

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 models, principles and techniques of Transformation Coaching; including the power of dreams, co-creation and guided practice.

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.

Here are 5 Prep Exercises that will set you up to get the most from the 5-Day Challenge.

- We will touch on these during the 5-Days as well.
 - You may have already created something for each of these. This is an opportunity to upgrade what you have.
 - Don't worry if you don't "finish" them before we start.
1. Prep Exercise 1: Your Ideal Players
 2. Prep Exercise 2: Your Signature
 3. Prep Exercise 3: Your Gateway Coaching Experience
 4. Prep Exercise 4: The Social Play Sequence
 5. Prep Exercise 5: Your "Relating Space"

Here is our play plan for the 5 Days:

1. Day 1: Create for Inspiration Your MAGNET
2. Day 2: Explore for Visibility
3. Day 3: Relate for Influence
4. Day 4: Co-create for Inspiration your Gateway Experience.
5. Day 5: Dress Rehearsal for your Business Dream

Your players are ready to live their dreams.

Together, we are the champions of dreams!

Let's play together.

Coach Dave



Dave R. Bush

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 Control Hierarchies

INTO: Coaching Culture: Egalitarian FREEDOM Co-Creations

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 Freedom Co-Creations 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.

Prep Exercise 1 – Your ideal player profile

Use the Transformation Coaching Definition as a framework to describe your Ideal Players.

Your Ideal Players Exercise

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

Create a piece of content that will be valuable for your ideal players and share it.

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

As a Coach, you are NOT an authoritarian expert. (Above the player)

As a Coach, you are NOT a humble servant. (Below the player)

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?
OR how do you help them BOOST 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?
In other words, what social play actions do they want to get better at?

5) Through Proactive Co-creation

- What do your players want to create?
Things? Experiences or Both?
- What new awareness do they desire?

6) And Guided Practice

- What are the social actions they will LOVE to practice?
- What are the qualities they want to practice being; and be seen and acknowledged for.
- What are the **Peak Experiences** they want to co-create with the world?

A peak experience is a moment when you take a social action with creative skill and aligned energy AND THEN a social result happens for a worthy WOOO HOOO; And you experience yourself as **awesome**.

(Hint: This is the BIG ONE!)

Prep Exercise 2 -Your Signature Coaching Program

Use the Transformation Coaching Program as a framework to outline your Signature Coaching Program

KEY = Your players don't know how to play and be coached until you SHOW them.

Your Signature Coaching Program

BIG IDEA: You do need to adapt your coaching program to your player as you get to know them, their capabilities and their desires. However, a KEY point is that you can't start with asking them what they want because: **THEY DON'T KNOW!**

They most likely don't know what coaching is.

They don't know what YOU can do, so they can't ask for it.

SO, when you start with a new player, you need a structured program that will walk them through your concepts and techniques and you will customize each session to their situation.

Make a rough sketch of your Signature Coaching Program

Give it a great 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 practice techniques do you use?
- 2) What new concepts do you share with them?
- 3) What new perspectives and awareness do you help them develop and how do you do this with them?
- 4) What beliefs do you help them upgrade and what techniques do you use to do this with them?
- 5) What is the “stuff” that you proactively co-create with them; and what techniques do you use? Do you have templates to guide them?
- 6) What peak experiences do you practice with them and what techniques do you use?
- 7) What specialized knowledge do you have that you can share with them or use while you are co-creating and practicing with them?
- 8) 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 establish your credibility and build their confidence in you as a coach.

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/practice/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. Note: these will never come out in an assessment test because you are not aware of them.
- Business IS Social Play not Industrial Working. To be successful we need to practice the activities you use to influence and inspire other people. I have a collection of techniques that we will use to PRACTICE the social play activities of your Dream.

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 collection 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!
- Living your Dream is the pursuit of Peak Experiences. Together we will practice all of the actions – and upgrade all of the beliefs – that are needed for you to have these peak experiences on a regular basis.

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:

- Number of sessions or frequency of sessions
- Typical length of each session
- Time frame for the typical agreement
- Access between sessions
- Financial investment

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
- access between sessions
- 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. But it doesn't hurt if the name sounds compelling.

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

Prep Exercise 3 – Your Gateway Experience

Design an experience that

- A) Your Ideal Players will find compelling and
- B) You will experience JOY in doing.
- C) Pulls in concepts from your Signature Coaching Program
- D) 4 stages: BEFORE – During - Offer – AFTER

BEFORE

- Prep Question(s) / Concepts
- Media ? Audio / Video
- Coaching BIO
- Program Description / Options / pricing
- 3 Player Testimonials
- “Coaching Guide” for the experience
- Describe the investment and logistics

Your Coaching Gateway Experience

All of the Social Play actions lead up to ...

- This Create for Inspiration play... your Gateway 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 exercise we will walk through a few key elements.

You may have been 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.

OFFER

This is where you need to be clear, confident and PRACTICED!

What is your phrase you will use when you make the offer?

How will you explain the details of the money and logistics when they ask?

AFTER

You need a clear plan for what to do and what to send them based on the 4 possible outcomes:

YES – send your new player onboarding kit

MAYBE – send them some additional encouragement

LATER – send them a plan to follow up with them; and a request to share about the Gateway Experience with others.

NO – send them a thank you and a request to share about the Gateway Experience with others.

Overview

Co-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 Gateway coaching experience is a GUIDED experience, just like all coaching.

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

Your experience has three parts:

Before – During – OFFER - 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 Business Owner Coaches.

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, Martial 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 Peak Experience Technique or the Pivotal Moment 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.

OFFER

If WE are both inspired by this, make the offer for my coaching program.

A group-coaching / 1-1 coaching hybrid program for \$600 / month

After:

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

Prep Exercise 4 – The Social Play Sequence

The Social Play Sequence

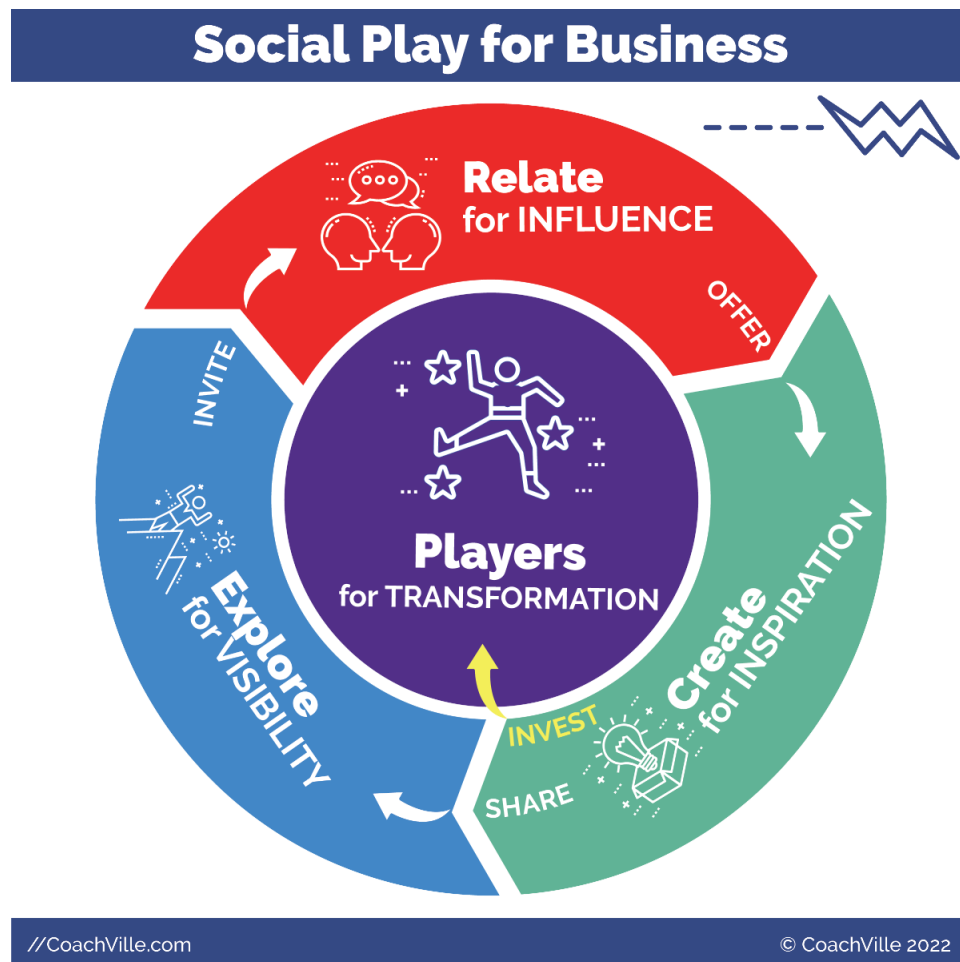
During the program we will make a rough sketch of your Social Play Sequence that leads to the Ultimate Peak Experience of signing a new paying player! WOOO HOOO!

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.

Create for Inspiration => Share

- Create a THING that your potential player will find compelling or insightful or helpful
- In internet marketing the “THING” is called a Lead Magnet
- Your THING can be written, audio or video.
- There are infinite possibilities! From where you are now... create the first or next version of your THING
- When you Create Content, the next step is to SHARE the content in a community.

Explore for Visibility => Invite

- 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
- Put yourself in physical or virtual places
- Put content into physical or virtual places
- Your Explore actions should always include an Invitation to your “Relationship Space“.

Relate for Influence => OFFER

- This is the way you build relationships
- Your “Relating Space” can be a website or a social media profile.
- The primary purpose of your “Relating Space” is to spark the desire to talk with you; and to make it easy for people to set up a conversation with you.
- 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 for a Gateway Experience when the connection feels right.

Create for Inspiration => INVEST / SHARE

- This is the way you create customers and advocates
- Inspiration = the other person enjoyed the experience – was inspired – and INVESTS in your program 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 Gateway Coaching Experience; it needs a SUPER compelling name for your ideal players.
- Level 2 = a co-created group experience that your potential players can participate in.
- Often you will have a sequence of Create for Inspiration experiences and offers that lead to a person INVESTING in your program.
- Your CREATE for INSPIRATION actions should encourage people to SHARE about the inspiring experience with others; this leads to new Visibility.

Next, let's talk through a few examples:

Old School

Create for Inspiration = A business card or brochure that you can share with people.

Explore for Visibility = Go to a networking event. Talk to people. If you resonate with someone INVITE them to meet for coffee; and give them your card / brochure.

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 Gateway 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 INVEST in your coaching program. 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.

Create for Inspiration = create a profile on the LunchClub App.

Explore for Visibility = Refine who you are 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. If the connection feels good, OFFER them your Exploratory Coaching Experience.

Create for Inspiration = The Gateway 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 INVEST in your coaching program. 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!!

The Flow we will practice in this 5-Day

1) **Create for Inspiration** = Create a MAGNET (post / article / audio / video) that will be of value for your ideal players.

2) **Explore for Visibility** = Participate in social networks where your ideal players gather. When an opportunity presents itself, SHARE your Magnet. The Magnet concludes with an INVITE to visit your “Relationship Space”.

3) **Relate for Influence** = On your “Relationship Space” your invitation to talk with you is FRONT AND CENTER. You build a relationship with your potential player through coaching program details, original content, pictures. You interact with the members through messages and comments.

A Level 2 “Relationship Space” would be an online group where you share and interact and “go live”. On a regular basis you OFFER a zoom session on a compelling topic OR even a 5-Day Challenge on Zoom.

4) **Create for Inspiration** = Your Gateway Coaching Experience.

Your potential player accepts your invitation for the Gateway Experience.

- You send the BEFORE materials to start the experience.
- You then get together to co-create your orchestrated experience together.
- If it goes well you make them an OFFER to INVEST in your program
- You send the AFTER materials; 1 version for “No thank you”; 1 version for “maybe” and the onboarding version for “yes”.

The Ultimate Peak Experience is when a potential player invests in your coaching program. This is a Peak Experience that you can play for every day! FUN!

A Level 2 Create for Inspiration Gateway Experience:

A 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.

Prep Exercise 5 – Your “Relating Space”

The last piece of your ecosystem that you will need to Energize Your Business Dream is called your relating place.

This is the “place” (probably on line) where a person can go to learn more about you and get to know you better.

This is the place where the #1 focus is to INVITE people to talk with you (where you can Relate for Influence)

The most obvious “relationship place” is a website. A social profile page can also work.

In your relating place...

#1) Share your ideas, insights, philosophies, experiences etc.

#2) A clear invitation to talk with you; and an easy path to do so.

#3) Your Conversation MAGNET(S) that you have created for your ideal players; just in case they don't have it already.

These items are optional...

#4) If “lifestyle” is part of your brand then photos and stories from your life will be important here.

#5) Share player success stories if/when you have them.

#6) An overview of your Gateway Experience

#7) An overview of your Signature Coaching Program

Day 1: Create for Inspiration your MAGNET

Create and share an inspiring conversation magnet

Welcome!

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Describe / co-create Your Ideal Player Profile

Transformation

From: Overwhelm

TO: Clarity

Dream-based clarity about your ideal players – rather than demographic – will make every part of your business ecosystem better.

Breakout Exercise:

Describe your ideal player to your group.

3) Your MAGNET

Co-CREATE a plan for your MAGNET to share; make an outline; Envision it complete and ready to share.

Breakout Exercise

Share about your current or next MAGNET to create and share.

4) MAGNET Peak Experience

Practice the Peak Experience of an ideal player experiencing your MAGNET.

A) Set up the exercise –

1)create –

2)share –

3)other explores

4)other YES;

B) do the exercise; notice your **desires and doubts!**

BREAKOUT Question

Share what you noticed; especially doubts and desires

**** Create a notes sheet for them to print; or they can write it on paper**

Play Plan for Day 1:

MAKE YOUR MAGNET

Example Article and Video: Top 10 Surprising Ways a Transformation Coach is AWESOME for Small Business Owners.

Day 2: Explore for Visibility

Become Known of the know-like-trust

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.

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Co-Create a visibility play plan

Where are the Social Spaces where you can EXPLORE, engage and SHARE your MAGNET (YOU + Your MAGNET)

Transformation

From: Invisible

TO: Connected

A potential player is someone you are meeting for the first time that could match your ideal player profile; you won't know if they are a match until you get to know them a little better.

A potential player is also someone who you have met in the past who matches your ideal player profile but has not yet signed up for your coaching program; they may be in your geographical or online community or following you on social media.

Breakout Questions:

How many potential players do you need to talk with each week to feel momentum in your business?

Where and how are you meeting new people now?

Where and how would you LOVE To meet new people?

* Get ideas from each other.

3) The Invite Pivotal Moment

When YOU INVITE... how FREE do you FEEL?

Find and describe your Pivotal Moment of Choice. Where do you experience resistance, fear of judgment or fear of trouble. It could be the social action OR the social result.

BREAKOUT Question:

Describe your Pivotal Moment? Fill in the sheet with the SPECIFIC Situation Details

**** Create a Notes Sheet for Pivotal Moment**

4) Practice the Invite Pivotal Moment

We will practice the moment when you INVITE someone to talk with you OR to explore your MAGNET (which will INVITE THEM);

Pivotal Moment means we explore the energy of doubt and then desire.

We explore “The Pull” between Self-Confidence and Self-Preservation

A) Set up the exercise

B) Do the exercise

BREAKOUT Exercise:

Share what you noticed.

Play Plan for Day 2:

Explore the social world for visibility opportunities and write out a plan for WHERE you will explore and WHEN.

Day 3: Relate for Influence

Relating for Influence is the Like of Know-Like-Trust.

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 Gateway Coaching Experience.

Give your Gateway Experience 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

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Social Play Patterns Review

> CREATE > Share > EXPLORE > Visible > Invite > RELATE > Offer

Transformation

From: Frustration (Attempt to control)

TO: Co-Creation (embrace discovery)

Breakout Question: What are your superpowers for influence when engaging with someone that you are meeting for the first time?

3) Co-Create your Relate for influence plan;

What are items you want to talk with people about?

- your dream/ their Dream
- your ideas / their resonance
- your observations / their observations
- curious questions / their responses
- LEADING UP TO... YOUR OFFER.

Breakout Questions:

What IDEA / CONCEPT do you REALLY want to share when you meet someone?

What do you REALLY want to discover when you meet someone?

4) Role Play: “Tell me about your coaching program?”

ROLE PLAY a situation where someone asks you: “tell me about your coaching program”.

You have 5 minutes to engage with them and then > Offer your Gateway Experience (if it feels right)

Breakout Exercise:

Practice the Role Play

Play Plan for Day 3

MAKE IT (upgrade it) = Your Gateway Experience

Name it

Outline the experience

Craft your BEFORE content

Craft your 4 AFTER content versions (YES, maybe, later, NO)

Day 4: Co-Create for Inspiration Your Gateway Experience

Creating an experience with someone is the TRUST of Know – Like - Trust

Develop a “Coaching Guide” for your Gateway 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 BEFORE 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.

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Your Gateway Experience

Transformation

From: stressful / hopeful conversation

TO: joyful co-created experience

Your gateway experience (also called Exploratory Experience) is a Create for Inspiration social play activity where you orchestrate a coaching experience for a potential player.

The purpose:

Is for them to get to know you and what your coaching will be like.

AND for you to get to know them and decide if you feel they are a fit for your coaching program.

The experience can include media that you share BEFORE the conversation.

The experience has a flow that you plan out and then spontaneously co-create with the other person.

The intention is for either: the potential player is inspired and asks you how to get in your program, OR you make them an offer to invest in your program.

The experience can include media that you share AFTER the conversation.

Breakout Exercise:

Describe Your Gateway Coaching Experience (including BEFORE and AFTER)

3) Peak Experience practice of your Gateway Experience

We will walk through the elements of this Peak Experience including the doing and the feeling.

We will envision the Exploratory BEFORE – During – offer = YES

- a) BEFORE – they experience it and feel WHAT???
- b) Co-CREATE – the co-create with you and feel WHAT???
- c) SHARE about the investment – you brief the details, and they feel WHAT???
- d) AFTER / Follow up with the “maybe” – you follow up and they feel WHAT???

NOTICE doubts and desires that emerge with judgment-free awareness

(How to engage with doubts and desires)

Breakout Exercise:

Share the doubts and desires that you noticed as growth opportunities.

4) ROLE PLAY “Tell me about how the money works?”

At some point in the Gateway Experience, either the potential player will ASK you how to get in the program OR you will make them an offer to join your program.

Even IF you explain the money in your BEFORE Gateway materials, most likely they will still ask you to explain it. This is a common way for folks to ease into the conversation and decision.

The key for you is to explain the investment and logistics with clarity and enthusiastic energy.

Breakout Exercise

ROLE PLAY = (Near the end of your planned gateway experience) they ask you: Tell me about how the money works?

Explain the price and logistics and BENEFITS of your coaching program.

Play Plan for Day 4

MAKE IT / Upgrade it = Your signature coaching program outline

MAKE IT / Fill in your “Dress Rehearsal” plan

Day 5: Dress Rehearsal for your Dream

We will do two awesome activities in this session.

1) Warm up – Safe Space – Dream Sharing - Celebration

2) Describe Your Dream Coaching Business (for the next 12 months)

Transformation

From: business concept

TO: embodied practice!

Breakout Exercise:

Share a few details about your Dream Coaching Business for the next 12 months; What are the important and joyful experiences for you

- Number of players of 1-1 coaching / group coaching
- Amount of monthly revenue
- Other Business Social Play activities you LOVE doing
- Elements of your #LifeCoachLifestyle that are important to you

3) Dress Rehearsal for your Dream

We will use a Transformation Coaching Technique called a Social Play Series to map out the key peak experience moments that grow into your Dream Coaching Business.

We will pull together the moments we have practiced during the event.

Breakout Exercise:

Share the sequence of moments with your group

4) Social Play Series 4-part guided visualization

As a group we will do a guided visualization to practice the entire sequence of social play experiences that leads to the ultimate peak experience of a person saying YES to join your program.

While in the visualization you will notice doubts and desires. Both reveal powerful growth opportunities.

**** Dress Rehearsal Playsheet**

BREAKOUT Exercise

Share your doubts and desires as growth opportunities that you are enthusiastic about!

4) Celebrations

Share your biggest growth experience, your insights and celebrations.

INVITATION TO Transformation Coach Membership

That
was
fun!

Thanks for being awesome!
Coach Dave

Ps. Want to keep co-creating and practicing your Social Play for Business? Check out the BIG Freedom Group Coaching Program.