

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook



"To thrive in the coaching business game, you must become a Master Method Maker"
- Coach Dave

Quick Summary:

The Methods You Need To THRIVE!

In this play sheet you will craft your "Version 1" method for co-creating several essential results of your coaching business game. Your method is your unique way to play for a recurring result; something you cannot control but can influence.

Quick Outline

1. Making Methods = Game Plan
2. Version 1
3. The methods you need to start playing
4. BONUS: Questions that create an experience of belonging

1) Making Methods = Game Plan

A method is the way you approach a recurring activity in pursuit of results. Crafting a method requires that you THINK about how you will co-create the desired result in the best way for your current capabilities. Then after each time you play, you can step back and evaluate your results (with a coach!) and upgrade your method if you want to.

Remember that a result = when something happens in "the world" as a result of your actions.

The "World" = basically everyone and everything outside of you when you are playing.

We talk about PLAYING for results to emphasize that it is something that you cannot control, but you can influence with actions and your energy, skill, strategy and luck.

When you play for something using a method (or a game plan), sometimes the situation allows you to follow your method closely while other situations require you to improvise "in the moment". Either way, your method provides you with a structure that improves your probability for a successful result. AND it greatly enhances your ability to evaluate your play and experience rapid learning.

2) Version 1

It is SUPER IMPORTANT that you craft Version 1 of your methods quickly and then refine them through learning as you play. This is a not an exercise in perfection; or "get it right the first time or don't do it at all!". The path to success is this...

Set up: Craft your Version 1 method based on your current abilities

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

A) CHOOSE an approach to play for the result you desire using your current method as a basis and make adjustments that the unique situation calls for

B) PLAY for the result

C) LEARN from what happened and didn't happen and evaluate your method and your abilities.

- Were you able to use your method?
- Do you need to improve your skills to get better results from your method?
- Do you need to update your method?

GO BACK to step A

3) The Methods you need to start playing

Here are 10 specific elements of the coaching business game for which you will need to develop a method:

1) This is how I will find – attract potential players

These are activities where you become seen and known among the tribe you want to coach. It also includes reaching out to people who you are already connected with.

Classic examples include: attending a networking event, sending an email to the people you know, speaking at an event, posting an article that could be found via web search.

Desire result = You have the opportunity to engage in 1-1 conversation with a person who could possibly hire you as their coach. (or could become an advocate or partner)

2) This is what I will talk about with potential players

This is one or more topics you introduce in a conversation. The purpose is to learn about the other person, their current situation and to “get a feel” for your energetic connection with them. You want to get a feeling that you have a shared purpose and that you could add value to their life in some way.

Examples include: What is your big game right now? What does winning look like for you? What is your BIG WHY? When is the last time you hired a coach?

Desired result = You know enough about the person and their purpose to invite them to your recruiting process or NOT. AND they have an experience of belonging that makes them curious about coaching with you.

3) (T) This is how I will invite potential players to a recruiting conversation

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

(T) indicates a transition

This is a statement or sequence of statements that offer the invitation.

Example: I love what you are doing. I think you would be a great fit for my coaching program. Would you be interested in exploring this possibility with me?

Desired result = They say “YES”

SEE THE GAME: How do you want to be perceived in Step 1?; what EMOTIONAL experience will you create in Step 2?; SO THAT your potential player is ready – even EAGER – to say “YES” in step 3?

4) This is how my recruiting process will go

In this method you describe the actions you will take, anything you will ask them to do and the conversation outline(s) that you will use. The purpose is to confirm that you have shared purpose; that you really want them to win AND that you are confident that you can add significant value to their pursuit.

A) Conversation outline(s) (it can be one or more)

B) Additional relationship building activities

Example:

A) I schedule a call with them while we are talking (or send them a link to my calendar)

B) I send them an email with 4 questions: 1) What is your big dream for the next 6 months? 2) What does winning look like for you? 3) What challenges are you facing now that are making it hard to win?

I ask them to write a few bullet points about each and send it to me prior to our conversation.

I read these before we talk.

C) When we meet by phone I talk with them about these 3 things: 1) If you could take any person currently living to dinner, who would it be and why? Then I share my answer. (note: this is a “belonging” question) 2) I clarify and inquire into the points they shared in the email about their dream and challenges. At some point I share my dream with them. 3) I ask them what it would mean to them personally if they could play better and win this game on their own terms

Desired result = You know enough about them to decide if you want them to make a bid for one of your available coaching spaces AND they have an experience that moves them to desire one of your available coaching spaces.

5) (T) This is how I will invite an offer/bid from a potential player

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

This is what you will say to this person to invite them to make an offer for one of your coaching spaces.

Example: I would love to have you on my team. I believe we will do great things together. I have a few spaces opening up in November. What investment would you be willing to make to secure one of these spaces?

Desired result = They tell you a \$ amount. OR it sparks an authentic conversation about value and money. This conversation could lead to a follow up conversation

SEE THE GAME: *What are the emotional experiences, new awareness and information that you want your potential player to have in Step 4?; SO THAT they are ready to talk with you about their investment – financial and other forms of value – in Step 5?*

6) This is how I will evaluate my potential players and choose my team

Remember that the BIG game is to have several more bids than spaces.

Desired result = You have a ranking of the potential players for the available spaces.

You will then invite them to the enrollment process in rank order until your team is full.

6A) Depending on the time lag between Steps 5 and 7, you may need a method to stay connected to your potential players – especially your top prospects - during this time.

7) (T) This is how my enrollment process will go

A) Conversation outline

B) Additional commitment building activities

1) I call the potential player to let them know that their bid has been accepted and that they are on the team. I confirm their commitment to start coaching. When they are confirmed I move to step 2.

1b) If they are not ready to commit, then I ask them if they have a few minutes to discuss. I engage with them to see what is happening. Is it a fear that has crept into their mind? I try to enroll them in a way that they know that I am committed to them but not attached to them saying “yes”. I am prepared to let it go for now and move onto the next player bid on my list

2) I get their payment information by credit card

Desired result = They say “YES!” and move eagerly into the onboarding process!

3) I reach out to all of the people for whom I have a bid that I did not select for this round.

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

What else can you offer them?

Perhaps this is the right time to put a small group program together?

SEE THE GAME: *What are the emotional experiences, new awareness and information that you want your potential player to have in Steps 4,5,6 and 7?; SO THAT they are ready to commit to hiring you in Step 7?*

8) This is how my new player onboarding process will go

- 1) I start the billing using my shopping cart software and set up monthly recurring payments
- 2) I use my coaching agreement template to create an agreement which details our agreed upon terms.
- 3) I send the agreement by email and ask them to sign it, take a picture and send the picture back to me.
- 4) I send them a link to my online calendar and ask them to set up an hour for our first session
- 5) I get their cell #, email and facebook ID
- 6) I send them a text: something about getting ready to play BIG

Desired result = My new player feels connected and confident that they made a great decision.

SEE THE GAME: *What will you do in Step 8 so that your new player KNOWS that they made a great decision even before their first official coaching conversation?*

9) This is how I will coach my players to great success (ALL IN!)

(and encourage them) to share their success publicly

Here you will outline how you organize your coaching conversations.

Do you have a series with a planned agenda for each call?

Like the 12 sessions of the Play 2 Win Method or World Power Method?

Do you use the RACE model and co-create each coaching session in the moment?

RACE is from our Play 2 Win Method : Results, Actions, Challenges, Evaluation

Do you co-create a weekly game? monthly game? 3-month season?

How often to you reach out to them to create the ALL IN experience?

How do you create opportunities to “observe” them playing their game?

Desired result = Your player experiences breakthrough wins in their game AND shares about it on Facebook or other social spaces.

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

SEE THE GAME: What will you do in Step 9 so that your new player creates winning results, experiences personal transformation, feels profound belonging and LOOKS for opportunities to tell people about coaching with you!

10) (T) This is how I will invite a current player to renew for another “season”

(and also how you will choose if YOU want to renew with them)

Based on the agreed upon length of your current coaching agreement with each player, you need to plan for renewal conversations or open spaces for new players.

How do you decide if you want to renew with a player?

Do you renew at the same investment level? Or do you ask them to bid again with awareness of your growing demand?

Do you offer current players the opportunity to renew at their current investment for 1 or 2 seasons?

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Desired result = Your players either renew or join your “devoted alumni” group!

SEE THE GAME: What will you do in Steps 1-10 so that your former players stay connected to your “alumni network” and feel very confident in referring new players to you AND SCOUT potential players for you?

The **POWER UP** for this Playbook

To **POWER UP**, write out your Version 1 of your 10 methods in a document. Remember, it is just a starting place! Save it somewhere as your original version and then create a copy to start creating version 2 over the next month or two. You will want to have your original copy so that you can see how far you have come at the end of the program!

Right after you complete the share activity below by clicking the **SAVE** button, you will see one or more pop up messages on the right hand side of your screen and a few other surprises. Look for them!

IMPORTANT: After you complete this activity, click on the **GAME ACTION** button in the teal colored menu bar. You will see the next stage of this game activity there.





Click through to your game card.

Look for the **Power Up** section (Find the Red Button with the Rocket!)

Find the **Business Model** badge. You will see the game card description...

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

	<div data-bbox="440 197 634 390"></div> <div data-bbox="649 197 1430 273"><p>Business Model : I just created my Version 1 Business Model! Here is the part I am most excited to play...</p></div> <div data-bbox="1211 277 1263 331"> Share</div> <div data-bbox="649 308 1338 449"><p>Click on the SHARE button in the right column. A text entry window called “Enter Details” will appear. Finish this statement on your game card by sharing a few thoughts; then click the SAVE button.</p></div>
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{BONUS Section – Closeness Questions – on the next page}

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

The following questions were used in a study regarding interpersonal closeness; I would translate that into belonging. The key for these questions is that you ask the question and you also share your answer as well!

I think many of these questions can be very effective in conversations with potential players, in your onboarding process or as part of your coaching method. You can also use them with friends and family to create an experience of belonging (a bonus)

1. Given the choice of anyone in the world, whom would you want as a dinner guest? And Why?
2. Would you like to be famous? In what way?
3. Before making a telephone call, do you ever rehearse what you are going to say? Why?
4. What would constitute a "perfect" day for you?
5. When did you last sing to yourself? To someone else?
6. If you were able to live to the age of 90 and retain either the mind or body of a 30-year-old for the last 60 years of your life, which would you want?
7. Do you have a secret hunch about how you will die?
8. Name three things you and your partner appear to have in common.
9. For what in your life do you feel most grateful?
10. If you could change anything about the way you were raised, what would it be?
11. Take four minutes and tell your partner your life story in as much detail as possible.
12. If you could wake up tomorrow having gained any one quality or ability, what would it be?
13. If a crystal ball could tell you the truth about yourself, your life, the future or anything else, what would you want to know?
14. Is there something that you've dreamed of doing for a long time? Why haven't you done it?
15. What is the greatest accomplishment of your life?
16. What do you value most in a friendship?
17. What is your most treasured memory?
18. What is your most terrible memory?
19. If you knew that in one year you would die suddenly, would you change anything about the way you are now living? Why?

Business Model Mission 1: Method Maker (Power Up)

THRIVE! As a Professional Coach Playbook

20. What does friendship mean to you?
21. What roles do love and affection play in your life?
22. Alternate sharing something you consider a positive characteristic of your partner. Share a total of five items.
23. How close and warm is your family? Do you feel your childhood was happier than most other people's?
24. How do you feel about your relationship with your mother?
25. Make three true "we" statements each. For instance, "We are both in this room feeling ... "
26. Complete this sentence: "I wish I had someone with whom I could share ... "
27. If you were going to become a close friend with your partner, please share what would be important for him or her to know.
28. Tell your partner what you like about them; be very honest this time, saying things that you might not say to someone you've just met.
29. Share with your partner an embarrassing moment in your life.
30. When did you last cry in front of another person? By yourself?
31. Tell your partner something that you like about them already.
32. What, if anything, is too serious to be joked about?
33. If you were to die this evening with no opportunity to communicate with anyone, what would you most regret not having told someone? Why haven't you told them yet?
34. Your house, containing everything you own, catches fire. After saving your loved ones and pets, you have time to safely make a final dash to save any one item. What would it be? Why?
35. Of all the people in your family, whose death would you find most disturbing? Why?
36. Share a personal problem and ask your partner's advice on how he or she might handle it. Also, ask your partner to reflect back to you how you seem to be feeling about the problem you have chosen.

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