

# Coach Mission 1: Recruit 3 Good Players

## Inner Freedom Coaching Playbook

### Outline:

**1) Introduction:** You are on a mission!

The What, Who, Where and How of recruiting players.

**BIG POINT:** hosting conversations where you invite people to share their BIG Dream with you is absolutely a fundamental occurrence of your life as a coach!

**2) Power up:** Make your REACH OUT plan and DO IT!  
(sample messages included in this playbook)

You can include this audio by Coach Dave with your “reach outs”:



[https://soundcloud.com/coachville/innerfreedom\\_exploratoryinvitation](https://soundcloud.com/coachville/innerfreedom_exploratoryinvitation)

Consider your replies to the reach out and schedule your exploratory sessions.

**3) Game Action:** Conduct exploratory conversations with your potential players. A detailed Conversation Guide is included in this playbook. Read it over a bunch of times before you use it to get familiar with the flow.

**4) BIG WIN:** A potential player says: “YES!”

**5) Find the fun!**

### 1) Introduction: You are on a mission!

You are on a mission to become an Inner Freedom Coach. To do this you need to reach out and schedule exploratory conversations with potential players.

**NOTE:** Even if you reach out to someone who wants to say “Yes” before having an exploratory conversation, we recommend that you have the exploratory conversation anyway. This is good practice and you can make sure that you are both set up for success.

To become a great coach you need to coach a lot of players! Coaches are ALWAYS looking for good players. Then they set out to help them become GREAT players.

To enjoy a successful class experience we recommend that you recruit 3 “practice” players specifically for the Inner Freedom program.

**HINT: If you register for class early, it is a great idea to start this process before the class officially starts!**

**About game card badges:** in all CoachVille classes, you earn points toward your Coaching Superpowers Badge through coaching activities and conversations. You earn points toward the Method Badges – Like the Inner Freedom Badge for example – by applying the concepts in your own life.

**WHAT you are recruiting them to do with you.**

As we move beyond the Industrial Age of Work into the Connected Age of Play more and more people are yearning to play BIG in Life by expressing their talents to contribute to the lives of others through relating, creating and exploring. Their dream is the Heroes Journey call to adventure!

However, the Industrial Age was pretty harsh in the way it programmed people to suppress their unique qualities and to fear mistakes. So when they step out to really express their value they are going to bump into FEAR which will lead to frustration. In the Heroes Journey this is the refusal of the call and it happens EVERY DAY.

You have people around you who are ready to play BIG but they need a pathway to transformation. They need a great coach. **They need YOU to ask them to be your player.**

**You are recruiting them for a 10-session coaching engagement over 12 weeks.**

Each week you will have a 1-1 conversation with each player. These conversations can be over the phone, face-to-face or via any other audio/video connection tool. 40 minutes is a good time frame for each session though it can be done in 30 minutes if time is a constraint for you or your player. While it is VERY easy to stretch these sessions into an hour long conversation, aiming for 40 minutes will keep you AND your player focused on the topic at hand.

Note: Texting or messaging back and forth for 30-40 minutes will NOT match these requirements.

For each session, you will have a detailed Coaching Guide with questions to ask, ideas to share and visualization practices to guide. You will practice each session with your class partner in class before doing it with your practice players.

Also each session will have a 5 minute “Prep Audio” from Coach Dave that you can send to your player with a few key ideas that will help you dive right into the coaching when you have your sessions.

We also recommend checking in with each player at least once each week in between coaching conversations via email, text or whatever means both you and your player like to connect.

## **What about the money?**

If you are new to coaching then we recommend coaching your practice players “pro bono”. If you are a seasoned entrepreneur who is good at charging for things, then you are welcome to charge a fee. Using the Inner Freedom Method, the value will absolutely be there even if you are brand new to coaching.

If you are a personal service provider adding coaching to your offerings, you may be able to charge your existing clients for coaching.

If you are an experienced coach, you can recruit paying players for this engagement or invite 3 existing players to do this with you. However, I recommend that you plan to coach 3 players specifically using the Inner Freedom Method rather than blending it with what you are already doing. This will help you learn the Method AND it will set you up to add 12-week Inner Freedom Coaching engagements to your business model. SMART!!!!

## **WHO to Recruit**

The Inner Freedom Method is DEEP coaching; it requires a blend of openness AND tenacity. So you need players who have a STRONG desire to stretch their comfort zone in pursuit of their BIG Dream to contribute to the lives of others in a YOUUnique way. We say that FEAR is like a treasure map to our Superpowers.

You honor someone when you offer to coach them. Think of it as the highest compliment.

Who do you know who is doing good things and seems poised to step into greatness?  
Who has great potential to be a difference-maker... a game-changer?

Who do you know who has the desire to play life at a higher level or live into a new Dream.

Having a coach is a choice people make when they have a dream to play BIG, perform at a higher level or step into a new possibility.

Who is up to something big AND ready to go DEEP? Think of people of all ages; of all levels! Don't only think of people younger than you are; or "lower" than you are on the "ladder".

Do **NOT** look at your existing connections and think: who has lots of problems and "needs a coach"? Coaching is NOT an intervention for problems!

This is not to say that good players don't have any problems! Of course they do. However, while some people just seem to have problems, players have challenges that arise out of their DREAM to play BIG. These are the type of challenges we want to explore with the Inner Freedom Method.

YOU do NOT need to be an expert in what the player is doing. Life coaching - and specifically the Inner Freedom Method - is powerful without specific subject matter experience. **Note:** When you move into high-end professional coaching the best plan is to combine Life Coaching methods – like the Inner Freedom Method - WITH subject matter experience.

Another thought...

Look for people who never really "fit in" to traditional structures where they needed to comply to do well. These folks could be poised for greatness in the Connected Age where curiosity, creativity and contribution are replacing command, control and compliance. These folks will LOVE the Inner Freedom Method.

## **Where to recruit**

This will depend on your situation. A little later in this playbook I will share with you some sample "REACH OUT" messages that you can use.

**A)** You are a manager / leader and you have a group of employees and colleagues from which to recruit your 3 players.

Extend a personal invitation to the people you want to coach.

**IMPORTANT:** When coaching folks who work for you, you must obtain express permission from THEM to coach them AND you will need the 30 minutes per week of established 1-1 coaching time.

ALSO IMPORTANT: The Inner Freedom Method is DEEP, as I mentioned before. So you will want to choose folks with whom YOU are ready for vulnerable conversations.

**B) You are already coaching or providing a professional service to clients.**

In this case you have client pool from which you can recruit 3 players. If you want to recruit from your existing clients, you can offer them the opportunity to coach with you using a new format for 10 coaching sessions over a 3 month period. It will be important to let them choose to engage in this new approach with you.

**C) You are an awesome person learning a new coaching method.**

In this case you need to recruit 3 players from your network of friends, colleagues and social connections. You may have colleagues or friends who you can reach out to personally.

Many students use Linked In, Facebook or email to find their potential players using an “opportunity post”. Also, even if you have a group of people right around you, you may want the experience of opening up to coach people who come through your social connections. Remember!!! It is PLAY. Sometimes opening up to a bigger world can really spice things up nicely.

**Important!** Your CoachVille class colleagues do NOT qualify as practice players. The idea is for you to go boldly out in your community – geographical or virtual – and recruit players!

## **2) Power Up: Game plan your recruiting mission and REACH OUT!**

- Read this guide with sample REACH OUT messages
- Make your plan to reach out to your potential players and invite them to talk with you.
- Do your reach out.
- Share about your approach on the game card.

### **Sample REACH OUT messages**

**Invite someone you know:** “Hey **Sally**, I am participating in a 3 month Life Coach Training program called Inner Freedom and I am recruiting 3 amazing people to be my players while I am in the program. The Inner Freedom Method is loosely based on the Hero’s Journey; it is for people who have a BIG dream AND are willing to explore the doubts, fears, overwhelm and frustration that they experience on a

regular basis. What if we discovered the Superpowers that your fears are concealing? It is VERY possible.

We will have 10 weekly 30-40-minute coaching sessions as part of the class. I think of you as someone playing big and I would love to set up an exploratory conversation to see if this is a fit for you. It is going to be great fun.

**(optional) You can listen to this 8 minute audio by Coach Dave who created the program to get a little insight into what we will do together.**

Are you interested? Let me know.”

**Example opportunity social media post:** I am taking a Life Coach Training program with CoachVille called Inner Freedom. I am very excited about it! I am looking for 3 “players” for a 10 Session **pro bono** coaching engagement over a 3-month period. Each session will be 30-40 minutes.

The Inner Freedom Method is loosely based on the Hero’s Journey; it is for people who have a BIG dream AND are willing to explore the doubts, fears, overwhelm and frustration that they experience on a regular basis. What if we secured the Superpowers that your fears are concealing? Together we can do it.

**(optional) You can listen to this 8 minute audio by Coach Dave who created the program to get a little insight into what we will do together.**

If this sounds like you please contact me so we can set up a brief exploratory conversation. It is going to be really fun and potentially life-changing. I only have 3 openings so please respond quickly!

If you know someone who might love this, please pass it on to them. Thanks!

**Here are a few “catch phrases” that describe the Inner Freedom Method that you may want to weave into your message.**





- Get your Heart’s Desires through the maze of doubt and fear and out into the world
- FEAR is your Friend; You can PLAY with FEAR
- FEAR is like a treasure map that leads to your Superpowers.
- To go bigger out in the world, you must go deeper into your SELF
- Secure the Superpowers that your FEARS are concealing

\*\*\*

Use these samples to craft something that sounds like you AND uses some of the Play Language.

Then send it out! Don't wait for perfection.

## Share on your Game Card

	A <b>POWER UP</b> is an activity where you listen, read or do an exercise and then share your insights and/or plans.
	<b>Coach Mission #1:</b> <i>I read the playbook and sent out my REACH OUT message to recruit 3 practice players for Inner Freedom Coaching. This is what I did...</i>
 Share	<b>WHAT TO SHARE:</b> Share a few details about your REACH OUT plan. If you want, share the content of your reach out message. It may inspire one of your classmates.
 Share on Facebook +1	<b>FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: People Playing Better With a Coach!</b> See the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box. Edit if desired. <a href="#">Learn how to use Facebook Amplify!</a>

### 3) Game Action: Recruiting conversations with potential players

Consider the replies you get to your “reach out”s and schedule exploratory sessions with your potential players!

- Read this section and PRACTICE the conversation outline; read it out loud a few times
- Use it to talk with your potential players;
- Play for “YES! I want you to be my coach!”
- Share about your experiences on the game card.
- HINT: Share about it on the Gamecard even if you are they don't say “Yes”.

## Introducing the “Recruiting” Conversation

The next step of this mission is to have a brief exploratory conversation with each potential player. This is important because coaching should always be a mutual agreement between the coach and the player. You can only coach someone if they want to be coached by you AND you believe in the dream they are playing for.

This exercise is powerful for your life as a leader as well as a coach. The best games in life are often a game of “ASK” where you are playing for influence and a mutual “YES!”

This conversation outline will provide a simple structure for this conversation. Also, it is similar to the coaching outlines you will use in class so it will set a positive tone for the relationship.

Remember, YOU are the coach. So:

A) You need to guide the conversation

B) It is mostly about asking questions and listening. You don't need to say too much!

C) At the conclusion, YOU must choose if you want to coach this person; If you are a “yes”, then ask them if they want to be your player. Your aim is for them to say “YES!”; If you don't want to coach them, don't ask them.

### **What to look for in the moment of choice.**

In the conversation outline you will do a lot of listening. As you are listening you want to check in with your intuition. This is an essential coaching skill so you should start learning it right now!

Wonder to yourself:

- Do I have a good connection with this player?
- Do I support the dream they are playing for?
- Will I enjoy coaching them?
- Or will I at least enjoy learning something by coaching them?

It is OK if you think they will be a challenge, as long as you will enjoy it in some way. It is OK if it will stretch your comfort zone or require you to look at things from a new perspective.

Avoid taking on a player if you think it will be a “rescue mission” for someone in trouble.

## PRACTICE!!!

Read the conversation outline OUT LOUD a few times to get used to saying the statements and questions!

You don't "say" the numbered lines to the other person; **NOR the statements in RED.**

You only say to them the lines that start with **Say:** and **Ask:** .

**\*\*\* Recruiting Conversation outline on the next page \*\*\***

## \*\*\* Recruiting Conversation outline \*\*\*

You are the coach, so start the conversation by guiding it right away.

### 1) Welcome

**Say:** "Thanks so much for doing this with me. I really appreciate your time and I can't wait to see what we discover together. It will take about 20 minutes.

**Ask:** Are you ready to go?

{Coach: wait for them to say: YES}

**Say:** "OK. Let's go. So as I mentioned I am participating in a Life Coaching Training program at CoachVille called Inner Freedom and they are really big on looking at business, career and life as a playing for your dream. My role as the coach is to help you play better, expand your possibilities, and step outside of your comfort zone to unleash your superpowers."

### 2) Discover their dream

**Ask:** If you looked at your life / business / career as living your dream...How would you describe your big dream is right now?

{Coach: listen and ask any curious questions that pop up for you}

### Discover their definition of success

**Ask:** What does success look like for you over the next 3 months?

{Coach: listen and ask any curious questions that pop up for you}

### 3) Find the GAP

**Say:** In coaching we are always looking for the GAP between how you are playing now and how you imagine that you can play for this dream.

**Ask:** How do you see yourself playing bigger or better or exploring new possibilities?

{Coach: listen; stay judgment-free; people are yearning to talk about seeing themselves as really BIG but they rarely feel the encouragement or safe space to do so; some people will talk about possibilities others will start sharing about challenges or obstacles}

**Ask:** What are some activities that are pulling you outside of your current comfort zone?

**Ask:** Anything else come to mind?

{Coach: listen; stay judgment-free; again **AVOID AVOID AVOID** offering solutions!!}

#### **4) Play together!**

**Say:** Let's have some fun with your imagination

**Ask:** Are there any aspects of YOU – like creative ideas or talents - that you would love to bring out into the world in a bigger way?

{Coach: listen and then **have fun with them**; encourage them to dream bigger IF you know them OR you sense something about them this is a great opportunity to champion what you see in them }

**Ask:** In the Inner Freedom Method there is a saying that your doubts and fears are like a treasure map to your Superpowers. What would it be like if we unleashed your Superpowers?

{Coach: listen with your energetic presence; it will be very interesting to see where they go with this question. This is where you pump them up with the possibility that having an Inner Freedom coach like YOU will make a big impact on their dream!}

#### **5) Moment of choice**

{Coach: Here you have to choose! Do you have a good connection with them? Does something about them intrigue you as a learning opportunity for you?}

**If YOU are a “YES”:**

**Say:** I love your Dream and I think we could have great success together.

**Ask:** Would you like to be one of my players?

If they say “yes”, move on to #6A. If not, skip to 6B.

If YOU are a “no”, skip to 6B.

#### **6A) Confirm the commitment**

**Say:** Excellent. I just want to confirm that you are committing to meet with me for about 30 minutes each week. If we can't do a session one week for some reason, we will try to make it up the next week.

**Ask:** Are you good with that?

{Coach: wait for them to say: YES}

**Say:** Let's get our first two sessions on the calendar now.

{get your first 2 sessions set up in your calendar for as soon as possible after the start date for the program}

6B) If either of you say “no”: thank them for their time.

**Say:** I have learned a lot from this conversation. Thank you. But I don't think we are a good match for coaching together. Thanks so much for your time today!

\*\*\* Playbook continues on next page \*\*\*

## After the conversation

No matter how it turns out, share about your experience on your game card.

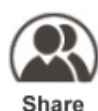


A **GAME ACTION** is an activity where you do something in the world and then share about what you did and what you learned.



### *Coach Mission #1:*

I just had an exploratory conversation with a potential player. This is what I experienced...



**WHAT TO SHARE:** Share a few details about your experience in the conversation. What did you learn?

REMEMBER: if you got a “YES” response share about that on the **BIG WIN** tab.



**FACEBOOK AMPLIFY IS ON!** Help spread the word about our shared pursuit: People Playing Better With a Coach!

See the “Facebook Login” or “Share on Facebook” button. Copy what you shared, and paste it into the Facebook Share box. Edit if desired.

[Learn how to use Facebook Amplify!](#)

After you share about the exploratory conversation in the GAME ACTION tab, a BIG WIN item will pop onto your game card.

WHEN one of your potential players says: “Yes”, click through to the BIG WIN tab on the game card and share about that as well.

## 4) The BIG WIN: A potential player says: YES!”

This is something to celebrate!



A **BIG WIN** is when you get the desired result or experience from an action you take in the world. This is a BIG DEAL and we want to celebrate you!



### *Coach Mission #1:*

*I just signed up a player for Inner Freedom Coaching! WOO HOO! This is why I am excited to coach this player...*



Share

**WHAT TO SHARE:** Share a few details about your experience and why you are energized to coach them.



**POSSIBILITY!!** Whenever possible, share a photo of you in action celebrating with someone on your team!



**FACEBOOK AMPLIFY IS ON!** Help spread the word about our shared pursuit: People Playing Better With a Coach!

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## 5) Find the Fun!

You know those fun adventure movies where the “hero” is putting a collection of people together with special skills to accomplish a mission together? Well that is YOU right now.

**Putting a team together is fun!**- As a coach or coach approach leader you are always looking for good players for “your team”. If your players are not necessarily going to play together they are still on your team so they will probably have some shared purpose even if they don’t know it yet. You may even want to find a way for your players to get together at some point either face-to-face or virtually.

You will probably want a variety of players with different dreams or different talents; it can be fun to put the right mix together.

**Treasure hunting is fun** – You can think of every person who signs on to coach with you as a treasure. Looking for them can be really fun. You are looking for game changers to share a powerful experience with you. Finding the right players can be a fun adventure.

**Recognition is fun** – People love to be seen and known for who they really are – A BIG Player in Life. This is what happens when you reveal their BIG DREAM in life and the BIG Purpose they can pursue by playing rather than working. Being recruited is a form of recognition.

**Transformations from worker to player**

<b>Industrial Work Mindset (the old way)...</b>	<b>Spirit of Play Mindset (the new way)...</b>
You work alone and don't bother anyone.	You find your players through personal and social connections. You leverage your relationships and network in your search for good players. You are not alone, you are part of a vibrant community and YOU are the coach in this community now.