

THRIVE! Level 1 – Playbook – Version 1

Session 01

Welcome

We can all THRIVE! In the world as professional coaches.

Together we can do this!

Co-creating the environment

Adventure Game = embrace the challenges.

A new way to play the business game + “YOUR” Super Powers

NEW SOCIAL BRAIN WIRING = PLAY + Environment + Inner Freedom

The key is to expand your comfort zone for every required business activity and conversation!

Outline of how we are going to do this

01 Declare your Purpose Version

Your team is built around this WHY & WHO

BONUS MASTER class next Monday.

1 minute Purpose video for our private FB Group!

02 Define your Full Team # and Start Date

Your team is between 6 and 14 players; based on your emotional bandwidth

I recommend a start date between October 28 – November 11

03 Fill your team at any price > \$0

“The trick to players is having some”

Your recruiting goal is to create DEMAND greater than Supply!

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So if you are going to have 10 players, then you need to talk to enough people to have at least 15 that want to hire you as a coach and “some” price.

04 Start Recruiting Conversations with anyone who resonates with your WHY and WHO

You talk with potential players two or more times to get a feeling that you could be a great coach for them.

What is your Dream? Purpose? Quest? Challenges? What is the benefit of a coach?

ASK Them how much they would invest in having a great coach for their BIG game/quest/purpose!
This conversation requires courage! But this is the only way to find out your current economic reality.

KEY POINT = BELONGING! { Learn how to create a profound experience of belonging

KEY POINT = LEARN what winning looks like within your TRIBE

START/Continue = Laying out your initial recruiting method

I will share with you a set of questions that are known to create an experience of belonging.

05 Choose your players for commitment conversations

Weigh your options!

How to choose: What do you value in a player? \$ - Energy – Winning potential – Sharing potential – Fun?

Your MOST valuable asset = a winning player who shares about you a lot!

Game length = 1 – 3 months {after 3 months you can you will recruit a new team; SOME players may sign up for another season. Possibly at a higher price.

06 Start Coaching Your Players ALL IN

Find out what it takes to help them win

Use and refine your coaching method

Encourage them to SHARE about YOU when they create a winning moment or a BIG awareness.
{RECRUITING SUPPORT = your players sharing about you is your best recruiting tool for your next team.

Why should your players share about you to help you attract new players? = SHARED PURPOSE!
It's not about you or them... it's about the BIG purpose you are both playing for!

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Offer a “PLACE” for your players to connect with each other with YOU as the team leader / host.

07 Start recruiting players for NEXT season (1 – 3 months)

The “Magic Moment” = you tell someone: “Oh... My team is full right now, I would love to talk with you about the possibility of getting on my team in the near future. I plan to have a few openings on February 1st”; OR “I would love to have you on my waiting list. In the mean time, we should talk about my Master Mind group”

Start developing ways for players to stay connected until the next opening (ECOSYSTEM)

Power Day – Mastermind Group – Playshops – Email list – Facebook Group

Develop your schedule of when spots will open up.

Get savvy about where to find good players!

Add to your recruiting method => SPEAKING – WRITING

08 Fill your team for season 2

You should have great demand and more potential paying players than you did for Season #1.

Choose your 2nd team of players; with your recent coaching experience you can refine your selection criteria.

Notice if your offers shifted up in \$\$!

NOTE: you should be starting your 2nd team of players before we complete our program!

09 Develop your Alumni Network

MORE ecosystem building

Can your Season 1 players move into a mastermind group?

Start thinking of creative ways to stay connected to all of your players past and present

> This will lead us to **THRIVE! Level 2 = Ecosystem for sustainable success!**