

Hey Coach,

Coach Dave here.

The purpose of this letter is to share with you an innovative new way for you to build visibility for your coaching in a way that will help CoachVille at the same time.

The idea is that you can create visibility for your coaching with your friends, colleague, potential players and potential referral partners by inviting them to observe your class(es) at CoachVille.

I know that may sound strange so here is the plan in step-by-step detail.



1) Always have something to invite people to

The MOST important ONE THING you can do to build your business is to make sure EVERYONE who knows you, knows what is happening with your business.

In other words you want people to know:

- a) What you are learning,
- b) How your business is energizing your life,
- c) (MOST IMPORTANT) Successes - large and small - with your players/clients.

2) But this can be WEIRD!

It can be a bit strange to reach out to your “people” to tell them about how excited you are about what you are doing and all the success you are having.

This is where having something to invite people to comes in handy. When you reach out to someone in your network and personally invite them to something you are doing, they will almost always ask you: How is your coaching going? Now you have permission space to share! It works like magic.

It even works with a group invitation, as in putting something on your facebook page asking your friends if they would like to observe your class. Many will thank you and ask you how you are doing!

3) Until you have your own “thing” to invite people to, you can invite them to observe your class at CV...

We are empowering YOU to invite your “people” to observe your class at CoachVille.

This is meaningful and valuable invitation because there are SO many people who could benefit from learning about coaching. Coaching has become an essential skill set for leadership and positive influence. So by inviting them to learn more about your class at CV you are acknowledging that you see them as a leader and a person of positive influence.

And you know how interesting and provocative our classes are! It will be a fun and mind-opening experience for anyone with a BIG game in life.

4) People who know about coaching are WAY more likely to hire a coach!

This is a big one! People who have awareness about what coaching is are WAY more likely to hire a coach than those who don't. So if you invite someone to observe class, it will pique their curiosity! After they come to class you can have a great follow up conversation with them that could very easily lead to them booking an exploratory session with you or referring you!

5) Step-by-step... How to do this...

Step 1a) Personal Invitation...

Hi!

Great to connect with you. I thought of you because I am doing the Coach training program at CoachVille and we have the opportunity to invite people we know to observe the class.

So many "their profession" (or leaders, managers, entrepreneurs, teachers) are using coaching skills now to be a positive influence in the lives of others that I think you would really benefit and enjoy it.

The instructor is great and the conversations are really interesting.

Would you be interested in checking it out?

Step 1b) Group Invitation...

Hi!

I am thinking of you because I am doing the Coach training program at CoachVille and we have the opportunity to invite people we know to observe the class.

So many leaders, managers, entrepreneurs, teachers and professionals are using coaching skills now to be a positive influence in the lives of others that I think you would really benefit and enjoy it.

The instructor is great and the conversations are really interesting.

Would you be interested in checking it out?

Please let me know and I will get you the details.

2) There are several ways it could go...

a) YES, they want the details and it works for their schedule

b) YES, but it doesn't work for their schedule... you can get them the complete schedule and they can choose a class other than one YOU are in; maybe a different class could work.

AND make a plan to follow up with them with the schedule for next semester.

c) No thanks, but thanks for thinking of me

3) NEXT – The law of reciprocity is now in effect!

Here is the important part...

It is highly likely that they will ask you about how the coach training it is going for YOU!!

This is your cue to...

- a) share your biggest / most relevant player success story with them!
- b) share how you are personally growing from the experience.

This will plant the seed for them to:

- a) book an exploratory session with you
- b) refer you to someone like the player you described
- c) recommend you for a leadership opportunity they are aware of

4) Follow up – Follow up – Follow up

Our fortune is in our follow through!

If anyone you invite agrees to come to class, then you follow up with them after class and talk with them about it. This conversation has the potential for lots of JUICINESS! And it will likely provide another opportunity to talk about coaching with them!

REMEMBER: anytime you are invited into a conversation about coaching you have permission to share success stories, insights and to offer your exploratory session!

6) The potential for revenue as a CV Partner

If anyone you set up to observe class ends up joining CV as a Free member, you will be in line to receive a 20% partner payment if the sign up for any Coach Training class or Certification program.

This could be a nice boost to your coaching revenue!

Visit: www.coachville.com/PartnerProgram for all of the details!

REMEMBER: People who learn how to coach are more likely to HIRE a COACH than anyone else.

7) WHAT TO DO NEXT...

Remember the purpose!

Invite lots of people and spark a lot of conversations about YOU and your coaching!

Together we play better!

Coach Dave