

LESSON 1

KNOW PRECISELY THE 20 BEST THINGS YOU CAN DO FOR PEOPLE

Potential clients don't really care about you or coaching...

I don't know that the term "coaching" has even been properly defined or easily described, so I suggest that you steer clear of trying to talk about "coaching." In my experience, while people may sound curious about what coaching is, what they really want to know is exactly how you can help them with a problem or opportunity.

Potential clients just want to know if and how you can help them...

And they need your help to do this. They need to hear SPECIFICALLY what you can do.

Mistake #1 - Being too general:

"I can help you reach your goals."

"I can help you solve that problem."

Mistake #2 - Using jargon:

"I can help you get more space."

"I can help you transform your being."

The trick is to be very, very specific...

It's even okay to be too specific because even though your example of what you can do may not fit for this client, they at least will get a sense of what you can do. And, when you share with them several things you can do for clients, they may well be able to weave in your comments and buy the fabric, if not the thread.

...And to be very, very situational

FULL PRACTICE FOR COACHES

It's not enough to say what you do. Rather, you need to include references to what real people are experiencing in their personal and business lives.

Tips to think “situational”...

1. Stand in the shoes of your ideal client. Ask yourself:

- What problems are they having?
- What is causing their stress?
- What opportunities are they missing out on because they are _____?

2. Stand in your own shoes. Ask yourself:

- What did I used to have problems with that I no longer do?
- What comes easy for me that perhaps I can share with others?
- What's the contribution I want to make to others?

3. Stand in the shoes of humanity. Ask yourself:

- What are the biggest problems that humans in our culture are dealing with right now?
- What are the key skills, support structures and resources that people need to be their very, very best -- and successful?
- What are some of the trends that are redefining the priorities that people have?

Excellent examples of specificity...

Here are examples of what coaches can say to potential clients who ask them what they do. Please note that the word “coach” is not used in any of these responses.

- I help entrepreneurs to systematize their entire operation so that it can run without them, yet not take any of the fun out of being an entrepreneur.
- I tend to work well with mid-level corporate managers whose advancement progress has slowed to the point that they doubt their future with the company.
- My practice is exclusively working with individuals who have too many choices/options in their lives and who feel the need to design a simple, sustainable, flexible and elegant life and lifestyle.
- The person who I can do the best work for is the person who is totally confused about who they are and what they want.
- Our firm grooms and polishes executives-to-be.
- People who come to me are particularly curious about what their mission, vision and purpose are and how to reorient their lives around these.
- I work best with clients who are in overwhelming or seemingly impossible financial situations.

Assignment

Your assignment is to write down 20 specific things you KNOW you can do for people. (Don't think clients; think people in general, whether clients or not.) Just write. Don't edit your thoughts. When you're done go through a second time and tease them out to be highly specific and accurate. Replace vague and jargon words with simple English. This assignment may take 2-3 sittings to complete.

Note: All assignments in these pages have been repeated in your Supplementary Materials volume. Feel free to use either copy.

1.

2.

3.

4.

5.

6.

7.

8.

9.

FULL PRACTICE FOR COACHES

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.

Other Tools and Resources:

1. **A compilation of 250+ specific examples and ideas** - things coaches do for their clients. Refer to the Supplementary Materials volume that came with this book.
2. **A one-hour recording** – laser coaching with coaches who are working on their “20 specific things.” Included in your companion CDs.
3. **A full transcript of the above recording** is also available in the Supplementary Materials volume for easy skimming.

Final Comment

People buy in different ways. There are many ways to talk about you, coaching, or the potential client. Sometimes you talk about yourself; other times, you ask questions of the potential client. The lesson above is an example of the former.

THE PROFESSIONAL COACH IS...



YOUR PARTNER IN ACHIEVING BUSINESS AND PERSONAL GOALS.



YOUR CHAMPION DURING A TURNAROUND.



YOUR TRAINER IN COMMUNICATION AND LIFE SKILLS.



YOUR SOUNDING BOARD WHEN MAKING CHOICES.



YOUR MOTIVATION WHEN STRONG ACTIONS ARE CALLED FOR.



YOUR UNCONDITIONAL SUPPORT WHEN YOU TAKE A HIT.



YOUR MENTOR IN PERSONAL DEVELOPMENT.



YOUR CO-DESIGNER WHEN CREATING AN EXTRAORDINARY PROJECT.



YOUR BEACON DURING STORMY TIMES.



YOUR WAKE-UP CALL IF YOU DON'T HEAR YOUR OWN.



AND MOST IMPORTANTLY...



THE PROFESSIONAL COACH IS YOUR PARTNER
IN HELPING YOU HAVE ALL OF WHAT MATTERS MOST TO YOU.

