in?"

If they say #2 – or if they say they are NOW in #2 even though they started the call as #1 – then set up a separate time on their calendar to discuss what a working relationship with you might look like. This is an out-and-out sales call but you're also honoring the intent and boundaries of the no-strings consultation call.

This is about mindset more so than skill set. People are so concerned about what's the script? What's the template of words I need to say to get them to buy my stuff? Here's the secret, folks – they will buy if it serves their best interest, not yours. Your job is to deliver maximum value during your first exposure to them – whether that's in a speech, a coaching call, a teleseminar or training class, whatever it might be.

The summary is - Don't look for ways to sell them your coaching. Look for ways to solve their problems. It's not just a word play I'm making here. It's really about your intent. They can smell a sales pitch a mile away. And they can also pick up the vibe of someone genuinely interested in their success.



In fact, that's the definition of the term, **trusted advisor** – a trusted advisor is someone who puts their clients' interests above their own. Plain and simple. **Here's the dirty little secret** – trusted advisors sell more, more easily and more often than the hawkers, the scammers and the shysters. It doesn't always seem that way in the short term, but it's almost always how it plays out in the long term.

You can have a great and powerful script that you deliver like a pushy pitchman and you'll sell very little private coaching. Or you can deliver a less than perfect script with **genuine care for your prospect** and they'll pick up on that in a heartbeat and vote with their wallets to bring you in or hire you to work with them.

Next, here's how to promote and price your private coaching programs to maximize profitability.

In your proposals and in your sales conversations, it's very important that you quantify the value of fixing the specific problems the client has. For example:

- Average salary of senior executive: **\$85,000** (this number must be provided by your client - always use THEIR number, don't guess or assume)
- Salary value of 10 coaching clients = **\$850,000**
- Cost of private coaching program = **\$10,000/month**
- Making managers **10% more effective/month** = salary value (saved time, saved money, reduced turnover, increased performance) = **\$85,000/month**
- Return on Investment = $85,000/10,000 = 850\%$

Start putting THAT "front and center" in all your private coaching proposals and stand back!

Next up are some Launch (or Re-launch) strategies, tactics and tools. Here's some critical marketing and sales advice for you if you're building - or rebuilding - your private coaching success...

The best way to promote your expertise is to give it away for free. Become the



source of top-notch resources, articles, tools, templates, advice, insights, recommendations and wisdom for the people you want to serve the most. In my case, that's people like YOU – consultants, speakers, coaches, and thought-leading professionals and entrepreneurs.

The distribution channels are endless – online, offline, articles, audios, videos, podcasts, books, booklets, email newsletters, teleseminars, webinars, and so on. The four key words are: **Offer Value. Invite Engagement.**

The last concept for today is **building long-term recurring revenue** into your business model with licensing and certification programs.

And there's no shortcut to get here – everything else in your empire needs to be firing on all cylinders and working extremely well for this even to be a consideration for you. But some folks on this call are in that category. And it's time to expand your reach and your income in a big major way by **licensing your private coaching and tools** either with site licenses to corporations – that's one kind of licensing. Or licensing your coaching, consulting or training programs to other consultants so they get authorized and trained to use your tools, your brand and your proprietary process with THEIR clients and customers. For a fee, naturally. I've done this myself– there's now a **Certified Do It! Marketing Consultant** program. And I've also done this for my clients who wanted to extend the reach of their intellectual property.

So everything we talked about here today is not just theory – this is very doable if you apply the strategies and mold this to your specific world with some focus and discipline.

We're in the home stretch. And you may be wondering, How do I do all of this in a specific, structured, and stepwise way to short-circuit any feelings of overwhelm so my head doesn't explode?

The key here is to focus on your best, highest-probability buyers and let everything else fall away. Take it step by step – day by day. Don't give yourself 100 different marketing jobs. Just laser focus on the 2 or 3 key strategies that will



let you target, connect, and reach out to the exact buyers who you MOST want to do business with. After that, everything becomes easier. Absolutely everything.

I want to open up for questions here in a minute but first **here's the recap on today's special offer**. If you enroll in the Private Coaching Workshop today at www.PrivateCoachingWorkshop.com, you'll get **the full 5-module training program**, the special pre-program strategy session, the Resource Guide with the people, tools, and technology I personally use and recommend, the BONUS Swipe File that contains every single document, template and script in my private coaching marketing arsenal, plus the Enrollment Conversation Sales Practice Call where I personally coach you on how to close more business. If you upgrade to the PRO level, you're getting \$3,500 of done-for-you services where I personally review and revise your private coaching program description, give you your specific sales scripting for the phone, and customize your email follow-up series. Then we get on the phone for a private 1-1 to make sure you're locked and loaded and ready to sell. And you're getting the Coaching Super Summit in March which is a \$1500 ticket. That's \$6,000 of additional services and value for only 1000 more – 1977 or 6 installments of 397 if you'd like to spread things out.

To take advantage of all these fast-action bonuses, go to www.PrivateCoachingWorkshop.com and hit the Add to Cart button at the TOP of that page and you're in and you won't miss a drop of the program and you'll get every single bonus and benefit I talked about.

Thank you for spending this time with me and I'm looking forward to working with you in the Private Coaching Workshop program if it's the right time for you to get serious and generate a significant boost in 1-1 clients and 1-1 revenue – even if you're not a “coach” in the traditional sense. I'd love to be on your team to help make that happen.

Now let's open it up for questions – what questions do you have about what we talked about today or about the Private Coaching Workshop itself?

[Q&A]

Thank you, everybody and bye now!