

# ENERGIZE YOUR COACHING BUSINESS



*Playbook*  
*by Dave Buck, MCC*



**CoachVille Center for Coaching Mastery**  
*We are the champions of dreams!*

# Energize Your Coaching Business 5-Day Challenge

## Playbook

By David R. Buck, Master Certified Coach, MBA

# Welcome!

Welcome to the Energize Your Coaching Business 5-Day Challenge!

In this challenge you will experience the power and the fun of dreams, co-creation and guided practice... 3 essential elements of Life Coaching.

Our aim together is to co-create, refresh or reboot the core elements of your coaching business ecosystem. So that you can THRIVE in business and in life. Thriving is essential for several reasons that we will explore in a moment.

## Here is our play plan for the 5 Days:

Day 1: Your Ideal Players

Day 2: Your Business Ecosystem

Day 3: Social Play Patterns

Day 4: Energy Alignment

Day 5: YOU... Playing Business

Enjoy our adventure.

Your players are ready to live their dreams.

Together, we are the champions of dreams!

Let's play together.

Coach Dave



*Dave R. Buck*

Coach Dave Buck and the CoachVille Team!

## Introduction

It is **ESSENTIAL** that you thrive in business as a Coach!

First, this means that you are coaching players... which is **AWESOME** for them and you and for the ripple effect of good it creates in families, communities and companies.

It means you can co-create a lifestyle that is delightful for you and inspiring to your players, family, friends and community.

When you thrive in business you become a magnet for more players and opportunities to lead... then you bring your Coach Approach to even more people. More Ripple Effect!!!

AND... when people have a coach, or experience a Coach Approach Leader, they are **RE-HUMANIZED**:

**Out of: Industrial Culture: Authoritarian Hierarchical Control**

**INTO: Coaching Culture: Egalitarian Co-Created FREEDOM**

AWWW Yeah! This is BIG.

The key words to coaching cultures are: Dreams, CO-CREATE, and Practice.

**Dreams** are about playing, exploring, participating, contributing and becoming. Having a Dream is like putting a game into the Play Life Station.

**CO-CREATE** means that we play together rather than working in isolation.

**Practice** means that we can play with situations in a safe space to embody **EVERYTHING** needed to live our dreams out in the world.

### Optional Purpose

You can go **ALL-IN** with the uplift humanity game by bringing Egalitarian, Co-Created Freedom to **EVERY** aspect of your coaching business.

This means bringing uplifting, dream-oriented inspiration to everything you do.

This means avoiding anything that sounds like: there is something wrong with you that I can help you **FIX** or get under control.

This presents us with an awesome challenge!

Because all of us in the “Industrial Culture” have been trained to believe that there **IS** something wrong with us that we need to fix or get under control, going to the market with problems that you can fix is “good for business”.

BUT... its TERRBLE for Humanity. It just keeps reenforcing the beliefs that are literally tearing the Human Family apart.

SO... together we coaches must find a way to thrive by marketing to Dreams, Aspirations, Unleashing Awesomeness and Co-created Freedom.

**WE** must “break the chain” of DeHumanizing messaging and practices.

Like I said, this part is optional. I hope you will join me.

## **DAY 1 ~ Your Ideal Players**

In Day 1 we will co-create a picture of your “ideal players” and what THEY would LOVE in a coaching relationship.

### **Here is our definition:**

1. Coaching is a profound personal relationship
2. Where the coach guides the self-determined player
3. In pursuit of Playing Better for their dreams
4. To become the next version of themselves
5. Through Proactive Co-creation
6. And Guided Practice

### **Create an initial picture of your ideal player from:**

- People that you have coached... what did you love most about them.
- People you know and admire that you would LOVE to coach.
- A person that you imagine who would LOVE to have you as a coach.

### **1) Coaching is a profound personal relationship**

Describe the coaching relationship that your ideal players will love.

### **2) Where the coach guides the self-determined player**

- Who are your self-determined players?
- How do they express their self-determination?
- What are their common qualities?
- What are their common situations?
- What are their common desires?

### **3) In pursuit of Playing Better for their dreams**

- Describe the elements of the Dreams your players want to pursue?
- What does playing better typically look like for them?

### **4) To become the next version of themselves**

- Who do your ideal players want to become?
- What qualities do they want to develop or expand?
- What abilities do they want to develop or expand?

## 5) Through Proactive Co-creation

- What do your players want to create?
- What is the “stuff”?
- What is the new awareness?

## 6) And Guided Practice

- What are the actions they want to practice doing?
- What are the qualities they want to practice being?
- What are the **Peak Experiences** they want to have in the world?

A peak experience is a moment when you do something and/or a result happens where you experience yourself as **awesome**.

(Hint: This is the BIG ONE!)

## **Day 2 ~ Your Signature Coaching Program**

In Day 2 we will make a rough sketch of your Signature Coaching Program  
A few details and the NAME.

### **Your Signature Coaching Program**

This is how you guide your Ideal Players toward their dreams!

Your players have a Dream they want to “Play” / live / accomplish

Your players have a desire to Play Better – How do you do that?

Your players have a desire to Grow / Become – How do you do that?

Your players have a desire to Create “things” and experiences – How do you do that?

Your players have a desire for new Peak Experiences – How do you do that?

**There are two versions of your Coaching Program.**

- 1) The YOU version; for confidence.
- 2) The PLAYER version; for credibility.

### **The YOU Version**

This version is for you to sketch out the components of your coaching program so that you KNOW you can guide your players toward their Dreams.

**Here are a few questions to help you define your coaching program:**

- 1) What skills / abilities do you help them develop and what techniques do you use?
- 2) What new perspectives and awareness do you help them develop and what techniques do you use?
- 3) What beliefs do you help them upgrade and what techniques do you use?

4) What is the “stuff” that you proactively co-create with them; and what techniques do you use?

5) What peak experiences do you practice with them and what techniques do you use?

6) What specialized knowledge do you have that you can share with them or use while you are coaching them?

7) What related life experiences have you had that you can draw upon while you are coaching them?

## **The Player Version**

This version is to share just a few details with your potential players to build their confidence in you as a coach; AKA credibility.

### **This includes**

- 1 “Just below the surface insights”,
- 2 “Quick How”
- 3 Player Success Stories
- 4 “Logistics”

### **1. Just Below the Surface Insights**

Share an insight or two about HOW players can play/live the dream; the insight is below the surface of what people typically already know.

Examples:

- You have superpowers and desires that are just below the surface of your awareness that we can discover, unleash and practice to live your dream.
- Business IS Social Play not Industrial Working. To be successful we need to practice the activities you use to influence and inspire other people.

### **2. Quick How:**

Share a brief description of HOW you coach

Examples:

- There is no roadmap to your Dream, but there is a treasure map with clues, puzzles, signs and challenges. I am an AWESOME treasure map reader!
- I have a sequence of coaching techniques that we will use discover your Superpowers; and we will create a safe space where we can practice them before you use them on other people!

### **3. Player Success Stories**

If you have a player success story that illuminates either the “Insight” or the “Quick How”, now is a good time to share it.

It is a great practice to have a story for each thing you like to share; and practice sharing the story so that it is meaningful and concise.

If you notice that one of the things you shared sparked energy in the person you are talking with, share a story to amplify it.

### **4. Logistics:**

How do you start new players?

#### **One to One Coaching Program:**

Group Coaching program: :

- number of sessions
- size of the group
- length of time
- is it a planned sequence or a free flow response to the situation
- financial investment

### **Your Signature Coaching Program Name:**

The name of your program can be as straightforward or interesting as you want. There is a process that you will go through with your potential players so that by the time they are inspired to sign up, it really doesn't matter too much what the name is. It can be the Sally Smith Coaching program.

A related note: The name of your Exploratory Session DOES matter a lot. We will get to that in Day 3.

## Day 3 – Your Social Play Sequence

In Day 3 we will make a rough sketch of your Social Play Sequence

This will clarify your current business ecosystem and shine a light on the elements you need for your next level business ecosystem.

You have probably heard the business dictum that people buy from people they know, like and trust. It's pretty much true. However the important thing to know is that these are **THREE** different things; not **ONE** thing.

We will explore a powerful model called Social Play for Business

- Explore for Visibility = KNOW
- Relate for Influence = Like
- Create for Inspiration = Trust
- Players for Transformation = AWWW Yeah!



Here is a quick review of these 3 types of Social Play.

The **AWESOME** thing about Social Play is that is **VERY** Coach-Able; meaning, there are many fun ways to practice social play in a coaching session.

## **Explore for Visibility**

- You need to know “where” you are going to explore to see and be seen by your ideal players; and how you are going to approach it.
- Visible = you are seen and known
- Level 1 = put yourself in physical or virtual places
- Level 2 = put content into physical or virtual places
- Your Explore actions should always include an Invitation to “something” that builds a relationship.

## **Relate for Influence**

- This is the way you build relationships
- Influence = the other person likes you and is open to participating with you or advocating for you.
- You need to know the questions, provocative ideas and stories that you use to deepen a relationship with your ideal players and advocates.
- You can relate face to face or virtually
- Level 1 = you are in a 1-1 conversation with someone
- Level 2 = an email list or community where you conduct an asynchronous conversation.
- Your Relate actions should include an opportunity to make an Offer to a deeper experience if the connection feels right.

## **Create for Inspiration**

- This is the way you create customers and advocates
- Inspiration = the other person enjoyed the experience – was inspired – and signs up as a paying player OR is looking forward to what you do together next.
- You can have a variety of co-created experiences that you offer folks that you have developed a relationship with.
- You can create experiences that are face to face or virtual
- Level 1 = your 1-1 exploratory coaching session; it needs a SUPER compelling name for your ideal players.
- Level 2A = a co-created group experience that your potential players can participate in.
- Level 2B = a created piece of content that your potential players can engage with.
- Often you will have a sequence of Create for Inspiration experiences and offers that lead to a person becoming a paying player.
- Your Create actions should encourage people to SHARE about the inspiring experience with others; this leads to new Visibility.
- When you Create Content, the next step is to SHARE the content in a community.

Next, let's talk through a few examples:

## Old School

**Explore for Visibility** = Go to a networking event. Talk to people. If you resonate with someone INVITE them to meet for coffee.

**Relate for Influence** = Over coffee ask them about their dreams and challenges. Share your insights about Life as a Coach. If the connection feels good, OFFER them your Exploratory Coaching Experience.

**Create for Inspiration** = The Exploratory Coaching experience is a guided and co-created experience. If the person is inspired they will ask for details about your coaching program. Then you can make them an OFFER to become a paying player. Whether they hire you or not, your intention is that they SHARE about the inspiring experience with people they know in the community.

This creates visibility that leads to another cycle!!

## A current example

A more current example that starts with an App! LOL.

**Explore for Visibility** = Put a profile up on the “Lunchclub App”. Refine your profile and who your interested in meeting until a high percentage of the people you meet are either potential players or potential advocates. The App INVITES people to meet with you.

**Relate for Influence** = You meet the person via the app for a conversation. From here it is exactly the same as the Old School version.

## A Level 2 example

**Create for Inspiration** = Create a piece of content (post / article / audio / video) that will be a “magnet” for your ideal players.

**Explore for Visibility** = SHARE this content in social network communities where your Ideal Players gather. The content concludes with an INVITE to join your Mighty Network Community.

**Relate for Influence** = On your Network you build a relationship with your members through additional content, “go lives”, questions and polls. You interact with the members through messages and comments. On a regular basis you OFFER a zoom session on a compelling topic OR even a 5-Day Challenge on Zoom.

**Create for Inspiration** = The 5-Day challenge program is a guided, co-created experience that creates great value for your community members (AKA Potential Players) At the conclusion of the 5-Day Challenge you OFFER spots in your Group Coaching Program for

Paying Players. You also encourage the participants to **SHARE** about their experience of the program with folks they know.

**This sharing creates Visibility** opportunities followed by **INVITES** to join the Mighty Network.

### **Our Play Plan for Session #3**

Depending on where you are in your business growth as a Coach, you may want to focus on a Level 1 or Level 2. **AND** I believe it is very important for every coach to master Level 1 before they move on Level 2.

Here are a few elements you need to master for Level 1!

#### **Explore for Visibility (Know)**

Find communities where your Ideal Players are gathered.

Develop a way of engaging with folks there.

Master the art of sharing your ideas and insights in an engaging way.

Master the art of **INVITING** individuals to have a conversation with you.

\* Level 2 Bonus: Create a piece of content that will be valuable for your ideal players and offer to share it with them within the community.

#### **Relate for Influence (Like)**

Develop a way of relating with individuals in an uplifting way.

Hone in on a few questions to ask that spark great conversations; hone in on a few ideas you love to share that spark great conversations; hone in on a few stories you love to share that spark a meaningful connection.

Master the art of **OFFERING** your exploratory coaching experience.

Give your exploratory session a **SUPER SEXY** name; so that it sounds like something your Ideal Players would **LOVE** to experience. Examples: \* Live Your Adventure Call = yes; Strategy Session = **NO!!!**

\* Courtesy of Coach Nick Devlin

## **Create for Inspiration (Trust)**

Develop a “Coaching Guide” for your Exploratory Experience, a sequence of coaching questions, exercises and practices meant to inspire AND establish your credibility as a great coach.

Add in additional elements like preliminary resources to prep the player for the experience.

Master the art of co-creating an inspiring experience with another person.

Master the art of making an OFFER for your coaching program.

Encourage the person to SHARE about their experience with people they know and admire.

## Day 4 – Your Exploratory Coaching Experience

All of the Social Play actions that we explored in Day 3 leads up to ...

This Create for Inspiration play... your exploratory coaching experience... AND

This Pivotal Moment... you make your offer to coach them... AND

This Peak Experience... they say “Yes, I will invest in your Coaching Program.”

*The BIG idea is to plan an experience that is SO MUCH FUN for you, that you love to offer it and do it with people that you would love to coach or inspire.*

In this session we will “playshop” a few key elements.

You may be planning this out for the first time. Or you may already have this part of your business ecosystem well-formed and looking for possible upgrades. Either way it is fun to explore and share.

### Overview

#### CREATE for Inspiration

In the Social Play model, your Exploratory Coaching Session is a Create for Inspiration play.

Create for Inspiration is all about the shared experience.

- It can be real-time when you are with the other person (or people) or
- It can be content that you create and then and then they experience later.

In this case we are talking about a real time experience.

#### The Intentions

What will you do together to co-create an experience where they are inspired to “Say YES” and sign up for your coaching program?

How will you uplift them so that whether they sign up or not, they are inspired to SHARE about the experience with the people they admire? (This leads to new Visibility)

You aim to uplift their trust in themselves so that they can invest in themselves and their dreams with confidence... and a little growth edge energy.

You aim for them to trust YOU to be their guide on this adventure... you have the skills, techniques and awareness (or experience)

## **Play Planning your Exploratory Experience**

Your exploratory coaching experience is a GUIDED experience, just like coaching.

You need a plan that has a little structure and lots of flexibility.

Your experience has three parts:

Before – During – After

### **Before** (optional)

What can you send them, in the form of content, to begin the experience and prepare them to co-create the experience with you?

### **During**

What questions are you going to ASK?

What ideas are you going to SHARE?

What techniques are you going to DO?

These all create opportunities for you to OBSERVE your potential player

(and for them to OBSERVE you)

Then you can SHARE your observations about

- A) What you see in them that you admire
- B) What you see as growth opportunities for them

The OFFER!

If / when you are both inspired, how do you make your OFFER for your coaching program?

### **After**

(NOT Optional)

You need a plan to onboard anyone who says “YES”

You need a plan to follow up with anyone who says “maybe” or “not now”.

You need a plan to honor anyone who says “no thank you”.

### **A brief example: (to spark your imagination)**

This is a vision I have for a new coaching program for Coach Approach Entrepreneurs.

#### **Before:**

A short video called: Dreams, Peak Experiences and Pivotal Moments... are you ready for coaching?

#### **During:**

1. A brief warm up with Connected Breath and Imagination Activation
2. Ask them if they have ever participated in Performance Arts or Athletics that they enjoyed. If yes, I can use this for rapport and metaphor during the session.
3. Explore their Dreams (visions, desires, next thing they want to accomplish); share observations and champion them.
4. Explore the Peak Experiences they desire. This will get them energized! ); share observations and champion them.
5. Explore the Pivotal Moments they are aware of (Moments where they want to play better); ); share observations and champion them.
6. SHARE: There is NO road map to their dreams BUT there is a treasure map. AND I am an awesome treasure map reader. Let's do a little experiment...
7. HOPEFULLY this leads to an opportunity to do either the Pivotal Moment Technique OR the Intentional Co-Creation Technique.
8. The intention is to SPARK awareness and desire that that we CAN practice together to co-create growth.
9. SHARE: with Growth they can become the next version of themselves and LIVE the dream now!
10. AND they can learn to do this with their team as a Coach Approach Entrepreneur.
11. If WE are both inspired by this, make the offer for my coaching program.

#### **After:**

A short video called: Plan, Play, Grow... why coaching is so powerful for anyone with a Dream.



## Day 5 – Energy Alignment

Energy Alignment is the new Hustle!

Bring your Social Play for Business pattern forward.

These are the key elements you need a play plan for:

### **EXPLORE for Visibility**

- 1) Where are you exploring for visibility to be seen and known by potential players?
- 2) How will you engage with potential players so that you can INVITE them into a relationship?

### **RELATE for Influence**

- 3) In a conversation what do you want to ask and share about to determine if the person is a potential player for you?
- 4) How will you engage with potential players so that you can OFFER them your Co-Created Experience; (AKA your Exploratory Experience with a compelling name)

### **CREATE for Inspiration**

- 5) What will you do together to co-create an experience where they are inspired and want to sign up for your coaching program?
- 6) How will you uplift them so that whether they sign up or not, they are inspired to SHARE about the experience with the people they admire? (This leads to new Visibility)

NEXT... Let's align your ENERGY around these 6 Social Actions so that you can PLAY them with Fun and FLOW while you Enjoy and GROW.

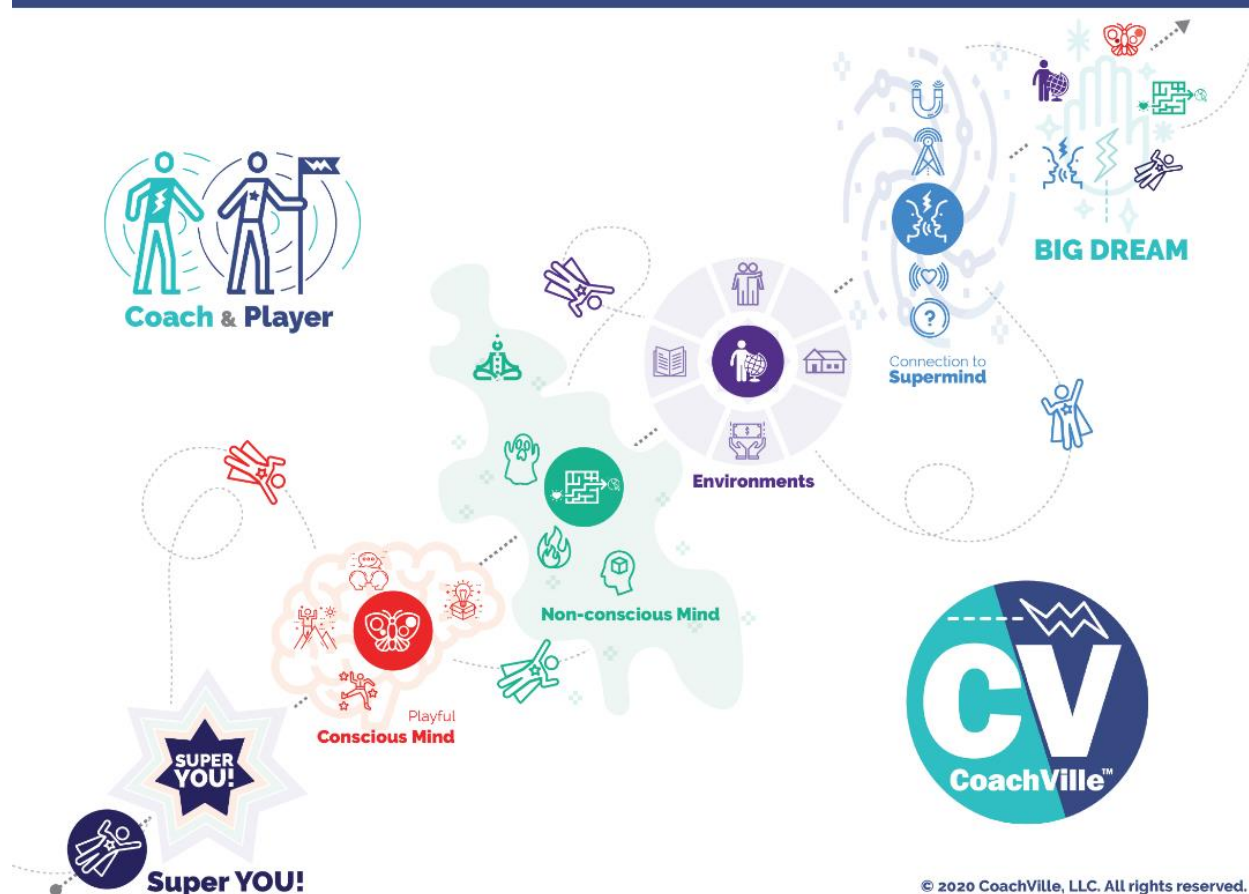
## Energy Alignment Game

The “Game” is to align all aspects of YOU with your BIG Dream to create a state of flow.

This definitely goes in the realm of play; as in something that you cannot control but you can co-create with skill, strategy, imagination and playful effort.

One little note: There are MANY MANY ways to play with Energy so this is not intended to be a definitive guide.

# The Energy Alignment Game



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## Your BIG Dream

This is your vision of what you aim to accomplish, experience, express or co-create in the world. Your Dream comes from your hearts desires but is often sparked by what you see – or don't see – in the world around you.

Often our hearts dreams are a little mysterious; even to the one who has the dream. There is no roadmap to our Dreams... but there IS a treasure map. The Energy Alignment Game provides the clues on that Treasure Map.

Most BIG Dreams include an essence of contribution.

Next we will go to the lower left to explore all of the energies that we can align with your dream.

## Super YOU

There is a next-level version of YOU that you must express fully and become in order to fulfill this big dream.

One of the reasons your Heart has dreams is so that you can discover and express more of your abilities.

## **Playful Conscious Mind**

There is a playful version of your focused thoughts and deliberate actions that you need to use in an intentional way to uplevel your skills to align with the new dream. Your playful conscious mind responds to the urge to become the next version YOU. Play is all about becoming. In the model hopefully you recognize the symbols for the Pivotal Moments of Social Play that we explored in Day 3.

## **Non-Conscious Mind**

Whoa, this is a big one. Your non-conscious mind is the power source of belief and desire within you. It is like an energetic bridge between the urge to become in your playful conscious mind and the need to belong in the environment around you. You will need to expand your body awareness where your intuition and inner knowing live.

You will need to uplevel your relationship with fear from enemy to friend and a treasure map to your Superpowers. Your dream will need you to tap into your heart's desires for focus and fuel. You will need to cultivate belief in a whole new set of possibilities to align with your dream.

## **Environment**

Your non-conscious mind - which is super focused on belonging - is in constant connection with your environment. You will need to uplevel many aspects of the world around you so that the Superpowers of belonging, believing and becoming align with your dream. And as you unleash your Superpowers, you will need to find or cultivate an environment where it is safe for you to express them.

## **Connection to the Super Mind**

There is a web of human consciousness that we are all connected to. Through big questions, gratitude and intentional thoughts your dream can become a magnet for the insights, inklings, spontaneous awareness, opportunities and synchronicities that you need to live your dream. But be prepared, the Super Mind plays BIG so you need to expect a challenge or two.

## **The pursuit of Flow**

Your dream is calling you out into the world to discover a bigger contribution and more fulfilling joyful life. As you endeavor to align every part of your energy to the BIG Dream, it begins to FEEL – feel is the key word – more natural. This is called getting into the flow. It is not the ultra-safe under control routine. It is engaging, yet safe enough that the potential rewards seem worthy of the potential risks. This is when pursuing your BIG Dream feels less and less stressful and more and more fun!

That is what we are playing for!

## **NEXT, LET'S PLAY**

## **DREAM Peak Experience**

What is the primary Peak Experience that will represent you living your Dream NOW?

## **Super YOU**

What quality within YOU do you want to unleash and practice to engage in Social Play with more Superpower Energy?

## **Playful Conscious Mind**

How can you bring the spirit of play to your Social Play Actions?

## **Non-Conscious Mind**

What new belief do you need to cultivate and choose to engage in Social Play with TOTAL FREEDOM?

## **Environments**

What upgrade to your environment will create profound belonging for the SUPER version of YOU? (will you need to co-create it? Find it? Or let something go that is blocking it?)

## **Super Mind**

What is a BIG QUESTION that the Super Mind can show you an answer to that will accelerate the Social Play results you desire?

It usually starts with: I Wonder...



That  
was  
fun!

Thanks for being awesome!  
Coach Dave