



Key Strategies for Skyrocketing



**Your
Business
to Success**



Master Keys Every Coach Should Have

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Because entrepreneurs who are actively growing their businesses need workable solutions that get the job done and waste no time, this is a no fat, no fluff book. It gets right to the core to reveal what keeps entrepreneurs (especially those focused on improving the lives of others) stuck and struggling to fulfill their dream. It provides you with doable steps you can take immediately to escape or bypass the typical traps and build a thriving business; one that fuels your passion, feeds your soul and fills your bank account.



Although the seven key strategies presented here apply to any service business, this book is specific to coaches who want to achieve high levels of success in the simplest, fastest and surest way possible.

Many business success programs are more complex than they need to be, especially for entrepreneurs who are already strapped for time and far too busy to be sorting through complexities to find tips and strategies they can actually



use. The internet is generally less complex and we can find an almost endless array of information there, but the articles and blogs tend to lean in the other direction; quick tips that lack the substance we need. And, because there is so much information out there, we can waste a lot of time on the internet in search of solutions.

My goal is to provide you with enough information to help you reach your goals, but not so much that it becomes overwhelming.

Coaches and small business owners are often inundated with offers of products and programs that are “guaranteed” to help them succeed, and many sound very appealing. Yet, all too often they turn out to be mostly well crafted words and grand promises with little substance. *This is not one of those.* These are workable strategies that can and will help you succeed on a grander scale if you apply them.

I have worked with coaches and people-focused entrepreneurs for years, and have observed that at least 90% of them approach learning much the way I do. I am keenly aware that success is a continual process and I have always been willing to keep learning and to put in the work. In fact, I love learning. But my brain is hard-wired for connecting with people; for communicating, teaching, creating, strategizing, and problem solving... not for trying to unravel complex procedures or sort through unnecessary details. Not only do I not have the time for it, I have no interest in it. I suspect that’s true for you as well.



Simplicity Speeds Success

I agree with Leonardo da Vinci that “Simplicity is the ultimate sophistication.” It took me years to realize that, but when I did, it was like stepping into a wonderful new world. Life doesn’t have to be complicated and neither does success. I’m going to share my story with you briefly because there are valuable lessons in it. Lessons that can shorten your learning curve and help you avoid costly mistakes.

I’ve been in business since 1984 and for that entire time I have been in the information industry serving people; first as a trainer presenting programs to corporations, then as a researcher and developer of products, programs and methods designed to get people further faster, and as a coach to coaches who want to get to the top; and finally as the Director of a school I co-founded to provide specialized training to dedicated coaches.

I began training coaches because my clients were getting phenomenal results, and many of them kept begging me to take the proprietary products and programs my team and I had developed to a broader market. They suggested so many avenues that I knew there was no way I could reach such a broad market. I wanted to, but the training division of my company consisted of me and my partner (who is also my daughter), Gina. To expand as far and wide as we were being urged to, we would need a lot of highly effective people who taught the way we did, and I didn’t know where to find them.

What I did know, was that the life-transforming and game-changing results my clients kept raving about couldn’t be programmed into a computer and spit out as



a report or tossed out into the marketplace as a one-size-fits-all program for mass consumption. It required the depth and insight of guides or mentors; what we know today as coaches.

The methods I used were different than most trainers were using and, in those days, coaching was unheard of outside of sports and entertainment (dance, music, theatre). I was essentially using coaching techniques, but I called it “spaced learning” because I assessed my clients to establish a baseline, segmented my programs into doable steps and spaced them out over weeks or months to allow time for assimilation and integration.

It was that teaching method, in combination with our products and programs, which produced such profound results so I knew that, to get the same kind of results, I needed people who taught in a similar way. But because there was no identifiable industry I could tap into, finding them was the challenge.

Then, in the early nineties, coaching came on the scene and *voila!* There were my people! Gina and I knew almost immediately that coaches were exactly what we needed to expand our market and ensure that others got the same amazing results our clients were getting.

Making the switch to a new client base wasn’t as easy as we imagined. Because our company’s products were established, tested, tried and true, and had glowing testimonials praising the results clients got, we assumed that coaches would just automatically jump right on board. When that didn’t happen, we were baffled.



Our products out-performed just about everything else out there and had a strong track record, and once a coach began using them, they were thrilled to be getting such amazing results for their clients and, like us; they were getting rave reviews. Many told us they wouldn't dream of beginning a coaching relationship without the tools our company provided to them.

With all the positive feedback, we couldn't understand why coaches weren't lining up to get these tools. What I learned from that experience is what I'm about to share with you. I want to save you all the years of trial and error, lost income, and frustration I experienced. Had I known then what I know now, I could have saved a fortune and many years of valuable time, and gotten to the successes I dreamed of having a whole lot sooner. Once you know, so can you.

I didn't start out trying to help coaches grow their businesses. I thought providing them with exceptional tools would be enough to ensure their success because, using those same tools I had been successful for more than a decade.

Some of our client coaches were wildly successful almost immediately. For these, business took off like a rocket. Their clients quickly became loyal fans who stayed long-term and gave the coach a lot of referrals. The income of these coaches doubled, tripled and more.

Then there were coaches who continued to struggle and even exceptional tools weren't helping them succeed. They had the same products and the same training as the highly successful ones, and I wondered why they weren't as successful.



As I puzzled over this, and questioned both the successful and unsuccessful coaches, I realized that there was an important component missing for those who were not succeeding. I realized that getting amazing results only helps you *keep* clients. It doesn't help you *get* them. Great results will increase referrals and can result in a great reputation, but only if the coach is capable of turning referrals into clients. I discovered that unsuccessful coaches tended to avoid converting contacts to clients. They saw selling as 'pushy' and distasteful and were not comfortable asking for referrals, following up on those they received, or promoting themselves, so they tended to avoid those activities. As a result, their potential to grow their business through referrals or by building a stellar reputation wasn't being utilized.

Once I realized how many coaches were avoiding activities that brought in clients, I decided to find a way to help them get past those barriers. I knew the world was full of people who were hungry for the solutions these coaches could provide, and realized that the only thing keeping them from filling their practice as easily as a fisherman pulls hungry fish out of an over-stocked pond was that, although they had the best equipment, they weren't at the 'pond' fishing. Many didn't even know where the pond was.





The Search for Gold

As a researcher who loves finding the fastest, easiest route to any outcome, I began studying the volumes of “grow your business” information I had gathered over the years looking for the gold. I wanted to know what all the success products and programs had in common because I knew that somewhere in those commonalities I would find the essential nuggets that added up to glittering success for my clients.

My goal was to sort out only what was essential and throw out all the fluff that just gobbled up time and had no real value. To be considered, the strategy or method had to meet three tests:

1. It had to be essential to success – no fluff or excess fat.
2. It had to be quick and simple enough for coaches who are already strapped for time to actually take the steps.
3. It had to be a proven way to get results without sacrificing integrity or requiring selling conversations that felt inauthentic.

My search included not just what successful coaches were doing, but also what they were *not* doing to get and stay successful. I wanted to know exactly what worked and what didn't work, and why.



After awhile it became apparent that what successful coaches were doing, and what they almost *never* did, was quite different than what the coaches who were struggling to grow their businesses were doing.

In the process of learning how to best help my clients, I learned a lot that I was able to apply to my own business. The strategies you will learn in this book are foundational to success. They have helped me and thousands of other coaches and entrepreneurs build a more successful business, and they will work for you too if you take the steps laid out here for you.

I have found that not everyone takes the necessary steps for success, even after they know what to do, and I have found four reasons why. There may be others, but these seem to be the most prevalent.

The Four Reasons for Limited Success are:

1. They aren't taking their business serious enough to invest the time and energy necessary to succeed
2. They need help and guidance to fill in the specific-to-them details
3. There is fear or embarrassment attached to the idea of self-promotion
4. They have a money-averse mindset

The last three reasons can be easily remedied with the right aids. I know, because I have helped hundreds of entrepreneurs eliminate those problems. I love helping coaches who are serious about growing their business get clear on



the details (reason 2), and once they are clear, their business takes off like a rocket. A powerful means for eliminating reasons 3 and 4 is a method I developed, and train coaches to use, which can completely and permanently eliminate fears and limiting thinking in as little as an hour.

The Dedication Factor

Everything I do is directed toward helping dedicated coaches get great results and achieve true success because the world desperately needs great coaches.

Those who don't take their coaching business seriously are another matter. I refuse to work with people who call themselves coaches, but who don't treat their business with the respect coaching deserves. This type of individual has generally gotten into coaching because they think it's an easy way to earn money. They don't really dedicate themselves to much of anything, especially if it means stretching themselves. My advice to these people is to find another way to earn a living. Great coaches don't need dabblers out there muddying up the waters.

Studies show that people are nearly *twice as likely* to share bad experiences as to share good ones, unless the good experience is *surprisingly* good.

Americans tell an average of 9 people about exceptionally good experiences, and an average of 16 people about bad experiences.



Both good and bad news spreads exponentially when the bragging or complaining occurs through social media. And here's the kicker; once an individual has had a bad experience, it takes an average of *twelve* good experiences to neutralize the bad one. **Imagine what bad coaches are costing good ones!**

Here are some other statistics you should know. Hopefully they will inspire you to do whatever it takes to be a truly amazing and masterful coach *and* to let the world know about you.

- On average, loyal customers are worth **up to 10 times** as much as their first purchase.
- Almost 9 out of 10 U.S. consumers (89%) say they are willing to pay more to ensure a superior customer experience.
- More than 9 out of 10 (91%) say they would pay more for a service that helped them get something they consider important.

Being a Great Coach Isn't Enough

In that you are reading this book, you have probably already discovered (as I did) that when it comes to filling your pipeline with customers, being highly effective at serving your customers isn't enough. You also have to be highly effective at attracting the attention of the right people and converting them to clients.

Good coaches who don't market themselves well, often feel frustrated when they see far less effective coaches experiencing greater success. This is quite common because effective coaching and effective promotion are two different things, and those who are focused on coaching to the near exclusion of promoting, aren't as



visible. Year after year statistics show that most coaches (94% by some estimates) continue to struggle to keep their businesses alive, and many of these are really good coaches. They regularly give their all to their clients and the clients they have love them.

It's hard for good coaches with really happy clients to understand how less effective coaches are able to get clients so easily. The reasons are simple and if you are serious about your business, once you understand what the reasons are, you can stop wondering and start succeeding at the level you deserve.

Why Less Effective Coaches Have Greater Success

- Ordinary coaches who are succeeding on a large scale may not know as much as they should about coaching, but they know how to position and promote themselves.
- Great coaches who struggle to get enough clients tend to focus 95% of their efforts on helping their clients get great results. Common sense would say that's *exactly* what a good coach should do. The problem is not the *focus*; of course, a coach's first goal should be helping their clients get great results. The problem is in the amount of time allocated to coaching and the amount allocated to promotion.
- Most people don't know what to expect from a coach so, unless they have a bad experience or are making no progress at all over time, they don't know that the coaching they are receiving isn't as effective as it could be.



And since they don't know, they don't complain and may not go looking for a different coach for years, if at all. This gives those who know how to promote themselves; who spend a good portion of their time making sure they are seen and making big promises, a very big edge.

- Most coaches dislike the promotion process and tend to avoid it as much as possible. They find all kinds of reasons to do other things. Though they know they should allocate time to getting more clients, the idea of actually taking the steps brings up all kinds of negative feelings they prefer to avoid.

When we get to the Next Steps section at the end of this book, I'm going to show you how the right tools and strategies can eliminate the resistance that comes up around promoting your business. But there are seven really important keys you need first, and a simple 5-step formula for putting them into action.

The 5-Step Formula for Business Success

1. Get in front of the right people
2. Share the right message (one that interests the right people and eliminates the wrong ones)
3. Provide an easy way for the right people to get what you offer
4. Deliver everything you promise and more
5. Rinse and repeat



The hard part is in the details, and the details are specific to you!

That's why most products and programs designed to increase success often fall short of the mark and why so many business owners don't succeed even when they know what they should be doing. The details arise from the first key strategy, clarity. This key is so vitally important that the majority of this book is dedicated to it. As you get to the other keys, you'll understand why.

The key strategies fall into three broad categories and each of the three is *essential* to the success of any service business, especially those in the transformational or helping professions, such as coaching.

The Three Main Categories, or Key Advantages, are:

1. Focus 2. Fearlessness 3. FIRE

This book is designed to help you develop the first Key Advantage – Focus.

Without Focus, you can never get to Fearlessness or gain the advantage of FIRE, which is a vital factor for skyrocketing your business to success.



The first key strategy is the most extensive because you *must* have this key before you can develop the other six. Be sure to spend sufficient time on this key advantage so you can gain the benefits of the other two.



Key Strategy #1 – Clarity

Clarity encompasses several things and it begins with YOU. Before you can succeed in any business, you have to be clear on:

1. What you want from your business
2. Who you want to serve – your ideal client
3. How to get the attention and interest of your ideal clients
4. What you can deliver better than anyone else
5. The value of what you bring to the table – your personal and professional value – and how to prove it

Often heart-centered entrepreneurs, such as coaches, are unclear on all five of these vitally important elements because they are so focused on serving others. But even if just one of these is missing, growing a successful business will be more difficult, so be sure you are clear on all five.

Below is a series of questions you really do need the answers to, and only you can answer them. Until you have the answers, you will not know what to adjust and you won't be able to place a true value on what you provide. And, until you know the value of your work, you will not be able to convey it to prospective



clients and, if you can't convey it, you are going to find getting clients a constant struggle.

Important! If you already have the answers the questions, great! If you don't, please take the time to get the answers. *Your success depends on it.*

Clarity Around Your Business

1. What do you want from your business? What will it have to look like for you to feel successful? (You need to know this so you know how to structure it.) Write your answers below.

A. How much money will it be generating annually?

B. How much time will you be spending in your business?

C. How much free time will you have?

If your answers indicate that you want a 6 or 7 figure income and you also want a lot of free time, you will need to structure your business such that you are serving a lot of people at once (group coaching or through automated online courses, for example) and/or you will need to be getting premium prices for the 1:1 time you spend with people (\$500 per hour or more). With the right system in place, this is easier to do than you might imagine.



Clarity Around Who You Want to Serve

(Use a Journal or Notebook to Record and Refine Your Answers)

Get Clear on:

1. Who your ideal client is (Who do you enjoy working with? Why?)
2. What your clients want most; what are they hungry for?
3. How can you best deliver what they want?
4. Who can and will pay what you ask without haggling price?

Begin by Narrowing Your Field of Vision

Though it seems counter-intuitive that you can grow your business by narrowing your focus and making your potential customer base smaller, that is exactly what all highly successful coaches have done. The reason it's important is that, while you may be able to serve a wide variety of people, you cannot effectively



communicate and connect with a wide variety. And to get the attention of the people you want to serve, you *must* be able to connect with them in a way they can relate to. You must be able to get their attention and interest, and messages designed to reach a broad group are too general and watered down to do that.



The Most Effective Way to Identify Your Ideal Clients

Select a *single individual* you have helped to get a great result and who you really enjoy working with, and build an ideal profile around that one person.

Include:

- Gender
- Age range
- Approach/attitude
- Financial position
- Preferred contact/coaching approach (email, phone, in person)
- Primary wants and needs (what they are hungry for)
- Why this individual sought you out (what result they were after)
- What results they got
- How they benefitted
- What the consequences of not getting that solution might have been



If you don't know the answers to all of this, ask the person you are building the model around. If you have more than one client that fits your ideal model, ask several. Getting feedback from several good clients can give you a full, rich picture of the clients you want to serve.



NOTE: Your niche market might include more than one type of person.

If so, ***they should all have something in common*** and you should not have more than three categories under this common umbrella.



Where this is the case, use the *commonality* to fashion your overall message and then customize the message to fit each type of client. If the clients you are now serving or seeking to serve don't have anything in common, you need to narrow your field.

Important! If you have more than one type of client and they have something in common, first define the *commonality* and then *describe the ideal* for each category.

Example:

I serve two groups; high integrity coaches and high integrity, people-centric business leaders. What they have in common is that they are leaders who care deeply about people, lead with integrity and take their work seriously. They are willing to step up to the plate and lead others to higher levels of satisfaction and success, and they are on a mission to make a difference in people's lives.

Because there are many ways to make a difference in the world (some ways are focused on animals, plants or the environment rather than directly on people, for example), a message about making a difference in the world is *too general* to



attract the people I want to serve. It needs to speak only to those who want to changes the lives of *people*, and who are willing to assume the position of leader to effect positive change.

There are also many ways to make a difference for people. A medical doctor or surgeon makes a difference in one way. A great home builder makes a difference in another. An accountant makes a difference in still another way. So my message also needs to make it clear *how* my ideal customer makes a difference.

A single representation of an ideal client base or group is called an ‘avatar’. As you build your avatar using the characteristics of an ideal client, make it as full and robust as you can. If you serve more than one group, build an avatar around the *commonalities* first and then define their differences and build avatars for each group.

Example

Commonalities for My Clients:

1. All good leaders make a difference by making decisions and guiding the actions of others toward a particular outcome. To be successful, they need to be really clear on what that outcome is and they need to be able to communicate their vision and intent. If they don't let those they intend to lead know what they are headed toward, or if the outcome the leader proposes is not what the people want, they won't follow. And to lead, obviously you must have followers, so they have to be decisive, influential, and considerate, as well as being visionaries and good communicators.



2. All are dedicated to helping people be more successful in some way
3. All are serious about building a successful business
4. All are willing to invest the time, effort and money to get the result they are after; a highly successful and satisfying business greatly improving people's lives.

Differences for My Clients:

1. Coaches as leaders (or leaders as coaches) lead in very specific ways and the people who follow them, follow for very specific reasons. One difference is that leaders who coach pay people to follow their directives, where coaches who lead get paid. Usually, leaders who coach don't have to sell their followers on the idea that they should follow them, where coaches who lead do.
2. Coaches in both arenas focus on different outcomes. Some focus on building healthy relationships, some on finding the ideal career, some on personal improvement, some on helping people move through transitions smoothly, etc.

Important!

It's important that you are really clear on who your ideal client is, what he/she really wants, and how you will deliver it. Don't skim over this. It's key number one for a reason. You won't be able to gain the other keys without this one.



Why Most Coaches Don't Take This Step

Wanting to help as many people as possible is typical for those who have chosen coaching as a profession and most coaches maintain a very broad view of who they can help.

Again, while you might have the ability to help people across a broad spectrum, you cannot effectively *reach* people across a broad spectrum. To be successful, you must get the attention and interest of the people you most want to coach. And you won't do that with messages designed to reach a broad group because they are too general and too watered down.

As mentioned earlier, narrowing your focus to increase business seems counter-intuitive, which is why most coaches don't do it. Don't get trapped by the notion that you can effectively reach anyone who needs to improve their life in some way. If you do, the way you present yourself will fail to get serious attention from just about everyone.

Important!

Don't be generic!

Here are typical examples of how coaches describe themselves:

WORST – “I’m a coach” or “I’m a life coach” or “I’m an executive coach” or “I’m a (fill in the blank) coach.” Why? Because most people are not looking to be coached. They are looking for a *result*; a *solution* to their pressing problem. “I’m a coach” sparks zero interest unless you are talking to someone who: (1) already



understands the value of a coach and is actively looking for one, or (2) serves the coaching market and wants *you* as a client.

STILL BAD – The examples I present below are how most coaches present themselves in their marketing materials. Don't take my word for it. Go to sites with coach listings and read them for yourself. See how many would inspire you to take action.

Some Typical Examples

Example 1 – “My mission and goal is to help others let go of the pain of their past and find internal peace. Because I am not a traditional coach, my service results in a high rate of life transformation. I have been where you are and I understand your pain. Contact me and let me show you how to align yourself to a position of power so you can remove the pain, learn to enjoy your present and become the master of your future.”

Example 2 – “I specialize in helping people live simpler, more fulfilling lives. I utilize an integrative approach that includes visualization, meditation, mindfulness, and somatic techniques. My goal is to help you remember how powerful you really are so you are living life more fully.”

Example 3 – “I am a Certified Life Coach, experienced at helping clients manage stress, escape negative self-talk, and build confidence so they lead healthier, more purposeful lives. I believe that everyone has the ability to overcome past hurts, bad habits, negative self-talk and other challenges. We all need a little help



sometimes to see clearly and find the right solution. So if you are ready to break away from old, unhelpful patterns and build a productive, successful, and passionate life, schedule a free consultation today.”

All three examples promise the kind of results most people want in their lives but they don’t address anyone in particular. The descriptions are interesting, but not compelling, and they don’t eliminate anyone. Apparently, anyone on the planet who wants to “let go of the pain of their past and find internal peace” (example 1), or “live simpler, more fulfilling lives” (example 2) or “manage stress, escape negative self-talk, and build confidence” (example 3) is a candidate.

The descriptions speak to everyone and no one. Yes, we all want to relieve pain, live simpler, peaceful, more fulfilling lives, manage stress and negative self-talk, and be more confident. But if there are 80,000 coaches out there promising the same thing, what would compel a potential client to choose someone with such a generic message?

The Other Problem with Generic Descriptions

Generic descriptions like this create another problem too. Because they apply in a general way to everyone, no one will deselect. On the surface, that seems like a good thing, but it most definitely isn’t. When no one self-deselects, you have to be constantly qualifying people, which can eat up a lot of precious time and energy. Equally bad, people who use generic language tend to attract people who don’t know exactly what they want so they get a lot of tire-kickers and indecisives



they can't help. Or they get people who are too needy and take up too much time and energy. Generally, the people generic messages attract don't see the value in coaching so don't want to pay much for it. These people are not really prospects, and are certainly not potential clients, and they can be a big drain on time, energy and finances.

Important! **Your presentation of your services needs to be focused enough to cause the wrong people to deselect as effectively as it causes the right people to select *you*.**

Example 4 – A good example comes from a highly successful coach, Marshall Goldsmith.

Goldsmith's Presentation – I am an executive leadership coach. My team of coaches helps successful leaders get even better—by achieving positive, lasting change in behavior for themselves, their people, and their teams. We work with leaders who meet the following criteria:

- Has achieved success
- Wants to focus on development of leadership behaviors (not strategy, financial acumen or other non-behavioral skills)
- Wants to work with a coach to become even more effective



There is no ambiguity here. You know exactly who Goldsmith coaches. You know he has a team of coaches so you might not get him personally (an indication that personal coaching by Goldsmith himself will be expensive). You know that he doesn't work with leaders who are looking for different strategies or non-behavioral outcomes.

Leaders who fit Goldsmith's criteria know just what outcome they can expect. Moreover, people who are not leaders, or leaders who don't fit his criteria, disqualify themselves so Goldsmith doesn't have to waste time on people who are not qualified prospects.

To let your clients know that you deliver what they want better than anyone else, create a clear and focused message that speaks directly to the most pressing need and greatest desire of your ideal clients. And make it so precise that anyone not after the exact outcome you provide will self-deselect.

To get that precise, you first need the second level of clarity – Knowing What Your Clients Want Most

Most coaches focus on needs, not wants, or as in the above examples, are too general to even know who their ideal clients are, much less what they want.



Remember - People go looking for a solution because they have a perceived need, but they *buy* what they *want*.



Example

Say your refrigerator breaks down and cannot be repaired. So now you *need* a new refrigerator and you go out looking for one. The one you select will be the one that has the most features you *want* and which you consider a good value for the money. You really only *need* a box that will keep your food cold, but you *want* one that looks good in your kitchen and has some cool features. In other words, though your goal is to fulfill a need, you select and buy what you *want*.

Here are Two Things to Keep in Mind...



Sell them what they want and then give them what they need.



Present yourself as the solution, not as a coach... Most people don't know that they need a *coach*, but everyone knows when they have a pressing problem and everyone wants their problem solved in the fastest, most efficient way possible.

There is no way you can attract the right clients if you don't know why the people you want to serve are seeking your help in the first place.



Once You Have a Precise Description of Your Ideal Client

The first thing you need to do once you have defined your ideal client is to find out what *they* want (not what you *think* they want or want them to want).

Answer the following questions:

1. What are your ideal clients seeking?
2. What problem can you solve for them better than anyone you know of?
3. What would their life look at if they didn't have that problem?
4. What will not eliminating the problem cost them in terms of satisfaction, health, relationships, money and anything else that's important to them?
5. What vision do they have for their life/business/health/home, or whatever it is you help with?



Be Sure to Engage Their Emotions – As you go in search of the answer to what your ideal clients want, get them emotionally engaged. Emotional engagement is the foundation of decision-making so you want your message to tap into this.



Get Details – Have your ideal clients describe *in detail* what their heartfelt desire is and why. For example: Is it to make more money so they can send their kids to a good college? Is it to feel slimmer and sexier as they step into middle age so they can hold onto their youth and vitality longer? Is it to be financially secure so they feel safer and more confident as they age? Whatever problem you solve, let your *clients* tell you what having that means to them and why they want it.



Give them plenty of time to discuss their wants. How would their life change if they actually created this vision for themselves? How would it impact their children/ partner/loved ones? Why is it important to have this outcome? What is their life like now? What will it be like five years from now if things don't change?



Help them paint a clear picture of life with a solution and life without one so they see the value of the solution you can provide.



Sample Questions:

- If you had a magic wand that you could just wave and get anything you wanted, what would you want your life (or business) to look like?
- If you found yourself at the end of one chapter in life and at the beginning of another and you could write that next chapter and have it turn out any way you wanted, what would that chapter look like?
- What would be possible for you when you achieved this that doesn't seem possible now?
- How would being in that new space change things for you? How would your life be better?
- What will happen if things stay the way they are right now? What won't you have that you *really* want?

The Final Piece – Know the Value of Your Work

One big difference I have noticed between highly successful coaches and those who continue to struggle is that successful coaches value their work and, because they do, they treat their coaching practice as a serious and valuable business. They apply themselves to their coaching with the same passion and sense of responsibility as any other successful business owner, and they have created a healthy balance between their work and personal life. They don't allow their work



life to take over their personal life and drain them of the passion they went into business for in the first place.

They may work late occasionally as any business owner will do, but they take most evenings and weekends off so their own lives are as full and satisfying as they want the lives of their clients to be. They value their time and don't allow others to steal it, which means they don't allow family or friends to interrupt their work day, and they don't allow needy clients to interrupt their personal time.

Most coaches work from home and there's a tendency on the part of others to think that, if you are at home, you have time to spend on non-work things.

Successful coaches value their time and the energy they bring to their business so refuse to allow things that drain off their time or energy to occur.



Hot Tip

To Prevent Time Drain

- Establish work hours and let family and friends know that you are not willing to visit during those hours.
- Adopt the mindset that every working hour is an *appointment you have made with yourself*. That way, when family or friends interrupt, or when a client makes an unscheduled call to ask a question or get advice, you can let them know that you have an appointment you need to get to and don't have time to talk (You do have an appointment. It's the appointment you made with yourself to stay on track to success.) Ask family and friends to



get back with you after working hours, and ask clients to schedule a time to talk with you. If you offer unlimited emails or a certain number of quick calls per month to your clients, they still need to know to schedule the calls and that you will be answering emails when your schedule allows.

- Budget the time you give away. I decided years ago that I would give 10% of my time to those I believe are really trying to improve their lives, but who are not yet in a place to afford my help. It's my tithing to humanity.

To Be Effective at Managing Your Time

Know the Value of Your Time

To value your time, you need three pieces of information:



1. How many hours you want to work in a day
2. How many days you want to work in a week and how many weeks in a year
3. How much money you want to make in a year

Say you want to work 8 hours a day 4 days a week and take 4 weeks off each year to vacation with your family, and you want to be earning \$250,000 a year.

To realize that outcome, you need to determine how many hours you will be working in a year and divide the hours by the dollar amount you want to receive.



Here's how the above example works out.

8 hours per day X 4 days per week = 32 hours per week.

There are 52 weeks in a year and, if you take 4 weeks off, you have 48 work weeks.

48 weeks X 32 hours per week = 1,536 hours

A good rule of thumb is that out of 1,500 hours only 1,000 will be billable hours. The rest will be spent in preparation, follow-up and administration tasks.

Assuming 1,000 billable hours, to earn \$250,000 a year, you need to be making an average of \$250 an hour. If you want to make a million dollars a year, that hourly figure needs to be \$1,000.

*How much you think you are **capable** of making is not factored into your time value because you are probably capable of making a lot more than you think. It's possible to make a thousand dollars or more in every billable hour. Many highly successful coaches are doing just that, and you can too.*

If you knew for sure that there was a way to make \$1,000 for every billable hour (a million dollars a year), would you want to find a way increase your fees to reach that level? If not, that's okay. Whatever you feel comfortable with is what you want to figure.

You can work it either way. You can determine how many hours you want to work and adjust the per hour figure to fit, or you can start with the dollar amount



you want to earn and adjust the hours to fit. Knowing how much you want to earn each year and how many billable hours you have available in the time you want to invest lets you know what your minimum per hour fee must be.

Once you know that, you can build strategies that let you earn your minimum per hour fee in the best way possible. As you get better at creating these strategies, you will discover ways to serve more people better and in less time, which will increase your time value. Once you realize how valuable your time is, you won't be wasting your work hours on distractions or the agendas of other people. Before you lay out your time valuation, let's explore what prevents coaches from placing a true value on their time so you won't get caught in that trap and can place a truer value on yours.

Why Most Coaches Don't Value Themselves Like They Should

Most coaches greatly underestimate their value because they are looking at the wrong indicators of value. Some look out in the marketplace to see what other coaches are charging and try to match market prices.

Important!

Market prices are set by coaches who don't know their value so they compete on price. Don't get sucked into that trap.

Your ideal client is shopping value, not price.



The Strange Dichotomy

The more you charge for your services, the better results your clients will get. This has nothing to do with the quality of your services and everything to do with the quality of your clients.

Price shoppers are generally hard to please, and are often looking for a crutch. They won't do their part to improve their circumstances so generally don't get good results. And guess who they blame? You guessed it...you!

Value shoppers are looking for the best coach they can afford. And because they understand the value of a coach and are willing to invest money in getting a desired outcome, they are highly coachable. They take the steps you recommend they take and get good results.

Your ideal client is searching for *results* and they are willing to pay good money to those who can help them get the results they are after faster and easier. Position your value on the *results* you help clients get and on how quickly and easily they can get those results with your help. When you do, money will never be an issue again and you won't be trying to figure out how to get rid of needy, whining clients.

Another reason for under-valuing services is that many coaches believe they have to be an expert at what they coach around and they interpret "expert" as someone who knows all there is to know about that subject. No one ever knows all there is to know, and those who hold back waiting until they do will spend



their entire life under-valuing their services. Many won't even get started. They may dream of changing lives in some significant way, and some might actually do that, but usually they are doing it free or for little money, thinking they will start charging when they have all the knowledge and experience they need. Many potentially good coaches go mentally, emotionally, and financially bankrupt this way and give up on their dream.

Important!

You don't need to know everything, or even most of what there is to know. You only need to know *more* than your clients know and what you are capable of actually doing.

Here's a clue: If you have gotten a good result for yourself or for someone else, you are capable of producing the same good result for coaching clients.

Your Valuation

Considering the value you bring to your clients, not just in the moment, but over their lifetime, determine what your time is worth. Then, using that valuation, divide the income you want annually by the time value. You can also calculate starting from the number of hours you want to work. Either way, you will arrive at a time value.

If, for example, you determine that your time is worth \$1,000 an hour and you want to make a million dollars each year, you will need to work a thousand hours



per year (which is the average number of billable hours) to make that happen. If, starting from the hours you want to work, you decide you only want to work 500 hours per year, you will need to average \$2,000 per billable hour to reach a million dollars.

Action Step

Calculation 1

Desired Annual Earnings \$ _____

Divided by

Value I place on my time \$ _____

= Hours I need to work _____

Calculation 2

Desired Annual Income \$ _____

Divided by

Number of Hours I want to Work _____

= What I must Earn Per Hour \$ _____



Your next step is to decide how you will structure your time and business to be sure you are earning the per hour amount. If your per hour figure is in the thousands, determine how many high-end clients you will need. You may also want to consider some combination of group coaching and working with high-end clients.

Now that you have some idea what your time is worth, what you want to earn and how many hours you will need to work to earn that amount, it's time to wrap up the first Key Strategy for Focus, and move on to the others.

To Maintain Clarity:

Keep up with changing trends and client wants and needs. As clients mature and their life circumstances change, their wants and needs will change too. Even the work you do with your clients can change their trajectory, and what they perceive their needs and wants to be at that point.

If you have been successful at helping clients get what they want most, they will then want something different. If you have helped them solve their biggest problem and meet their most pressing need, that problem no longer exists and that need is no longer a driver. That doesn't mean you are finished with this client. Life keeps throwing up challenges. Find out what they want next and help them get it. If you are proficient at helping your clients fulfill new wants and meet changing needs, you will have a client for life.



Key Strategy #2 – Confidence

Confidence is vitally important to success on any level, and is a key component of Key Advantage #2, Fearlessness. It is also essential to Focus because it helps you move into new territory and gain new skills.

In business, confidence has to be considered from two angles; your own and that of your clients and prospective clients. As always, the best place to begin is with *you*.

All confidence follows a formula. When you know the formula, you can know what to adjust and move toward greater confidence much faster.

The Confidence Formula

Knowledge + Experience + Positive Feedback = Confidence

Here's how the formula works:

Before we can be confident about anything, we need to have knowledge of it. There is no confidence in ignorance. So the first step toward confidence is gaining knowledge.

Once we have sufficient knowledge, we then need experience to validate the correctness of the knowledge. This is why scientists test everything. Knowledge, in and of itself, doesn't prove a thing. Only repeatable experience does that.



Once experience has validated the knowledge, we need positive feedback to validate the experience. Without positive feedback, we question the experience and discount or even dismiss it.

Say, for example, you have read lots of books about how to meet new people so you decide to give it a try. At a networking event, you approach someone and attempt to start a conversation, but the person you approach acts aloof and disinterested, and quickly dismisses you. With the first failed attempt, you might assume you did a bad job, or you might assume the other person is a jerk. If you assume the other person is a jerk, you will try again. Say you do try again, several more times, and still get negative feedback from the people you attempt to meet. Now you begin to believe it's you and now, not only are you getting negative feedback from others, you are giving yourself negative feedback.

Many people stop trying a new skill after getting negative feedback just two or three times. Yet most new skills take more than two or three attempts to perfect. The only way most people will keep going is if they are getting positive feedback from themselves ("I know I can do this") or from someone who exudes confidence in them and their ability to succeed ("You can do this. Keep practicing").

Positive feedback and encouragement through a learning curve is one of the many values of a good coach. Until we get to the point of giving our self positive feedback, we don't have true confidence so we have to rely on the confidence others have in us to keep going. When you can honestly say to yourself, "I'm really good at this," you *own* the ability to succeed and confidence is the result.



The value in knowing the formula is that, where confidence is lacking, whether in you or someone else, you can check to see what's missing. Do you or the other person have enough information? If so, do you have experience that validates the information? Did the experience result in positive feedback?

Wherever honest evaluation brings up a “no” answer, you know to focus on that piece. Obviously you can't have a good experience without knowledge and you can't have positive feedback without a good experience. So if knowledge is what is missing, the other two will be missing too. If you have lots of knowledge, but no experience to validate it, you begin at the level of experience. If you have knowledge and some experience, but not enough to be receiving positive feedback, you know to work on polishing and perfecting at the experiential level.

Many people keep gathering knowledge hoping to gain enough to feel confident when what they really need is *experience* to validate the knowledge they already have. This mistake holds many coaches and information providing entrepreneurs back, and keeps them from stepping out there and getting the experience they need to gain confidence and become successful.

Examine any area of your life where you feel confident and you will discover that all three parts of the confidence formula are present. You have knowledge of the subject, you have experience that validates the knowledge, and you have positive feedback from yourself (and usually from others) that qualify your experience. In other words, you have been able to acknowledge that you are



good at that particular thing, either as a result of your own observations or as a result of the observations of others, or both.

To place true value on what you do so you are getting what you are worth, you *must* have confidence. And to have confidence, you need to know that you are capable of delivering exceptional results. Knowing the value of what you bring a client provides the confidence to ask for the amount of money you want and deserve.

To Convey Value with Confidence:

1. You must believe your work has real value
2. Believe you can deliver it as good as, or better than, anyone else
3. You must believe your audience will be receptive

The Other Side of the Coin – The Trust of Others

It's one thing to have the confidence to ask for what you're worth. Getting what you're worth without resistance is quite another. People are always willing to pay more for things they believe will deliver the outcome they want.

People who want prestige, for example, will pay almost \$500,000 for a Rolls Royce Phantom when a Toyota Camry, one of the most dependable cars available, can be purchased for around \$30,000. But for the prestige buyer, dependability isn't what they are after.



A dependability buyer wouldn't dream of paying \$500,000 for a car when they can buy a top rated vehicle for around \$30,000. This psychological dynamic is why it's so important for you to know what your ideal clients really want. People will pay a premium price for something that meets a primary desire, will bargain for things they don't want strongly, and will walk away from things that don't meet a primary desire no matter how good it is. The dependability buyer in the above example is well aware of the quality of a Rolls Royce, but won't buy it because something far less expensive meets their primary want.

What is your ideal client's primary want? If you don't know the answer to this vitally important question, take the time to find out immediately. Knowing this is critically important. Once you know what your ideal clients want most, the next thing you must do is create a message that conveys to your clients that you know what they want and can provide it to them. This kind of message builds confidence in them and gains their trust.

The Trust Factor

Because most coaches really do care about people and want to help them live better lives, that caring comes through in their body language and voice tone, even when the words they use don't convey that message very well. So building trust on a personal level is rarely a problem. The challenge is usually building trust around what the





coach delivers.



The challenge becomes a problem when the coach has an aversion to anything that feels like selling, especially when it comes to selling *themselves*. Coaches are usually quite happy to *give* of themselves, but when it comes to asking for money for the work they love doing, many run for cover.

Self-promotion is hard for many people because almost everyone was taught as a child that it's bad to brag on ourselves. This comes through loud and clear to empathetic types who are focused on others. They never want to offend anyone or do anything that might lead to rejection.

Coaches don't necessarily have to promote their *self*. Many highly successful coaches say very little about themselves. Often they only say as much about themselves as they need to say to qualify their claims. In fact, coaches who put too much emphasis on how qualified and amazing they are, actually have more trouble attracting enough clients.

Although you don't need to promote *you* in specific, you *do* have to promote *your services*; you *do* have to let people know that you can help them solve their problems. Coaches who tie their ability to solve a problem to their personal identity find it difficult to convey what they can do. If you are doing that, a good way to stop is to mentally separate your services from yourself. Give the "body" that represents your services its own energy and conceptual representation separate from your concept of yourself. If you have ever recommended someone



or something you like, such as a good doctor or a good restaurant or movie, you are capable of promoting because that's exactly what you do when you recommend something. When you realize that any discomfort you feel around promoting your services is not due to your inability to promote, you will begin looking in other places for the solution. It might be that you aren't yet comfortable with your message or it might be that you haven't separated your personal self from your professional services. Create the mental separation first and then check your message.

If you are conveying the right message to the right people, you never have to sell. Your ideal clients will sell themselves. But, before anyone will sell themselves, they have to be *certain* that what they are buying will deliver what they want. They have to trust *you* and the *outcome* you provide. And to gain trust, you have to *exude* confidence.

There are easy ways to gain trust in your ability to deliver and there are hard ways. Most coaches go about it the hard way. In the Next Steps section I will give you a resource for learning how to attract potential clients with ease and convert contacts to clients without ever having to sell. That's the next step however. Let's get this one done first.



Remember: You can use the confidence formula to determine why other people lack confidence in you or what you offer the same



way you can use it to determine what's missing when you lack confidence.

Have you given your clients enough *specific-to-them* information? Have you helped them connect what you have shared to an experience they have had? (They don't need an *actual experience*, only to be able to relate to an actual experience.) Have you provided positive feedback they can buy into?



Key Strategy #3 – Conveyance

Conveyance is about being effective at letting those you want to serve know what you can do for them in a way that builds trust. Before you can fashion a message that will do that, you have to have identified your clients and you need to know what they want to accomplish. If you aren't clear on those two things yet, go back to keys one and two and work on it. It's vitally important that you have this information.

Confidence is Conveyed in 3 Ways:

1. Body Language
2. Voice Tone and Inflection
3. The Words You Use

Except in printed media, body language and voice tone make up an estimated 97% of what conveys confidence and builds trust. Words make up only 3%.

When you are out meeting people or talking to them over the phone, how you present yourself non-verbally is as important as the words you use, but don't under-estimate the power of your words. In fact, until you have the right language and are adept at presenting your services in a compelling way so you are getting positive feedback from those you present your message to, your non-verbal communications won't support you. You won't feel confident and that will show. Don't imagine that you can fake confidence. It never works. Faking



confidence looks *inauthentic* to others and feels inauthentic to self, and people are instantly turned off by a lack of authenticity.



Remember: Trust is an essential first step to getting buy in, and people don't trust people who appear inauthentic. You must truly be confident to convey confidence, and you must convey confidence to gain trust.

Important!

The leading contributor to lack of confidence in selling services is negative feedback received from others. If you are sharing the right information with the right people, your feedback will be very positive and you will find yourself wanting to share more often.



If you are not receiving positive feedback when you share what you do, keep polishing your message until it resonates with the right people.



Consider the people you are sharing your message with. Know that, if you are sharing the right message, those who do *not* meet your criteria will self-deselect. Be glad. That will save you tons of time and energy.



Offer a satisfaction guarantee and provide testimonials from happy clients so your prospective clients feel certain that you can deliver everything you promise.



Key Strategy #4 – Communication

This is where most coaches and entrepreneurs get stuck, which prevents them from acquiring the next three essential keys. Spend some time here. You will be well rewarded.

Crafting a good message will give you an invaluable tool for your business. Too many coaches and entrepreneurs spend all their time perfecting their craft and neglect to do even the most basic work on creating and refining their message. In my experience this is one of the most common reasons for failure.

Important! Communication that gets attention, and communication that increases interest and inspires the right people to take the next step are *two different processes*.

- To get attention, focus on their *pain*
- To get interest, promise and prove you can deliver *relief*

The human brain is hard wired to notice potential threats, which is why the news media (well aware of this fact) reports only bad news 95% of the time and why every story you will ever read follows a particular formula: there's an antagonist or villain, a victim, and a hero that rescues the victim.



Sometimes the hero and the victim are the same. In this case, the plot is to get the hero in trouble and then get him/her out. It's also why it's important to point out or at least infer pain (or a threat) to get the attention of your prospective clients.

There's an old song called, *Along Came Jones* that presents this classic pattern. The villain, a man named Salty Sam, has Sweet Sue tied to a railroad track and a train is coming. If something doesn't change fast, her demise is certain. Then, just as things seem hopeless, along comes "Jones" to rescue her.



That's the same formula you want to use. In your case, the villain that has your client all tied up is *the prospective client's problem*. The problem has put the prospective client into the position of victim and *you* are the hero who can eliminate the problem. The ultimate outcome is that your client is free and empowered to decide his or her own future.



Problem



Effect



You



Ultimate Outcome



Create an intriguing story that your ideal client can relate to. Use both imagery and emotion. Both tap into the subconscious mind where all decisions are made. This story becomes an anchor for you. A platform you build around. You tell the story LAST.

Always begin by asking good questions and listening. There are three reasons for this:

1. Questions engage the other person
2. The answers to your questions will qualify or disqualify that individual
3. Good questions uncover an individual's current challenges, bring awareness to how uncomfortable being stuck there is and to the need to resolve the issue

Here are some sample qualifying questions:

- What would you say is your biggest challenge right now?
- What do you think prevents you from eliminating it?
- How long have you been struggling with that issue?
- What do you suppose it's costing you in time, energy, satisfaction, and perhaps money, to be stuck there?
- How much time are you spending trying to resolve that situation?
- Who else is affected by it and how is it impacting them?
- How committed are you to eliminating the problem?



Ask ONLY the first question if the answer to it disqualifies the individual, meaning the problem they have is one you can help them resolve. And, you only ask the last question if ALL the other answers continue to qualify the individual.

Example

Say you ask an individual, “What would you say is your biggest challenge right now?” And the individual replies, “My biggest challenge is finding a good bookkeeper for my business,” and that is *not* what you help your clients do. That answer immediately disqualifies that individual, which is a signal to move on quickly. In this case, you might respond with something like, “Yes, I can see how that might be a challenge. Finding good help is important, especially when it’s in an area like bookkeeping. If I happen to run across anyone who might be a good candidate, I’ll send them your way.”

Here, you have empathized and offered whatever help you can easily provide and can quickly move on to meet someone else. The value in taking this approach is that it tells the other person you care and are willing to help if you can, and makes them more open to helping you. People who are not your direct clients may know others who could be good clients for you, so never dismiss anyone in a disinterested way. Always be willing to help where you can (providing a referral, offering information on a resource, etc.)



As you work on your message, create two versions:

- The full story, which you tell those who express interest
- A 30 second speech (this covers the key points like a movie trailer or the synopsis you find on the back of a book)

To Craft a Powerful Message

1. Know exactly where you want to go. Your basic message should answer three questions: Who are you? What do you do? Why should I care? You need to know exactly what you want to achieve or you will waste a lot of time getting nowhere.

2. Bullet point benefits. Write down three or four bullet points that describe the most important reasons why a client with a particular challenge should want to work with you. Keep out any irrelevant details that might weaken your core message.

3. Use story and analogy. People love stories and analogies. They make it easier to understand a message and help others remember you and your message later on. Be sure to keep it brief. Think Twitter.

4. Eliminate jargon. Explain what you do in a way that most people can relate to. Avoid terminology that isn't understood by the general population.

5. Present in a way that invites conversation. You want the listener to be left wanting more. At the end of your 30 second presentation, they should be wanting to know more. At the end of your full presentation, they should be wanting to work with you.

6. Practice Your Timing. Time yourself as you practice your presentation to be sure you can tell your story in 30 seconds. If you can't, cut down on the details and try again.



7. Present it to family, friends and colleagues. After you have your presentations done, practice them with family, friends and colleagues. Ask them to give you honest feedback. Ask them what would make your presentation better. Listen to what they have to say, but don't let varying opinions throw you off. Ultimately, your presentations have to feel right to you. Keep practicing and tweaking your pitch until it's natural for you to say aloud and convincing to the listener.

Important!

Your message needs to convey, “I understand your deepest needs and desires, and I am just the person to help.”

As you build your story, be sure to place emphasis on *solutions* and *benefits*, not features.

- **Features** describe the characteristic of what you offer.
- **Benefits** describe the value of what you offer; what the customer gets as a result of working with you.

Words that Describe Features

I offer... provide... work with... consult... advise... solve... help... show... teach...
train... support... supply... create... produce... analyze... diagnose... prepare... plan...
design... develop... compose... construct... build... implement... install... correct...
improve... organize... facilitate... coordinate... manage...

Words that Describe Benefits

So my customers can.... so you can be sure that... which gives you... which ensures
that you... so you will get the best/most/fastest/easiest... solve... achieve...
improve... become... produce... maintain... eliminate... save... avoid... make the
most of... get... feel... enjoy...



Use These Steps to Create Your Full Presentation

1. **Introduce yourself** – “Hello, I’m... (Your name) If you are making this presentation in person or by phone.
2. **Get their attention** – Make an intriguing statement that grabs attention, hooks your listener, and qualifies or disqualifies them as a potential client. This needs to be specific to whatever problems you solve. For example, I coach women who are transitioning back into the workforce to help them make that transition faster and easier.
3. **Make a claim** – To be compelling, your message needs to include a claim that will qualify your offering. Can you claim that your service increases your customer’s income or profits, for example? Can you state that your clients get twice as far and in half the time? Be honest, but don’t be overly conservative. Many coaches find it very hard to make big claims even if they have actually helped one or more clients get a great result. Find a way to make a compelling claim that will grab the interest of your audience immediately.



Remember: Your ideal clients can’t know that you can get amazing results for them unless you tell them.

4. **List two or three points.** Select no more than three points that support your message. Choose points that have importance and emotional appeal to your listener. Remember to think from their viewpoint. What are the most important benefits you deliver? How exactly will hiring you as a coach benefit



this person? Will it save them time? Earn them more money? Improve their relationships? Get them more dates? Save their marriage? Help them grow their business?

5. List three or more items for *each point* which provides evidence. Evidence can be in the form of statistics, examples, quotes from experts, or client testimonials. Use anything that validates your claim and gives your listener a compelling reason to want to learn more.

6. Have fun with this. The more fun you have in telling about your business, the more likely you are to perfect your message, connect with your audience, and win more business.

7. Finally, create a call to action. What do you want your listeners to do at the end of your presentation? Do you want them to ask for more information? (You'll only want this outcome if you are in a situation where you both have the time to talk.) Do you want to get a business card so you can contact them later? Do you want an appointment?



Remember to practice.

This may seem obvious, but many people don't bother to do this. Practice *out loud*. Only through actually practicing the delivery of your message will you get good enough to feel confident speaking those words.

To make your practice simpler, write out what you want to say and keep rewriting it until it feels perfect. Practice on family, friends, colleagues and even strangers.



Ask for honest feedback and keep perfecting until you get a “Wow! That’s great!” response from several people.



Remember to edit out everything that isn’t necessary to keep your presentation as short and powerful as possible.

Pare Your Full Presentation Down to a 30 Second Speech

Sample – Here’s my 30 second speech

I provide dedicated coaches with the tools they need to reach the top of the coaching profession, get all the clients they want, and earn a great living doing what they love, working only as much as they want.

Sample – Here’s my 30 second speech

I provide dedicated coaches with the tools they need to reach the top of the coaching profession, get all the clients they want without ever having to sell, and earn a great living doing what they love, working only as much as they want.

My goal is to have coaches ask, “How do you do that?”

Important!

Decide what outcome you want and begin developing your message. Realize that this is a process and keep polishing until your message works the way you want it to.



Important!

Don't get discouraged if your message is developing slowly.

I have been working on mine for years and I still look for ways to keep polishing my message.



Don't assume someone else can't write your message for you. You might find a good wordsmith who can sharpen it up and give it more shine, but one way or another, the basic message will need to come from you because only you know enough about what you do to fashion the story.



Key Strategy #5 – Connection

Once you have your story and your 30 second presentation written and are comfortable with them (the confidence factor), it's time for key number 5; *connecting* with the people who fit your ideal client profile. This means finding where your ideal clients hang out (in person and online) and going out to meet them.

To connect, your communication must:

- Be presented with the kind of confidence that builds trust
- Touch potential clients at a deeply meaningful level
- Leave them hungry for what you have

To make that happen, you must first:

- Know what your ideal clients want, what you can deliver, and what you deliver is worth (Clarity)
- Know what you are capable of delivering better than most anyone else (Confidence)
- Be able prove your ability to deliver exceptional results (Conveyance)
- Use language your ideal clients can hear and identify with (Communication)



Your primary task here is to identify where you will find your clients.

When you are able to identify your ideal clients and know what they really want, this is not a difficult step to take, though it may take some thought and research.

Some Good Places to Find Your Ideal Clients

- Organizations
- Associations
- Publications
- Social media outlets (Facebook, LinkedIn, etc)
- Online forums-specific topics
- Business directories
- Clubs and member sites
- F4 Referrals (Family, Friends, Fans and Followers)

Unless you coach around something very unusual, there are tens of thousands of potential clients out there. Once you have identified your ideal client, know where to find them, and start getting your perfected message out to them, you are going to love the response.



Key Strategy #6 – Conversion

This is where most coaches get tripped up and there are several reasons why, but to be a successful business owner every one of those reasons need to be eliminated or at least managed so you have control over them rather than them controlling you. No Business can survive without a continual flow of paying clients. So what keeps coaches and entrepreneurs who are really good at what they do from succeeding in business?

The primary reasons are:

1. Fear of self-promotion; see it as humiliating, embarrassing or being obnoxious.
2. Fear of offending someone or making someone uncomfortable.
3. Aversion to selling; thinking it's pushy or sleazy.
4. Lack of confidence in the ability to convey their message effectively or to sell.
5. Resistance to taking the steps necessary to polish their presentation and influence skills.
6. Under-valuing self; feeling unworthy of the money needed to have a successful business.



Each of the reasons has an underlying cause, and each has a solution. To ensure that you don't get tripped up here, let's look at the underlying cause for each barrier and then at ways to remove it.



Barrier 1 – Fear of self-promotion

Underlying Cause: Subconscious programming – most people are taught as children that bragging is not a good thing to do. Once we buy into this message, a subconscious program develops which tells us to avoid that behavior and we unconsciously continue to respond that way. The problem is that conscious effort cannot change most subconscious programs so, no matter how much we would like to “brag,” the discomfort associated with it makes it difficult.

Solution: The subconscious mind is a completely honest and congruent system. It can only hold onto a belief as long as that belief seems to be valid. The subconscious mind maintains a belief by selecting only evidence that validates the belief and rejecting evidence that invalidates it. You can change this belief by purposefully gathering evidence inside your own personal experience that disproves that bragging on yourself is bad. Purposefully look for situations where you pointed out something you did well and got a good response. You only need to recall and take ownership of four or five positive outcomes for the belief to be invalidated at which point the subconscious mind releases it.



For more information on how the subconscious mind controls our behaviors, visit www.banishblocks.com



Barrier 2 – Fear of offending someone or making someone uncomfortable

Underlying Cause – This barrier is common for people who adopted the role of helper, rescuer or peace-keeper as children. The life strategy they developed was coming to the aid of others and it was a successful strategy that kept them out of trouble and helped reduce stress and pain for others in their family. Over time, this strategy gets generalized to all of life and these people become givers who are quick to put their own needs on a back burner to serve others. Givers generally don't receive very well and part of growing a successful business is receiving money for services rendered. To be highly successful, a coach needs to be receiving both appreciation and money. When clients thank you as they are handing you money, you can be sure you have delivered great value. Givers are often okay receiving appreciation. It's what many live for. What they have a problem with is receiving money.

Solution – Get clear on the value of what you provide and reframe your view of money. People who find it hard to ask for what they are worth are generally both under-valuing their contributions and viewing money as a limited resource. When money is viewed as a limited resource, receiving it tends to feel like depriving someone else. When money is reframed and seen as nothing more than a



medium of exchange, we can see that money is as unlimited as our willingness and ability to produce something of value and exchange it with people who are happy to exchange value for value.

Ultimately, money is an energy exchange and, for energy to flow, it has to move in both directions. Just as electricity has to have a complete circuit to produce the results we expect from electricity, so too does a business. In business, the energy out is the products and services the business provides, and the energy in is money, appreciation, and service in the form of referrals. Highly successful business owners measure the quality of the energy they send out by the amount of money, gratitude and referrals they receive.

When you give away or under-value your services, you are doing you and the other person a disservice. People who are not willing to invest money in themselves are usually not willing to invest time and energy either. They make terrible coaching clients because they are not sufficiently committed or invested in improving their circumstances.

As a rule, the more a client pays for an outcome, the more committed they are to getting that outcome. Do you want committed clients? Charge a premium for your services. The uncommitted will self-select out.



Barrier 3 – Aversion to selling

Underlying Cause – The model of selling most people hold, is that of the sleazy used car salesman who will tell you anything and use every trick in the book to get the sale. It's this unpleasant image people who avoid selling are generally trying to avoid.

Solution – As with money, to be comfortable with selling, most people need to reframe it. True selling is *not* coercion. True selling is simply providing the right information to the right people so they know about a good solution to a challenge they are having, and have the opportunity to take advantage of it.

The best sales people never “sell” in the conventional sense. They don't need to. By the time they get in front of people who could use their products or services, they have already done all the work. They know exactly who they can best help (their ideal clients), what their ideal clients want most, and how to qualify or disqualify people with a single question. Then all they do is share information with those who are qualified. There is no pressure and no waste of time trying to convince anyone of anything.

With the right tools, qualified buyers actually sell themselves.



Barrier 4 – Lack of confidence in the ability to convey their message effectively, or to sell

Underlying Cause – This barrier arises when a business owner hasn't developed an effective message to attract and convert the right people. This occurs for one of two reasons: the business owner is not committed to their business enough to take the necessary steps to identify their ideal client or to develop an effective message, or the business owner doesn't have the skills to write good copy.

Solution – First, be sure you are clear on who your ideal clients are. Then do all you can on your own to develop an effective message. No one knows your business like you do. If your message isn't attracting and converting clients the way you want it to, enlist the aid of a good copy writer. Be sure to get samples of their work and references (and check them) before you hire one. You can waste a *lot* of time and money on people who don't deliver if you don't.



Barrier 5 – Resistance to taking the steps necessary to polish their presentation and influence skills

Underlying Cause – The barrier generally arises out of fear of failure or fear of self-promotion. People who have made several attempts to present what they do and received negative feedback are often reluctant to continue trying.



Solution – Think of presenting your message as a skill like learning to play the piano. Playing the piano is simple. Anyone can sit down and press the keys and make the piano deliver musical notes. Making beautiful music that people want to hear, however, is another story. To do that, you need to practice and practice and practice. The same is true of your presentation. You can wing it and hope the words come out right, or you can practice and polish until your presentation sounds like beautiful music to the ears of those you can help. If you worked on the communication key, you might be well on your way.



Barrier 6 – Under-valuing self; feeling unworthy of the money needed to have a successful business

Underlying Cause – As with most money issues, this barrier is the result of feedback received during the impressionable childhood years. When early feedback conveys that we are not acceptable the way we are, we suppress our natural style and adopt a persona that is more acceptable to those around us. The effect of adopting a style other than our natural one is well known. One of the many effects is feeling unsure of self and/or unworthy.

Solution – As with any belief that limits success, this one needs to be met head on. The best way to eliminate feelings of uncertainty or unworthiness is to get past that mask of conformity and discover the true self. I have been helping people get rid of the mask and discover their true self since 1988, and I have been



teaching coaches to do the same thing since 1999. With tens of thousands of data points and thousands of testimonials, I can state unequivocally that everyone loves their authentic self. It's pretty hard to under-value something we love, so if this is an issue for you, one of the best things you will ever do for yourself is discover your authentic self.

Important!

A word of warning: most personality assessments do *not* report your authentic self. They report the self you believe yourself to be. And if you are identifying with the mask you adopted as a child, what you report and what get reflected back to you with typical assessments is the mask. If you are not delighted with who you are (not necessarily *where* you are in life, but who you are inside), you can bet money you don't know your authentic self.

I only know of one way to discover your authentic self; the *CORE Multidimensional Awareness Profile (CORE MAP)*.

You can learn more about it here: <https://quantumleapuniversity.org/the-quantum-leap-system/core-map>

If you would also like to learn about the many difficulties that arise from *not living your truth*, read the report on Falsification of Type here:

<https://quantumleapuniversity.org/resources/62-falsification-of-type>

Okay! You're in the home stretch now. You only have one more key strategy to learn, so let's get to it.



Key Strategy #7 – Commendation

Commendation can occur on a *personal* level and on a *positioning* level. Ideally, you have both. Commendation occurs on a personal level through the referrals and recommendations of happy clients. It occurs at the positioning level as a result of the reputation you have built over time; your brand. Positional commendation grows as a result of consistently delivering exceptional service and providing exceptional value. Both forms of commendation are powerful boosters for business growth.

Though, they have a different focus, both kinds of commendation develop around a coach's reputation for getting exceptional results. Generally, when a coach's business and income grows through word-of-mouth, it's because the coach has a reputation for producing amazing results.

In today's fast-paced world where people tend to tolerate and even expect underwhelming service, people who get the kind of results a great coach with the right tools can produce are so amazed that they can't stop talking about their results to others. The result is that the clients of really effective coaches become a highly effective sales force that keeps the coach's pipeline full, and the coach doesn't even have to pay them. How sweet is that?



To stay top-of-mind where current clients are always thinking to recommend and refer you, and past clients think of you first when they hit another snag, the results you get for your clients has to be consistently exemplary.

Typical coach training doesn't give coaches the ability to get *really exceptional* results consistently so highly successful coaches never stop at basic coach training. They view basic coach training as just a foundation; a platform upon which to build their practice.

Highly successful coaches view coaching much like doctors view medicine. They know that if they remain at the level of general practitioner, they are going to have more competition, put in more hours, have less respect, and earn a lot less money. So they do what the best in the medical professions do; they specialize. They find a niche they love and where they know they will shine, and keep polishing their skills and adding to their tools until they can produce results better than 95% of the other coaches out there. They know that, once they reach a high level of proficiency and have a track record to prove it, they can ask for any amount of money they want within reason, and get it.

Example

Trainer and coach, Anthony Robbins, has clients who pay him between \$500,000 and a million dollars a year to coach them. Several have been doing that for years. Robbins isn't necessarily smarter or more talented than other coaches out there, but he is willing to make outrageous claims about what he can accomplish and he is able to convince potential clients that he can pull them off. I don't know



whether he actually can or not, but that isn't the point. The point is that there is almost no limit to what people will pay to get something they want at a core level. If that was not true, no one would pay a million dollars for a rare car or painting, and no one would pay Anthony Robbins a million dollars for coaching.

Are you a generalist or a specialist? If you want to get well paid for your time and gain the respect of your clients and prospective clients, you need to be a specialist. Be sure your specialty enhances your ability to provide your clients with exceptional results.

- ☒ *Exceptional!*
- ☐ Excellent
- ☐ Very Good
- ☐ Satisfactory
- ☐ Marginal
- ☐ Poor



Wrapping It All Up

How the 5-Step Formula and the Strategies Align

My goal in writing this book has been to help you get important tools and key strategies for growing a highly successful business that supports your preferred lifestyle and your dreams. To be sure you have a solid foundation; a platform from which to launch your business and skyrocket your business to success, I have shared my journey with you so you can avoid the mistakes I made, given you a simple five-step formula which you can use as a touchstone to ensure you are tracking well, and have provided seven key strategies for getting the attention and interest of your ideal clients.

You might have noticed that the 5-Step Formula for Business Success isn't laid out in the same order as the 7 strategies are presented. However, both are laid out in the order in which they need to be applied.

The 5-Step Formula begins with “get in front of the right people.” That's the first action you take *visibly*, but it is *not* the first action you take behind the scenes.

Where some of the “grow your business” advice out there gets entrepreneurs in trouble, is in presenting the visible actions without providing the behind-the-scenes preparation steps. Other programs do just the opposite; they give you the prep steps without tying them to the outside actions you need to take next.



It's important to have both parts and to know how the inside preparation work flows into the outside actions to create real and lasting success, so let's look at how the two align.

The 5-Step Formula for Business Success:

1. Get in front of the right people
2. Share the right message (one that interests the right people)
3. Provide an easy way for the right people get what you offer
4. Deliver everything you promise and more
5. Rinse and repeat

Unfortunately, far too many entrepreneurs take the first step in the 5-Step Formula before they are clear on who the “right people” are. They just jump out there and start sharing what they believe to be the right message with anyone and everyone they meet. This is what marketers call a “shotgun approach” because people who use this approach are out spreading an unimpressive message (like a single shotgun pellet) as far and wide as they can, hoping something will hit a target. But when business owners don't even know what the target looks like, as is often the case, they might not even be pointing in the right direction. You can't hit a target you can't see, even with a shotgun, and you certainly can't hit one if you are aiming in the wrong direction.



Before you can get in front of the right people and get the desired result, you have to be able to identify them, not in general, but specifically. A general message like, “I help people who what to improve their lives get better results” is like saying “the target is somewhere on Planet Earth.” *Everyone* wants to improve their lives in some way and *everyone* wants to get better results. That’s way too broad. There are hundreds of areas in which people can improve their lives and thousands of ways to get better results. So this message, intended to reach everyone, inspires *no one* to take action.

To narrow it down, you have to know who you want to serve and exactly what they want. Until you do that, you can’t even begin to share the right message.

(Strategy 1, step 2 of the 5-Step Formula)

The reason I struggled to get clients for years is because I thought I knew what my clients wanted. I was asking clients and potential clients what they wanted (or thought I was) and based on their responses, I felt pretty sure the message I conveyed was the right one. What I didn’t realize at the time was that the nature of the questions I asked guaranteed that I would get skewed responses.

For example, I asked, “How important is it to you to get your clients further in life faster and easier?” Of course the answer was always “very important” because I was asking *heart-centered coaches*! Yet, the message I developed (which I thought reflected that common answer) fell totally flat. I could see people’s eyes glazing over when they asked me what I did and I answered, “I develop



assessments, products, and programs that help people achieve their goals much faster and easier.”

Is there any wonder I was having trouble attracting new clients? About the only way I could have been more boring, fuzzy, and totally uninteresting is if I had said “I’m a product developer.” (That’s essentially what coaches are doing when they answer “What do you do?” with “I’m a coach.”)

On the rare occasion when someone was curious enough (or kind enough) to ask, “What kind of products do you develop?” I would describe my products, which was even more boring and ineffective.

One client attractions program I bought taught that presentations needed to focus on the benefits to the prospective client, not on the features of the product or service, and certainly not on the product itself. That made sense so, I worked on my message.

The next iteration was, “I provide tools and methods to help coaches and heart-centered entrepreneurs get their clients farther, faster, and with greater ease.” That message got a better response, but not much better. I kept polishing and perfecting that message and it got better, but was never good enough to get a great result and, at the time, I had no idea why. I thought it conveyed exactly what I did and what the benefits were. What coach doesn’t want to get their clients farther faster and easier... right?



When I happened upon a progressive coach and had the opportunity to explain what our products did in more detail, I generally got a client. But I wasted a *lot* of time trying to find the right people because I didn't even know at the time what made them the right people. I just knew there were certain types of coaches who heard my message and bothered to ask for more information. I knew that when they really understood what our products could do for them, they bought and loved them.

Based on the results I was getting, I estimated that progressive coaches who were really serious about getting great results made up about 5% of coaches. At the time there were an estimated 40,000 coaches worldwide and I figured I could be quite happy and successful with just 5% of them. So, I kept plugging along, but I was still burning up a lot of time and energy and still not making a lot of progress.

It took a lot of failed attempts for me to back up a re-examine my message and my approach. When I decided to stop assuming what my clients wanted most and began asking them deeper, more appropriate questions, I was surprised by what I discovered.

Although coaches stated that they wanted tools to help them get better results for their clients, and most of the praise I got from my clients had to do with better and faster client results, what I discovered when I looked deeper was a much bigger desire, and it was this (often unconscious) desire that drove decisions for most coaches.



Their deeper (and generally unspoken) desire was to reach more people and convert them to clients. What was ironic was that the effectiveness of our products in helping coaches get better results for their clients just deepened their desire to reach more people and increased their interest in finding ways to do that.

Coaches spend thousands and thousands of dollars on programs that promise to help them meet this need. Many coaches spend more money on products and programs that promise to help them attract more clients, build a big list, etc., than they spent to get their coach training.

I found that, for most coaches, having a lot of clients wasn't about the money. It was about the opportunity to help more people. Heart-centered coaches tend to see money as a nice side-effect of getting really good results for a lot of people. This is such a common (and unhelpful) theme that I began teaching my coach clients the importance of placing a higher value on their time, and the benefits to them *and* to their clients of charging more money.

It was in showing them how they can have more money, happier clients who get better results, and more freedom to enjoy their own life by charging more money, and realizing that this was a real epiphany for most coaches, that convinced me that I needed to add “grow your business” training to the bonuses my team and I are always adding to ensure the success of our clients.



We have always been an “extra-mile” kind of company but exceptional service only helps you *keep* current clients. *Getting* clients requires a completely different strategy, and it begins with your message.

My message continued to evolve as I came to know and understand the full value of what I brought to my clients. I now share the fact that the tools I provide help coaches grow their business, gain a reputation as a top-rated coach and get all the clients they want *because* they are able to get powerful results. Here’s the gist of what I now share:

I provide cutting edge tools, techniques and training to dedicated coaches who want to get exceptional results for their clients, gain a reputation as a top quality coach, have a fun, flexible, and highly profitable business coaching clients they love working with, want to be financially free, and who are willing to invest in themselves and their business in order to achieve these goals in the fastest, most effective way possible.

Notice that I am defining my ideal client and presenting benefits, not describing my products or how I deliver them. I make it clear that I am not interested in coaches who are not serious about their work; that I my clients are coaches who are dedicated to getting exemplary results and growing a highly successful business. Our goal is to give great coaches the tools, training and support to put them in the top 10% of coaches and help them stay there until they decide to retire. Those who don’t want to reach those heights are not our clients.



The tools and techniques we put into the hands of coaches are second-to-none, and we want coaches who exemplify the high standard of quality to which we hold ourselves. By stating the kind of coach we want, we repel those who don't fit our criteria, which saves us (and them) a lot of time.

Be sure you are getting in front of the right people (Business Success Step #1) with the right message (Business Success Step #2) and that you provide them with an easy way to get what you offer (Business Success Step #3). And be sure you are delivering everything you promise and more (Business Success Step #4) *before* you 'rinse and repeat' (Business Success Step #5)

Step 5, rinse and repeat, is such a simple step to take once the first four steps have been properly taken, and such a disastrous step before, because repeating ineffective messages and unsuccessful actions just digs a business owner deeper and deeper into debt and despair.

What happens when you get steps 1 through 4 right and then repeat those success-creating strategies over and over again is rather like what happens in learning to play a musical instrument. The first attempt can be messy and not too appealing, but as you keep practicing using the correct techniques, you keep getting better and better and, before long, you are playing simple songs relatively well. If you keep practicing and are dedicated to excellence, in time you are making truly beautiful music effortlessly. You don't even have to think about it anymore. Making beautiful music is then as easy and automatic for you as breathing.



The seven key strategies will give you the structure and language for getting clients and growing your business, much like sheet music adds structure to a song. As you repeat successful strategies, getting clients keeps getting easier and easier and then creating success, like playing music, becomes effortless and automatic.

And you know what's really great about that besides effortless success? Once you learn it, no one can take it away from you. No matter what happens in the outer world, you will always have the ability to succeed.

Let's briefly recap the seven strategies and see where they fit along the 5 steps.

1. Clarity – Knowing what you want from your business, who you want to serve (your ideal client), how to get their attention and interest, what you can deliver better than anyone else, and the value of what you bring to the table personally and professionally.

Do you have clarity in all the areas yet? If not, please keep at it. I can't emphasize enough how very important clarity is to your success.

Aligns with Steps 1 and 2 of the 5-Step Formula

2. Confidence – Belief in your ability to deliver outrageously effective results, build trust, attract potential clients, and convert contacts.

The Confidence Formula

Knowledge + Experience + Positive Feedback



Aligns with Steps 1, 2 and 3 of the 5-Step Formula

3. Conveyance – Letting those you want to serve know what you can do for them. Be sure that what you convey encourages the wrong people to *de-select* as well as it inspires the right people to self-select.

Aligns with Steps 1, 2 and 3 of the 5-Step Formula

4. Communication – The right message to the right people

Remember to:

- Focus on their *pain* to get their attention
- Promise and prove you can deliver *relief* (pleasure; a solution) to get their interest
- Use the villain, victim, champion-to-the-rescue formula to be memorable
- Create and get familiar with the full story you will tell those who express interest, and a 30 second version for new encounters

Aligns with Steps 1, 2 and 3 of the 5-Step Formula

5. Connection – Finding where your ideal clients hang out

Aligns with Step 3 of the 5-Step Formula

6. Conversion – Turning contacts into a continual flow of paying clients

Aligns with Steps 3 and 4 of the 5-Step Formula



7. Commendation – Getting steady referrals building a stellar reputation

Aligns with Steps 3, 4 and 5 of the 5-Step Formula

When you are truly great at the work you do, you can legitimately make outrageous claims and deliver on them.

When you are clear on what you bring to the table and for whom, you can fashion messages *so irresistible* to your ideal clients that they are compelled to hire you, refer you, follow you, and sing your praises for life.

If you have the tools and skills to get outrageously amazing results for your clients, let them know. Not to is doing them, and you, a great disservice.

The steps you take using this Action Guide, will help you now develop FOCUS. Once you have Focus, the next two Key Advantages to develop are FEARLESSNESS and FIRE.

Even if you are already fearless (comfortable stepping out there and letting your greatness shine), learning the steps for getting to fearless can still be highly beneficial because knowing the steps gives you powerful tools for helping clients who struggle with fear and limiting beliefs. So, once you have real Focus, your next step is to get Fearless, and I created an action guide called, ***Getting to Fearless*** to help you get there. You can download your free copy, at www.SuccessDiscoveryPlace.com/fearless.

Or...



Leap Right to FIRE

If you're feeling confident and are ready to FIRE up your business, watch my free webinar ***A Surefire Way to Get and Keep All the Clients You Want with Ease*** at:

<http://www.successdiscoveryplace.com/a-surefire-way-to-get-and-keep-clients>

In this webinar you will discover how you can:

- Easily and effectively get the attention and interest of prospective clients and get them excited about taking the next step with you
- Convert contacts to clients without ever having to sell them (because they sell themselves)
- Become a respected *standout* among coaches
- Make a thousand dollars or more for every billable hour
- Charge more for your services and actually increase the interest of the right people
- Eliminate tire-kickers, price shoppers, complainers, and whiners
- Get better results in a few hours than most coaches can get in a year and skyrocket your value so you can earn more in less time
- Enjoy a fun and fascinating business, earn 6 and even 7 figures, go global effortlessly and almost instantly, and have lots of flexibility and freedom to enjoy your life
- Discover how you can earn \$1,000 an hour or more
- Get a FIRE starter that will help you Skyrocket your coaching business to success.



About Sherry



Dr. Sherry Buffington is an internationally known speaker, consultant, trainer, best-selling author and a pioneer in the field of human potential, motivation, and performance factors. She uses her extensive knowledge to educate, inform, and inspire people to reach their highest potential and gives them the tools to experience *immediate* and *sustained success*. Her work is renowned for producing break-through transformations that are life and game changing personally and professionally.

Sherry is a psychologist with more than 30 years of research and focused study into human nature, subconscious processes, non-verbal communication, motivation, relationship dynamics, and success principles. She is a leader in the field of personal effectiveness, performance factors, and methods for immediate transformation, and the originator and developer of more than a dozen powerful, leading-edge tools which are unparalleled for getting fast, effective, measurable, trackable, and verifiable results.

Sherry has dedicated the past three decades to studying the form and function of the human mind, motivational factors, rapid change modalities, brain sciences, and subconscious processes, which led to the discovery of highly effective ways to accelerate positive change, and effortlessly eliminate the mental and emotional blocks and barriers that limit success.

During her career, she has dramatically raised the bar for excellence in the world of assessments and methods for core transformations that produce fast, impressive results easily and which are maintained effortlessly. Sherry is the originator and co-developer of the highly acclaimed **CORE Multidimensional Awareness Profile (CORE MAP)**, originator and developer of the block busting method, **Rapidly Accelerated Mind Patterning (RAMP)**, and of the powerfully insightful and success launching assessment, **Success-GPS**. These three world class tools form the core curriculum of **Quantum Leap University**, which Sherry founded in 2004 to teach these life-changing and game-changing tools and methods to coaches, consultants, therapists, and other dedicated change agents.

Sherry is the author of multiple books including ***The 7 Essentials for Lasting Success***, ***Who's Got the Compass...I Think I am Lost***, and ***The Law of Abundance***, and is the lead author of numerous other books, including ***Exiting OZ*** and ***Power Shift***, which are ground-breaking books on leading the new generations. She is based in Dallas, Texas.