



Week 06 Session Plan

1) Group Conversation:

Building your tribe.

Who are you going to Reach-Out to?

NOW is the time to reach out to ANYONE you know who is IN your tribe of potential players OR who can connect you to someone in your tribe of potential players.

Be prepared to share the following:

1) What are the qualities of a person for your “tribe”
AND What do they want to get better at doing?

Your tribe is made up of people who resonate with you and your message AND they have the qualities of your IDEAL player. OR they have the potential to be an IDEAL player in the future and being a part of your “tribe” enables them to stay close to you until they are ready to hire you as their coach.

2) Where do you find people for your tribe?
In face-to-face or online groups?

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- 3) How are you planning to organize your tribe?
eg. Do you have a facebook group? Or do you consider your personal facebook friends your tribe? Do you have an email list that people in your tribe can join?
- 4) What is the “hook” of your Reach-Out message?
Be prepared to share the content of the message.
Make sure your message has a clear invitation.

2) Role Play: Your “REACH-OUT” conversation {same as last week}

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.

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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.

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

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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.

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?

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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

In this session we will explore the body beliefs associated with making an offer for someone to hire you as their professional coach.

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 ask someone to pay me what I am worth

It is “NOT SAFE / Safe / a Good Idea” for me to trust another person to do their part

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) Share Your Signature “Follow Up” structure.

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

How do you follow up with them?

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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.

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) (REPLAY) 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 that a relationship with you will have for your IDEAL players / clients.
- 2) PARTICIPATE in the market place – ACTIVELY – to find and attract your IDEAL clients.
- 3) SELL your coaching program / relationship to your IDEAL clients.

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

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

6) The Path of Transformation Continues

Are you ready for LOVE?

You are looking for players with whom you can co-create a fulfilling partnership in pursuit of worthy dreams. This is the stuff of LOVE.

To be a coach for a good player you need to be prepared to give of yourself to the connection... to be vulnerable as well when you are co-creating transformational play. If you are emotionally available and vulnerable then THEY can bring that to the relationship as well and this creates the foundation for them to step boldly out of their comfort zone and into the transformation zone.

Are you ready to BE this for the players you choose to coach?

If this feels good to you then you are ready to start recruiting players!

If this does not feel good yet, then it is time for a so Inner Freedom around deep connection. Always remember... Coaching is a RELATIONSHIP; not a service or even worse... a transaction.

7) Prepare to REACH-OUT

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Starting next week we are going to play the REACH-OUT game for 6 weeks.

Our aim is for YOU – and everyone on the team – to have a breakthrough in engaging in business conversations AND signing paying players.

Part of your REACH-OUT play plan should be to call MANY people that you know and have your “connection conversation” with them with the aim to invite them to your Exploratory Experience.

One tried-and-true strategy is to make a list of 100 people that you know from various times and parts of your life... and CALL THEM with the intention to TALK to at least 30 over the next 6 weeks.

Another option is to systematically message people with whom you are connected on social media platforms (AKA Facebook Friends) and send them your REACH-OUT message.

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