

# Be The Prize!

## The BIG Idea

This document explains how to apply to provide a prize for our new creation: The CoachVille Game!

The “CoachVille Game” is a new creation at CV where we will host a 30-day challenge each month around a compelling business leadership theme. The first few games are called: Live Your Bigger Why, Own Your Value and Find Your Voice.

We have an idea to spice up our monthly game with awesome coaching prizes and **YOU can be a “Prize”!**



**Note: This is a new game that will be available to all CV Members to play and we aim to use this Monthly Game as a value-add to greatly expand both engagement of existing members and new membership.** We are not talking about the games associated with CV Class; though this is something we may consider in the future!

### **This is an awesome visibility opportunity!**

You and your coaching service will be listed as one of the game prizes in an attractive display. The prizes will be coaching offers curated from the best CoachVille coaches... like you! Our aim is to have LOTS of great players in the game every month with an appropriate number of valuable prizes.

At the end of the game each of the top scoring players will select in order the prize they want from the Prize List.

### **You will be on display AND attract potential clients.**

As a game prize: your face, your name and your service description will be on display in several places on the CV websites!

#### *1) On the CoachVille Public Page for the game.*

Any time a new player considers joining the game, one of the first things they will do is look over the prizes. They will see your name, your face and the details of your “Prize” coaching offer. Even if they don’t join the game, you will be seen!

#### *2) On the program home page for the game.*

As players get into the game and score points they will look at the prizes from time to time imagining which prize they will claim if they win. This gets people curious about you and thinking how much they want to win your coaching service. This desire could spark them to reach out to you even if they don’t win your service as a prize.

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3) Plus... *it is a good thing to be seen as a "prize". ;-)*

"Prized: To value or esteem highly" –dictionary.com

This is a big credibility move for you to be seen as a prize in the CoachVille game. You will be seen and known as one of the best coaches at CoachVille.

## The Spirit of Generosity

The spirit of the idea is to provide a stand-alone 1-2 hour Coach Approach service; something that has clear value to the recipient. Your "prize" can include information but should not be "information-heavy". It should be something specific with a tangible outcome that can be fully achieved in the time provided. Our common goal as coaches as always: **co-create a life changing conversation every time you coach.**

**Important RULE!** : You know at CV we are not big on rules because most of the time in the coaching world we are the rule breakers! But in this case we do have one rule. **During your "Prize Session" you cannot make an offer for a further engagement.** If you do this the recipient will feel that they didn't win a prize, instead they won an exploratory session.

Our shared intention is that everyone who coaches with you under any circumstances – exploratory session or "prize session" – will hire you or refer you or advocate for you in some way. But to maintain the integrity of the game we need you to agree to this rule.

IF your prize winner asks you about your services, then the way to play it is to set up a different conversation for an exploratory session.

## Ideas...

Coaching is awesome! So you don't need to get too elaborate but you can if you want to.

Also, feel free to use "straight up CoachVille stuff" like: 90-minute game plan session, Inner Freedom Session, Environmental upgrade or get specific with an upgrade of one of the environments (eg. Network Environment Upgrade), Role play your most critical conversation, Role play and feedback for your personal Introduction etc.

Or offer something from your natural gifts and passions... 1-hour social media makeover; Website walkthrough and feedback, Marketing plan, Leadership Opportunity Review, Review and Feedback just about ANYTHING, Self-Care game plan session, etc.

Finally, your prize does NOT have to be unique! For example, it will be totally great if 5 different prizes are simply an Inner Freedom session.

## What you need to do...

1) Create title and a brief description of your Prize offering (Maximum 500 Characters total)  
See the attached example.

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2) Provide a more detailed description of the prize with your Service BIO in PDF format.

The detailed service description should be less than 1,000 characters;

Your service BIO should be less than 2,000 characters.

Hint: I recommend that you use your LinkedIn Profile! (see mine as an example)

3) Provide a photo (recommended 500X500 pixels; but it can be smaller)

Hint: I recommend that you use your LinkedIn Photo!

4) Make sure your contact information is on the PDF; and provide a brief instruction on how the winner will “claim” the prize.

5) Provide a “Value” of your prize.

## **Two points here about pricing: own your value and keep it real please!!**

Pricing is one of the most complex issues in the coaching industry but we don’t want to get caught up in that swirl here. Addressing the “keep it real” issue first: you probably have experienced that in the internet marketing space there is this preponderance of “trumped up” retail values for services to create a high perceived value for bundles of things. We don’t want that here. So your coaching service should not include an “amazing” eBook worth \$999! (Hopefully you get my point)

At the same time, you should fully own the value of your coaching service (most of us need to do better at this!) and charge a price that establishes how you want to be known in the world.

So if the prize you are providing is something you already TRULY offer in the world, then set the same price here. If the prize is not something that you specifically offer as a stand-alone product, then come up with a price that is a match for your existing coaching offerings.

## **Your Commitment**

By submitting your Prize details you agree to be a prize in one of our monthly games over the next few months. After your prize is offered in a game, we will ask you if you want to be a Prize again in a future game.

We plan to learn a LOT about how to run these games and offer awesome coaching prizes over the next few months. Thanks for jumping in and being a part of our growing process! It is going to be really fun.

Thanks for your generosity!

Game On!

Coach Dave

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This is what it will look like on the web page:

# Be The Prize!

## Reclaim Your Lost Business Superpowers:

### 1-1 Coaching Experience

Business is easy: Be Yourself, Build Relationships and Add Value. You were born to contribute to life in a BIG way! You were given a truly unique collection of super powers, a relationship strategy and a pathway to fulfill your purpose.

The challenge is: no one gave you a manual explaining what your powers are or how to use them in the best way... **until NOW!**

Value: \$1,000 | [Detailed PDF Here](#)

