

INTRODUCTION

Congratulations! And welcome to Full Practice 100.

I believe that you will benefit greatly from this book.

Dave Buck and I are eager to be your success partners. Below is a list of things to know. Please take just a moment and read through these key FYIs. They will orient you perfectly to this book so that you can both enjoy it fully and make the most of it.

The Good News

You can work the program at your own pace, organizing by topics that are most crucial to less crucial to your practice. You might want to challenge yourself and do a lesson a day for the next 100, just as the original class did!

The “Full Practice For Coaches” book you hold in your hands was originally offered via Tele-Discussion and ecourse. The majority of those original class recordings are available to you in the CD accompaniments to this book. Feel free to listen ahead, or wait until the appropriate lesson.

Scope/Importance of this Course

Given the number of coaches who had originally registered for this course (3,000+), and given that it was a key motivating factor for many to join CoachVille, we took this course very seriously. Aside from the managing of CoachVille, this course has been one of my #1 priorities, meaning it represents hundreds of hours of work on my part, and many hundreds of hours of work for Dave Buck (who conducted the interactive part of the course), and our compilers and researchers. In short, it was a big deal. It still is. And something of this scope in the world of coaching has never been done before.

Our Approach to a Full Practice

The basic view we have is that if you take ANY 20 of the 100 lessons that you learn over the 100 days of the program and “work them” well, you will very likely have a self-sustaining full practice within two years. (Some will reach a full practice sooner, others later.) You may use -- or at least experiment with all 100 -- but I believe that you’ll find some fit for you, your marketplace and your personality better than others. Use the

ones that APPEAL to you. IGNORE the ones that you can't bring yourself to do. This course isn't about forcing yourself. It's about being creative in how you build your practice. Be smart enough to go deep with the approaches that you feel make the most difference to you.

Course Design

Each of the 100 lessons in this book will be clearly laid out, with specific steps, when called for. We also include links to related references, examples, real-life demos, testimonials, insights and coaches who have used the lesson effectively. And, depending on the lesson focus, there may be additional tools and resources such as transcripts, compilations of ideas, assignments and recordings. Look for these in the Supplementary Materials volume.

Part of This Course Is Focused On You, Not Just On Marketing

Let me be blunt (as usual). There are certain coaches who will never have a full practice -- not because they aren't trying or because they haven't been marketing faithfully -- but because the potential clients they are coming in contact with are just not inclined to hire them.

Why? Many reasons, but it usually comes down to these three.

1. The Turned-off Factor.

The potential client is put off by how you communicate (voice tone, lack of two-way conversation, jargon/vocabulary problems, hype, space cadet).

2. The Vague Factor.

The potential client doesn't understand PRECISELY how you can help them with THEIR situation.

3. The Wimp Factor.

The potential client doesn't feel that you're strong/powerful enough as a person or as a coach for them to trust you with their goals or problems.

Some of the lessons focus on these serious-but-solvable problems. I'll be extremely blunt about these problems because I believe they are at the core of why most coaches don't have full practices. (Marketing knowledge is equally important, of course.)

How to Participate

There are many different ways to interact with this material:

- Some coaches will read the lessons and act on a couple of them.
- Some coaches will orient their professional lives around the material and immerse themselves, experimenting with virtually all of the 100 lessons.
- Some coaches will skim the lessons in this volume and spend much more time in the Supplementary Materials working on the assignments and brainstorming exercises for lessons they resonate with.
- Some coaches will read the first 10 or so lessons and stop, moving onto other things. (This is not a problem. You can always review the lessons later on when you're in the right space for it.)
- Some coaches will read all 100 lessons, not take many actions, but all of a sudden clients will appear. Why? Who knows?

While reading the book we hope you observe the progress you are making and take full advantage of all that's here.

Again, I welcome you to this grand adventure. Dave and I are pleased to be your success partners throughout.

Warmest,

Thomas & Dave