



Week 09 Session Plan

1) The power of advocates

In the marketplace, there are 3 “things” that will spark a person to want to connect with you:

- 1) Your players sharing success stories
- 2) YOU sharing your ideas
- 3) Influential people advocating for you

An “advocate” is a person who is trusted by a group of people who pay attention when they recommend something to them.

Advocating can take many forms in the Connected Age:

- Sharing about you in Social Media or email
- Re-sharing your ideas in Social Media
- Hosting you on a podcast or video
- Inviting you to guest-write a blog post

And the old-fashioned ways like:

- Inviting you to speak at a gathering
- Introducing you to someone at a networking event

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An essential business strategy for a coach is to cultivate advocates!

Who do you NEED to be... to be a trusted colleague / friend of influential people?

What is your method of cultivating these relationships?

POSSIBLE MOVES

- 1) Find communities / people who have members that match your ideal player profile
- 2) Find ways to participate and contribute to the group. Make a name for yourself.
- 3) Be assertive in meeting the leaders of the group.
- 4) Be bold about offering to share or present your ideas

2) The Power of IDEAS

In class we will brainstorm places and techniques for sharing your BIG ideas.

Come prepared to share an example.

POSSIBLE MOVES

- In a conversation with someone
- In a social media post
- In an article
- As part of a player success story
- In an audio / video that you produce and share

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3) Role Play: Can I share one of my BIG IDEAS with you?

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

Both people will have an opportunity to play the role as Guide/Potential Player and Coach.

In this role play you are going to practice weaving your BIG IDEA into a conversation as a way to engage someone who is curious about you and your coaching.

In this scenario you are going to practice three things:

- 1) How do create an opportunity to share a BIG IDEA in a conversation with someone.
- 2) How to share a 1-2 minute version of your BIG IDEA that engages the person you are talking with AND gets them wanting to know more about YOU and YOUR coaching.
- 3) How to step into BEING MAGNETIC when you share your BIG IDEA. Imagine the qualities of the magnetic coach you aim to become and STEP into that energy – like a performing artist – when you share the idea.
- 4) If possible: expand upon the idea with an example of a player success story.

Setting:

The coach and potential player (the Guide) are in a conversation; it can be a social setting or a “reach out” conversation.

Two roles:

Guide/Potential Player: Orchestrates the experience AND plays the

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Role of the Potential Player. And you are responsible for noticing and sharing how you feel during the experience.

Do your best to get into the mindset of a person who is playing big in the world and curious about coaching.

Coach: is in the game of business; every conversation is an opportunity share about what you do and build a tribe of potential players and advocates.

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

Be prepared to re-direct the potential players' question into an opportunity to "perform" your player success story.

Be prepared to OFFER your next conversation.

TIME PERIOD = 8 minutes

START

Coach: Share a **30 second** (or less) description of your IDEAL PLAYER.

Coach and Guide: Agree on the setting you are in. (eg. Meeting in a social setting or a planned reach out by the Coach)

**** START ****

Guide/Potential Player: I am curious about your coaching can you tell me more about it?

Coach: Sure. Can I share one of my BIG IDEAS with you?

Guide/Potential Player: Sure.

Coach: {Share a 1 – 2 minute version of the BIG IDEA}
{Share the common situation a person would be in and how the

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idea can create transformation}

Coach: What do you think of this idea?

Guide/Potential Player: {share what comes to mind}

Coach: {If possible; weave in a quick player success story that amplifies the idea}

Coach: {Engage with the Potential Player} THEN {Invite them to your next conversation or enrollment conversation}

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!!!!}

@ 8 minutes TIME OVER

FEEDBACK = 4 minutes

Guide: offer feedback about how the coach came across and how you felt during the player success story.

What energy, emotions did you experience?

@ 12 minutes SWITCH ROLES

Do the Role Play and the Feedback

@ 24 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.

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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 share my ideas.

It is “NOT SAFE / Safe / a Good Idea” for me to be BOLD about my perspectives.

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... BE SOLID

When you start sharing about ideas and success stories via advocates you have to have a deep inner knowing that you will step up and be worthy of the recommendation.

NO! You don’t need to be perfect or put on a perfect performance every time. However, you need to demonstrate that you are reliable and can be counted on when someone recommends you.

There is a lot that goes into this way of being including cultivating your inner knowing AND upgrading your environment so that you are not often thrown off center by “circumstances”.

6) Continue to REACH-OUT!

The market place is yearning for the Magnetic version of YOU!

Make getting out and reaching out a CONSTANT part of your week.

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Meanwhile... remember you are a performing artist practicing for your new role as MAGNETIC YOU.

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