



## Week 07 Session Plan

### **1) Group Conversation: Reach-Out... Get ACTIVE in the “Marketplace” to find/attract players.**

This is a continuation of a conversation we started last week. NOW that your enrollment method is ready and your coaching method is ready it is time to find and attract your potential IDEAL players.

There are MANY ways to do this as we will explore in the weeks ahead.

**Here are a few to get started with:**

- 1) Reach out to ANYONE you know who is IN your tribe of potential players and invite them to your conversation.
- 2) Reach out to ANYONE you know who can connect you to someone in your tribe of potential players. (AKA ASK for introductions)
- 3) Reach out to ANYONE who you are connected to in a Social Network and invite them to your conversation; find out if they are a potential player now or in the future.

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4) Go to face-to-face networking groups and participate **ENERGETICALLY**.

**Remember to keep these core “idea points” in your focused mind...**

- 1) What are the qualities of a person for your “tribe”
- 2) Your Originating Question
- 3) Your Performance – Possibility GAP (AKA What do they want to get better at doing? And WHO do they want to become?)
- 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.  
It may be your similar to /(same as) your Originating Question

## **2) Your Player Success Story**

Today we are going to start a process of creating a powerful player success story that you can share with potential players and advocates.

Here is what you need to prepare for this conversation:

- 1) What was the players’ situation BEFORE they started coaching with you?
- 2) What was their DREAM? (what did they want to do; who did they want to become?)
- 3) Describe a few of the steps of your method that created a big impact in their ability to live their DREAM.
- 4) What was the big win for them?

Note this may not have been at the end of the coaching engagement.

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### 3) Role Play: Invite a potential player to join your “tribe”

In this QUICK role play you are going to practice what you will do when a potential player does NOT want to start coaching with you right now.

In this scenario you are going to practice three things:

- 1) How do you make your offer to start coaching?
- 2) How to BE powerful and affirming when a potential player is not ready to start right now.
- 3) How to invite them to stay connected to you so that they can start coaching when they are ready?

Do you offer to “follow up” with them at some specific time frame?  
Do you let them know when the next good starting time frame is?  
Do you offer to send them something to explore as a pathway to coaching with you in the future?

#### Setting:

The coach and potential player (the Guide) are coming to the end of the enrollment conversation. The coach wants to coach this potential player is going to ask the potential player if they want to get started coaching.

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/Potential Player:** Orchestrates the experience AND plays the Role of the Potential Player. And you are responsible for noticing and sharing how you feel during the experience.

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**Coach:** is in the game of business; building a tribe of potential players and becoming a thriving coach in the world

**DO THIS:**

The Coach: **KNOW** what you are going to offer to stay connected to a potential player who does not sign up right away. Facebook group? Email list? Follow on a social platform?  
Be prepared to **OFFER** this to your potential player.

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

Guide: Do your best to get into the mindset of this **IDEAL PLAYER** who is interested but not ready to sign up now.

TIME PERIOD = 5 minutes

**START**

**Coach:** Share a **30 second** (or less) description of your **IDEAL PLAYER** that you have been in the Enrollment Conversation with.

**Coach:** So what are your thoughts right now? Do you want to get started coaching with me? **{OR YOUR VERSION OF THIS}**

**Guide/Potential Player:** I am really interested in this but I don't think I can get started right now.

**Coach:** {respond by being powerful and enthusiastic about the player and their potential and offer your way to stay connected; and your offer to follow up; if you do that.}

**Guide/Potential Player:** {play along with what the Coach does}  
**IMPORTANT:** if the Coach asks you a question, answer with whatever comes to you **AND** keep it **SHORT!!!!**}

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@ 5 minutes TIME OVER

Guide: offer feedback about how the coach came across.

What energy, emotions did you experience?

@ 7 minutes SWITCH ROLES

Do the Role Play and the Feedback

@ 14 minutes TIME OVER

## 4) 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 be seen or chosen as a leader

It is “NOT SAFE / Safe / a Good Idea” for me to create belonging with another person.

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?

## 5) The Path of Transformation Continues

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## STOP WORKING ALL THE TIME!

Play – Rest – Play – Rest – Play – Rest – Play – Rest!

The idea of work in the Industrial Age was to play 100% safe... and just stay by yourself safely completing tasks. Just keep working all the time. You are a cog in the wheel of production.

This is not the way to thrive in the Connected Age!

Now you need to get out in the world... in the marketplace!

You need to BE someone who is playing BIG to create and share value. This requires more RISK and more ENERGY than staying alone completing tasks. SO... you will need a LOT more rest and rejuvenation.

Do NOT expect yourself to be active in the marketplace for the same amount of time that you can complete tasks by yourself. NO WAY!

Even if some days your way of being in the marketplace is reaching out to people via your computer... this still requires A LOT more focused intent and energy than doing tasks.

You need to transition from a “worker all the time” to someone who is a great “player in a game” or “performer on a stage” where you can accomplish great results with people in a few hours... and then enjoy other creative activities and self-care for the rest of the day.

If it does not feel good to PLAY in the marketplace, then it is time for a so Inner Freedom around playful connecting and sharing.

Always remember...

- 1) Business is a SOCIAL activity!
- 2) Coaching is a RELATIONSHIP; not a service or even worse... a transaction.

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## 6) REACH-OUT!

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

**BIG POINT:** Now is the time for you to **OWN YOUR VALUE** as a coach. You are capable of being a powerful positive influence in the lives of your **IDEAL** players. Let go of any perfection trap thoughts that are telling you to wait because you are not ready. The way to be ready is by doing it.

**REACH-OUT** to people that you know and have your “connection conversation” with them with the aim to invite them to your Exploratory Experience.

1) 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.

2) 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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