



Week 12 Session Plan

1) Visibility Play = Always have something to invite people to.

As a coach, you need to see yourself as the host of a community of players and advocates with a shared purpose.

As a community host, it is a great strategy to always have something “happening” that you can invite people to!

The “happening” can evolve as your business grows. A key to success is that it is something that YOU love to share with people AND your community loves to invite people to as well.

Doing something consistently – that demonstrates your energy, ideas and LOVE for what you are doing - is powerful for both visibility AND credibility

There are so many possibilities... so choose something that plays to your Superpowers and Environment.

Ideas:

1. Your exploratory conversation (this is the default super basic invitation)

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2. Your Group page on a social media platform and YOU make sure there is always something “happening” there.
3. Your email newsletter
4. Your monthly teleclass / webinar (eg. The CoachVille monthly Deep Dive call)
5. Your Virtual (or face to face) meetup group

2) Role Play: Can I share with you the best way to refer someone to me?

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 talking with a potential advocate – preferably someone you already know – and share with them the best way to refer a potential player to you.

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 a potential advocate and connect it to a shared purpose. (this will illuminate the “WHY” they should refer someone to you)
- 2) How to step into BEING MAGNETIC when you share your BIG DREAM. Imagine the qualities of the magnetic coach you aim to

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become and STEP into that energy – like a performing artist – when you share the idea.

3) Sharing the “who” and “how” to refer someone to you.

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 then share who and how they can refer someone to you.

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 ****

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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 who to refer to me for coaching and the best way to do it?

Guide/Potential Player: Say “Yes”

Coach: Share your referral method in an engaging way!

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

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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 for what I need.

It is “NOT SAFE / Safe / a Good Idea” for me to recommend myself.

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) The Next Cohort of Simply Brilliant.

We would love to have you back!

The Simply Brilliant program is about PLAYING business as a performance art! Together we create a safe space to practice and develop our business skills AND our way of BEING in business.

As we practice together we all get better results in the world!

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