



Week 03 Session Plan

1) Group Conversation: Share Your “Tell me about your coaching” experience structure.

We are going to play with creating a “Tell me about your coaching” experience that includes:

- The intention you have for the experience
- Your Performance – Possibility GAP
- Your Signature Coaching Method *Outline*
- Your initial invitation to a meetup experience

The intention you have for the experience

Describe your intention in 1 or 2 words. Examples: provocative, friendly, energizing, empowering.

Your Performance – Possibility GAP

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Weave your Performance Possibility GAP into the experience by sharing it or briefly describing it.

Your Signature Coaching Method

When you share a brief outline of your Signature Coaching Method it should illuminate how you guide a player through the Performance Possibility GAP to the success they desire.

Your coaching method may be a simple weekly routine or an elaborate sequence of experiences. Either way, **you need to be able to explain it in a brief AND compelling way so that the other person has the “experience” that you KNOW what you are doing.**

Your initial invitation to a Meetup Experience

Extend an invitation to a “Meetup Experience”. This is the next step after meeting a stranger and BEFORE you invite them to your exploratory/enrollment experience.

Share a short and compelling description of the experience.

Examples: “Share our Dreams” conversation; “Shared Purpose” Conversation; “Get to know each other” conversation.

Quick Coaching Business Flow Concept

1) Meet a person (probably a stranger or new acquaintance) & co-create your intended “What do you do” experience.

It is possible in this conversation that they will ask you to: “Tell me about your coaching”

Invite them to a “Meet Up” experience.

2) Co-create your Meet-Up experience

As part of this meetup, you will want to share about your passion for your Signature Coaching Method and give a few details to HOPEFULLY make them curious... desirous!

Then...

Invite them to your “Exploratory/Enrollment” experience

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3) Co-create your Exploratory/Enrollment experience
Highlight some of your Signature Coaching Method OR

Orchestrate the conversation so that you demonstrate the NEED
for your Signature Coaching Method.

4) Invite them to hire you. NOW; or in your next “window” for
starting new players.

2) Real Play: “Tell me about your coaching” + Invitation

NOTE: There are a few little twists to this role play. Please read it
through a few times so that you are prepared when you are the
Observer/Guide/Prospect.

This is a real play experience so both people will play as
themselves.

Setting: a person who is referred to you by someone who didn’t
explain too much about what you do; just that you are a coach and
they should call you. They are curious.

Two roles: Guide/Observer/Prospect; Player/Coach

The Guide/Observer/Prospect: orchestrates the experience.

The Player/Coach: is a player in the game of business; becoming a
thriving coach in the world.

Both people will have an opportunity to play both roles.

Quickly share names, say hello and decide who will play which role
to start the experience.

TIME PERIOD = 9 minutes

START

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Guide/Observer: Hi *Name*, my friend met you at a meeting and suggested that I call you. Can you tell me about your coaching?

Player/Coach: {respond by co-creating your desired experience with the person **as if** they asked “What do you do”; weave in your GAP; ask your Originating Question}

Guide/Observer: {play along with what the Player/Coach does; IMPORTANT: if the player/coach asks you a question, answer authentically BUT keep it SHORT!!!!}

THEN

Guide/Observer/Prospect ASK AGAIN: I am curious about the coaching. How does it work?

Player/Coach: Understand that the situation you are in allows for just a few minutes to talk.

AND the person is asking you a direct question and would like an answer so that they can feel that you are credible.

{Share a few things about your Signature Coaching Method}

Guide/Observer/Prospect: {ask a few follow up questions; challenge the Coach to explain}

(your situation is that you really think they could help you but you need to know more)

Player/Coach: After sharing about your Signature Coaching Method and engaging with the follow up questions...

{INVITE THEM to your next conversation}.

@ 9 minutes TIME OVER / SWITCH ROLES

@ 18 minutes TIME OVER

Partner Debrief

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Share with each other as the Guide/Observer: what did you experience in talking with the Player/Coach?

What energy, emotions did you experience?

Help each other understand how you “come across” in a situation like this.

END @ 22 Minutes

3) Body Beliefs

A body belief is a phrase that captures the essence of a feeling in the body during an experience.

After the partner practice experience, we will explore 2 common “Body Beliefs” that come up in situations like that:

It is “NOT SAFE / Safe / a Good Idea” for me to BOLDLY express the value of who I am and what I do.

It is “NOT SAFE / Safe / a Good Idea” for me to be POWERFUL and confident.

Did you feel the Play Safe version: NOT SAFE?

Did you feel the neutral version: Safe?

Did you feel the Play BIG version: Good Idea?

4) Your Signature Package and Pricing

This week we will design or uplevel YOUR Signature Package and Pricing.

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This is how you price and deliver your Signature Coaching Method as an established program including key logistics.

We will explore the perceived value – in the eyes of your ideal player - of the “experience/result” that you promise to co-create with them.

“Coaching is:

A profound personal relationship

Wherein the Coach guides the Player

In Pursuit of Playing Better (**for results**)

Through perceptive observations and

Life changing conversations”

5) New Player Onboarding

Your signature onboarding method is designed to give your new player a feeling of certainty that they chose a great coach.

You do this by having an organized method that gets them plugged into the experience of coaching with you.

You also want to do something to create an experience of belonging right away.

Finally, you want to give them an experience that life with a coach is different than life without a coach.

The Question: What will you do during the onboarding process so that your new player KNOWS that they made a great decision even before their first official coaching conversation?

6) Your Enrollment Experience

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This will be our primary focus NEXT week. But you may want to start putting it together now.

Your Enrollment Experience includes EVERYTHING you share with your potential player and everything you do with them to create a powerful experience that leads them to “YES”!

You may want to create some “media” for the experience in the form of: Playsheets, Audio, Video;

You may want to have both before and after media.

You will want to make an outline of everything you want to say and ask in the conversation... then be prepared to flow with the conversation while staying close to your plan.

7) Trust Yourself + Embrace Support!

These may seem like conflicting ideas... the key to success in business is the ability to do both at the same time!

Your coaching business must be the complete embodiment of YOU. Your voice, your values and your vision.

You have to trust that there is an emerging and unique business model inside of you.

At the same time...

It is important to keep looking around for what other businesses and business people are doing.

Look for new experiments that you can do by adapting a new idea to your sensibility.

Also... be vulnerable and ASK for support.

Ask someone to show you how they are doing something that you want to try.

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The performance art of business is going to continue to evolve very quickly for a long time. Keep looking. Keep growing. And most importantly: keep ASKING about the business approaches that intrigue you. You are not supposed to know already.

You are going to continually RE-INVENT yourself as the next best version of yourself as a business person and as a Coach... Grant yourself the gifts of curiosity and vulnerability!

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