



# SIX BENEFITS OF WORKING WITH A COACH

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Coaching is proven to work when these two factors are present: 1. The client is willing to grow, and 2. There is a gap between where they are now and where they want to be. That is *all* that is necessary for you and your coach to solve problems, create a new life, turn a business around, double sales and profitability, and design and implement a plan of action. Or whatever else is called for to ensure that you have what you need to get more of what you want.

## WITH A COACH, YOU WILL:

### **TAKE MORE, BETTER AND SMARTER ACTIONS: *BECAUSE YOU SET THE GOALS YOU REALLY WANT***

Ultimately, humans do what they really want to do anyway. And to find out exactly what you really want for yourself and your business is our first task together. I help you to distinguish between what you coulda, shoulda, oughta and have-to want from what you, in your heart of hearts, *really* want for yourself. Once you create the ideal goal, you're much more likely to naturally and consistently take actions to reach it.

### **HAVE A BALANCED LIFE WHICH WORKS WELL: *BECAUSE YOU DESIGNED IT "SELFISHLY"***

Sorry, but having it all means starting with a balanced life. And you know what *that* means -- It's time to be very, very selfish. Not egotistical, but Selfish. With a capital S. I'll show you how to be selfish yet responsible. And how to get your needs met and still have people like you! (This process is called establishing your Personal Foundation and there are only 25 steps. You'll *love* building your foundation because you know you're worth it. You need this base if you are to be your Self.

### **MAKE & KEEP MORE MONEY: *YOU ARE WORTH MORE THAN YOU'RE MAKING***

Money, money, money! You gotta have it and have a lot more of it than you think, especially with this recently passed tax package. (Hmmm.) Anyway, you know you can make (and keep) more money, so why don't you? I'll help you increase your business, fill your practice, pay off old bills, set up a financial plan and future and help design a strategy for you to earn more from your professional efforts. (Yes, you can!)

### **REACH FOR MORE, MUCH MORE: *AND NOT BE CONSUMED IN THE PROCESS***

When anyone has a partner they trust, they will always reach for more because they can *afford* to.

### **MAKE BETTER DECISIONS FOR YOURSELF AND YOUR BUSINESS: *BECAUSE YOUR FOCUS IS CLEAR***

Every single client of mine is smart, smart and smart. Yet, they still use me. Why? Because they know the value of sharing ideas with someone who understands them and is subjective enough to want a lot for them, yet objective enough not to be biased or self-serving. Just you talking about your options with someone who can listen is often enough to have it all become very clear. You'll always get my honest, constructive views.

### **HAVE A LOT MORE SUSTAINABLE ENERGY: *NO MORE CHUGGING ALONG***

When you're happy, productive and free from tolerations and problems, you're going to *feel* better!

# HOW TO GET THE MOST OUT OF YOUR COACHING

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I want you to benefit greatly from the time we have together each week and also during the time in between our calls. This brief guide is what most of my clients do to maximize the value from their coaching with me.

## Make A List Of What You Really Want In Life

Coaching works best when you have clear goals which are based on your needs and values. Included in your Welcome Pak is a list of popular goals and a form on which to list these. If you're not sure what your goals should be, we can discuss them during our call.

## Keep Focused On Your Clean Sweep Program

The Clean Sweep Program is an essential element in a strong personal foundation and all of my clients work this program. If you haven't yet, take the assessment test of 100 questions and start handling at least one item per week. Keep me posted on your current score. The Clean Sweep Program is in the Welcome Pak.

## Get To Know Yourself Newly

Working with a sensitive and empathic coach is a healthy way to grow. Most clients hire a coach to accomplish several specific goals and much of the time and focus is on these goals. Yet, with coaching don't be surprised if you discover new parts of your self and if you find your goals adjusting themselves to who you really are. This discovery process is natural, so you needn't rush it, just realize it will likely happen. Accelerated personal and professional growth is the hallmark of being coached. Get to know yourself more by completing the NeedLess and Tru Values Programs. These pinpoint what you need and what really fulfills you. Feel free to discuss this with me when you wish. Please take both tests now and let me know your scores.

## Double Your Level Of Willingness

Part of working with me as your coach is that I will ask a lot of you. Not too much, I hope, but certainly more than you may have been asked recently. I need you to be willing to experiment with fresh approaches and be open to redesign the parts of your life that you are able to right now. This, so you can more easily reach your goals and live an integrated and fulfilled personal and professional life, using the gifts you have and enjoying life as it was meant to be enjoyed. And before this sounds like a Hallmark card, let me tell you the kind of things I need for you to be willing to do. Please be willing to:

•Change your behavior, a lot	•Relook at the assumptions / decisions you've made
•Experiment and try new things	•Start telling what's really true, regardless
•Remove all sources of stress	•Eradicate all triggers of adrenaline
•Redesign how you spend your time	•Get the support you need to handle a problem
•Set goals that are much bigger	•Raise your personal standards to be very, very high
•Start treating people much better	•Stop tolerating or suffering about your life

Please make a list of the 10 things you are now willing to do or change, on the I Am So Willing form provided.

## Come To The Coaching Call Prepared, With An Agenda

We have 30 minutes together and you'll want to have a written list of things for you to share and us to discuss. On this list, include things like:

- Success and wins that you've had that week
- Problems you faced/how you handled them
- What you're currently working on/how it's going
- Insights, aha's and new awareness'

- Report on the homework
- Advice you want about a situation
- New skills you want to develop
- Strategies you wish to develop

Having this agenda helps you get what you want from the call. Several examples are included in the Welcome Pak.

### **Enjoy Our Call**

We have work to do together, clearly, but feel free to enjoy the call with me. After several sessions, you may find that we take a little time to catch up on those parts of your life that mean a lot to you or you may want to share something personal and confidential. And after several months ( perhaps sooner ), you may find that we even laugh a lot during the call - at life, how you've grown, how things happen. Coaching calls aren't gabfests, but they are enjoyable, for both of us. What I mean to say is that they needn't be intense or an effort for you to produce the miracles you know are possible. But feel free to set the tone of the calls and I will respect what you need in this area.

### **Work The Other Programs Of Your Choice**

You are invited to work any of the programs I have for my clients:

•NeedLess	•100 Steps To Recovery	•Full Practice
•Addictions / Conditions	•Time Peace Program	•Irresistible Attraction
•Tru Values	•Master Coach	•Stress Index
•Power Networking	•Biz Wiz	•Advanced Distinctions
•The Reserve Course Index	•100 Smiles Program	

These programs are included in your Welcome Pak. Select one or two which most appeal to you and let's work on these together.

### **Keep Yourself Well Between Our Sessions**

Coaching can require energy: Emotionally, intellectually and physically. Given this, I want you to take extraordinary care of your health and emotional balance while being coached. Only you know what this looks like, but I suggest you go much further than you ever have in this regards. The place to start is to develop a list of 10 Daily Habits which keep you well. Some of the habits my clients have developed into a routine are:

•Walking exercising	•Reduce fat intake	•Read
•Listen to great music	•Floss	•Eating more vegetables
•Meditate	•Underpromise, don't offer	•Go to a 12-step meeting
•Handle unresolved matters	•No caffeine/nicotine/alcohol	•Start being early
•No sugar abuse	•Take vitamins	•Write in your journal

Included in the Welcome Pak is a chart for you to record your 10 Daily Habits. Please fill this out and start using it now.

### **Do Your Homework Each Week**

This is not homework like in grade school. These are tasks, actions, results or changes you are telling yourself and your coach (me) that you will do your best to complete before our next call. You must apply yourself and use the homework to help you achieve your personal and business goals.

# WHAT TO TALK ABOUT WITH YOUR COACH DURING YOUR SESSION

*BECAUSE THE COACHING RELATIONSHIP IS UNIQUE, IT HELPS TO KNOW WHAT IS BEST TO TALK ABOUT DURING YOUR CALL OR MEETING - AND WHAT NOT TO TALK ABOUT!*

## HOW YOU ARE

- How you are feeling about yourself - good stuff and bad stuff
- How you are looking at your life
- How you are feeling about others

## WHAT HAS HAPPENED SINCE THE LAST CALL

- What has occurred to you since the last call
- Shifts, wins and insights
- Any new choices or decisions made
- Personal news

## WHAT YOU ARE WORKING ON

- Progress report on your goals, projects and activities
- What you've done that you are proud of
- What you are coming up against

## HOW I CAN HELP

- Where you are stuck
- Where you are wondering about something
- A distinction
- A plan of action
- A strategy or advice

## WHAT IS NEXT

- What is the next goal or project to take on
- What is the next goal or distinction to understand
- What do you want for yourself next

# CLIENT COACHABILITY INDEX

## HOW COACHABLE ARE YOU?

**CLIENT INSTRUCTIONS:** Circle the number which comes closest to representing how true the statement is for you right now. Then, score yourself, using the key at the bottom of the page. Your coach needs for you to be at the place in life where you are coachable. This test helps him/her - and you - discover how coachable you are, right now.

**LESS      MORE**  
**TRUE      TRUE**

### STATEMENT

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I can be relied upon to be on time for all calls and appointments.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	This is the right time for me to accept coaching.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I am fully willing to do the work and let the coach do the coaching.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I keep my word without struggling or sabotaging.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I'll give the coach the benefit of the doubt and "try on" new concepts or different ways of doing things.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I will speak straight (tell what's really true) to the coach.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	If I feel that I am not getting what I need or expect from the coach, I will share this as soon as I sense it and ask that I get what I want and need from the relationship.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I am willing to eliminate or modify the self-defeating behaviors which limit my success.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I have adequate funds to pay for coaching and will not regret or suffer about the fee. I see coaching as a worthwhile investment in my life.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	I am someone who can share the credit for my success with the coach.

\_\_\_\_\_ **TOTAL SCORE** (add up all numbers)

### SCORING KEY

10 - 20 Not coachable right now.  
21 - 30 Coachable, but make sure ground rules are honored!  
31 - 40 Coachable.  
41 - 50 Very coachable; ask the coach to ask a lot from you!

# CLIENT EVALUATION OF COACH

## *HOW WELL ARE YOU BEING COACHED?*

CLIENT INSTRUCTIONS: Please circle the numbers which most represent your response.

### **HOW VALUABLE WAS/IS YOUR COACHING?**

	<b>NO</b>		<b>YES</b>	
I AM ACHIEVING/HAVE ACHIEVED THE GOALS I INTENDED TO	1	2	3	4 5
I AM ACHIEVING/HAVE ACHIEVED ADD'L WORTHWHILE GOALS	1	2	3	4 5
I NOW PRODUCE RESULTS FASTER/EASIER BECAUSE OF COACHING	1	2	3	4 5
I NOW HAVE SKILLS WHICH I WILL ALWAYS BENEFIT FROM	1	2	3	4 5

### **HOW EFFECTIVE IS THE COACH?**

	<b>NO</b>		<b>YES</b>	
THE COACH IS/WAS A MODEL FOR ME ON HOW TO ACHIEVE	1	2	3	4 5
I TRUST/TRUSTED MY COACH COMPLETELY	1	2	3	4 5
THE COACH ALWAYS TREATS/TREATED ME WITH RESPECT	1	2	3	4 5
THE COACH IS/WAS RIGOROUS AND COMMITTED TO MY SUCCESS	1	2	3	4 5
THE COACH IS/WAS ONTIME AND PRESENT FOR ALL SESSIONS	1	2	3	4 5
THE COACH IS/WAS AVAILABLE BETWEEN CALLS/SESSIONS	1	2	3	4 5
WITHIN A MONTH OF STARTING, I FELT CONFIDENT IN THE COACH	1	2	3	4 5
I HAVE THE PAPERWORK, FORMS AND WORKSHEETS I NEEDED	1	2	3	4 5
THE COACH KEEPS/KEPT ME FOCUSED, REGARDLESS	1	2	3	4 5

### **SUMMARY**

	<b>NO</b>		<b>YES</b>	
I WOULD/HAVE REFERRED CLIENTS TO THE COACH	1	2	3	4 5
I RECEIVE/HAVE RECEIVED FULL VALUE FOR THE FEES I PAY/PAID	1	2	3	4 5
THE COACHING IS/WAS A WIN FOR ME	1	2	3	4 5
THE COACH IS/WAS A PROFESSIONAL	1	2	3	4 5
THE COACH KNOWS HIS/HER STUFF	1	2	3	4 5
THE COACH IS/WAS ABLE TO BRING OUT MY VERY BEST	1	2	3	4 5

### **COMMENTS**

# THE 60 THINGS MY CLIENTS MOST WANT

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## INDIVIDUALS

### **MAKE AND KEEP MORE MONEY**

- Start saving/investing 10-30% of income
- Get a handle on spending, lifestyle, habits
- Increase income by 20-200%
- Handle debt, financial problems, crises
- Stabilize cash flow

### **GET MORE DONE IN LESS TIME**

- Get focussed on what you most want to have
- Simplify your life, responsibilities, projects
- Automate systems for peak efficiency
- Permanently eliminate inventory of to-do's
- Reduce the shoulds, coulds, oughtas in life

### **COMMUNICATE MUCH MORE EFFECTIVELY**

- Say everything I need to; nothing withheld
- Motivate others better (by speaking in messages)
- Respond better, in-the-moment (by hearing it all)
- Be able to ask more for what you want
- Ask the right questions

### **FEEL BETTER PHYSICALLY & EMOTIONALLY**

- Get your home, office, car in perfect order
- Recognize and eliminate any high, hidden "life costs"
- Establish a reserve of time, space, money and love
- Redesign eating and lifestyle habits
- Get personal needs met

### **SUBSTANTIALLY INCREASE QUALITY OF LIFE**

- Establish the perfect balance home, work, play
- Increase Personal Standards
- Strengthen professional network/personal community
- Have a whole lot more fun

### **BECOME CLOSER WITH OTHERS**

- Attract and deepen relationships with quality people
- Become more intimate with spouse and family
- Learn to enjoy people more
- Develop adult-adult relationships, nothing less
- Know what you want for others

### **ELIMINATE THE HASSLES OF LIFE**

- Stop suffering, tolerating, waiting, hoping
- Stop having problems (really)
- Calm down: Eliminate adrenaline, stress, accountability deferment tactics
- Resolve past matters, unfinished business
- Extend boundaries

### **GET ON A PATH**

- Develop your spiritual side/connection

- Discover personal mission, purpose, vision
- Reorient life exclusively around Tru Values
- Develop stronger relationship with Self/God
- Be internally peaceful

## BUSINESS

### **HAVE A SUCCESSFUL SMALL BUSINESS**

- Start a new business
- Increase profitability by 20-500%
- Increase sales by 50-1000%
- Develop a strategic and action plan
- Strengthen the internal management/systems

### **CORPORATE WORK**

- Build cooperative culture of self-managing teams
- Establish 5-20 year vision, mission and strategies
- Train non-sales staff to sell, too (and enjoy it)
- Strategic repositioning in markets/industry
- Double firm's sales volume and profitability

### **PROFESSIONALS**

- Develop a full, successful practice
- Develop a strong reputation, be known as a model
- Manage clients better
- Increase sales and profitability
- Recognize and eliminate high, hidden delivery costs

### **COACHES**

- Get trained and master the craft of coaching
- Develop a full, successful practice
- Grow through resistance, blocks, the unknowns
- Pass the CPC Exam
- Develop a strong reputation, be known as a model

### **BENEFITS OF HAVING A COACH**

You'll reach for much, much more because of the support and structure the coach provides.

You'll start making and keeping more money and get on the path to financial independence.

You'll make better decisions because you can run your ideas by an objective listener.

# Q&A ABOUT BUSINESS AND PERSONAL COACHING

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## **What Is Coaching?**

Coaching is a newer profession which has synthesized the best from psychology, business, evolution, philosophy, spirituality and finance to benefit the entrepreneur, professional and business owner.

## **Why Does Coaching Work?**

Coaching works because of three unique features:

**Synergy:** Client and coach become a team, focusing on the client's goals and needs and accomplishing more than the client would alone.

**Structure:** With a coach, a client takes more actions, thinks bigger and gets the job done, thanks to the accountability which the coach provides.

**Expertise:** The coach knows how to help entrepreneurs make more money, make better decisions, set the best goals, and restructure their professional and personal lives for maximum productivity.

## **Who Works With A Coach?**

Entrepreneurs, business owners, professionals and people in transition use a coach to fix, solve, create or plan something, personally and / or professionally.

## **What Is Worked On?**

Here is what the client and coach work on together:

- Business planning, budgeting and goal-setting
- Integrating business and personal life for balance
- Doing the maximum in work
- Handling business or personal problems
- Making key decisions and designing strategies
- Prioritizing actions and projects
- Catching up and getting ahead of the business
- Training, developing and managing staff
- Increasing sales substantially or filling a practice
- Turning around a difficult situation

## **But How Does A Coach Do This?**

Coaching is delivered during regular, weekly sessions by telephone and / or in person, whichever is more convenient. Clients bring an agenda of items to the call. The coach helps them to solve the problems and make the most of the opportunities. When they are taking on a large goal, we help them design the project and provide the support and structure needed to make sure it gets done. We bring out the client's best by offering advise, expecting a lot, helping them strategize and celebrating the wins. My practice is national, with clients in every area of the country : In big cities and small towns; small business owners to CEO's, business goals to personal goals.

## **What Should I Look For In A Coach?**

The right coach brings out your best, consistently. To do this, the coach you select should pass the following 3 tests : 1) Does this coach have a track record of helping someone like me accomplish the goals I want? 2) Do I feel good and motivated to act when with this coach? 3) Will this coach keep up with me - and ahead of me - as I grow? That's it. You can always check references and try out the coach for a month to see if he or she is really the right one for you. I work well with three types of clients: 1) Entrepreneurs and small-office professionals who are smart, quick and ready to do what it takes to reach blockbuster goals, 2) Individuals who are making substantial changes in their personal and professional lives, and 3) Individuals who are working on an important project.

## **How Much Does It Cost?**

The fee for most entrepreneur and professional clients ranges from \$200 to \$500 per month for a weekly meeting or coaching call. My monthly coaching fee is \$250 for a weekly 1/2 hour call or \$500 for a weekly one-hour call, using my 800 number. There are no other charges and clients may call in between calls for additional assistance, if needed. ( For projects, I bill at \$125 per hour. For presentations, facilitating or training, the fee is \$1500 per day, plus expenses. )

## **How Would I Get Started?**

If you feel that this type of relationship could work for you, call and let's talk. Coaching is not something we sell; it is something you buy because you want it.

## **Where Do I Start With A Coach?**

Most coaches begin with a special client meeting to get to know each other. The coach wants to hear about the client's goals, needs and problems. The client wants to get comfortable with the coach. During this meeting, both parties design a list of goals and a game plan to reach these goals. Prior to this meeting, the client will have received a welcome package in which are checklists and assessment materials to make the most of this meeting. I spend extra time ( gratis ) with new clients getting to know them and coaching them to set the best goals for themselves and together we design the best way we can work together as a team to accomplish the goals.