

Business Accelerator

Design Your WOW! Exploratory Experience

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Your WOW! Exploratory Experience is the primary offering of the enrollment phase of your business. It is the pathway for members of your tribe to become paying clients and / or partners.

The BIG IDEA is to make this a WOW! experience that is fun for you and provocative for them.

The experience should move them to deeply consider what would be possible in their life if they had a great coach like you by their side.

Key Points

1) Remember the #1 most important step for MASTERFUL coaching: **Have great players!**

Design your business so that you are coaching the most successful, interesting and high-potential people in your tribe.

2) Your exploratory experience is something that you are excited to offer the awesome people that you want to coach, want to impress, want to connect with as partners.

3) It is called an “experience” because it includes multiple touch points and deeply engages the other person around the primary themes of your tribe and your coaching business that serves them.

Design the experience

1) Name it!

Give it a fun and compelling name. Something you love to offer because it gets the attention of the person you are talking to.

Eg. Reclaim Your Leadership Superpowers Sessions.

Eg. The Game Changer Sessions

Eg. Stop “working for a lunatic” sessions for entrepreneurs

2) Preliminary actions / questions

Send them a document with a few questions to consider prior to your first session.

This “document” can also include one or more compelling success stories from your player portfolio.

3) Key points of first session

Have an outline of the key questions you want to ask during the conversation.

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4) “In-Between Sessions” actions / questions

Have a “simple yet provocative” challenge to offer them that will get them into the experience of the game with you as their coach.

5) Key points of 2nd session

Debrief their results from the challenge and move into a deeper conversation about what is possible for them by coaching with you.

If YOU come to the conclusion that you want to coach them, make them an offer!

6) Next step actions / questions

Provide a document to “complete” the exploratory experience and (IF YOU WANT) an offer for them to hire you as a coach.