

SKILL 1

**WELCOME
and
ORIENTATION**

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STAGE I: PACKAGE

MODULE A: PREPARATION

SKILL 1: WELCOME AND INTRODUCTION

The coaching business is filled with masterful salespeople who know how to sell a small piece of information for a high price, and then persuade their clients to spend more money to get the full picture.

At each step, more money is spent and a new “**Missing Piece**” of the puzzle is revealed, one that costs more time and more money. But, few, if any coaches, offer a full view up front of all of the steps (and what it’s really going to cost) to build a successful online coaching practice.

It’s a business of selling coaching to coaches and dreams to dreamers. Coaches will tell you they have a secret “system”, a “blueprint” or “formula” that will give you the tools to *live the dream*. Are you ready for the reality? The reality is, less than 5% truly succeed in the on-line coaching business.

Successful coaches will tell you that the ability to sell and market is more important than the programs and services that are being provided. We do not necessarily agree with this philosophy. When you market, you are making a **Promise**. You are promising a result or a benefit. **Promise Delivery** (the program, product or service you are offering) is equally important.

a. THE OLD MODEL

Under the old model, the coach was the **STAR**. The coach was someone you only saw from a distance. You could see them on-line or on stage. If you took an automated program, you were teased with some content, then encouraged to step up into the Inner Circle (or VIP group), where you could have one-on-one contact – at a higher price.

The inner circle of successful coaches was a small and exclusive club. You gained the keys to the club, by playing the game by certain rules. That meant not giving the **Whole Puzzle** away and spoiling the game for those at the top of the pyramid. This was an unspoken agreement among successful coaches and their affiliates. But, the weather is changing. A renewed commitment to service is giving the industry a new model for success.

THE COACHING PUZZLE



“MISSING PIECE” MODEL

b. A NEW MODEL

The Old Model was based in scarcity. “Hurry up or you’ll miss out!” This contradicts:
The **Therapeutic model** of “checking in with yourself” before making decisions.
The **healing model** of listening deeply to your body.
The **spiritual model**, which is based in abundance rather than scarcity.

Under the old model, the coach was the “star”. The New Model presented here is based in:

SERVICE: The coach is serving the client.

TRANSPARENCY: There are no secrets or facts being omitted or withheld.

ACCOUNTABILITY: The coach delivers on his or her promises.

RESPECT for the client’s needs and for their internal process.

Here, the client is the **STAR**. The client is at the center of the process. This is Client-Centered Marketing. It’s better to support a client in *not* taking your program, if it clearly isn’t in their best interest to do so now. You are supporting them in staying in an integral relationship with themselves.

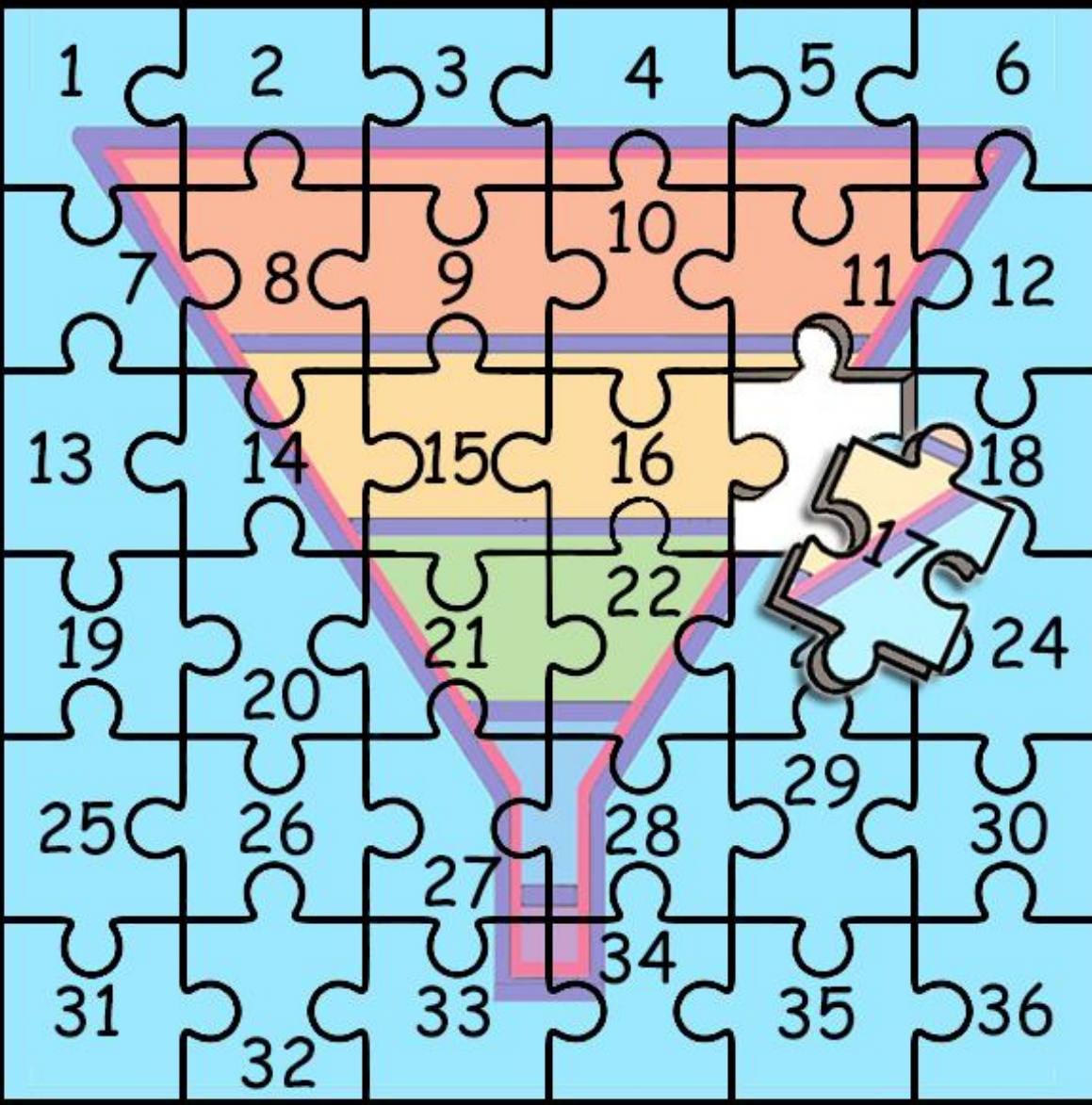
Here’s the irony. When you support a client in saying “No” authentically, you actually create a bigger space for them to say “yes”. You are letting them know that their growth, healing and transformation is more important to you than their money. This creates trust, which opens up a deeper process.

If you have a program, product or service that you really believe in, you are supporting your client in taking action when *they* are ready. There may be steps that they need to take (and fears they need to transform), so they can fully benefit from your program.

You are here to support them, in taking the next authentic step in their journey. What do they need to do, to prepare for taking that step? The Enrollment Conversation (Module 11) will shed more light.

Your prospective client’s healing journey begins the moment they consider taking your program. The process is launched, simply by their thinking about their unlimited possibilities. You are here to support them in that journey.

THE COACHING PUZZLE



THE BIG PICTURE

C. PREVIEW

MARKET YOUR GENIUS is broken down into four Stages. Each Stage includes three Modules (12 Modules altogether). Each of the 12 Modules includes three Skills (36 Skills total).

The four Stages in Market your Genius are **PACKAGING**, **PLATFORM**, **PLACEMENT** and **PRO--MOTION**. These are universal stages that you'll go through in your Marketing Journey and *IN YOUR LIFE*.

PACKAGING corresponds with Sense of Self.

PLATFORM relates to Cognitive Development.

PLACEMENT relates to Social Development.

PROMOTION corresponds with Leadership.

I. **PACKAGING YOUR GENIUS** corresponds with developing a strong ***Sense of Self***. Here, you'll locate (unlock) your genius, develop your genius, identify your "ideal customer" and assess what their needs are. You'll then create a "**Product**" that meets a core need of your ideal customer. You'll give your ideas a form. Finally, you'll build an Integrated System (IS) around your product. Your IS is the foundation for your Movement or Noble Purpose.

Note: The middle section on the front cover map (***POSITION YOUR GENIUS***) includes two Stages: **Platform** and **Placement**.

II. **YOUR PLATFORM** corresponds with ***Cognitive Development***. This includes Technology and Support (Module D); Building your Web Pages and Writing Copy (Module E); Email Lists and Email Sequences and putting all of this into a Funnel (Module F).

III. **PLACEMENT** corresponds with ***Social Development***. Module G covers **Social Media**: FaceBook, LinkedIn and Instagram. Module H is about **Multimedia**: Blogs, Podcasts and Videos. Module J is about **Interactive Media**: Webinars, Online Summits and Facebook Challenges. Here, you'll build your community and establish yourself as an *Authority* in your chosen field.

IV. **PROMOTION** corresponds with ***Leadership Development***. During Module K, you'll put together your **Power Talk** or Signature Speech and learn how to give a Ted Talk. Module L includes Marketing, enrolling people and understanding the Coaching Culture. During Module M, you'll begin preparing for your Product Launch. You'll form **Partnerships** and affiliations, so you can get your message out to more people. You'll Launch your **Program** and receive **Payment** from the many people you will attract.

I. PACKAGE



A. POSITION

1. LOCATE YOUR GENIUS
2. IDENTIFY YOUR CUSTOMER
3. ASSESS THEIR NEEDS

B. PACKAGE

C. PROGRESSION PLAN

1. LEAD MAGNET
2. ENTRY LEVEL,
3. DEPTH PROGRSM,
4. MASTER MIND

II. PLATFORM



D. TECHNOLOGY

BUILD YOUR FUNNEL

E. WEB PAGES

LANDING PAGES, SALES PAGES, WEBSITES

F. EMAIL LIST

WRITING COPY, EMAIL SEQUENCES

IV. PROMOTION



J. POWER TALK

SIGNATURE SPEECH / KEYNOTE ADDRESS

K. PROMOTION PLAN

PARTNERS AND AFFILIATES
OVERCOME OBJECTIONS
CLOSE THE SALE

L. PRODUCT LAUNCH

III. PLACEMENT



G. SOCIAL MEDIA

FACEBOOK, LINKED-IN, INSTAGRAM

H. MULTI-MEDIA

VIDEOS, PODCATS, BLOGS

I. INTERACTIVE MEDIA

WEBINARS, ONLINE SUMMITS, MORE

d. THE BIG PICTURE

Up until now, the Marketing Industry has not had an integrated, complete picture of the whole process. You go to a conference that teaches you how to create a program, but they don't tell you about the other steps – the Technology, Building Your Email List, Copy Writing and more.

You start building your program, only to discover that you are missing essential pieces. You realize that you need to reverse engineer everything. You have to start all over again. This takes a lot of time, money and energy.

What you're missing is the Big Picture. One place that you can go to get all of the smaller pieces, so you have a complete, interactive system. If you want to get the "Big Picture", you can end up spending \$50,000 to \$100,000. This makes it impossible to budget your finances and your time.

Until now. All of the pieces are here. The graphic on the previous page is a **MAP** (**M**athematically **A**rranged **P**rinciple) of all of the individual components. This is a sequence that you can follow, step-by-step. If you want to know more about any one part of the system, be it Podcasts or Ted Talks, turn to the corresponding section of this book to learn more.

The MAP facing this page is a simple view of how it all works.

STAGE I is about "Packaging Your Genius". Here, you will **TAP** into your **T**alents, **A**ptitudes and **P**assions, identify your market and create a Program, a Product and a Progression Plan that others can benefit from.

STAGE II is devoted to building your Platform: Get the right technology, develop web pages, build an email list and create an email follow-up sequence that will attract clients. All of this goes into your Product Funnel.

STAGE III is about Placement: Building your online community, through Social Media, Multi-media and Interactive Media.

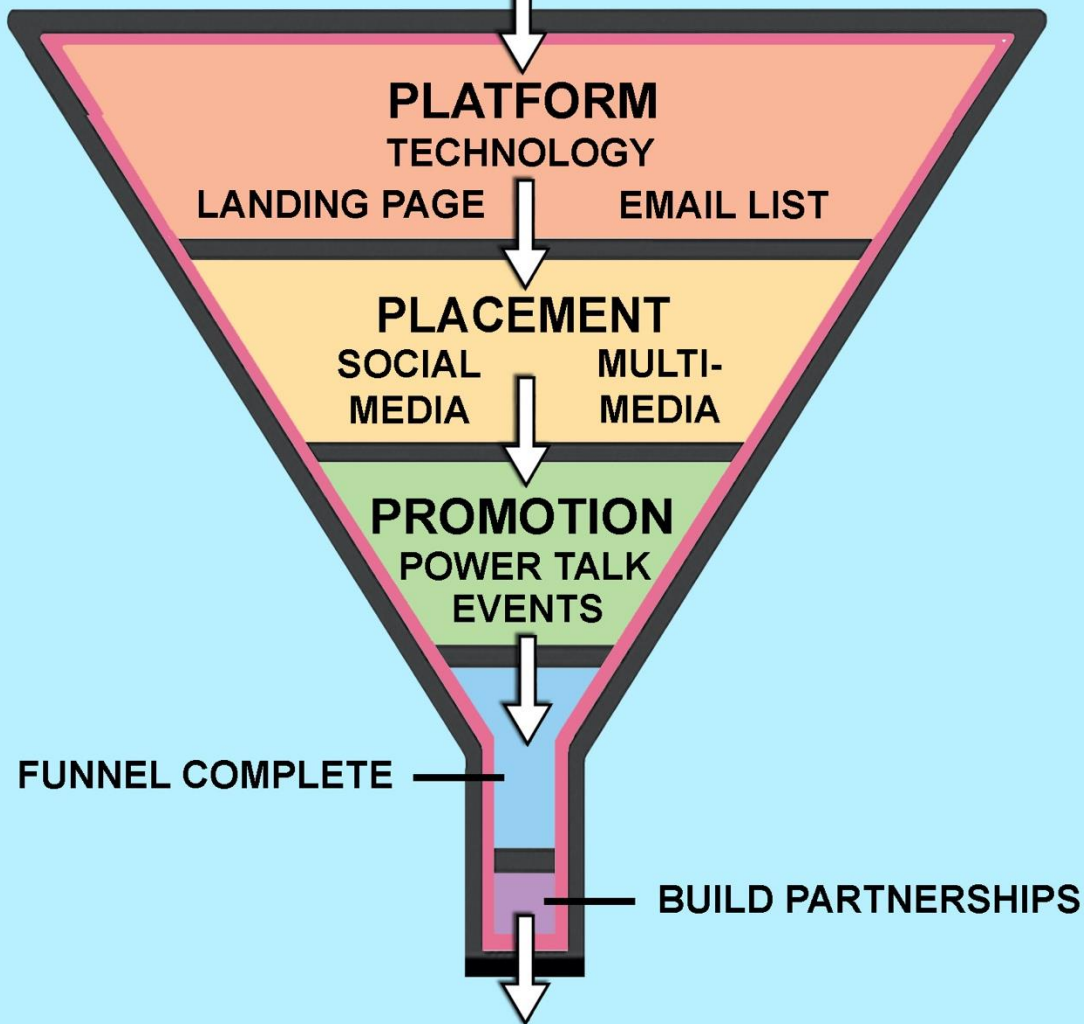
STAGE IV is your Promotion Plan. Here, you will create your Power Talk and your Promotion Plan. You will build Joint Venture Partnerships and you'll Launch Your Genius.

Now that you have a Big Picture (overview) of how the system works, you can plan and budget your time and money accordingly. No more second guessing. You can create your own system from the ground up, honoring your internal needs and your own guiding principles. Make this work your own!

PRODUCT LAUNCH

PACKAGE YOUR GENIUS

YOUR FOUR-LEVEL INTEGRATED SYSTEM



PRODUCT LAUNCH

THE 12 WEEK FUNNEL

e. PREPARE

FIVE STEPS YOU WILL GO THROUGH IN HARVESTING YOUR ON-LINE PRACTICE

STEP ONE: LOCATE YOUR DREAM SEEDS: Here, you have a lot of ideas, many dreams and lots of passion. You do not have a clear sense of direction or a starting point yet. You are at the exploratory phase. This is where you Locate your Genius and begin to Package your Genius.

STEP TWO: PLANT / TILL THE SOIL: You are beginning to build your **LEVERAGED PROGRESSION PLAN** and your **PLATFORM**. This includes:

- 1. PRODUCTS** (Offerings): Four levels of access and intimacy.
- 2. LEAD MAGNETS:** Different ways people can discover you.
- 3. A FUNNEL or PLATFORM:** Marketing and Product Distribution
- 4. LANDING PAGES** with free gifts
- 5. COPY** about your products.
- 6. BACK END TECHNICAL STUFF**

STEP THREE: CULTIVATION. You are getting out there now. You are becoming known. You are implementing the above items. You're still working on your first year items, but you have more time to look around and make contacts. You are **PLACING** yourself **SOCIAL MEDIA, MULTI-MEDIA** and **INTERCATIVE MEDIA:** Podcasts, Webinars, Online Summits, Videos, etc.

STEP FOUR: HARVEST. You are now cashing in on your Mojo! There's an upward spiral. You have started doing live events, certification and membership programs. Your list has grown. Your system is becoming self-sustaining, as you remove daily tasks and delegate work out. You have built or designed:

- 1. YOUR SIGNATURE SPEECH** or **POWER TALK**
- 2. YOUR PROMOTION PLAN**
- 3. JOINT VENTURE PARTNERS**
- 4. A PREVIEW CALL** or Enrollment Conversation
- 5. YOUR PRODUCT LAUNCH:** Back-end business stuff

STEP FIVE: AN EVERGREEN GARDEN. Evergreen means *perpetual life*. Your evergreen business now runs itself. It doesn't become outdated, Your focus is on leaving a positive legacy. See page 168. The purpose of this book is to support you in getting from Stage One (**FINDING YOUR SEEDS**) to Stage Four (**HARVEST**). Stage Five is up to you!

FIVE STAGES



I. FIND THE SEED

FIND YOUR DREAM SEED

Lots of ideas, lots of dreams, lots of passion. No clear niche or direction yet..



II. PLANT YOUR SEED



You are beginning to build your **LEVERAGED PROGRESSION PLAN.**



III. CULTIVATE



You are becoming known,
You are implementing the items in this book. You have more time to look around and make contacts.



IV. HARVEST



There is an upward spiral. You've started doing live events, certification and membership programs. Your list has grown. You are making money.



V. EVERGREEN



Your business now runs itself. You have cultivated your Garden of Dreams.



OF BUSINESS GROWTH

f. SUMMARY

Which of the five stages on the previous page are you at? _____

What do you need to do to get to the next stage? _____

Which of the tasks in this book have you already completed? _____

Which tasks do you need to complete? _____

Which steps are the easiest for you to complete? _____

Which steps are the most challenging? _____

Why? _____

Which tasks do you need help with? _____

How much time do you need to build your Integrated System? _____

“THE **7P** PROTOCOL”

PREPARE

WEEK 1: Preview, Prepare and Position: Identify Your Market

PACKAGE YOUR GENIUS

WEEK 2: Create Your Program

PROGRESSION PLAN

WEEK 3: Your Four-Level Integrated System

PLATFORM

WEEK 4: Technology and Support

WEEK 5: Landing Page, Copy and Lead Magnet

WEEK 6: Email List; Email Sequence; Product Funnel

PLACEMENT

WEEK 7: Social Media

WEEK 8: Multi-Media (Blogs, Podcasts, Videos)

WEEK 9: Interactive Media (Webinars, Online Summits)

PPROMOTE YOUR GENIUS

WEEK 10: Your Power Talk; Ted Talks; Become an “Authority”.

WEEK 11: Marketing Plan; Enrollment Talk; Objections

PPRODUCT LAUNCH

WEEK 12: Partners and Affiliates; Product Launch; Payment