



Alumni & Student Referral Play Plan

We need you!... And you get a prize.

Like any school, we ABSOLUTELY depend on referrals from our current students and Alumni to maintain a vibrant community.

AND we have a PRIZE for you.

Here is the quick overview of this playbook:

- 1) Our CRAZY Shared Dream at CoachVille
- 2) Refer someone to our school win a prize
- 3) A few details about the prize
- 4) WHO to refer to the Center for Coaching Mastery
- 5) HOW to refer someone (and what to say)



1) Our CRAZY Shared Dream at CV

Why invite your friends

We have a CRAZY shared dream at TEAM CoachVille: Humanity playing better because everyone has a great coach guiding them to unleash their YOUUnique Super Powers and play BIG in the world.

Industrial Age Management Science was DE-humanizing...
Connected Age Coach Approach is RE-humanizing. YES!!!

Let's PLAY Life Bigger and Coach Life Better!



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So... We need a LOT of great coaches. We need courageous folks who want to become a **professional coach**; or a coach approach leader, coach approach entrepreneur, coach approach manager, coach approach teacher, coach approach parent, coach approach partner... **Coach Approach ANYTHING** where playing better and Human Greatness are possible.

And the BEST way for someone to learn about TEAM CoachVille, the Coach Approach Movement or any of our programs is from someone who loves coaching... **YOU!**

“The energy of participation is a magnetic force!” – Coach Dave



2) REFER someone to our school

If you refer someone to CoachVille and they sign up for the Center for Coaching Mastery, either the Complete Certification Program OR the Starter Certification Program by paying in full up front OR with a payment plan, YOU



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WIN A “Thank You” PRIZE.

The PRIZE...

A one of a kind in-person small-group playshop in a fun city; for example: a 3-Day Superpower School Playshop in Philadelphia is the prize for 4Q 2019.

- Your Playshop Ticket is complimentary
- In most cases your “housing” for 2 or 3 nights will be covered; we will rent a big house for the event and you will be invited to stay with us. OR you can purchase your own accommodations nearby if you choose.
- You will be responsible for getting to the event; and for your meals.

Important Note: We are no longer paying affiliate fees for student referrals EXCEPT in the case of a major influencer acting as a Joint Venture Partner as part of an orchestrated promotional campaign. Most of our students and alumni don’t fit in this category. If you do, please call us and we will make a special plan with you (or continue the plan we have in place).

3) Additional PRIZE Details

1) **START DATE:** The new “Prize for Referrals” is in effect for all school registrations after 8/1/2019

2) **Referred in the past – Then registered after 8/1/2019:** If you have referred someone to CoachVille before 8/1/2019 via a partner link OR if they put your name in the referrer box AND that person registers for school after 8/1/2019, you win the prize. Yeah!

IF you referred in the past hoping to get the money one day, tell us; we will pay you the money in lieu of awarding the prize.

3) We will do three of these PRIZE events each year. If you refer someone and you can’t come to the next PRIZE event, you can come to the next one that fits into your schedule.

4) Our plan is for these PRIZE events to be exclusive to those who refer someone to our school. However, if we have an event with few referrers



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attending, we may sell a few tickets to make the event the minimum size: 9-12 people.

5) If we have A LOT of referrers for a semester (over 24), we will either plan for a larger group OR have 2 PRIZE events.

6) If you go wild and refer 2 people, you can bring a friend to the prize event: OR come to 2nd Prize event the future.

7) Each semester we will announce the specific details of the upcoming prize event.

8) Coach Dave will be the host of these events for the foreseeable future... but at some point other CV leaders may host these events.

9) Our plan is to host these events in “walking cities” in the USA where can have a fun blend of inside playshop activities and “on the town” activities.

10) **We plan for these events to be transformational!**

We will play together for fun and breakthroughs.

We will cultivate deep connections through a meaningful in-person experience.

11) **We really want you to win one of these PRIZE events. We will have a great time together.**

4) WHO to refer

Our CoachVille programs are truly amazing and life-affirming – you know this!

They are powerful for a wide variety of folks... AND here are a few ideas to spark your imagination:

1) Anyone who has ever talked with you about coaching and/or said to you, “I want to do what you are doing some day”!

2) Anyone who YOU feel would make a great coach. TELL THEM!

3) Anyone into personal transformation with the desire to pass on what they have experienced.



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4) Anyone with the desire to be a force for good in the world: as a teacher, leader, manager or entrepreneur. Remember, “Coach Approach Teacher / Leader / Manager / Entrepreneur” is a THING!

5) Anyone who is dreaming of making a change to what they are doing in life AND has the desire to make a contribution to the lives of others.

6) Often your former (or even current) players are great candidates for becoming a coach.

“You know at least one person who fits one of these descriptions”

5) How to refer someone

Most important:

1. Referring is personal
2. Referring is an acknowledgment
3. Your experience matters... A LOT!

Think of someone who fits one of the descriptions in #3.

Play A) The Direct Reach Out

Tell them something like this: I feel you would be a great coach AND you will love the program at CoachVille. The next semester starts in (September / January / April). I think you should check it out. If you are interested let me know and I will connect you. If you have any questions, please ask. I would love to share my experience with you.

You can check out the website: CoachVille.com

Or

You can call and speak to Deanna: 866-548-6516

Avoid these common reverse negative phrases!



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- > I can't recommend it enough
- > Please don't hesitate to ask me any questions.

Plan B) Share a Resource

Forward an article, audio, success story or video.

Add something like: Hey I saw this from CoachVille and I thought of you. Check it out. By the way, I think you would be an awesome Coach. You should explore their coach training program. I loved it! If you have any questions, please ask me. I would love to share my experience with you.

THAT'S IT. Easy peezy.

Allow some time for our system upgrades

IF you have referred in the past you know about our partner tracking system within the Member platform. This software was written almost 20 years ago and is not super easy to update.

For the foreseeable future it will still show payment amounts for referrals. At some point we will have the programming done to display the folks that you have referred without showing \$.

THANKS SO MUCH FOR YOUR PATIENCE!

QUESTIONS?

If you have a question about the Referral Play Plan or the PRIZE, please don't hesitate to ask. HAH! Just kidding!!! Please just give us a call. We are here for you and would love to share about it.

Call: 866-548-6516; Ask for Dave

Thanks for playing a part on our Dream Team

#PlayLife Together

Coach Dave



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