



Week 11 Session Plan

1) Your Signature Referral Method

It is NO secret that getting referrals from your successful players (and advocates) is THE #1 time-tested way to build a coaching business!

This is even more true AND more accessible in the Connected Age or Play! People are sharing about “experiences” that they value all the time.

REFERRAL PLAYS

- 1) Have a “catch phrase” that describes WHO you coach.
- 2) Have a quick example or story that illuminates the results that you coach for. This should connect to your “Originating Question”.
- 3) Have a easy to explain process for how the person can refer/connect someone to you. Is it via email? Phone call?
- 4) Stand FIRMLY in the energy of your purpose and value

2) ASK! (Part 2)

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

Page 1

Asking someone to refer a player to you DOES bring up social risk! (HA! Understatement) Embrace this truth, never expect this to “go away”. The key is to match the fear with a powerful belief in the value of your dream fulfilled. In other words... your aim is to FEEL that the potential reward for everyone involved is far greater than the risk!

Center yourself in your value... ASK!

3) Role Play: Contact an Influencer and PROMOTE something

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 contacting an influential person – preferably someone you already know – and PROMOTE something to them.

Examples:

- Write a guest blog
- Speak to their group
- Be a guest on their podcast

The key element to practice is getting into the mindset that your DREAM is super valuable in the world. Your DREAM is not only about you... it holds a shared purpose for you, the influencer AND the people who will benefit from coaching with you.

In this scenario you are going to practice three things:

1) How to create an opportunity to share your BIG DREAM in a conversation with an influencer and connect it to a shared purpose.

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

- 2) How to share a 1-2 minute version of your BIG DREAM that engages the person you are talking with AND gets them wanting to know more about how YOU can add value to what they are doing.
- 3) How to step into BEING MAGNETIC when you share your BIG DREAM. 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 DREAM with an example of a player success story or one of your BIG ideas.

Setting:

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

Two roles:

Guide/Potential Advocate: Orchestrates the experience AND plays the Role of the Potential Advocate. 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 direct the conversation toward an opportunity to “share / perform” your BIG DREAM and then player success story or BIG idea.

Be prepared to PROMOTE what you want to do.

TIME PERIOD = 8 minutes

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

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 what you wanted to talk about can you tell me more about it?

Coach: Sure. Can I share my **BIG DREAM** with you?

Guide/Potential Player: Sure.

Coach: {Share a 1 – 2 minute version of the **BIG DREAM**}

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

Coach: Can I share a player success story with you?

{Share the common situation a person would be in and how the idea can create transformation}

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

Coach: {Engage with the Influencer} **THEN... ASK** for what you want.

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

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

Page 4

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.

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 promote myself.

It is “NOT SAFE / Safe / a Good Idea” for me to play where I don’t have control.

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?

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

Page 5

5) The Path of Transformation

The steady pursuit of long term FINANCIAL success.

Financial stability and success are essential to your life as a professional coach.

Feeling financial success within you projects an energy of “having IT together” to everyone you engage with.

As a coach you KNOW that getting really good at something takes time. The more you embrace and project “long view” energy – rather than the “quick fix” - the more both players and influencers will be drawn to you over time.

Your purpose to be a force for good in the world – and steadily share your ideas and player success stories – will also draw people to you over time.

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.

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

Simply Brilliant!

Week 11 – Session Plan

Powered by www.CoachVille.com | © 2018 CoachVille LLC. Share with attribution.

Page 6