



Week 05 Session Plan

1) Group Conversation: Share the key elements of your Enrollment Method.

Be prepared to share the following:

- 1) What is the experience you are aiming to create for the prospect?
- 2) What is the name of your “experience”
- 3) What do you send prior to the experience: playsheets, audio, video?
- 4) What are the key questions that you ask?
What are the key ideas that you share?
- 5) How do you make your offer?
eg. How do you say: “I think you should hire me as your coach”

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2) Role Play: Your “REACH-OUT” conversation

In this role play you are going to practice reaching out to someone to invite them to a conversation with you.

One scenario is to reach out to someone that you know to connect with them and share about how you are growing your coaching business.

Another scenario is to reach out to someone that you don't know personally but have met on a social platform and have invited to a “quick connect” conversation.

If you email/message the person to set up the conversation you are going to share a brief overview of this message.

Then you are going to role play the SHORT version of the conversation and invite them to your “continue the conversation” experience OR straight to your Enrollment experience.

NOTE 1: Even if you don't plan to play your business in quite this way find a way to play in this scenario.

NOTE 2: There are a few different elements to this role play. Please read it through a few times so that you are prepared when you are the Observer/Guide/Prospect.

Setting:

The player/coach is having a conversation with someone that they have connected with via a message.

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

Both people will have an opportunity to play both roles.

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Two roles:

Guide/Observer/Prospect: Orchestrates the experience AND plays the Role of An “ideal prospect” calling the Coach. And you are responsible for noticing how you feel during the experience.

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

DO THIS:

The Player/Coach: Give your Guide a **1 minute** (or less) description of who you are connecting with. This can be a person you know OR an IDEAL PLAYER that you have met in a social situation; share key characteristics, mindset and their typical situation.

NOTE: PLAN AHEAD! Prepare this description prior to our meetup.

Guide: Do your best to get into the mindset of this IDEAL PLAYER

TIME PERIOD = 9 minutes

START

Guide/Observer: Share with me a quick sketch of the person I am playing.

Player/coach: Share a **1 minute** (or less) description of who you are connecting with. This can be a person you know OR an IDEAL PLAYER that you have met in a social situation; share key characteristics, mindset and their typical situation.

Guide/Observer: Share with me the basic content of your “reach out” message.

Player/coach: Share the basic idea of what you would have shared in the message.

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Guide/Observer: Hi *Name*, thanks for reaching out to me. I am interested to know more. Tell me what's going on.

Player/Coach: {respond by co-creating your desired experience with the person}

{Consider asking your Originating Question or sharing your Performance – Possibility GAP}

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: “That sounds pretty good. I would love to know more about it.”

Player/Coach: Invite them to your “Continue the conversation” or Exploratory Experience.

@ 9 minutes TIME OVER / SWITCH ROLES

@ 18 minutes TIME OVER

Partner Debrief

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

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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 “bother” someone;

It is “NOT SAFE / Safe / a Good Idea” for me to take up space

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) Prepare Your Signature “Follow Up” structure.

After a Reachout / Continue or Enrollment Experience that does NOT conclude in the person hiring you or referring people to you...

How do you follow up with them?

What is your message content, timing and approach?

This includes:

- Your intention for the experience
- “Media” for the experience in the form of: Articles, Playsheets, Audio, Video that you send them before and/or after; Your Media may include player success stories.
- Your outline of everything you want to say and ask in the follow up messaging.

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How do you Follow Up

Explain how you follow up with the potential player who needs to “think about it”?

What do you say in follow up voicemail / email / text?

5) The path to business success

The path to business success has 3 major components. Each is an opportunity for personal transformation.

- 1) Become strong within yourself about who you are, how you live your life and the VALUE of what you have to offer your IDEAL clients
- 2) PARTICIPATE in the market place – ACTIVELY – to find and attract your IDEAL clients
- 3) SELL what you have to offer to your IDEAL clients.

Question: what is the path of transformation you must explore to become masterful in EACH of these 3 areas?

Question: is it possible that you are resisting the needed transformation?

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