



Ian Jackson

Presents

A Case Study

'How To Start Your Own High-Ticket Coaching Program In Seven Days Or Less...'

**(Without Speaking To Anyone On The Phone Or Using
Skype If You Don't Want To)**

'...Even If You Have Never Coached *Anyone* In Your Life'

By Ian Jackson
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I'll hand you over to my business Associate...



Hi, Tony Shepherd here...

Coaching other people is *incredibly* rewarding in terms of getting that glowing feeling when you've helped someone to achieve a goal that they couldn't make before they hired you.

That's half the reason I do it.

The other half is money.

(The ability to work on your own terms comes into it too)

I'm going to show you exactly how to structure your own coaching program, on your own terms, doing ZERO things you're not comfortable with and selling it to eager customers for three, four and five figure sums.

You think you're not qualified enough, experienced enough or confident enough?

By the end of this publication you'll know that you ARE all of these and more.

Best,



Yorkshire, UK

Let's Just Get This Out Of The Way...



It needs to be said...

Coaching was the biggest scariest step I took in the whole of my IM career!

BUT It shouldn't have been that way!

I didn't *need* to jump on live Skype calls with the wrong sort of client and put myself **SOLIDLY** on the spot, trembling with fear and terrified that I would be 'found out' as a fraud at worst, or inexperienced at best.

What I SHOULD have done was taken control of what I offered.

Instead of just offering 'coaching' I should have ONLY offered to help people in the areas that I knew well - copywriting, email marketing, product creation.

By not setting these boundaries I ended up having to spend hours researching subjects that really weren't my strength and that (to be honest) I had no business coaching at all.

I also should have started with email coaching (which is still my favourite) because it gives you the time to think carefully about your answers, do any research you need to do and not rush in with un-needed content as 'filler'

But although my early coaching calls felt nervous and messy, it wasn't as bad as I imagined *because most people who hire you as a coach don't want information in the form of facts and figures.*

Your clients want (in no particular order):

>> A friendly ear to talk to and bounce ideas off

>> An accountability partner who will help them ensure they get tasks done when they want them to be done

>> A second opinion about what they're doing

>> Someone who sees their business through different eyes.

>> Some hand-holding

>> Your opinion

>> A bit of praise when they achieve something, no matter how small.

In fact the long and short of it is that if you've not coached before...

Coaching is probably nothing like you imagined!

So the whole purpose of this publication is to show you the following:

- 1. How to set up your own high-ticket coaching program**
- 2. How to do it so you feel 100% in control**
- 3. How to do it so you stay firmly inside your comfort zone**
- 4. How to price it**
- 5. What to teach**
- 6. How to deliver it**

and more

Let's get started...

You're Already Qualified To Coach



You've been coaching your whole life...

You probably weren't aware of it but that's exactly what you've been doing.

Did you teach your children to swim even though you're not an olympic swimmer?

Maybe you pointed out the North Star or the planet Venus in the early to them in the night sky even though you're not an astro-physicist.

Or maybe you advised a friend on what car to buy after reading several reviews or helped a family member with a job application even though you've never held that particular position?

But the chances are those people LOVED you for helping them?

Here's the good news:

You Don't Have To Be The Best, You Just Have To Want To Help.

'Ah but it's not the same as helping kids or friends, right?'

WRONG.

Yes it is.

It's EXACTLY the same.

No coach knows everything.

They help first, and anything they don't know can be researched.

Not too long ago I helped someone write a spec for a plugin.

Now I don't know how to code plugins OK?

I don't know how they work and I struggle to install them myself.

Yet I was paid \$1,500 for helping my client do this and they were absolutely delighted with the outcome.

A little research, a little common sense and a desire to help was all it took.

I found out what other similar plugins were in the marketplace, found out the main problems that potential users wanted solving and brainstormed with my client which features should go into his plugin with an eye on what would look good on a sales page.

PURE research.

I knew NONE of this when we started working together.

In fact he knew more than me about his competition but that simply didn't matter **because most clients just want their hands holding and an honest second opinion.**

And I walked away with a grand and a half, a delighted client and all it took was a few hours on Skype over a period of a week.

I hadn't found out any info my client couldn't have found for himself, and when to writing the spec for the freelancer it came about as a brainstorming session between my client and myself. We wrote it together.

So what the HELL was he paying me for?

I'll tell you after this story:

Years ago when I bought my first car, I was totally broke and the car needed new brakes.

New calipers, new pads - the lot.

I spoke to my dad and he said *'Let's change the brakes ourselves'*

I'd never done anything like that before but my dad knew his stuff.

I bought the pads and everything else.

Cost a few quid but was WAY cheaper than taking the car in to the garage to get them done.

We started, aided by a Haynes manual (step by step instructions) and we got started.

After a couple of hours we'd finished and the brakes worked great.

I easily followed the instructions but wouldn't in a million YEARS have tackled it alone.

I asked my dad whether it took him longer to change the brakes because he'd had me to 'help' him

He said:

'No idea mate I've never changed brakes on a car before'

What my dad did on that day was priceless for me.

He taught me the value of just getting started.

Get everything prepared, then once it's done, don't think any more about it, just get on with the job. Just start.

And that's what your clients will pay you for - the reassurance of having you work along side them.

That's exactly what my plugin client was paying me for.

Are you starting to see how this might work for you, at least at first?

Later on you'll know your stuff like the back of your hand and will be totally confident about teaching it.

But to start with, accept that for the first or second client you take on, you WILL feel nervous, you WILL feel like a fake and you WILL feel like you're taking their money under false pretences.

Feel the feeling and keep going, right?

Every coach who has ever taken on a paying client felt like this in the early days, whether they admit it or not.

But after your first or second job that feeling will VANISH FOREVER.

And below is how to make SURE all goes smoothly at the start.

INSIDER TIP: To come across as an AMAZING coach on your first EVER sessions, **you just need to be a good listener.**

Rarely are we listened to in life.

Everyone want to be heard.

Everyone demand attention

No one really listens any more, they just glaze over while waiting for their turn to speak.

If you listen - REALLY LISTEN to your client, you'll be the best coach your client has ever had.

So What Are You Going To Offer?



Firstly decide what you want to do, and what you DON'T want to do.

If you don't want to jump on a phone call then *don't*.

If you want to do Skype calls but not video *then do that*.

If you want to coach by email or Facebook or Instant Messenger *then do that*.

Just follow these two basic rules:

1. YOU call the shots so YOU decide
2. Just make sure you make it clear to your clients how you'll communicate

Also remember that the more personal access they get to you, the more you should charge.

So typically I charge less for email coaching than I do for Skype calls.

That's fine with me.

My choice

I prefer the freedom of email.

Onwards...

You can offer one, any or all of the following options:

One to one coaching v Group coaching.

Group coaching.

It's been a long while since I've done any sort of group coaching although I know several marketers who do very well with this model at the present time.

Group coaching can take different forms:

Live webinars.

This is the way we did group coaching.

You can jump on a webinar with a small (or not so small) group of people who can all see your screen, can ask questions by both email and microphone.

The best thing about this is that it has live dynamic interaction.

In short - It's LIVE and people can get involved.

The advantages are you can help more people at once, touch on different topics, respond to what the group wants and the whole group can learn from what each other are doing.

The disadvantages are that sometimes clients want to learn about different things so you have to be diplomatic and find a way to keep everyone happy.

MONEY: From a financial point of view group coaching is very effective because *you take multiple fees but only have to do one call at a time.*

We charged \$997 a month per person and usually got around 5 people at a time.

For a newer coach I would suggest starting at \$497 until you build your reputation a little.

Facebook Groups.

This is a nice mixture between live and delayed coaching because you can get your clients to post questions in a private Facebook group that you can answer when you're ready.

But you also get the instant messenger facility where you can hop on with someone who needs real time help. If your group is big enough you'll also find that some of the advanced group members will naturally help out the newer ones, making your job a lot easier.

The pricepoint would be the same as live webinars.

Live Events

Not for everyone but you can probably think of a few marketers who hire a hotel venue and charge \$1,000 - \$5,000 to attend a one or two day event.

Food and drinks would probably be provided but a hotel room and transport would typically not.

You would usually provide a presentation in the morning, break for lunch then another one in the afternoon.

Ideally you'd be available to socialise with your paying guests or have dinner with them.

You'll be asked a lot of questions so you'll need to know your stuff but these events are usually informal and fun.

They take some organising, including booking a conference room in a hotel, sorting out the technical issues such as an internet connection for your guests, projectors, tea and coffee breaks, plug sockets, lighting and so on.

But the rewards are worth it

A marketer I know ran a couple of events like this recently in hotels.

The attendance was 15 people paying around £1300 (\$1,700) for a one day course.

I reckoned it cost the marketer around £200 per person in expenses such as room hire, food, books and USB drives that he provides, plus his own expenses.

That's around £1100 per person.

And for 15 people that's £16,500.

From what I can see he ran this around 8 times recently bringing in just over £130,000 in profit.

Not bad.

Private Room / Inner Circle Coaching

I've also known marketers who are speaking at events book a private room or even undertake coaching from their hotel room*

*I'd be a bit uncomfortable having a female client in my hotel room for one to one coaching though because it leaves both of us in a vulnerable position.

They'll let their list know they're attending the networking event - even if they're not speaking in some cases - and charge a fee for access to a private group after the speakers have finished for the day.

Usually fees aren't too high for this if it's a group because of the lack of personal attention AND the fact that a product is often being sold, but for private one to one sessions I've seen hundreds or thousands as a price point.

One To One Coaching

This is my preferred way of working with clients, purely because it allows me to focus on what they need.

Skype Coaching

Skype is easy, free and unless you try to get more than four people on a call it usually works well. You can also share screens (Skype screen share) and do video calls or just voice calls if you're having a bad hair day.

There's also something called 'team viewer' I'm told you can use if you need to take control of your client's PC and show them how to do something.

Obviously they'll have to trust you for that one.

For one to one coaching with Skype I charge anywhere from \$1,000 to \$5,000 per month depending on what the subject matter, what access to me is included is and how often we Skype.

Typically it's \$1,997* for one hour-long Skype call per week (four per month) followed up with email coaching Monday-Thursday.

*You may have seen my coaching prices vary slightly. This is usually because I'm testing price-points

I try to schedule all my different clients' Skype calls on the same day, once after the other with maybe 15 minute breaks in between.

I so this do I have a 'Skype day' and while I love coaching I must admit that Skype day isn't my favourite one of the week because I really don't like having to be somewhere or do something at a given time.

I also have hourly rates for Skype calls where I charge \$497 per hour. These include a questionnaire asking what the client wants to come away with after the call and any background information I need to know before the call.

(I run special offers / discounts from time to time too)

Webinar Coaching

We used GoToWebinar and found it great.

It costs around \$89 a month if you pay monthly (\$69 if you pay annually) and the only reason we used it was if for some reason the client didn't want to use* Skype, AND that we already had a locked-in deal from using it for the group sessions.

*These days I'd tell them that Skype was the only option and if they're not OK with that we'd go our separate ways.

I don't use it any more and have cancelled my subscription.

That said, if you're working at corporate level or doing a lot of non-IM coaching, GoToWebinar does in my opinion look more professional than Skype.

Email Coaching

My personal favourite.

There are variations on this but in essence it's just about answering questions by email.

We're not talking just customer support here - but in-depth questions, sharing screenshots, including short videos if necessary and generally being downright gritty and honest with your client.

They have a record of the emails so can refer back to what you say on their own time and of course you have the luxury of being able to answer the email in your own time.

I know of one marketer who does very well with this *by allowing each person subscribed to ask three questions per week.*

Clients pay a monthly fee for your professional help in this model.

Emails takes him around 1 to 2 hours per day to do.

It's something you could operate on a Saturday morning or a couple of hours in the evening.

My own email coaching is a monthly fee but doesn't limit the amount of questions people ask.

What usually happens in that people ask a flurry of questions but then go quiet for a few weeks while they implement the strategies we agree on.

INSIDER TIP: If someone is sending tons of emails a day, the easiest way to calm that down is to wait for an hour or two before replying.

I usually charge £500 (\$660) per month for my email coaching although I also run special offers now and again as most marketers do.

I've done my email coaching from all over the place - home, Europe, Scotland, hotel rooms, networking conferences, while visiting friends, even from a boat on a couple of occasions.

Anywhere with an internet connection or even a good phone connection - it's only email after all :)

I have a dedicated email address for my email coaching, although some marketers prefer support desks where clients can open a ticket so nothing goes astray.

I've not had any problems like this and like the searchability that email services like Gmail provide when referring back to previous answers.

I thoroughly recommend email coaching as the way to start if you're a little nervous about coaching.

It doesn't have the same perceived value as Skype or phone coaching but it's tremendous value for the client.

Facebook Coaching

This is something I've been thinking about more and more because your clients can message you quickly. In fact I already have one client who much prefers this way and it certainly works for her. You can either answer the PM's as they come in or schedule a time to text chat.

I'd price this at the same price as email coaching, or perhaps slightly higher.

The Nuts And Bolts - How To Offer Your Coaching



I offer my coaching through a sales page, with an email to my list to announce that it's open and to introduce it.

I use various different websites to offer my coaching but this should give you an idea of the sort of thing I mean (**screenshot on the next page**)

(You can see the full page [HERE](#))

The the main thing I'm offering is a *desired outcome*

So action plan coaching is ideal for people who want to build an online business but need help.

Likewise on other salespages I offer coaching that can help my clients with building a list, developing a brand, creating products, becoming an email marketer and others.

Tony Shepherd's Personal Email Coaching & Mentoring Option

"Let's Work Together To Create Your *Unique* Action Plan To Take Your Business To Four Or Five Figures A Month"

In just two weeks you can come away from your time with me with an action plan that can take your business to exactly where you want it to be

One that you can follow at your own pace but that will free you from all the distractions, indecision and lack of confidence in what you're doing that have maybe been holding you back from achieving what you're worth.



And my personal email mentoring and coaching program will get you there quicker and easier than any other method.

(*see the checkout button below to see how many places are currently available)

We'll work together on a one-to-one basis (that means working personally with ME not a member of my team) to achieve your business goals.

So that when we're in contact, the time is 100% about you, your business and getting the results you want to see.

The action plan we build will be unique to you and your business - Together we'll look at building your business, and brainstorm how to get you earning more and working less as quickly as possible.

But first some things you need to be aware of:

1. You need to be *willing to work*. I don't sell magic beans - I sell solid strategies that are proven to work every time if you'll commit your time. By hiring me you're also agreeing that you'll work on your business as much as is required to reap the rewards.

Mine is similar

Ian Jackson's Personal Email Coaching & Mentoring



Work With Me To Create A Unique Plan Of Action To Take Your Business To The Next Level

In just two weeks you can come away from your time with me with a complete and ready to implement action plan that can take your business to exactly where you want it to be.

One that you can follow at your own pace but that will free you from all the distractions, indecision and lack of confidence in what you're doing that have maybe been holding you back from achieving what you're worth.

And my personal email mentoring and coaching program will get you there quicker and easier than any other method.

We'll work together on a one-to-one basis (that means working personally with **ME** not a member of my team) to achieve your business goals, so

Photos

INSIDER TIP: The following is possibly one of the most profitable changes that I've made in my business that many other marketers don't do:

I Don't Just Offer 'Coaching'... I Offer A Definite Outcome Or Solution To A Specific Problem.

I fully recommend you do the same.

It's the reason you'll have seen me involved with teaching clients *specific* outcomes such as how to create and market plugins, or Amazon affiliate passive income sites.

Specific coaching.

While the above might not be my personal area of expertise, **I know how to target the people who need help** and so I team up with a partner to offer the coaching, even though I'm in the background and sometimes not even featured on the salespage.

Here's an example of how we offer specific coaching that will resonate with certain clients

This
from

One To One Personal Coaching From Tony Newton
Shows YOU How To Build Your Own 'Set & Forget'
Affiliate Authority Sites In Any Niche That You Can Flip
Or Take The Monthly PASSIVE Income From.

is
Tony

**"Hire Me To Help You To Build
Your Own Five-Figure Passive
Income Niche Authority Site!"**



***"I Have Built MULTIPLE Five and Six-Figure
Businesses. Now I Want To Work Personally
With Just A Few Select Individuals And
Coach Them To Do Exactly The Same!"***

Tony Newton

Newton but I was involved in the whole process as a sleeping partner. You see how specific the offer is?

However I DO also offer *general* coaching in a way that 'mops up' anyone who wants my help but perhaps in a way I hadn't yet thought of or targeted in my specific coaching offers.

Here's an example of a page that does this.

You'll notice that I price it WEEKLY because some of the people who hire me, want my help in very specific ways and won't need to hire me for a full month

Get Things Done. Fast & Simple

Hire Tony Shepherd To Advise On Your Product, Business Or Funnel



Get Started - Hire Tony Today - Email Consultancy £99 (1 Week)

Get Your Business Moving - The Easy Way

If you're seeing this page you've probably been recently involved with my training, bought my products or white label licenses or worked with me in some other way.

Well now I'd like to give you the opportunity of hiring me to look over your business.

Here are just some of the things I can advise on:

- Creating your product
- Constructing your funnel
- Putting together your sales copy

You can see Tony's the full page [HERE](#)

Similarly, this is mine, [HERE](#)

I get some really interesting clients in this way, ranging from seafood farms (yes really) right through to professional screenwriters.

If you're wondering about the £99 (\$131) per week price point, it IS set a little lower because I find that one initial week's work often leads to bigger jobs, retainer contracts and other things.

I use Stripe and Paypal to take payments and if you read the copy you'll see that *I don't offer refunds for any of my coaching.*

The reason is simple - I can't reclaim any of the time spent with a client, and I can't force the client to do the work so the responsibility is with them.

(That said, I can only remember one person ever asking for a refund and that was years ago)

You can read the salespages via the links above to get a feel for what kind of information I use, and also how I phrase the 'no refunds' section.

What happens when they've paid you?

I ask for some basic information once they've signed up and payment has been processed by taking them to an information page asking for **more details in the form of a questionnaire**, for the new client to fill in

This is so I get an idea of their background, their needs and what they want to get out of our time working together.

I also give *my* personal contact details.

The page is very simple.

Here's a screenshot of the sort of thing I use:

Personal Coaching

By Tony Shepherd & Tony Newton



Working With You To
Build Your Own Six-
Figure Business

Thankyou and Welcome

Here's what you need to do next...



1. Download and complete the questionnaire

The questionnaire link is below. You can download it in either MS Word or Open Office ODT format. Complete it and send it back to us at coaching@sosl.co.uk Ideally you should complete and return it *before* we have our first coaching session on Skype. Doing it immediately would be best.



2. If you don't already have a Skype account, open one now (free)

We'll be chatting on a group call in Skype. Don't worry all you need to do is open a Skype account if you don't already have one and add this user to your contacts - **tonyshepdirect** Once I see your contact request in my Skype account I'll add it, and set up a group chat facility with myself, you and Tony Newton so we can hold a threeway chat.



3. We'll be in touch with 24 hours to schedule our first virtual meeting

So to recap, complete the questionnaire and email it to coaching@sosl.co.uk. Open a Skype account (or use your existing one) and add **tonyshepdirect** to your contacts. We'll be in touch within 24 hours to set up our first virtual meeting. And finally relax and don't be nervous. We don't bite - that costs extra :) and there are no 'silly questions' nor do we expect any level of experience or knowledge from you. We're here to help you set up a profitable business. We're looking forward to working with you.

Download links and contact details...

Private coaching email address: coaching@sosl.co.uk (this isn't a clickable link so you'll have to cut and paste it when you send us an email)

Private Skype address **tonyshepdirect**

If you have a problem with sending an email an alternative (emergency) way to contact us is at the helpdesk www.smartonlineolutions.co.uk (again not a clickable link so the search engines don't pick it up) cut and paste it into your browser. Please use email and Skype before trying the helpdesk.

Questionnaire download links (choose the format you prefer)

[MS Word Format](#)

[Open Office ODT](#)

We'll be in touch within 24 hours to schedule your coaching.

We look forward to working with you,

Who are Tony Shepherd & Tony Newton?



Tony Shepherd.

Is an internet marketer, writer and publisher. He's helped over 500 people set up their own internet business through his courses and personal coaching



Tony Newton.

Is a professional blogger, flipper and wordpress expert. He's been flipping sites for over 10 years and has advanced SEO knowledge

FAQ Section

What does your coaching cost?

It's laid out in easy to follow steps, explains fully what will happen, how we'll work together and gives full contact details.

We even provide an emergency 'backup' ticket desk contact if all else fails (it never has)

You might be wondering what kind of info we ask for in the questionnaire that the new client completes and sends back to us before the coaching start date...

There are two pages included (MS Word format and Open Office) that we ask the new client to complete and send back to us, as follows:



Hello and welcome...

This short questionnaire means we can get an overall picture of your business and online presence before we start. Please email it and send it back to me at

coaching@sosl.co.uk

You don't have to supply any info you'd rather not but it'll be a lot easier if we can get a rounded view of your sites, your products, your earnings and your web presence in general if you have them. If not don't worry.

Full name

personal email address

Skype

Phone no

1. What do you sell / provide (in short what do people pay you for?)

2. Please list your main websites?

and the next page...

4. What are the URL's of your main squeeze pages?

5. List size (if any)

6. How much are you currently earning per month from your online business?

7. What are your aims from your online business? (I dislike this question because for 9/10 people it's to be able to quit their job but it needs asking)

8. How much time do you have to work on your online business?

9. What's your blog URL

10.10 Any Other stuff you think I should know....

Obviously the information we ask for changes depending on the type of coaching and the niche being offered, but you can see how it gives a pretty good over-view of what the client is like, their experience and current earnings from their online business.

(My own personal coaching delivery pages are very similar to the one above too and uses mostly the same Q.do

Having this information is a great help before we start working with them.

It gives me a rough outline of the person I'll be working with, and what level I can set my coaching at - newbie, experienced or whatever.

What Will You Teach?



The goal with coaching is to get results for your clients by leading them down a path through which they get results for themselves.

You DON'T do the work for them.

You're just the facilitator.

The one they're accountable to.

But your clients are the ones who actually do the work that results in the desired outcome.

And here's how you'll do that.

INSIDER TIP: The following info is great if you do wide-spectrum coaching where people hire you for different reasons not just for the specific coaching I mentioned earlier.

Here's what you need to do when you begin coaching:

- 1. Establish what the problem is**
- 2. Come up with a desired outcome the defeats this problem**
- 3. Work towards that outcome.**

Yep - that's what coaching is.

But if you stick to that very basic blueprint you'll never 'not know what to suggest' or feel insecure in what you're teaching again.

Ever.

So when you're working with a new client the first thing you need to do is find out what problem they need to solve.

Typically for me it will go something like this:

I'll start with two or three minutes of small-talk to relax them.

More often than not they'll then say something like *'So, Tony - here's why I contacted you - I want to take my income from \$1,000 to \$5,000 a month by creating a flagship product'*

Now if that DOESN'T happen I take the lead and I'll refer back to the questionnaire I asked them to fill in. I call it a Q.doc, and I'll say something like:

'So it says here that you want to take your income from \$1,000 to \$5,000 a month by creating a flagship product?'

That'll put us instantly on the same page and from there I can start asking questions like these:

Why do you think your income is 'stuck' at \$1,000?

Where does most of your current income come from?

What's stopped you creating your flagship product up to now?

Basically you're looking for ROADBLOCKS!

And there's an easy way to do this.

Just ask:

'What do you think is holding you back?'

And in almost ten years of coaching I have NEVER had anyone say *'I don't know'*

They might say *'I don't know...I just don't seem to be able to get started on the salespage'*.

So from there you can suggest an approach - hiring a freelancer, finding a sales-page template they can use, finding a similar product and modelling their approach to the sales-page or just working with your client to find their optimum working times during the day.

You can set deadlines for them to achieve certain aspects of the sales page - for example *'By tomorrow I want you to email me with three possible headlines'*

If you know what the problem is you can come up with strategies to get past the obstacle.

Then once that's done you move onto the next obstacle and so on until you reach the desired outcome and your client leaves, delighted with the results.

Just break down the big problems into smaller, SINGLE ones because they're much easier to find solution to.

Now for some clients there might just be one or two problems, even when broken down into their basic steps, but for others there might be a large number of issues that need to be overcome over time.

This is when you can suggest a higher-level of coaching with more time and personal access to you if they want it*.

*You don't have to do this of course, but in time you'll see how it benefits both you and your client.

So for example if your email coaching someone and you feel that with Skype calls AND email support you could solve the problem in 3 months then suggest a 3 month package, with appropriate discount.

So for example instead of the client paying you \$500 per month for email support that might last 8 or 9 months, suggest a \$5,000 package that covers three months of weekly Skype calls, email support AND Facebook messaging as part of a complete deal.

Your client will get better results and they're less likely to get fed up and quit because things are moving too slow.

The Big Secret - Get Them Some Small Results



The chances are that by the time your client has come to you they've been stuck behind an obstacle for quite a while and are pretty pissed off.

So if you can show them some small initial results they'll love you for it and think you're the best coach ever.

And it's not hard to do.

One the best things you can do is to finish off something that they've left incomplete for a while.

One of the best motivators I use is if the client has a website or product built but they've never got round to launching it, get them to buy a 100 click solo ad for around \$50 from www.udimi.net or similar.

This gets things *happening*. It starts putting things in **MOTION**.

Schedule your next call, message or email for the day AFTER the solo mailing is due to go out.

Chances are they've made at least one sale, which they'll be delighted about.

But even if they haven't they will probably have some new subscribers or at the very least you'll have some real-world stats and results to examine and work from.

They'll see that with you as a coach things are starting to happen!

It's all about getting things moving forwards ===>>>

Giving them small outcomes en route to the BIG desired outcome that they want.

You will however come across some clients who don't want their problems solved, even if they say they do, which is quite interesting.

You'll find some people just want to gather information 'before they start' and no amount of persuasion on your part will convince them that they're ready.

Despite the fact that they only realistically need to be a couple of chapters in front of their customers in terms of knowledge, some people think they must acquire every scrap of information in their niche before they 'start'

This is obviously down to fear and sadly most of them will never start!

There's nothing you can do about this. It's not your fault.

Luckily they're in the minority and with most of your clients you'll be able to show them small results on a regular basis quite easily and you'll be the best thing since sliced bread!

What If They Have A Problem You Can't Solve?



There are three ways you can go if this happens:

1. **You can solve it yourself**
2. **You can hire someone else to solve it**
3. **You can abandon solving it (not what it sounds like as I'll explain)**

To solve it yourself you just need to do some research.

This is obviously easy if you're doing email coaching but if you're on a call it's not so bad either - you just need to say you're not sure about that right now but you'll find out.

NEVER BULLSHIT IF YOU DON'T KNOW SOMETHING.

You'll come across as a faker or a con artist. Even the world's foremost experts have to check things out now and then.

If it's an issue you need help with (usually a technical issue in my experience) then you can **hire someone else to solve it**.

This usually involves hiring an expert or freelancer.

You do not pay for this - your client does.

So make this clear to them what you need to proceed and get their agreement.

An example is a client I was working on who wanted a membership site creating.

This was back in the days before Clickfunnels.

I suggested various WordPress plugins that I know worked well such as Wishlist and a couple of others.

He asked if I could install it for him.

I told him I couldn't - I didn't have the technical skills.

He asked if I could talk him through it.

I told him I didn't understand it well enough to do that.

No problems - we just agreed the best thing to do was hire a coder to install it.

It took less than a day and cost my client around \$75 for the bare bones install. Within a day or so we were back on track and had progressed.

Hiring an expert won't reflect badly on you remember - they can do it faster and cheaper and you can concentrate on the things you're good at.

There is a *third thing* you can do if you are presented with a problem that you can't solve.

You can abandon solving it.

I've done this a few times. If you find your client is stuck with a certain issue and he's not going anywhere AND you can't fix it yourself, ask him:

'Can you move on if we just skip this'?

A lot of the time the answer will be yes and there will be an alternative or other way of doing things.

If not, and it's impossible to fix even if you hire an expert, does your client REALLY want something like that in his business?

What If Your Client Wants A Funnel?



I can't stress this next point enough...

If your client starts to ask you to help them *physically build* a funnel say NO.

I DON'T mean helping them plan and design a clever sales funnel with upsells, down-sells etc - that's part of what you *should* be doing.

But if they start asking you how to create a sales page, or add an Aweber form to a squeeze page or build a member's area or ANY of that 'mechanics' kind of thing...

...tell them that you're the most expensive techy they'll ever find.

Because that's NOT your job.

You're doing them a dis-service if you accept \$3,000 per month from them to help put Aweber code onto a squeeze page because there are literally hundreds of Youtube videos that explain exactly how to do it.

There are support videos for most platforms that show anyone what to do, not to mention Google, which is the greatest research tool in the history of the world!

If that doesn't work they can hire a coder or techy for a FRACTION of your coaching fee.

Your job is being a coach NOT a techy

Remember what I said earlier:

"The goal with coaching is to get results for your clients by leading them down a path through which they get results for themselves"

You're not there to do grunt work.

Sure, things will arise when they'll ask 'So where do I get the code for this JVZoo button?' and you can happily tell them or even show them.

But when it comes to actually building the entire thing for them, **don't get bogged down in that unless it's a specific service you offer.**

P.S. Some years ago I launched a successful site that did these types of small techy jobs.

Clients used a form to request a quote and I had three techies on staff.

It worked quite well until Fiverr popped up :)

The Easiest Way To Start Coaching



Is to do this...

Take one of your front-end products, or create one.

OR look at what you have been doing in your own business that is working for you in terms of results, income or whatever

(It could easily be a publication just like this one)

And offer a high-ticket coaching option that teaches the exact same thing.

Obviously in more depth, with personal help and tailored to their business.

The difference is of course that rather than reading a PDF, they get access to you.

You walk them through the whole process, resolve any obstacles and personalise everything to THEIR business.

And instead of a \$17 product, charge them \$1,000 per month to do it via Skype calls and emails.

If you're on my list you've heard me talk about this before because it's by FAR the easiest way to start coaching.

I know of successful marketers who base entire businesses on ONE strategy, from a brief over view as an entry-level PDF through to a full 30 video course for hundreds of dollars.

They also offer personal coaching for the same method, again at increasing price points depending on the amount of access they get to the marketer.

How To Totally Wow Your Clients



You know the No.1 BEST way to bring value to the table, to WOW your clients AND to get the best results?

It's the ability to ask smart questions.

The type of smart questions that result in changes

Questions like:

'What do you want the outcome of our time together to be?'

*'What are the **THREE** things that are stopping you from getting this project done by tomorrow night?'*

'What can you do immediately after this call to get one step close to your goal?'

(Quick thanks to Jason Fladlien for inspiration there!)

BUT...also don't be afraid of asking what you think are 'stupid' questions either, because you have a fresh set of eyes and your client just *might* have missed what *you* think is obvious - so make sure you ASK it, regardless of how daft you think it is.

As I said earlier, listening is one of the most valuable skills a coach can have.

I've have clients come on a call and just COMPLAIN about everything for half an hour.

Their business, the economy, their wife/husband, how unfair life is and so on...

I suggest gently we might move on to the business in hand but if they get back into complaining mode - LET THEM.

Afterwards they feel better because they've let off steam and, well you're getting paid for it so everyone's a winner? ;)

Then say *'So what are you going to do about it'?*

This usually produces some really good ideas!

Coaching Checklist



Obviously I can't tell you WHAT to teach because I don't know if you'll be coaching affiliate marketing, media buys, SEO or whatever subject or niche.

But there ARE some constants that work for all coaches that you really should be including so I'll go through those in a short checklist

Ask questions.

Establish what the problem is

Agree on a desired outcome

Make a plan for achieving that outcome

Break it down into small tasks they can focus on

Get some small results for your client as soon as you can

Set deadlines for your client

Provide Accountability

And finally...

Remember, as a coach you don't have to get it right all the time. You don't have to solve every problem.

You just have to get them going in the right direction...

Your clients came to you because they need some movement.

If you can provide that movement they can get going on their own again - that's the job of a coach.

Best of luck :)

Ian Jackson

Tony Shepherd