

30 Day Challenge – Call 3

MARCIA: I have a couple of quick questions about our format; can I ask you before we get started?

DAVID: Yeah, go ahead.

MARCIA: Are we going an hour?

DAVID: Yeah, roughly. If you need to go to the end of the hour, you can, and we might finish up then or sometimes we go an extra 15 minutes.

MARCIA: Okay, that's fine, and are you interviewing me, or am I just talking?

DAVID: We have a format and I'll take you through it.

MARCIA: That sounds awesome.

DAVID: Yeah, and we'll just jump in when we've got something that's going to help these guys.

MARCIA: That sounds awesome and then I'm going to offer them, if it's okay, \$500 off if they want to come to the Dream Coach Training.

DAVID: I think that's a lovely idea.

MARCIA: So, I'll just let you lead and I'll follow, my Darling.

DAVID: Alright, it's good to hear your voice.

MARCIA: Yeah, it's great to hear yours; and if you want to add to my intro bio that I'm Jack Canfield's dream coach, we have his permission to do that.

DAVID: Actually, I'm going to ask you to share a story about that, so we'll come up to that.

MARCIA: Great, and I just came from a really powerful luncheon where everybody was there, so I can talk about that as well, I saw everybody; kind of a Marine County who's who of the speaker field.

DAVID: Cool, what kind of event was it?

MARCIA: It was a 1,500 people fund raiser for the Pachamama Alliance; it was very cool.

DAVID: Very good, and I think we're going to get to see a lot more of each other because my current plan is still to move to Marine.

MARCIA: I understand my realtor's trying to find you a house.

DAVID: That's right.

MARCIA: You see, small world, we love that.

DAVID: Yeah, okay, so welcome everybody to the call, this is David Wood from Solution Box Dot Com and this is the third call of the 30 day challenge. I can hear the beeps as people have come in so now we've got quite a few here. Let's just go round the room and just have a few people say their name and their city. Who's here?

RON: Ron from Tulsa.

DAVID: Hey, Ron.

FEMALE: [Inaudible 3:16] from Toronto.

DAVID: Welcome.

MARY: Mary from Connecticut.

DAVID: Hey, Mary. I note that you are all outgoing coaches. Alright let's get started, then. I am very, very happy to be able to introduce someone who is a friend of mine and people say in internet marketing and, in business in general, they say, "Oh yes, this is my friend, so-and-so," but Marcia really is a friend of mine, I've been to her house in Marine and we've really supported each other in lots of situations. Marcia Wieder, CEO and Founder of Dream University, is leading a dream movement, with over 20 years of coaching, training and speaking experience, her inspiring message has touched audiences from 50 to 5,000 and I'm jealous; 5,000, a company such as AT&T, The Gap and American Express. Marcia has appeared on Opera, The Today Show, in her own PBS TV special and she's written a whole bunch of books that have been translated into a number of languages. Her newest book is called Dreams are Whispers from the Soul. I love that, Dreams are Whispers from the Soul. She's past president of the National Association of Women Business Owners and, as such, she was often in the White House; and get this, where she met former US Presidents, Ronald Reagan, Jimmy Carter and George Bush Senior. So, Marcia's moved in some very interesting circles.

Her Dream University events include the Dream Coach Certification program, the Inspiring Speaker Workshop, which I have done, and can say is really great, Trade Your Future Now and Masters of Manifestation. She also has a free online global community, which you might want to check out at www.amazingdreamers.com and it's got thousand of members and networks, at Network Dreamers Worldwide. You may have your phones on mute, but if you don't would you help me give a warm welcome to the woman who is changing how we dream, Marcia Wieder.

MARCIA: Hi everybody, thanks for being with us.

DAVID: So, this is great Marcia, because you and I haven't caught up for quite a while, I haven't seen you since sailing and we get to do this here in a virtual room, helping out coaches around the world.

MARCIA: Yeah, and I know you have many followers and fans all over the world who really appreciate the caliber of the resources that you're bringing to people; so thanks for putting this

together and thanks to everybody who's taking time out of your incredibly busy life to be with us live, or if you're listening to this as a download, and we know your time is valuable, so we're going to try to give you as much good, practical stuff as we can, to really support you in growing your business, and in my world, I would say, creating a dream come true life.

DAVID: Absolutely, so the 30 day challenge is going off like crazy, just being in the online blog again and looking at people's posts and you guys are just going nuts, which I love to see, and what I'd like to do is give you guys a chance to share any wins that you've had in the past week or two and they can seem like a little win or they can seem like a big win, but the point is it's a win for you.

So, who'd like to share? Just start with your name and let's keep the stories to about 30 seconds if we can.

MARY: I just signed on another client about an hour ago and got her agreed to even an increased rate, even before we got started, for after the New Year.

MARCIA: Congratulations.

DAVID: Well done Mary, what I like about that is, when you're starting with a client, why not ask for everything you want. So, if one of the things you want is that the rate goes up after a certain point of time, let's just get it in now. You can always renegotiate later if there's a problem, but I love it, thanks Mary.

MARCIA: And I want to chime in that a win, I love the idea of being inner referenced, so we get to determine what a win is. Obviously it's pay dirt when it's a new client, but along the way, the win of taking a risk, the win of doing something differently, the win of saying no to something that doesn't really make your heart sing; speaking your truth, living with integrity. So, it doesn't have to be just about getting new clients, anything that you consider a win for you to share it will inspire others and also give you an opportunity to be witnessed in your success.

DAVID: Thank you, Marcia, just inviting people each day can be a win because it's new behavior that you're taking on, so who else would like to share a win? I'm going to be patient here and wait for you guys because this is a really important part of the process for you to acknowledge yourself for what you've been doing.

JAN: I spoke to someone yesterday and did a sample session, or a trial session with her, she's a VP at a bank and we're taking a look at using coaching in there, sort of an incubator kind of deal with selected high performing entrepreneurs, and what I suggested is that we do a pilot with her so that we're ready to go the first of the year and she said yes. So, I discounted my corporate rate, which is \$3,000 for four months to \$1,600 for the pilot; so I'm feeling pretty good about that.

DAVID: Yeah, everybody loves a pilot. There's no commitment, there's no expectation to have to continue afterwards, it's just like, "We're going to test this out, let's just run her up the flag pole and see who salutes, let's just throw it out on the stoop and see if the cat licks it up," which is my favorite quote from the West Wing. Good job.

SHARON: Mine isn't quite so exciting, this is Sharon in Illinois, I had somebody call, I also have a hypnosis business, and he called about that, and I turned it into a \$400 a month coaching contract, instead of just doing simple hypnosis for weight loss, I turned him into a coaching client.

DAVID: Nice job, nice way to add another service to what you do and to up sell.

SHARON: I'm just pretty psyched, never done that very successfully before; thanks for the call last week, that really helped.

DAVID: You're welcome. Very good, thank you. And one more, one that you may think is a little win but it's so win for you.

MILA: This is Mila from Toronto. I just signed the contract for three months with a client, full pay and that's the story.

DAVID: Very good, very good. Now, serious, you guys are just sitting here on the call and I'm mainly looking for the little wins like, "Hey, I made a call that I was nervous about," but you guys have got big wins and I'm wondering, Marcia, what do you think that's about that the people are, do you think they're really modest or falsely modest?

MARCIA: I think we're tough on ourselves; often when I'm working with a client and trying to help them find their life purpose, a simple exercise a lot of us do is think of three times in your life when you were really passionate and people can't think of three and, when I give examples, such as winning my 8th Grade speech contest, or skiing a blue trail for the first time, they're like, "Oh, I didn't know it could be something small," and for me, life is about precious moments and the small steps turn into the bigger wins. So, I think we're just tough critics on ourselves and I think, as coaches, we hold this really high standard for ourselves. I know that when I'm certifying dream coaches, when somebody's coming into the training, they're like, "How can I tell somebody else how to make their dreams come true when I don't have the body of my dreams, or the bank account of my dreams, or the home or the relationship of my dreams?" and my response is that it's much more about intention than it is about perfection, so if you're living in integrity with your intention, meaning that you're walking the talk, for me the fact that you're on this call, or that you're listening to the download, that's a win. The commitment that we keep to ourselves, however small, are the critical aspects of really saying, "Wow, I am trustworthy," which is huge. So, I just think we're kind of hard and we set a high bar for ourselves, we don't often think of our successes as successes, if they don't feel "big enough."

DAVID: Yeah, thank you, could be right. I invite you all to, even if it's just for yourself, really acknowledge what you're up to, and it may not look like everyone else's wins, but just acknowledge that you're taking action and, as Marcia said, you showed up to this call and a lot of people wouldn't do that. Now, something else I want to present, in case you're thinking there's 100 people on the call, I want you to know this is quite an intimate group, we have 13 on this call, so I'm leaving the line open, which is quite rare. Normally when we do a tele-class, we have to keep the line closed because of all the background noise, but we've got quite a group here so we can be more interactive, and if you haven't already, I invite you to go to www.solutionbox.com/chat while you're on the call, so get into the chat room, www.solutionbox.com/chat. I just got you in there, and if you don't have a buddy, it is not too

late, it's a great practice, it's a great discipline, it's a lot more fun than doing it on your own, so if you don't have a buddy coach in this 30 day challenge, we've still got another seven days left, I make it, well something like that, in the chat room is the place to do it and, of course, you can do it on the online forum as well. And I will have my eye on that chat from time-to-time, so if there are any questions that come up, you can throw them in there. Hello Rawson, just appeared in the chat room, and you can ask each other questions in the network, too, it's really fun.

Hello Mary, hello Wendy, it's very cool.

Now, I've been looking forward to this bit. Marcia, I know you have a success story; I kind of told this before, without mentioning any names, but now that you're on the call, oh and by the way, for people who just joined us, I'm David Wood, as you know, but we're very fortunate to have Marcia Wieder, the America's Dream Coach on the call with us today. So, I'm feeling very honored about that, and we're about to hear Marcia's success story about making an invitation to someone that she wanted to coach that a lot of people would probably not make the invitation to because they might be intimidated. Would you like to share that story, Marcia?

MARCIA: Sure, now that I have permission to go public with that, I'm happy to. Well, David, you and I were both together at a speaker and author's networking group and we met many luminaries, besides you and I, there were many fabulous people there, Alex Mendoza and Chris [inaudible 16:54], who Christina's a friend of mine, wrote Rules for Renegade; their goals guy, Gary Ryan Blair, and Jack Canfield. Jack Canfield of Chicken Soup fame, and Jack and I kept trying to connect at this event and it just wasn't happening, and I finally went up to him, rather than trying to, I jokingly wound up walking him to the men's room twice and I said, "Jack, this is not how I remembered by you," and I said to him, "Can I just follow up with you after the event," so it was really neat because sometimes you're at these networking events and you have a minute and everybody's after the big name person, and rather than just trying to squeeze a minute together, to practice what I preach, I made a simple request and made it easy for him to say yes, so I said, "Can I follow up with you?" So, I gave him a call and we got on the phone and, rather than asking what he could do for me, I knew that he'd launched this whole new Dream Big campaign, and I'm all about making dreams come true; Dream University is my company, Dream Coach is our ICF accredited coaching certification training; I'd been at it for a long time, all of my books are about manifestation, that's really who I am and what I'm known for, and here Jack launched this big campaign on Dream Big, so I said, "How can I help you, how can I support you on it?" and then I had this other kind of my short list of what I wanted to ask him for and I was just kind of waiting and I asked him would he do a blast to his day-to-day's for me and he said yes, which was quite nice, it's 185,000 names, so that's a nice thing.

By the way, I'm not going to sell his list or anything, I'm going to gift them with 10 e-books as a way of really growing my list of people who I know are simpatico, as my friend Paolo Quelo once told me, Paolo who wrote The Alchemist said to me, "You and I, we are simpatico." So I'm always looking for people like you and I, David, who are simpatico.

Anyway, I was listening to Jack and we were about to hang up the phone and I said to him, "Jack, I want to ask you one last thing," and I said to him, "I don't coach people one-on-one." He had shared with me that he had recently sold the Chicken Soup for the Soul brand for many, many millions of dollars and he was using language like, "I wonder what's next, and I'm in need of a

new dream,” and some of those kinds of powerful phrases that made my ears stand up and I just said, “Look, I don’t coach people one-on-one, but I really feel a heart connection with you, so I’m going to offer this to you for a period of time, would you like me to be your personal dream coach?” and he said, “This is something I really need, I feel really connected to you, so I’m going to say yes,” and I said, “Great, how about we have a call next week where we set up the structure and the criteria for the coaching relationship?” Because, the same way that we would with anybody, we have to put the agreements in place, otherwise there’s no integrity and no way to call people to the mat when there’s a broken agreement, etc, etc. So, I called him up and we set the structure and now, every week, we’re on the phone for an hour, having a very powerful conversation about really exploring and creating new dreams and this afternoon, I was at this huge fund raiser in San Francisco for the Pachamama Alliance, which is about supporting indigenous people, it was a phenomenal luncheon, 1,500 people, and Jack was there with his wife, Inga, and he introduced me as his dream coach. I’ll name drop a little bit, my agent, Bunny Solo was there, who’s also the agent for Harv Ekker and Jack’s agent, Marcie Shimoff, her new Happiness book, and Janet Atwood from the Passion Test, and John Grey was there. It was really quite extraordinary, kind of the who’s who of Marine, but I feel like I went from having no relationship with Jack to now really having a close personal relationship, where I’m really supporting this big dreamer, this visionary and luminary, on achieving his dreams.

The teaching that I’d want to bring in for anyone on this call is that, don’t kill off your dreams before you explore the possibilities. Don’t lessen who you are, don’t assume that you can’t help, or somebody doesn’t need what you have to offer. Explore every conversation, be highly intentional and make every conversation count, I think that’s a really important practice, not as a generic concept but as a real life practice, make every conversation count.

DAVID: Yes, and I’m inspired by it because I thought, okay Marcia’s gone and done that, she’s gone and approached someone that she really wanted to build a relationship, she’s gone and approached someone she really wanted to coach and I thought, how many of us are doing that? And I want to know, everyone on the call, are you guys available for being challenged? I’m not saying you have to accept it, but who here on the call is available for being challenged? Just say yes.

{Various people say yes}

MARCIA: So, what’s your challenge, David?

DAVID: The challenge I have for you over the next seven days is to pick the one person in the world that you would most like to coach and to offer them coaching.

MARCIA: I love this challenge and I really want to chime in on this that if you were to take doubt and fear out of the equation, if you were to be in that wonderful practice that Robert Chuler used to say, “What would you do if you knew you could not fail, who would you reach out to?” So, on my list, my dream is to coach President Obama, that’s on my short list and then, the enrollment process is the same; obviously you want to get to the person, but there’s the old six degrees of separation, you’re only a few phone calls away from pretty much anyone that you want to reach in the world, but we want to be ready so we know enrollment, number one, you have to establish rapport; number two, build value by understanding who they are and what

they need, or potentially need, or being ready to ask good questions; number three, overcoming any objections and; number four, securing an agreement, whatever that agreement might be.

Here's another example. John Grey of Men are From Mars and now John's moved into so many other wonderful areas, John was somebody who also lives in Marine, near where I live, and was always very supportive of my work and what I was doing and I haven't seen him in years and, as I've been rethinking, and thinking about what's my next dream, it's interesting the Pachamama luncheon, the theme was Awakening the Dreamer and Dreaming the New Dream, and I have a little story that I'll share with you about that.

DAVID: I'm thinking the stories, you always give us such a great, inspiring story, I'm wondering, are you willing to take on this challenge with us?

MARCIA: Yeah, I am willing to take on the challenge and the challenge that I'm willing to take on, out of my commitment, I'm committed to spending the month of December, before the next January Dream Coach Training, which is coming up, in a third world country, working with visionary leaders, and my commitment on that is to follow up with the highest level executive at the Pachamama Alliance, and have a conversation, but in the month of December, I will be working with them at a high level, helping people dream the new dream, so I'm absolutely in.

DAVID: Right, and I'm in, too, because I thought, how can I invite you guys to take this challenge and not do it myself, and I don't even coach one-on-one anymore. But the person I'd most like to coach is Robin Williams.

MARCIA: Well, that should be easy, he's right here in Marine as well.

DAVID: Well, I know and I'll send you an email to get any suggestions you have on how to reach him; I know someone who does know him, so I'm going to put out that invitation and that's me taking up the challenge and I invite you right now in the chat room to just write down who is the number one person that you'd like to coach.

MARCIA: And let me also say, David, by people putting it in the chat room, we can help each other because it's like, okay who do I know who knows Robin Williams? So, by people actually saying, "Well, I'm committed," look, if anybody has high level contacts for Barak Obama and you're not interested, or you'd like to support me in that dream, absolutely, I'm open to helping support.

What I was going to say about John Grey is that I had a very powerful enrollment conversation with John and the securing the agreement, he said to me, "Call Katie in my office and she'll set it up," so as soon as I got back to my desk, I called his assistant, Katie, and boom, it's set up. So, what's important is the opening of the conversation, that's where miracles happen, and I want to say, what's so critical about this kind of thing is, number one, where we stand inside of ourselves, is really what also, besides our skill set, but how we hold ourselves, is what can actually increase our personal value and self worth, and secondly, what you're asking people to do, David, here and now, including me and you, is to put a stake in the ground, so we're not just talking about it, we're committing to it, and then all there is to do is basically put ourselves in right relationship with our commitment by taking action to prove that we're more committed to our dream than to any doubt, fear or reality.

DAVID: Yeah, and I say that the win is in making the offer. The person will say yes or no, we can't control it, but the win is just putting it out there and expressing ourselves. I'm noticing in the chat room here, that we've got [inaudible 27:40], we've got Jacqueline, Mary, Rawson and Wendy, and I haven't seen anyone put a name in there yet. So, it's an invitation, it's up to you if you take on the challenge, and I say that you'll be better for it in your practice simply by taking on this challenge regardless of the result.

MARCIA: And we can even make it one step easier for people, and that is if, you don't know in this moment, who you want to coach, you could make a commitment that, by this time tomorrow, you'll put the name in the chat room, so you're making a commitment to a next step and that is to figure out who it is that you want to have the conversation with.

DAVID: Yeah, that's very good, and you don't have to know how to reach them; I'm a bit stuck on how to reach Robin Williams, but I'm going to take the actions. If you happen to know him, or how to reach him, please let me know. So, let's get into some role plays, I want to find out where you guys on the call are stuck and give you some personal coaching on it, so here's a chance to use me and to use Marcia as a resource, so is there anywhere that you've been wanting to invite someone, or are feeling, anywhere you've been stuck around making the invitations?

MILA: David, I have a question. It's not so much about invitations, but what I'm experiencing after setting up with clients the structure, and working with them after a few sessions, three, four sessions, they either decided to quit it or feeling that they don't want to continue because of money or time, or something else, and this is what I'm not sure how to [inaudible 29:51] happen and what is happening.

DAVID: Understood, and thank you. So, that's a question on retention, which is a really good one and I've written that one down and, for the moment, I'd like to take questions about invitations, like has anyone been stuck, like they don't know enough people or are just shy to ask someone, or I just couldn't ask this person for money, or I don't have enough confidence, anything like that; let's take those questions first, and then we'll come back to that.

MARY: Because I have a very specific niche and most of the people I know personally are not in that niche, I'm finding that I have an easy time asking people for a sample session in order for them to be a referral to other people they know to be in the niche, but it doesn't seem authentic and appropriate to ask them to be my client if they're not in the niche.

DAVID: I see what you're saying, Marcia, do you have any comments on that?

MARCIA: I got a little confused, why do you want to pursue them if they're not in your niche?

MARY: The only reason to pursue them at all would be for them to refer other people that they may know, who are in my niche and I've done a sample session with them, they understand how coaching works and they've experienced my coaching, so they could refer people authentically to me.

MARCIA: I wouldn't do it for that reason. I think it's an incredible act of generosity any time we extend our hand to coach people because we believe in them, or they need our help. But, just personally, this is just a different point-of-view, I would become so masterful at inspiring people through conversation about what it is that I do and what it is that I provide, so that if they have somebody in mind, they can refer them, and then I would do the comp session with the referral person, so I don't think you need to give it away to give it away. It's just a point-of-view. How do you feel about that?

MARY: I guess I've been doing it really because of the 30 day challenge, and I don't necessarily know a lot of people, personally, who are in my niche.

MARCIA: What is your niche?

MARY: I coach green leaders and organizations, people who are trying to make a really positive difference around climate change, by inventing new, clean, green technologies, new cleaner energy technologies, or sustainable development practices, or good environment policies.

MARCIA: Where do you live?

MARY: Connecticut.

MARCIA: Well, I don't think there's any shortage of people who need what you have.

MARY: [Inaudible 32:53] personally, that's all.

MARCIA: Yeah, well, everybody is a phone call away, so where I didn't know Jack Canfield one day, a week later I was his personal dream coach, so maybe what you could do is be putting together, again, back to your dream list, and dream list in Connecticut. I have an incredible resource in Connecticut for you, and this isn't exactly green, but one of my certified dream coaches is the founder of a company called Boundless Playgrounds. Do you know Amy Barzak?

MARY: No.

MARCIA: What's cool about Amy is she just won a national contest on the Martha Stewart show called Dreamers into Doers, and she was on the show taping today with my Mia Angelo. And Amy, I spoke recently at their Heart for Greater Women Business Conference, and out of that about eight or 10 people came to my Dream Coach Certification, so you have a whole community in Connecticut, so two things, one is if you go into www.amazingdreamers.com and you've got to put in a little bit of a profile, that's how we keep spammers out, we have about 5,300 members from all over the world, put a call out there, say, "Hey, I'm reaching out to dream coaches or fellow big dreamers in Connecticut," you can also request, anyone can do this, under requests, put in your market niche and say, "I'm looking for people who I can help and support, or work with in this particular area," but I guess the initial challenge today we were talking about was really reaching out to people that you know. But I think what we want to be careful of is that you don't wind up compromising your dream down, giving away your time, energy and resources, where you could be using that same time for a little bit more research to put together your short list of people who are in your particular niche, who may be in your backyard, or not, they could be obviously located anywhere in the world for coaching, and then

to really get on the phone and create a personal relationship with the people that you want to work with, that's what I would be doing.

MARY: And how do you create a personal relationship, an initial phone call that is a cold call, maybe you've been referred by someone, if you're lucky, or maybe you haven't, what are some of the things that you do first?

MARCIA: So much of it comes down to how compelling we can be on the phone. It comes down to voice, energy, clarity of message because, nowadays, let's face it, we're leaving a message in voicemail, so it's what's the most compelling message that you can leave? For example, when I was pitching women's day on having me write one of the 12 articles when they did a whole year long campaign on dreaming big, I would leave really compelling messages, and when I finally said, "Listen, this is the last time I'm going to call because I don't want to be a bother, but I think it could be an incredible missed opportunity to not take 10 minutes and hear what I have to offer in service to your readers," I got a return phone call. So I think you have to find a way to be unusual, you have to break through the din, you've got to get really clear about what is your, whether it's your unique selling benefit, why do they need to talk to you? So, for me, I feel like I can pretty much, because I'm kind of gutsy, if somebody doesn't return my phone call, I don't take it personally, but I know that if I'm sitting down with a list of five people that I'm going to call, I'm very intentional that at least one, if not all of them, are going to return my phone call. So, I get on the phone and I'm leaving these compelling messages that people, sometimes they say, "I called you back because I liked the sound of your voice," can you believe that one? Sometimes they call me back because they say, "You were creative and what you said was so outrageous," or, "I was so interested, or compelled, by your message," so you can't just call and say, "Hi, I'm a coach and I want to help you do a better job," I think the true value is having an understanding of who this person is and what are they about, and I think, in a smaller market like Connecticut, which is still an important market, I went to college in Connecticut, I'm a Long Island girl, so I love that whole area, but in a smaller market, I think you can really target in, and I think you can go to the websites of the people that are doing what you want to do, I think you can read the mission statement; I think you can call the executive assistant, if you need to, to the high level player, you get in relationship with her.

I recently did this with Mary Ann Williamson's assistant; I was trying to get to Mary Ann to do a tele-seminar, couldn't get a return call, couldn't get a return call, and I got friendly with her assistant and I sent her a copy of my book and asked how I could help and support her, and she said, "Out of the 500 requests that I have for Mary Ann, you're now in the top five." So, rapport and relationships; I'm giving you a whole bunch of different ideas, but it's how we bring ourselves to the conversation that I have found makes the difference between success and failure.

I like to say, dream coaches get clients, because we put a heavy emphasis on the whole enrollment process; most of us hate selling, we hate cold calling, but if you're a great coach and you have something that you're passionate about, for you to really develop the capacity to call anyone, anyplace and inspire them to at least have a conversation, or perhaps this comp session with you, seems like a worthwhile venture to me.

DAVID: That's awesome, Marcia.

MARY: Yeah, but the challenge for all of us is figuring out exactly what does that mean, what you've just said, what does that mean for each of us?

MARCIA: What do you think it means for you, specifically?

MARY: Well, in terms of getting on the phone with somebody that I don't know, and whose website I'm really excited about, whose product and market, everything that it looks like they are up to, exactly who I want to support. I think, perhaps what it means is talking about why I'm so excited about what they're doing in the face of the need out there, and how much I want to ramp up their efforts so that they take what they're doing and make it even more successful and get it out there faster in a much bigger way.

MARCIA: That's pretty compelling, and a part of what you said was rapport building; when I'm talking about me, or you're talking about you, its rapport building. When I say to you, if we're roll playing, "Gosh, I'm so excited about what you're doing, Mary, and I'm really inspired and when I read your website, it's so in alignment with who I am," that's great for rapport building. "And here's what I think I can do for you," or, "Here's what I know I can do for you," and you might leave on their voicemail, "If you'd be willing to give me 10 minutes of your time, just to answer a few core questions, I would be able to assess and really explain to you specifically, how I can help and support you in taking your vision to the next level, with greater ease, or faster." I mean, that's what people all want to do, at a certain level, so what you said was a great start.

The other thing that you can do is, obviously, go to the networking events, there's all kinds of green events going on. So, for you to show up at those events, but you've got to show up in a way where that passion has to come through your voice, through your eyes, through your body. It doesn't have to be like I'm doing it, I'm the cheerleader style; we all have our different styles, but there needs to be enough of energy between two people to create rapport and interest, for you guys to agree to take it to the next step and, if you're going to these meetings, it's not about you being introduced to someone who can introduce to somebody else, although it might be, but I wouldn't be giving the free comp session to that person; I would be having a compelling conversation so they say, "Oh my gosh, you're right, it's so important for us to get you to Al Gore," or, "It's so important for us to get you to the President of the Pachamama Alliance," where their work is really all about the greening of the planet and the indigenous people.

So, sure it's easier when we have a connection and a resource, but that never has to be the thing that stops you.

MARY: Yeah, but I think for all of us, making cold calls without some kind of referral...

MARCIA: Mary, out of my love and support of what you're doing, I'm going to just say, you've got to stop this conversation you're having, you're projecting your doubt and fear into your vision. So, it's like you're imagining that this cold call is going to be a horrible thing; why don't you imagine that the cold call is going to be really an open door that's going to get you to the highest level person that you can, you know what I mean? You keep coming back with, "Yeah, but..." for all of us, it's going to be so hard to make phone calls, well, I don't find it difficult to make cold calls at all, because I don't take no personally, I bring everything I have to the conversation; if somebody doesn't call me back, I call them back again; I have a three time rule, on the third call, I'm usually saying, "Hey, last time I'm going to call, I don't want to become a

nuisance,” but say something compelling. I invite you to try on a new belief about cold calling; I invite you to explore some new conversations; put together your short list this week of the three or four companies that you want to call and be committed to getting through, as opposed to expecting not to. It would be worth it right, because you might come back on the call next week and have five new clients, or have one new mega client and, more importantly, have a whole shift in your reality and your belief system about your ability to talk to anyone, even someone you don’t know.

DAVID: And, Mary, I invite you, too, the term ‘cold calling’ itself is a little cold, so what if you reframed it to call it possibility calling?

MARCIA: Love that.

DAVID: Just get a call to the possibility and, personally, if I’m coming from how can I serve them, it’s easier for me; if I’m coming from, okay, I have to get a client, then I feel a lot of pressure. If I’m coming from, I’m going to talk to this person, just find out what their goals are, find out what the company really needs right now, and if they’re busy and they don’t want to talk to me, great, then I know who not to talk to. Like, I called up once a producer for a TV show and said, “Look, I heard about your TV show and I just wondered maybe if these people could use a life coach?” and she said, “You know what, top of my list this week is to find a life coach for the show.” So, it’s possibility calling, and being comfortable with a no.

So, great job both of you, thank you, and let’s take another question. That was really useful; I want to hear other examples of what you feel blocked about just sharing the invitation and I haven’t forgotten about Mila’s question. So, any more questions about being stumped with the invitations?

ELIZABETH: I’m a little stumped with approaching companies because I’m worried I wouldn’t know what to do with them if I get in. I’m okay with private individuals.

MARCIA: Have you been trained in coaching groups?

ELIZABETH: I was a professor for 19 years, a college professor, so I’ve done all sorts of stuff. I think I could probably work with groups, yeah.

MARCIA: “I think I probably could,” sounds a little tenuous, and when you say you want to coach companies, do you want to coach individuals in companies, do you want to coach executives, do you want to coach teams, can you be a little bit more specific?

ELIZABETH: That’s what I’m trying to figure out, explore what I could do.

MARCIA: David, do you want to address this?

DAVID: Yeah, sure. I initially thought that I couldn’t do business coaching because I hadn’t been trained in business coaching, but I found that I could still have a conversation with a CEO about what are your goals, it was the same conversation that I was having with a stay at home about what are your goals. Some of the goals would be; I found that at least half of what they needed in their life, at least half, was changing their personal life. So, I found that I was on familiar

ground because I was able to do what I was doing with all the other clients in the personal goals, I was very comfortable, and then when it came to a business goal, I just asked a lot more questions, and I'd say, "When you say more profit, how much profit? When you say 30% more profit, by when?" So, I just found the same coaching skills I was using with everyone else, was applying to business and I was upfront in saying, "I'm not an expert in this area, you are; my job is to coach you and to keep you accountable to what you say, support you through it and ask you the questions that will help you access your own inner wisdom." And everyone was fine with that, there wasn't one person that said, "Oh no, I need someone who's a real specialist in this area," because they were looking for a coach, not an expert and so forth.

MARCIA: Yeah, I want to add to that as well; I'm very consistent with what you're saying; for me business people are just people. I want you to encourage you to start with you feel masterful. So, much of becoming a successful coach is really about building confidence and we all make mistakes and turn to our own coaches to get mentored into learn, but start with the place where you feel the most comfortable, the most relaxed, the most at ease, and for me, teaching, whether I'm teaching the dream coach training or teaching at Stamford Graduate School for Business, which is something I've also done, is incredibly different than coaching, incredibly different. So, the way to get good at coaching groups is to either go through a training; we have one, we have the Dream Coach Leader Training, or practice coaching multiple people; if it's about coaching groups...

ELIZABETH: Yeah, I think I'd probably want to work with individuals.

MARCIA: You want to work with individuals, you know that, because I was going to say, coaching one is very different than coaching two. So, this is really about coaching people in the business world, I would look around and say, "Okay, where do I feel either the most comfortable and/or the most inspired?" and then, as David was saying, and I just wanted to back up and really ditto that, and that is that business people are still individuals, and most of them are going to be dealing with what's my own life's purpose and how do I bring that to company or into my life, what are my fears and doubts that are stopping me from growing my company and organization that also might be stopping me in my personal life? It's a pretty consistent conversation.

DAVID: Elizabeth, what you do hear out of what I said or what Marcia said that you can use?

ELIZABETH: Basically, I'm feeling quite encouraged and especially in terms of treating them like people, which I have some experience with, actually, because I used to work with coaching on teaching executives German or English, depending on what they needed, and it also became almost a little bit like a coaching session because we often ended up discussing some other stuff, too, it was really interesting. And I got along very great with them; I really enjoyed working with them, which is why I was thinking I would like to do that again, only on a different level with a slightly different approach, as a coach, I like that. So, I feel encouraged.

DAVID: Great, very good, and who else would like to ask a question about approaching people, is there a company or person you've been shy about approaching or like, "Where am I going to get these people?" Let's go to Mila, Mila has a question about, "I have clients who quit after a few sessions," and is looking for how to increase retention. What would you say to that, Marcia, do you have any thoughts there, or do you want me to take up on it?

MARCIA: Well, I'll start it and then toss it over to you, David, we can both talk about it. First of all, what's the upfront agreement? What's in place, and I don't mean to reduce this down to money, but sometimes when people have money, and again, they're less likely to quit, so depending on what your cancellation policy is, have they paid in full for a month, or three months? And then, how did they quit? Did they just sort of disappear, like what's the reason? So, I think there needs to be, no matter what, I'm a big advocate on leaving all relationships in integrity with certain levels of completion, understanding what happened, and sometimes in a really honest, direct, and heartfelt conversation, people can talk about what happened, there might be a real crisis or challenging situation in their life and maybe it is not the right time for them to be coaching, or maybe you tickle the funny bone, a nice way to say a painful nerve, and they got scared or freaked out and felt like they just needed to sort of head out the back, Jack.

It's challenging because, early on, we don't always have that kind of trust and rapport for people to really open up and really be able to reveal themselves at that level or vulnerability, but I think anything that we can do to really create that safe space for people to really talk about what's going on, then both of us can leave the relationship intact, or maybe even decide something different. What would you add, my friend?

DAVID: Well, I do have quite a bit to add, but Mila, is there anything there in what Marcia said that you feel you can use?

MILA: Yes, actually it's very true when people, it's not all about money, but then it is about money, and when I started to coach, I agreed to do coaching on different, one was trade, one was partial payment and so on, because as David suggested that some clients you just agree on anything so you'll get experience. So, I decided, okay, because I needed experience, I would agree on just have any kind of payment and get experience going on. And, actually, I know this when people don't pay either full or good amount of commitment to the coaching, then they more kind of shaky and easier to say, "Well, maybe it's not time for coaching," or they would say they're not ready for changes.

DAVID: Yeah, I agree, so I think we're getting a lot of useful things out of this that everybody can use. It's fine to, when you're just starting out and you want to get your first five clients, definitely, I'm willing to negotiate a lot and drop my fee and do all sorts of things, just to get the experience, and then I find I start getting more picky and be a bit more taking a stand in a session and I'll be enrolling them in something else. Now, I agree with Marcia, I think your upfront agreement is critical, so when you're negotiating, you can negotiate a lower fee, but also, if you want to keep the client for three months, negotiate three months. So, suppose your fee is \$300 a month, then you start with the coaching will be \$900 for three months and, if someone says, "Oh, you know, I don't know if I can afford it," or whatever, or you look at what they can afford, and you might say, "I'd be willing to do it for \$450," but it's still for the three months, because when someone signs up for three months and they pay for three months, I generally have a client for three months. But if someone just signs up for one month, I've found that, at least half of my clients were dropping off, and I think that a large reason was that they had to keep on making the decision, should I continue or not? Whenever they've got to keep making that decision, you need them to say yes five or six times over three months, but if they just look at it once and make the decision once, they don't even have to revisit it. So, that's the biggest thing; now here are three other things you can look for in the coaching relationship to

see if they're missing: is the client acknowledging their own progress? So, over that first month, are you just focusing every session on what's missing so that they get to come to you and its all doom and gloom? Or, are they celebrating and feeling good about themselves, about what they have in their life and about what they're doing, as well as looking for what more they can add to their lives.

I lost a lot of clients because I just started the call with, "Okay, what are we going to do this week to improve your life?" I wouldn't start the call with, "What's going well, what did you do, what are you proud of?" That's one thing; a second thing that may be missing is, is the goal big enough? Sometimes if it's just like, "Oh, I'm going to improve my relationship a little bit," or, "I'm going to maybe feel more peace in my life," it's not an inspiring enough goal, so they may not be excited about the goal; and the third thing you could look for that may be missing is do they really see it as possible? You might be helping them to find a relationship, or to change jobs, but if they really, in the back of their minds thinking, "I'm never going to do it, it's not going to happen," well then, of course they're going to end up quitting the coaching.

So, if you have those four things in place, that you've got a three month agreement, it's a big goal that they really are truly excited about, and included in that is that they see it as possible, and they're acknowledging progress and they feel like they're really moving forward and they're appreciating their own life, then you're probably going to have a client who sticks around.

So, what in there, Mila, what stood out there that you can use?

MILA: Everything that you mentioned makes lots of sense and I have very little comment on acknowledging progress. I noticed that clients, who are actually committed, stay in coach, and sometimes they're feeling almost embarrassed to say they have a coach, a personal coach, and I just realized recently that people not proud, so to speak, to say that they have a personal coach. Do you have anything to say about it, or how you approach it?

DAVID: Yeah, if you think that's it, then I would address that with them. I'd ask them, "How do you feel about having a coach? How many of your friends know about it? Do you talk about this with your family?" and ask them about it, and for anyone who has a block around it, or thinks it's embarrassing, I would point out that Tiger Woods has a coach. Andre Agassi had Tony Robins as a coach, and that's what took him to number one in the world. Do you think they're embarrassed about it, or do you think they're proud to have a world class coach helping them achieve their goals?

MARCIA: Yeah, for me it continues on with the enrollment conversation, right, so enrollment is when you're talking about something that you so passionately believe in, in a way that other people believe in it as well. I can't imagine, for me personally, hiring a coach and then keeping it a deep, dark secret, unless I was hiring the coach to fix something that was wrong with me. So, I think a lot of it is how do we hold the coaching, and we have a shared vision, I believe, of actually elevating coaching to a whole other level, so if we stand that, wow, people who have coaches are leaders and visionaries and big dreamers, agents of transformation and good for you, you're a member of that club, too, obviously you're a player; that just changes the whole game of coaching, so I think there really is the upfront, maybe it's an intention for you like, "Wow, I really want to attract some new client to think that coaching is the most extraordinary

thing, and who want to share with their friends and colleagues the great success they're having in transforming their life, or growing their business, or whatever it is they're hiring you to do."

MITA: It's true, it's very true. I appreciate your comments.

DAVID: Great, we're at the top of the hour now and thank you for your participation and for your oomph in moving forward, it can be a scary thing to build your practice, but the more we do it, the easier it gets and the more we shine our light, etc, etc. Marcia has an offer for everybody on this call.

MARCIA: I'm going to say, we hand out presents, don't we?

DAVID: Yeah, there's a present I didn't know about and go for it, Marcia, let's hear it, what do you have for the...

MARCIA: I've been really thrilled that so many of your coaches, David, have come through the Dream Coach Certification, so thank you so much, and I just want to say that if someone is interested in attending one of the Dream University programs, you can go to www.dreamcoach.com, look under Workshops, I'm leading the Dream Coach Certification training, which is accredited through the ICF; we have a program in January or in July, it's a powerful seven day training. We get seasoned coaches who want to add additional structure and processes to their offerings to their clients, and we get brand new coaches, and we are really known for helping coaches get clients; so we put a pretty heavy emphasis on the business side.

So, if you sign up for that program, and then just put in the note section, 30 Day Challenge, or \$500 off, we'll give you \$500 off your tuition, if you sign up this month for that, that's either for January or for July; or the How to be an Inspiring Speaker program, as well, if you sign up for that now and just put in there, \$500 off, you'll save \$500 off the tuition on either of those programs. So, just go to www.dreamcoach.com, click on Workshops, take a look at what we're doing, it's quite profound, and also, on the homepage, in the upper right hand corner, I do have a free gift, Jump Start Your Dream kit, so an e-book and an audio MP3 of me actually doing a dream coach session that's really about setting up your dream come true year. So, those are free gifts for you, so if you want to come to a program, make sure you put in the note section, \$500 off from David's challenge, or however you put it, I'll be watching for that, and we'll help pay your airfare out or your rooming, it's really quite a phenomenal program and very different than anything that's out there, so take a look at it and, if you know somebody that's interested in becoming a certified coach, or adding additional certifications, one of the things that sets us apart is that it's not a two or three year program, because it's a content specific program, specific to helping people clarify their purpose and their dreams and overcoming fears and doubts and taking action on their dreams, people get actually certified through the International Coach Federation in seven days, and then we also have a Dream Coach Group Leader training.

So, take a look at that, and we love having Solution Box coaches and people like you guys who know that coaching is really critical to transforming the world at a time when the world has never needed it more.

I think the last thing that I want to say is that, just as David encouraged you to act on your challenge, that do something today, whether it's sign up for my free dream gifts or whatever it is, do something today to demonstrate you're more committed to your dream than to any doubt or fear that might bubble up and get in your way, and the way to do that is put a stake in the ground and then put yourself in right relationship to your intention by acting on what's truly important to you.

DAVID: Alright. Thank you, Marcia, and that's awesome. I'm just on the board, I've gone to the 30 day board and I've posted the challenge and, as soon as I get off the call, my action is going to be to send an email to a guy I know who has access to Robin Williams and I'm going to put my offer to him and ask him to forward it, and enjoy; let's enjoy getting out there and putting our offers out to the world and people will do what they do, that's their job. Thank you very much, Marcia, thank you everybody and I look forward to your posts on the board.

MARCIA: My pleasure, thank you guys, take care.