



THE
COACHING
MASTERS

6-figure Coaching Secrets

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6-Figure Coaching Secrets

The process I'm about to share with you will attract as many clients as you need, and earn you the glorious six-figure income that every coach aspires to reach. It's an entirely online process, meaning you can do it from anywhere in the world; so, if freedom is your thing, this book has the strategies you're looking for.

The chapters to follow will get you unstuck and show you exactly what you can do immediately to find, nurture, and convert people into high-paying online coaching clients.

Just five years ago, I was released from my third prison sentence and embarked on a journey to completely change my life. I want you to know that if anybody was going to find it difficult to get coaching clients, it was me. Yet, just eighteen months out of prison and only eight months into starting my coaching business, I was making a six-figure income and I did it all using the simple secrets I am about to share with you in this book.

Fast forward just a couple of years and I have used the same simple strategies to build a seven-figure coaching business; a thriving community, speak on stage across the world, and run a team of staff and army of coaches who go out there and make a difference in the world - as the **CEO and Founder of The Coaching Masters**. I do all this whilst still maintaining complete-location independence and travelling the world.

As of writing this book, I am currently living in Bali, Indonesia. The reason I tell you this, is I am not someone who is going to teach a strategy they learnt from someone else, but haven't actually got the results for themselves. I am someone who has tried hundreds of different things over the years, made mistakes, then got results, and now know for a fact that what I share with you works!

During my quick climb in the coaching space, a number of coaches reached out to me and asked how I was able to do what I was doing.

"Lewis, how did you get those clients from all over the world",

"Lewis, how are you able to coach people and travel at the same time".



After these messages kept coming through, I realised that people didn't know what I knew, and since then, I've shared my strategies with over a hundred one-to-one clients, as well as hundreds of other coaches who have taken our online courses - some making enough money to work part-time, and some making \$200,000 on their launch day.

This is tried and tested; it cannot fail. It's simply a formula that if followed, will get results; I've seen it work time and time again.

But before we go any further, it's important you know that this is not a fancy gimmick, nor a magic pill that you can swallow. You won't wake up tomorrow rich, and you won't learn some new way to hack the system. What you will find in this book are the foundations of using the online world to find, connect and help people. As a result of helping people on mass, you'll find all the clients you ever need. If that sounds like something you're aligned with, and you're ready to master your online coaching business, then get excited, because you're about to become a 6-figure Coach.

A man with tattoos is sitting on a couch in a rustic, bohemian-style interior. He is wearing a green tank top and has a serious expression. The background features a stone wall, a wooden ladder, and various decorative items. The overall tone is warm and textured.

ATTITUDE

You Are the Answer

This book has a solid business strategy inside it, but being a Coach, you will understand the importance of us focusing on you first. As generic as this may sound, it has to be said: you are the solution you've been looking for. You may have downloaded PDF's, watched webinars, and bought books, looking for the answers, but you are the answer.

I want you to stop looking outside yourself for the keys to success.

Of course, during this book, I am going to give you the path that I took; however, I am under no illusion that if you truly realised what you are capable of, you could navigate your own path, with equal success.

In another book, I'll share with you my journey through life, as it's been quite the tail; however, I am conscious of that fact you're here today, to learn how to master your online coaching business, and become a 6-Figure Coach! However, I do want to share with you a bit about the start of my journey and a very pivotal moment in my life that I think will give you the shift you need to take on board the value within this book. The reality is, I could share with you all the strategy in the world, but unless you're assuming the attitude of a 6-figure coach, the strategy will be wasted.

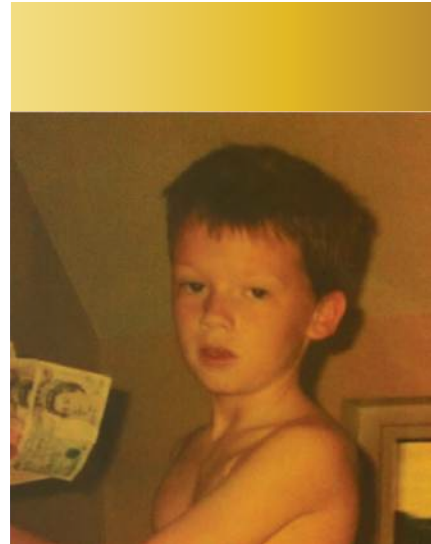
ATTITUDE

A Bit About My Journey

I know what it's like to have that feeling inside that you're here to make a difference, and for something big, but feel completely and utterly paralysed by it at the same time. When I was growing up, around the age of eight or nine years old, my Dad would shout in my face for being a bad kid, call me a buffoon, and tell me I would never amount to anything. I guess I must have believed him, as I would hear his voice in my head most of the time when I ever tried to apply myself to anything. I was scared all the time. I was scared of people thinking I was stupid. I was scared of failing and proving my dad right. I was even scared of being a success and proving my Dad wrong. So, I just drowned out the thoughts and feelings that I was here on this planet to do more, and let my life take a completely different path.

As the voices in my head became stronger, telling me I was bad, stupid and worthless, I began getting into trouble.

That coupled with sexual abuse at the age of eleven years old, my life starting to get progressively worse. At the age of thirteen I was being arrested for shoplifting, lighting fires and criminal damage, at fourteen I had an Antisocial Behaviour Order that banned me from the local area, at fifteen I was expelled from school and by the age of eighteen I was in a young offender's institution. The next 7 years to follow were years of violence, drug and alcohol abuse, prison sentences and completely destructive self-sabotaging behaviour. I had my jaw broken, my teeth knocked out, my gullet torn, overdoses, slashed with a knife, and hooked up to an ECG machine more times for my cocaine use than I can count. I was diagnosed with three different mental health disorders including: Antisocial Personality Disorder, Emotionally Unstable Personality Disorder, and Bipolar Type 2 – for which I was prescribed antipsychotics. I was banned from driving, once due to a police chase, and the second time due to having alcoholic epileptic seizures, and amongst all the chaos, I was even sectioned under the mental health act after trying to commit suicide by cutting each side of my throat in a desperate attempt to stop the pain I was feeling at the time. Things were bad, really bad, and I ended up back in prison for the third time, serving an eighteen-month sentence for grievous bodily harm during a drunken argument in a taxi queue.



ATTITUDE



The day after I was sentenced, I called up my friend from prison, and asked him what had been said about me online. He told me that I was on the front page of the paper, and branded a 'violent thug' – to which I wasn't bothered by; as it was normal for people to refer to me in this way. However, then he proceeded to tell me that my other friend had posted a picture of me on Facebook, outside the courtroom the day I was sentenced, with another picture that was taken 7 years earlier outside the exact same courtroom – above the picture he had written a caption that read 'nothing changes'. He was right. Nothing had changed. I kept ending up in the same place, doing the same things over and over again, and expecting a different result. I hung up the phone and walked to my cell and looked at myself in the mirror, and finally realised, that it was me that needed to change. As obvious as that may sound now, it had never crossed my mind that the whole time, I was the biggest problem in my life. I had blamed everything and everything around me for why my life was so difficult, and had been refusing to accept responsibility for me and my life. Having realised I was the problem, I finally felt in control, and immediately realised that if I was the problem, then I could also be the solution.

Since that moment I have felt a surge of motivation deep within me that feels equally as strong five years later as I'm writing this.

If it shocks you that it's only been five years since I was living in a prison cell, then I want you to get excited, because if you truly take on board the things I share with you in the rest of this chapter, then your life will be completely and utterly unrecognisable in the next few years to come. It's doesn't take ten or twenty years anymore to create your dream life. If you have the right attitude, and the right strategy, you can travel the world, help thousands of people, and earn as much money as you need – and that is exactly what this book will allow you to do.

After taking responsibility for my life, and realising I was the solution I had been looking for the whole time, I began to focus on what I could do to change myself. For some reason, I instinctively knew that it needed to be intensive and immersive. I'd obviously tried to make a few changes to my behaviour before, but with no success, and I knew that If I was going to tackle changing the person I was – then I needed to do something drastic. I read as many books as I could get my hands on about addiction and recovery, as this was the area I knew was causing me a lot of pain in my life, I got into the gym, I started a routine, I tried engaging with a psychiatrist, and began to show an interest within the Maths and English department. I enrolled onto functional skills level 1, which is level equivalent to the type of education a child of the age of around eleven or twelve would be learning. I had left school at the age of fifteen, with no qualifications whatsoever, so I had to start right at the beginning.

ATTITUDE

At first, when I arrived in class, I didn't allow myself to learn anything, I was still scared – although at the time I didn't understand why. I just felt angry, and I would display my anger by misbehaving. I was twenty-four years old, yet I would screw the paper up, throw the paper across the room, and look at the teacher and say "I'm not doing any of this shit!". A couple lessons in, my tutor, a lady called Suzie, sat down next to me, and asked me what was the matter. I don't think I had ever been asked that before, and what I blurted out my mouth shocked me to my core. "I just don't understand!" – I shouted. It was strange to me that I would say that, when I hadn't even tried to understand.

It was here that I realised I was so scared of not understanding things, looking stupid, and feeling like the buffoon that I used to feel growing up – that I never allowed myself to even try to understand in the first place. The reason I mention this is, as I said at the beginning of this chapter: you are the answer. You have everything you need, as did I – but the stories you tell yourself about not knowing what to do, are sometimes the only things stopping you from finding the answers you're looking for.

Just a few months later and I had passed Level 1 and Level 2 functional skills, Math and English. I was feeling empowered, and one day, it simply popped into my head, so I outright just asked my tutor: "Suzie, do you think I could ever go to university?" – and to this day, I will never forget the certainty of her voice, when she turned to me, looked me dead in the eye, and said "Of course you can!". I whole-heartedly believed her, and it felt indescribable to feel someone believe in me. It's for this reason, that before I go any further with the strategies in this book, I want to tell you something extremely important. I, hand on heart, one-hundred percent, believe in you. I can say that because you would not be reading this book if you didn't have a desire to help people, run a successful business and motivated to make a difference in this world.

So, I'll say it again, I believe in you. You CAN do this.

If you want to reach the glorious 6-figure mark, then you must start thinking the way a 6-figure coach thinks. The way you think will drastically impact the way you feel, and the way you feel will drastically impact the action you take, and the action you take will drastically impact your results, and it's your results that will lead to breaking the 6-figure barrier.

So, start with your attitude and you'll find the money will follow.



You're Human Too

Before you feel guilty for reading a part about attitude, I want you to know that over the last few years I've worked with hundreds of coaches, and they have just as many limiting beliefs, fears and insecurities as their clients do! Yes, your cover is blown, I know you're human too.

A lot of coaches try give themselves a hard time that they 'shouldn't' have any mindset barriers because they're Coaches, but, news flash: doctors get sick, personal trainers eat crap food sometimes, and teachers in school get stuff wrong sometimes.

As Coaches, we are also just regular people on our own journey, much like our clients.

We are also stepping into unfamiliar territory that feels uncomfortable and uncertain – we will doubt ourselves, we will be paralysed by fear, and we will naturally try and avoid things, even if we know them to be helpful to us.

Understanding this allows us to continue working on ourselves, and just like our clients, become the best version of ourselves, which is essential to your success in business – as much as it is essential to success in life.





ALLIANCE

"My name is Lewis and I am an alcoholic"

– I said, as my voice trembled and my heart pounded inside my chest. I didn't expect to be sitting in a church hall at 25 years old on a Friday evening, in a room full of drug addicts and alcoholics, hugging each other and sharing stories with each other! Yet there I was, sat at an AA meeting, desperate to get through another day clean and sober. If you've never had any experience with any meetings of this kind, I can tell you that what goes on inside those rooms are nothing short of miracles. Homeless, heroin-addicts, that have been using drugs for decades manage to get clean and get their life together. People previously found in a pool of their own urine after drinking themselves nearly to death, getting sober – and hundreds of other success-stories of people who have battled with their addition, winning and turning their lives around.

Miracles happen in those meetings every single day. Yet, how? What's so special about sitting in a church hall, hugging each other and sharing stories? Nothing. There is nothing special about that stuff, but I tell you what is special, being around other people who understand what you're going through, who you can truly connect to, who want to see you succeed, who will support you, help you, show kindness to you, and remind you why it's so important to stay clean.

We all want to feel part of something, but sometimes, we become part of something that is completely incongruent who we truly are. Maybe you are friends with people you met at work, or at school, and you became friends by accident, but not actually because you're aligned with them energetically, share the same vision or hold the same values. We are living in a world of many people who dampen other people's vibes and project their own insecurities and doubts onto those around them. As Coaches, you'll be aware of this more than others.

ALLIANCE

People don't always mean to, but their opinions, their negativity and their sheer inability to understand that we are different and want different things to them, can end up completely sabotaging our success. They can passively plant seeds of doubt that continue to grow, especially on the days in your business that feel tough.

You must do something to stop these people sabotaging your progress. You are someone who has an enormous amount of value to offer the world. If you stop, you can't support those people who are desperate for your help. It's for this reason that it's absolutely essential for you to be around other people on the same mission as you, who clap when you win, who encourage you to move forward and remind you every single day what it feels like to be doing something that makes a difference in the world.

If you are currently finding yourself de-motivated, with thoughts such as 'Is this just a bit of a dream and will never happen', or 'maybe I should just stick with a real job' or 'I'm not good enough to be doing this' – then it's simply because you're around the wrong people! If you were a part of a community like ours for example, either our free Facebook group **Coaching & Freedom** or our private members Facebook community **The Coaching Masters Community** – you'd see the power of alliance. Coaching Masters come together from all corners of the globe and do absolutely anything to help each other. Whether it's helping someone make their website, answering a question or jumping on a video call when someone has had a tough day – we are there to support one another; and although we can't completely avoid all the negativity in the outside world, we at least dilute it, and keep ourselves focused on what's important to us, every single day.



I also can't tell you what it feels like to be part of a tribe that you truly resonate with. It's amazing to feel at home with other people who actually 'get it'.

Everyone is just floating through life looking for validation, security, and connection – little do they know, that something as simple as a Facebook group, full of your kind of people, that feels like home, can literally change your life.



ACCURACY

By the time you finish reading this chapter, you'll be crystal clear on exactly who you want to help. Finding a niche isn't even the hard part; the difficulty is deciding to find one in the first place. What if you choose the wrong one? What if you exclude people? What if you hate your niche? These are probably some questions that are going around in your head right now. I was exactly the same.

"You don't understand me or my vision. I can help everyone. I'm going to change the world!" - That was the statement I made to a marketing consultant a few months after deciding to become a coach. To be completely honest, I'm not even sure I could call myself a coach at that point. I was actually using the title Personal Development Mentor. Anyway, whatever I was or wasn't, as soon as I made this claim, the consultant rolled his eyes, didn't even attempt to sell to me, and ended the call. I took it in stride and decided I knew best. Then, I set out to change the world. I started to reach out to anyone and everyone to offer them help. Then guess what? I GOT a client! Easy as that! My first client paid me £600 for a 12-week programme.

"Fuck you, Mr. Marketing Consultant, I told you I could change the world!"

I could have screamed with excitement. I continued to reach out to people, and I began to coach all types of people: single mums who had lost their direction, students who wanted some extra confidence, even a girl who struggled with an eating disorder.

I soon realised that the \$600 for the coaching programme I had secured was a bit of a fluke. I found myself always having to negotiate and compete on price. Once, I even took \$15 for an hour of coaching. That was deflating in itself, especially when I heard some coaches were charging \$5-10k for coaching programmes! I started to doubt in my own ability to be a coach. Then it got worse. Not only were people refusing to pay full-price for my coaching, they were also starting to not show up to their sessions, not put in the work, and their results were starting to slip. But that wasn't the worst part. When they did show up, I felt like a fraud due to their lack of transformative results. I felt uncomfortable, and just wanted to make my way through to end of the session.

ACCURACY

I even started dreading certain sessions. How could this be? My dream job was turning into a living nightmare. Subconsciously, I must have had these negative experiences influence my actions, too, as I found myself sabotaging sales calls and failing to respond to messages I had from people who had showed an interest in my coaching. Within a month or so, I was back at square one, with no clients.

I decided at the time that the problem was I simply didn't have enough leads (even though my inbox was full of random people with half-started conversations). I went on a mission for a jazzy website. That would do it, I thought to myself. Whilst searching for someone to help me build the website, I became extremely overwhelmed. I typed website development into Google and got 4,360,000,000 results. That's an accurate figure, by the way. Google it if you don't believe me. Everyone was saying the same thing. Fully-optimised this, and SEO that. I didn't have a clue which one to go for, what I needed, or who I could trust. At this time, my money was scarce, and I was working part-time whilst studying at college, so I couldn't risk losing a penny. Every time I found a company that I thought looked good, I would find another company that looked like they could offer something potentially better.

Then, as I was searching, I stumbled upon a webpage – and there it was. In big bold letters, 'The Ultimate Website for Coaches'. Then, the content started reeling off questions: *"Are you overwhelmed by all the choices for websites out there?"*, *"Are you looking for a way to create a consistent source of coaching leads?"*, *"Do you want to share your message and help people but don't know where to start?"* I was a little freaked out. It was almost as though the website was written to me! Then, there were all the testimonials from coaches saying how many clients they'd gotten through this website! I was so excited. I checked out some of the websites on the portfolio page. Wow! It had everything I wanted and more in a website. I didn't read anymore. Instead, I scrolled to the bottom and clicked BUY NOW! I also paid twice as much as I had wanted to pay, without even researching the owner of the website. I just felt in my gut that this guy would understand me and know what I needed, even if I didn't.

It was here that I realised the power of the niche.

I started to ask myself what part of the market I could focus on. Up until now, I had helped people with health, business, life, relationships and everything in-between. I thought about what area of coaching I enjoyed the most, and in what area I was able to help people the most. I realised that a lot of the stuff I was working with were things like motivation, confidence and things related to mindset. Now, at this point, I could have massively overthought things, but I decided I needed to just pick something, and get really good at it. I then changed my title from a Personal Development Mentor to a Mindset Coach.



ACCURACY

I positioned myself in this way online, started to share content on mindset, and I started to attract more clients! People who were looking for help with their mindset specifically were coming to me knowing I was the person who could help them! My diary started to fill up. Not only that, but the clients were getting transformative results! I had sharpened up my skills and was doubling down on my strengths, focusing only on their mindset, rather than trying to sort everything out in one go. My confidence started to grow as I was getting results and people were showing an interest, so I put my price up to \$997 for a 12-week programme. I thought I had cracked it! Until one day, I was sitting across from a client, and I realised I didn't really want to be there with them. It felt like work. I was there because I was being paid, not because I loved being in the presence of that person and facilitating their transformational experience. It was at this point that I realised I needed to refine my niche even further. I started to think about the things my favourite clients had in common. Was it the men or women? Nope. Was it the age? Nope. It then hit me! Entrepreneurs! I loved these people! They were action takers, opportunists, fast-paced and, well, like me, I guess. These were the people that made the 60-minute sessions feel like 10 minutes. These were the people I was full of energy for when I spoke to them. These were the people I got the best results for because I understood them more than anyone else. Do you know why that was? Because I was one myself.

Now I had my niche: Mindset Coach for entrepreneurs.

I thought about what I typically helped these entrepreneurs with. I knew it was their mindset, but why did they want to change their mindset? What could I use to hook these people into me and get them to realise I could help them? I thought about some of my previous entrepreneurial clients, and most of them felt confused, had a lack of clarity around what they wanted and generally just felt like their head needed a good sorting out. That made sense, but what did I help them to do? What is the point in sorting their mindset? What would they get out of it? I thought of my clients again, thought about all the things they got from my coaching, and why they came to me in the first place. The key theme was they all had goals they wanted to achieve, but couldn't quite seem to make them happen. That was it. I had all the pieces in place. I stood in the mirror, stared myself right in the eyes, and I said out loud, *"My name is Lewis Raymond Taylor. I'm a Mindset Coach. I help entrepreneurs sort their head out and make things happen!"* Within six months, I was fully-booked, had a waiting list, and had earned \$50,000! Not only that, but I sprung out of bed each morning, and loved each and every second of my coaching sessions. So, going back to my original statement, *"I can help everyone. I'm going to change the world!"* I was right, I can help everyone, and I can change the world. But I just realised now that I need to do it with one group of people at a time, creating the most impact by working in an area that plays to my strengths and that I enjoy the most!



ACCURACY

This first step is crucial because you need to understand where you sit within the coaching market. You need to know exactly how you help people, what pain you solve, what goals you help people meet, and make sure that everything is congruent so that potential clients have absolute certainty that you are the person who can help them. You are looking to create certainty in the mind of the buyer so they feel that there is nobody else that they would go to other than you.



Don't Be the Buffet of the Coaching Industry

"If you try to please everybody, you end up pleasing nobody."

This is a great place to start here because it really doesn't need to any be more complicated than that. Generalists typically don't do very well because they're average in a lot of areas, rather than really good at one thing. For example, have you ever seen those restaurants that sell a bit of everything? Chinese, Indian, pizza, burgers, kebabs, ice cream, etc. Typically, it's full of people who don't know what they want to eat, and don't want to pay a lot for it either. But, say, for example, you really fancied some Chinese food. You were craving some chicken chow main, some authentic Chinese tea, and some aromatic peaking duck. Would you risk going to a buffet that was also selling Indian and ice cream? Or would you want to go to a place that serves Chinese food, day in, day out? The place that you have absolute certainty would satisfy your needs. Yup, you'd go to the Chinese, and you'd probably pay more for it, too. It's exactly the same for your coaching business.

You want people to come to you for one thing, so they have the confidence you can satisfy their needs in that particular area.

I'm sure the chef at the Chinese restaurant could also make a pizza and flip a burger, but actually, by offering more, it dilutes the confidence in the customer than you can deliver on the thing they actually want. I know how frustrating it can be to know you can help people with confidence, help people grow their Instagram, help people develop their career, help people live according to spiritual principals, or whatever it might be. However, if you say you can help everyone with everything, you'll end up like the buffet of the coaching industry, with those people who don't know what they want, and not want to pay much for it either.

ACCURACY

Convert the Clients who Think They Are Different from Everyone Else

Here's the thing, and another big reason why you can't keep things too broad, a lot of people have this strange feeling that they are different from everyone else. In fact, you may even have this feeling yourself. Whether you feel this way yourself or not, I can tell you from experience that a lot of people say this: *'Ah, that looks good. I should imagine that would work for someone else, but it wouldn't work for me'*. This is probably due to a build-up of disappointment in the past for certain people, that they automatically segregate themselves from the majority, and consider themselves an outlier. Someone that simply won't get the results and success that other people have. This is in fact not true, but you have to put measures in place to ensure you are talking directly to these people with your messaging and make it very clear that you can help them! Not someone like them. Not someone with a slightly different situation. You can help them! This creates certainty, and when someone is certain, they'll buy.

Understand What Your Clients Want

If you don't have a niche, you have no idea what your clients want. Now, that may have triggered you, but it's true! For example, a 21-year-old university graduate looking to build confidence and develop his career has very different wants and needs from a 55-year-old post-menopausal woman who wants to understand herself and create more fulfilment in her life. This goes back to "If you try to please everybody, you end up pleasing nobody." But rather than the actual type of coaching I was referring to earlier, I am now talking about the type of person you want to coach.

You will never be able to understand everyone. Every group of people is completely unique.

Once you become more specific with the type of person you want to reach, you will be able to learn everything about them.

Imagine getting a sales call and explaining their deepest fears, the pain they are currently experiencing and all the challenges they are facing. This is the type of understanding you will have when you start to communicate with the same type of people over and over again. Imagine knowing the deepest desires of your ideal client, their dreams, goals and aspirations? Trust me, it doesn't take long to learn these things, either.

ACCURACY

For example, a millennial entrepreneur will probably value things like travel, impact, success, money, adventure and excitement. Their deepest fears are probably failure, rejection, embarrassment or mediocrity. Their challenges are probably focus, procrastination, and in some cases, confidence and self-belief. This is just off the top of my head. Other types of clients will be very, very different.

Here's the thing:

When your prospect knows that you understand them, they also know you can help them.

When they think you can help them, here is when they will have the confidence they need to work with you.



Common Limiting Belief 1

You will exclude people

A lot of people seem to think they will exclude people if they choose a niche. Now, I'll be honest, some people will not resonate with your messaging. However, they wouldn't have bought from you anyway because being vague repels people more than telling them you don't want to work with them. What you'll find is that you create a bit of scarcity around your coaching and people similar to your niche will reach out to you, and say, *"Hey! I know you usually work with ***, but I was wondering if you could help me, too?"* How much easier do you think it will be to close the sale when the prospect feels lucky to even be having the opportunity to talk with you?

Besides this, I'm guessing the reason why you're worried about excluding people is the fact that you want more people to help anyway, right? By niching down, you will attract ten times the amount of people who you actually want to work with anyway.

ACCURACY

You Can Still Take on Other Clients

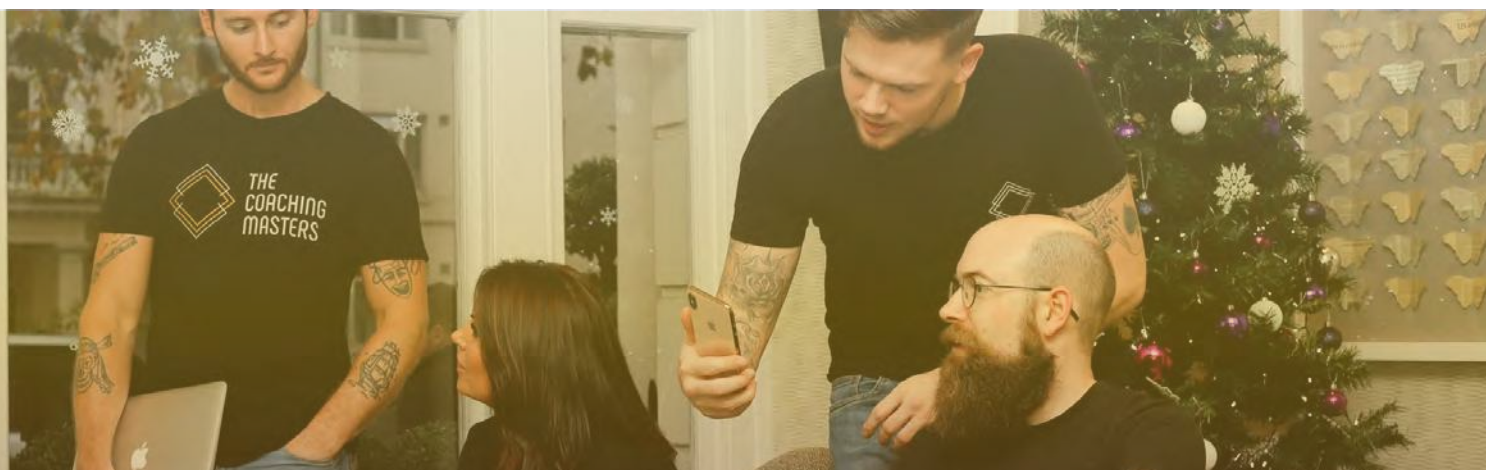
A lot of coaches think their niche is a way of policing who gets the privilege of working with them. However, it's not like that at all. The reason why we niche is to position ourselves and attract our ideal clients. However, you don't have to exclude people who want to work with you anyway. Once, a professional kickboxer approached me to work with me. I spoke to him, I liked him, felt I could help him, and the rest is history. I didn't turn him away because he wasn't in my niche! This doesn't mean I have to open my niche up to working with kickboxers, too! It's just another client that I have behind the scenes, and my positioning is still super accurate, and creating certainty in the mind of the buyer of whom I wish to work with the most.

What about if a client needs something else? Again, just like the person you're helping, the same goes for the things you coach on, too.

Your positioning is focusing on the main thing your niche would benefit from, and the area you can offer the most value. This is essentially a way of hooking in your clients.

Once they're interested, paid up, and getting results, you may wish to present some other areas of development to your client. Coaches usually have a number of tools available in their tool kit. Having a niche doesn't mean you can't use these tools; it just means you focus on one, and introduce the others later. The problem with introducing them too soon is your customer gets confused, doesn't know which route would be the best for them and gets overwhelmed. Overwhelmed and confused customers don't buy!

Also, just because you've done your master practitioner in NLP, your Reiki Healer course or your hypnotherapy certificate, doesn't mean the customers care about it. Although you value these tools massively, and know they will help them, it's not up to you to ram unwanted services down customers' throats so early on. My advice is to keep it simple, hook customers in with what they want, and then when you're working with them, you can start to explain what they need.

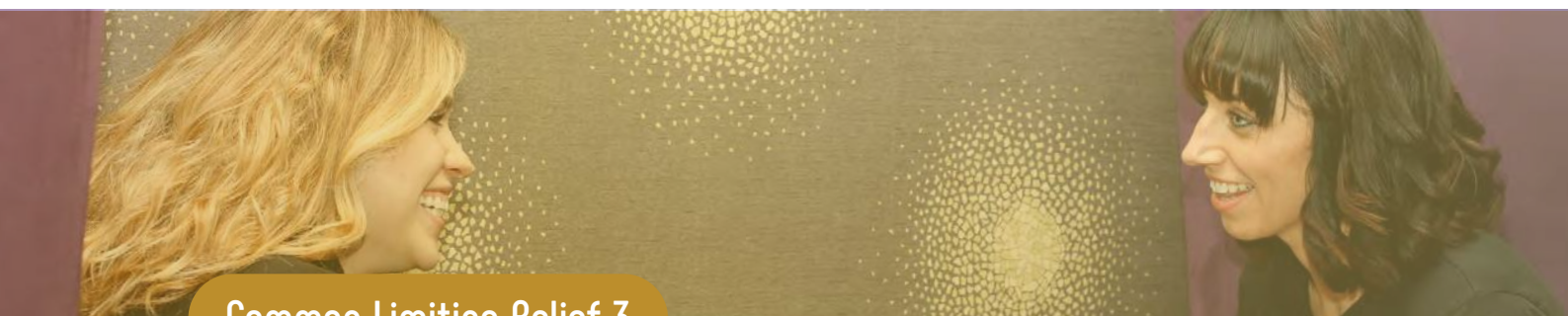


ACCURACY

Common Limiting Belief 2

I'm worried I'll pick the wrong niche

"What if I pick a niche and people don't respond or I don't like my niche?" I can imagine are a few more internal stories floating around your head right now. First of all, if you follow these steps above, then they will respond and you will like them because you'll be choosing someone you already know you'll enjoy working with and can add value to. However, what if it does go terribly wrong? You got confused when picking your niche, and actually, nobody wants to work with you and the people who do, you can't stand! What would you do? Change it. It's as simple as that. You simply update a few words on your social media bios and off you go, starting to nurture a new audience. I would always recommend you give it a try for a few months before jumping ship, though, as there will always be some self-doubt after you choose your niche. It's easy to overthink and start wondering if you made the right choice. I had a client once who wanted to change her niche because she thought men were indecisive. I encouraged her to stick it out a little longer, and then in a matter of weeks later, she started to get men saying yes to her every single time. This particular client now tells me she loves her niche!



Common Limiting Belief 3

I'm not going to want to work with these people forever, so I won't niche

I take it you've heard of Mr. Robbins? It's a guy who takes people over fire-walks, have extraordinary relationships, become the best version of themselves, build a business and make a ton of money in the process? Well, even Tony himself started off with helping people with phobias through NLP. He has developed and evolved through his career to be able to be much broader. Besides, it's good to not compare your strategy to celebrities, as what works for them will almost certainly not work the same way for you. The point I'm trying to make is just because Tony isn't niches now, doesn't mean he didn't when he started; and also, you're not Tony. Your niche will evolve and change through time. Just because you're using one area to focus on now, doesn't mean you'll always do that one thing, but it will allow you to penetrate that part of the market and move into different spaces in the future. As I mentioned earlier, I was a mindset coach, helping entrepreneurs sort their head out and make things happen. Now, I am a coach trainer. Things change, but that doesn't mean you can't lay your stake in the ground now to get started.

ACCURACY

Your Niche Doesn't Need to Be Your Life's Calling

It also doesn't really matter who you choose as your niche. Granted, a lot of people have found a perfect niche that's aligned with their purpose and as a result, they're going to have a really rewarding and fulfilling experience. Sometimes that happens and if you can get that, great. However, when you choose your niche, it doesn't have to be something that feels like your calling, it just needs to be an area where you become relevant and market yourself as such. You could pick kebab shop owners and be a life coach to them. That might not be your true calling and purpose in life, but if kebab shop owners are looking for life coaching, they're going to come to you as the expert in their field. You're the person who understands them the best, you work with people like them and they feel they can trust you.

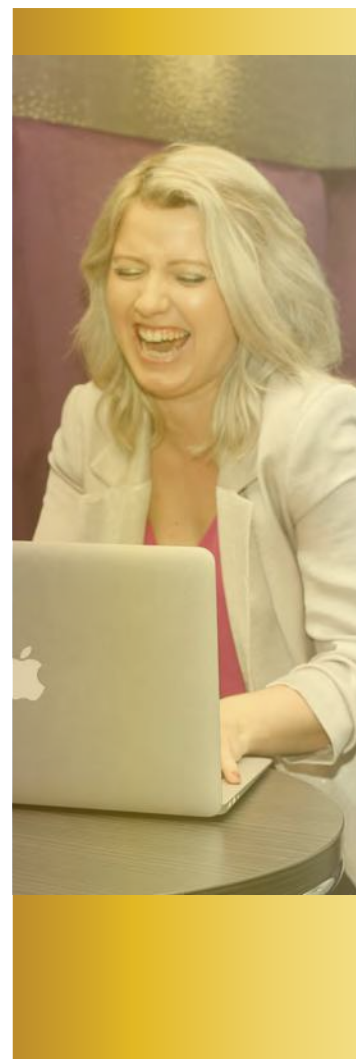
Ditch the Perfect Niche

Don't waste time trying to find a perfect, profound niche, it just has to be relevant.

You can pick one off the top of your head, as long as you focus your energy on building everything around it. Then you're going to get results. Because that's the key; building everything around your audience. A lot of people create a logo because they love it. They pick lovely colours to use in their branding because they love them. They add pictures that they love and that mean something to them. Their business name might even be relevant to them, such as a mixture of their name and where they grew up. Even though it means something sentimental to them, it means nothing to their potential customers.

Everybody thinks they're different from everyone else, but we're all essentially the same.

It's your job to reach out to people and say, *"I know you feel different, but I help people like you every day with the same issues that you have."* You need to be able to tell them exactly what their problem is - it shows them that you understand them and you can help with the coaching you do. You can show them how you've helped others to overcome the same problem, you can direct them to your testimonials and share the results from others who have achieved the success they're looking for. You show that you're the person who can help bridge the gap between where they are now and where they want to be. In doing this, we give them certainty.



ACCURACY

But You Can Become a Coaching Expert!

But here's the great thing, you can become an expert very quickly. If you read three books back-to-back on one topic, you will already know more than the general population put together. It's said, if you read one book a month for just five years, you'll be amongst the top 1% of experts in the world. The reason for this is that most people don't narrow down their knowledge. They read books and blogs, watch the odd documentary and listen to podcasts occasionally but it's just general information. Very few people consciously decide that they want to get really good at a specific topic. Not many people want to be known as the best at something. There are only a few of us who want to be subject experts and be asked to speak at events or on podcasts. A very limited number of us say, "I'm going to tailor all my knowledge, skills and experience to be able to get great results and get really good at that topic." And it doesn't take long to achieve.

Take the film 'Catch Me If You Can' with Leonardo DiCaprio as an example. It's based on a true story, about a guy called Frank William Abagnale. At 17 years old he ran away from home because his parents were getting a divorce. By the time he was 19 or 20 years old, he had conned his way into becoming an airline pilot, a doctor, a lawyer and a university lecturer.

He flew across the world, made millions from forged cheques and was a very successful con-man until he got caught. Instead of going to school at 17 like he was supposed to, he impersonated a teacher and lectured in the university (or college if you're in America) for an entire year. He was a 17-year-old who successfully taught a university class for an entire year without being caught. When asked how he did it, he simply looked at the police officers and responded, "I just read one chapter ahead of the rest of the class". You see, you only need to be one chapter ahead of everyone else to really be able to help and support somebody.

What we have to remember is that if someone comes to you about a challenge they're having in a specific area, it's because they haven't got a clue how to fix it, otherwise they wouldn't be hiring a coach. They don't have a lot of confidence. They haven't achieved fulfilment. They don't have clarity or a solid mindset.

By reading some books you're getting yourself a couple of chapters ahead and you'll have an abundance of information to serve the people who are just one step behind you.

You don't have to worry about coaching Tony Robbins or helping Tai Lopez with digital marketing - you'll progress to working with those kinds of people. Right now, you serve the people out there who have no idea and are looking for solutions to remove pain from their life and to take the first step in developing in that area. You will have a wealth of information, skills and experiences available to you right now that you can use. And that's why you don't necessarily have to be an expert to be able to pick your topic to focus on.



AWARENESS

So, now you know who your ideal client is, and how you help them, it's time to move on to where to find them. Because if you want to get a client, then the client must know you exist. I want you guys to really take this on board: it doesn't matter how much of a good coach you are, if nobody knows who you are, they can never buy from you. I know some great coaches, brilliant coaches, in fact, but they have only 2-3 clients at one time, because most of the time, they're hidden, and they're not communicating the value that they have to offer with enough people; and if the value they have to offer doesn't get communicated and seen, it can never get taken advantage of, meaning no lives are changed, and no money is earned.

Getting the Right Eyeballs on You

The aim of the game is getting as many eyeballs on you as possible in your niche. Because once they see you and start to understand that you may be able to help them. But before any of that happens, you must have the right people in your network. Because there is no point trying to sell coaching to people that don't want it. There's no point asking your friends and family to like your Facebook page. There's no point asking your mate to download your eBook. These people are very unlikely to buy.

A lot of my clients before working with me assume that their clients are just going to appear out of thin air. There is a strategy that has to take place in order to be able to get in front of the right people. Because the people that are likely to buy from you are the ones in your niche.

We don't just create a niche for the sake of it, we create a niche because we want to help that group of people. But we must be in front of that audience in order for them to see that we help them.

AWARENESS

Filling Up Your Virtual Room

You must start to fill up your virtual room with your ideal client. Think of your social media platforms just like an offline event. If you were running an offline event, and you wanted to sell something to somebody at that event, you wouldn't be able to sell anything if that event was full of irrelevant people. If you filled up your offline event with children, and started to try and sell life insurance, you would bet they would probably never buy from you; because kids don't want life insurance.

Now think of your social media in the same way. If your social media profiles are full up of your friends, your family, people you went to school with or a couple that you met on holiday in 2009, then the likelihood of any of those people buying from you, is very slim – because they are not part of your niche. A very small amount might buy out of luck, coincidence, or just simply trying to help you out.

However, if you really want to convert as many sales as possible, you must have the right type of people in that room, filling the event with people who could be interested in what you have to offer.

Now, if you're new to coaching, completely new, then maybe you have that false sense ideology in your mind right now that as soon as you have a website, or tell people you're doing coaching, then you'll have loads of clients come to you. Unfortunately, I need to burst that bubble and tell you that isn't going to happen. If you've been in coaching for a little while now, then it can be a little bit more difficult than it looks. So, rather than waiting for your client to come to you, you must go to them. Why put the control in someone else's hands? Why wait for clients when you can create clients instead?



AWARENESS

The Power of Social Networking

Social media has changed from what we used to know it to be. We are gone of the days where social media is only for friends. Social media is now an international tool that allows you to buy things, set up businesses, fall in love, sell things, find events, join communities, educate ourselves, and meet people from all over the world. It used to be for stalking your mates, but now, it's much more than that, it's social networking. Yes, networking. And what does this mean? It means you can network with new people and generate clients in the process!

There can often be a lot of resistance to this, but it's such a huge tool in modern-day society that I would strongly encourage you to push passed it. Because it's the simplest, yet most effective strategy you'll ever come across. All that is required is for you to simply find your potential clients on social media, and connect with them. That's it. You connect with them. You bring them into your online room. You take control of your sales process, and you fill your virtual room up yourself by finding people that want to work with you.

And the way to do this, is very simply, adding them on Facebook, following them on Instagram, and connected with them on LinkedIn. Simple, right? Yet most people are trying to flog coaching to their mates, and waiting for your clients to find them, rather than find them themselves.

Because all you need to do is be asking yourself, where is my ideal client hanging out online? Professional men, may be part of business networking groups on Facebook, or liking images on Instagram of golf clubs, for example. Simply ask yourself, where might my ideal client be online, and then go there, find them and connect with them.



AWARENESS

This is another reason why it's so important to get accuracy around your niche;

because, say for example you kept things vague, and you just wanted to help people live their potential, and you also want to add a bit of yoga, hypnotherapy and help them with balance, and business at the same time – and you didn't have an understanding around the demographic in terms of what age they were, what gender they were, or what job they had. Then how on earth are you going to know where to find them? It's so unbelievably vague that you don't know where to start.

But when you have accuracy, and you know who you help, we can go looking for those people exactly, very easily. Say for example, your niche was entrepreneurs and you help them with mindset. You've got two variables there, mindset and entrepreneurs. All you do is you type them into the search parts of each social media platform. The best thing about social media, is it's searchable - and people are categorizing themselves in different communities and pages all the time.

Once you've found these groups, pages of people in your niche, you jot them down and keep going back to the same sources. If your niche is entrepreneurs and you help them with mindset - when you find an entrepreneurial mindset group full of 6,000 people, on Facebook for example, then you know you've got a great source of leads. Every day, you simply go to that group, you pick the most recent posts, you go to the people who have liked them and you just click away and add them. If you connect with people two or three times a day, you're going to add about 150 people daily, If you do that every single day, adding over 100 people, you will start to grow your audience considerably in your niche.

The exact people you want to nurture are going to be in front of you waiting to see what you've got to offer.

That's the key to this, being in front of your ideal customer. But as I mentioned earlier, what a lot of people do is try to warm dead audiences. They're spending all their time-sharing content, getting people on sales calls and trying to ram it down the necks of people who don't want it. You need to get accurate around exactly what your audience wants, so you can find those people and give it to them. Let me say that again: you get very accurate around what people want, you don't create something that you think they need and try to ram it down their throat. You find out what a certain audience of people want and then you find those people and give it to them.



ATTRACTION

By now you're crystal-clear about exactly how you help people, then you've started to fill your audience and your space with the people who are going to get value from your coaching. The next stage is to attract the people who are now in your space into building a relationship with you so they get to know, like and trust you. When they know, like and trust you, they're going to be happy to work with you. You need to build a relationship with them. You need them to trust you and want to spend more time with you. You need them to become friends with you so they can feel comfortable enough to enquire about working with you, recommend you, and engage with your content. This will create organic reach where people are talking about you in a positive light; and you do all of that by building a relationship with them through social media content. Social media content is essentially putting stuff on social media. Short blogs, pictures, videos, any type of information; and it's extremely effective when it comes to attracting clients!

Resonate and Engage Your Audience

Now that you understand who your audience is, you can become much more relevant to them. You can share stories that your audience might relate to and connect with. You can share valuable tips, tricks and strategies to show you are good at what you do. You can even use specific language that your audience would use, which will build rapport and allow your audience to feel you're speaking to them directly. Imagine if your niche was motivational coaching for female professional women in their 40s. Imagine this piece of content: Hey, ladies! Did another day in the office fly by where you barely got any work done? Now the kids are screaming and demanding your time? Don't worry, they'll be asleep in a few hours, and you can pop open a bottle of wine and start to focus on you! I've got a few tips for you to ensure you break this cycle and get more done tomorrow." Now, if you're a female professional woman, that is going to speak directly to you! It's demonstrated that you understand them, and it's super relevant. This is where you'll start to get loads of leads jump onto your online content thanking you, and bringing themselves to your attention.

ATTRACTION



There's no point in just telling your audience that you're a great coach and that you can change their life. You need to demonstrate that you can do that. And there are great ways to write content in social media to show people how good you are at what you do.

This section will take you through everything you need to know about content and how to use it to attract your audience into your space. This is where you're going to create followers, fans, potential leads and also paying customers. By simply adding value, building a relationship and getting the people that are now in your network to know, like and trust you.

By the end of this section, you'll know how to post valuable thought-provoking content on your social media that's going to get your audience to start building a relationship with you. You have to ask yourself,

"what do I need to say & communicate to empower my audience? What do I need to do to get my ideal clients to realise they need coaching from me?"

Content is going to be the thing that gets them to start realising that.

As I've mentioned before, there will be some resistance and some mental limitations. There will be some of you worrying about what people think of you, some fear of embarrassment, rejection or humiliation - that's very normal. When you approach a new environment it's unfamiliar - it's going to feel uncomfortable, you're going to feel resistance. But I promise you now this is single-handedly the only strategy you need to use online for people to buy from you. If you use the type of content I'm about to share, you will have people messaging you and asking to work with you. It'll happen just through sharing valuable, thought-provoking content. So, you may be feeling a bit of resistance, but if it means that you're going to get clients, you're going to make money, you're going to help people, you're going to be able to create a life of, then I'd say it's worth pushing past that resistance, wouldn't you say?

By sharing parts of your life and being open and vulnerable, your audience will relate to you and they're going to start to get to know you on a deeper, more intimate level. You're going to be more visible so they're going to get to know you. You're going to be sharing parts of your life which they might resonate with, which in turn is going to get them to like you. And if you're demonstrating value they are also going to start to trust you. So rather than you always posting, "buy my stuff, buy my stuff, buy my stuff," and switching your audience off, instead they're going to think, "I want to buy their stuff because I'm like this person. I want to spend more time with them and I believe their stuff is good because what they're sharing is good."

ATTRACTION

Think about Facebook for a second - they call their connections 'friends'. When we add people, whether we know them well or not, we add them as our friends. If you start to share content with your network, all your existing friends will see it but so will all the new cold lead you've added. And vice versa - you'll start to see their content. Before you know it, you'll be commenting on their posts and watching their videos. You're already building a relationship with them. People like to buy from their friends, so you want as many people to be friends with you online - and you can help that happen by sharing content.

When you post content - regardless of whether it's good or not - you become visible online. It makes people click on the post, start commenting and liking it and before you know it, they're on your profile looking at your links or your website. This creates the opportunity for them to make the move to message you and maybe even buy your services right from there.

I've managed to secure clients just from posting a picture of me and my ex-girlfriend. They've thought, "He looks like a nice guy, maybe I'll check his page out." Then they spot I'm a coach, they dig around my website a bit and before you know it they're buying services from me just from seeing a picture of me going out for dinner.

It doesn't always have to be profound content you're posting, it just needs to be something that gives you visibility and gets them intrigued enough to look at your profile.

When you do share something more significant; something that's gives your audience awareness around a problem they're having, or something funny or engaging, they're going to remember you more. And it doesn't just have to be relevant to your business. If they do need a coach, they'll remember you as the guy who gave them some value regardless of whether it was about coaching or not. I'll bet a lot of people think of me because I do silly things in my content sometimes, as well as adding value. They remember me as 'that guy who's always on social media'. Sharing content makes you visible, it makes you memorable and puts you at the forefront of their mind - this is what marketing is all about.

Another reason we use content marketing is that it's free. You can add 5,000 people on Facebook. If you wanted to spend money advertising in a magazine to 5,000 people it could be charged as high as \$3,000-\$4,000 for one little post in the newspaper. However, on social media, you can post for free as many times as you want for as long as you want about whatever you want. It never costs you a penny (unless you pay for ads, but we're only talking about organic social media content right now.)



ATTRACTION



Your content can also be repurposed into other valuable products. I know people who have copied all their social media for the year into a book, paid a ghost-writer to edit it, published it and ended up with a best-selling book. How amazing would it be to do that? You could record your content and turn it into a course, then you could sell it as a way to bring in passive income. At the very least you could upload it to a blog or you could cut it down and create quotes that you post to some other types of social media: content can be repositioned and repurposed. From one blog, you could turn it into 16 different types of content (I've worked it out!) Just bear in mind that once your content is out on social media, that's not the end of it. You can reuse and share it in other places.

It also doesn't expire. With an article or a newspaper, once it's been published it's gone, it goes in the bin. However, social media is searchable. If you write a blog on your website and use the right SEO (Search Engine Optimisation) keywords, your blog will show up on Google. If someone's searching in a group, you're going to show up there. Someone scrolling your timeline will see things you posted as far back as they want to scroll. This makes social media permanent, valuable content that people can reuse, re-read and which will generate leads for you for the foreseeable future.

Content is king. Very simply, if you post relevant content to a relevant audience for a while, you'll quickly start to get leads and you can convert those into sales. Therefore, content equals sales and content equals money. It doesn't have to be complicated.

I promise you now, if you post content you will make money.

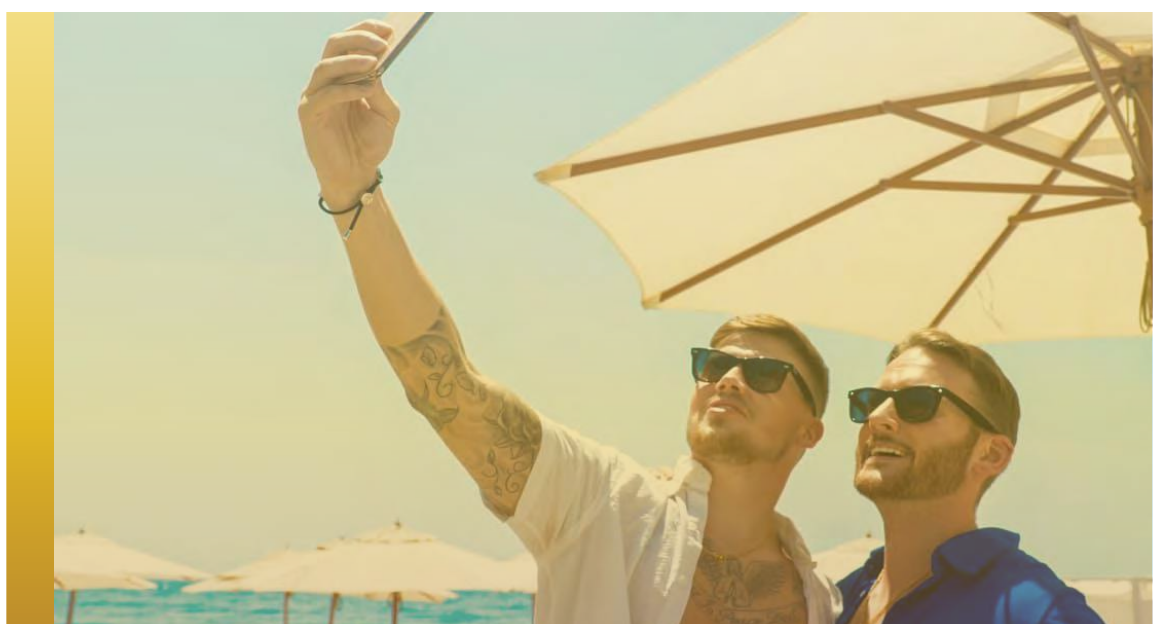
Whether your big desire is to make money or to share an important message, putting out social media content is going to give you the desired outcome you're looking for.

Let's take a look at the different types of content:

ATTRACTION

Life and Journey Updates

These are simple blog-style pieces of content that you share around events such as getting a new job or getting your first employee. It could even be personal updates like splitting up with a girlfriend/boyfriend or going on holiday - just things that you get up to. People do care, that's why they're following you on social media. 99% of people love to consume content, this is why soap-operas and reality TV are so popular. However, only 1% of people want to create content. You need to be one of the 1% who creates. Post about your life and keep people updated.



Engagement Updates

These are all about using social media algorithms to our advantage. Each platform uses a slightly different one, but the algorithm is essentially a formula that social media platforms use to decide what content they prioritise. If your content is consistently crap you won't have a strong algorithm and Facebook won't be pushing your content out to many people - after all, their priority is keeping their site full of top quality content to keep people on the site. Similarly, if you post external links and take people away from Facebook, the platform isn't going to be happy. You're taking someone off their network where Facebook makes money from the advertising, so they'll weaken your algorithm - essentially, they'll punish you.

There are some things you can learn to do to 'hack' this so you can give your posts the best possible chance of success. Every time you post you will get points associated with your name for likes, comments, or shares. The more points you have, the more your post is going to be shown to somebody.

ATTRACTION

As far as the algorithm is concerned, comments are better than likes. So, if you get comments on your post, more people are going to see it because Facebook will push it out to a wider audience. Engagement updates are simply posting you create just to get some engagement to boost the algorithm.

As a coach, you may want to post an update asking,

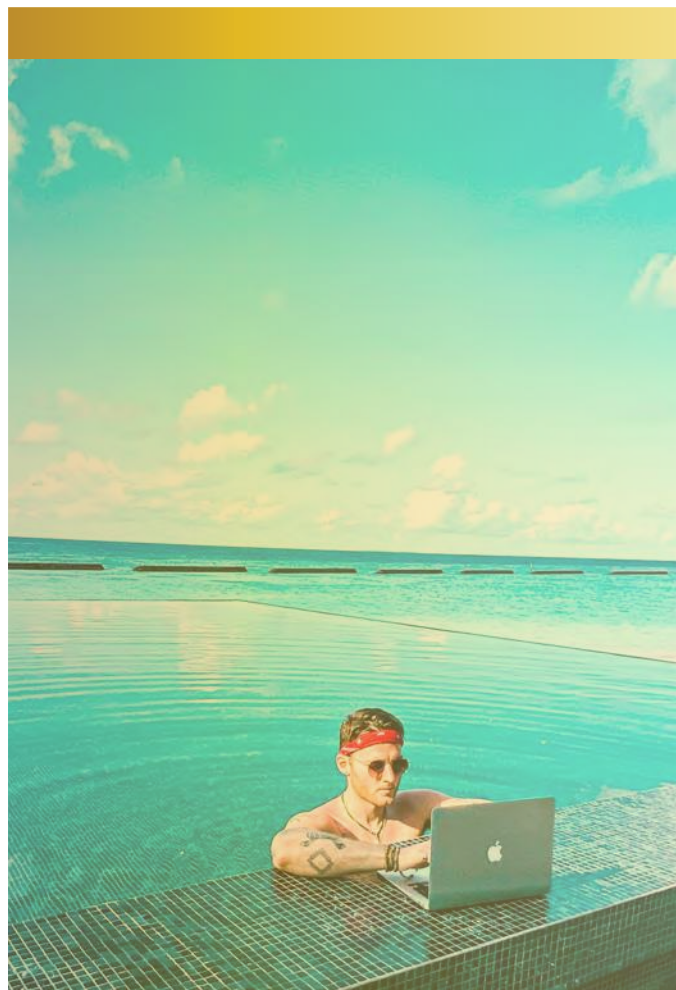
"what is the number one obstacle you currently face with your mindset?"

You will get loads of people responding because people like to contribute and to answer simple questions. This is going to create a ton of engagement on your post, sending a message to Facebook that you've got good content. When you receive more comments, your post just gets pushed out to more and more people. Also, every single person that comments is also a lead, as you now know what their number one obstacle is (go and help them with it!).

Lifestyle Posts

At the end of the day, if you want someone to buy something from you, then they need to look at you and think that you've got something you can offer them. If you're not an advocate for the kind of lifestyle they want to live, then they're unlikely to want to learn how you got to where you are - because they don't want to get there. Why would you take information or advice, or pay somebody who hasn't got the life that you would like to live in some way?

If you're a mindset coach, then you have to show that you've got a good mindset. If you're a personal trainer, then you have to show that you're training a lot. If you're an entrepreneur, then you want to be showing that you're using your laptop and travelling, making money and seeing clients. You have to show the sort of lifestyle that your client wants to live. This shouldn't be inauthentic or false, but if you're a nutritionist and you've got a lovely bowl of granola and yoghurt in front of you, just post about it for Christ's sake. That's the sort of thing that's going to generate a bit of awareness around what you do. It's a very basic example of it, but it shows them you are living a desirable life.



ATTRACTION



Storytelling

Storytelling is the most powerful thing that you can ever do in content. People don't like to be told what to do, so telling a story helps passively deliver the value you have to offer without coming across preachy. When you tell your story, your audience gets to know you a lot better too. They understand what you've been through, what's worked for you and they get a better understanding about your life. You start to build the know, like and trust factor with your audience; and at the same time, it delivers value and creates a sense of empowerment.

What tends to happen when you tell someone what to do and give them unasked for advice, they think, "fuck off and leave me alone." However, when you tell a story about an experience and deliver it in a passive way where you're sharing your own experiences, people can come to their own epiphanies.

Also, if you post, 'Five top tips to build irresistible confidence', they're probably going to smell that it's a marketing post a mile off. If it's just a story or looks like a blog, they're much more likely to read it, respond to it and digest it. It also helps people to understand the message better because as humans, we find it easy to understand stories. We've used them for hundreds and hundreds of years to explain things - it's better to explain things anecdotally than it is to explain theories and concepts. When you use storytelling, your audience understands the message you're trying to share better.

Don't try to be perfect, just get it out there. Imperfect action wins every time.

Just get your content out, that's all that matters. If it's not perfect, people won't give a shit. Most people are just going to scroll past it anyway and it'll be forgotten about. If you mess around putting content ideas into your 'notes' app on your phone, waiting for it to be perfect, you're probably never going to get around to posting it. And even if you do, you've just wasted a bunch of time. Successful people just think about what they want to write, get it as good as they can and then get it, and post it. Even one like is still a potential lead! Remember, content is king.



AUTHORITY

For you to become a 6-figure coach you have to be positioned as a respected authority. Without this, you'll be unable to give people the confidence and the certainty that you can help empower and elevate them into a better way of living.

People need to think you're of elevated status and that by working with you they will build their own status – which is fundamentally what everything comes down to. Money, power, success – it's all a case of increasing status, both externally and internally.

***Why would you want to work with someone who is below you?
It doesn't make sense, right?***

People should look up to you as though you're someone who can help them to 'level up'. Potential clients don't want to work with someone they see as having less than they currently have. One of the biggest reasons people choose to work with a coach isn't down to the value they give, or the tools and techniques they use, but due to the way they make them feel. They want to feel more confidence, empowered and assured; you can do this by building your authority.

Here are a few ways that will instantly increase your authority:

AUTHORITY

Get professional photographs

The psychology around photography is strong - I put it down to the paparazzi and magazines - but when people see you in a professionally taken photo, they subconsciously think of you as someone with celebrity-level status, or that you're important enough that a professional photographer has wanted to take an image of you. They don't consciously grasp the concept that you've paid for that, or that you're using it as part of your marketing plan. It also makes your brand look more professional. Get some professional photos taken, or at the very least get a friend to take them with a high-quality camera phone using the right angles - you can get some really professional images using just an iPhone. If you look around for the right photographer, it's possible to get a full shoot for less than \$200. Either way, getting good photos on your profile makes a big difference.



Be on a video

Psychologically, when we watch a video, we link it closely to being on television. So, when you appear on video, your audience feels like they're watching you on a cinematic screen - this makes them position you with the same authority as someone they might see on TV. Due to being able to upload videos from our smart phone, do Facebook lives, or at least feature in a few seconds of behind the scenes style footage on your Instagram story, there really is no excuse to not be posting videos. This will allow your audience to connect to you much better too, and the views can sometimes reach thousands overnight. If you tried to get that sort of reach offline, you'd probably have to do around two hundred networking meetings. Online video is a great resource that's available to us, so use it if you want to crease your visibility and authority simultaneously.



AUTHORITY

Be a Guest Expert

There are podcasts, Facebook communities and people with audiences who are looking for guests to appear on their shows. If you position yourself as helping a specific niche, these hosts are going to want you, if you're relevant to their audience.

That host is also going to be saying things like, "The amazing Lewis Raymond Taylor, the mindset expert" because they want to be seen to have experts on their show, so they're going to do a great job of promoting you. They might create a graphic for you, or even create a recorded episode that you can re-play on your profile which becomes a great digital asset for you.

When you get booked as a guest expert, the host is also going to tag your profiles. So when people are looking at your profile and they have a look at what you're up to online, they're going to stumble across podcast interviews positioning you as an expert in your chosen niche and it's going to build your authority. There'll also be some knock-on effect within the industry: you become known as the go-to authoritative person within that niche and before you know it, people are asking you onto podcasts, to come and do retreats, speaking gigs, collaborations and joint ventures - this is where your audience really starts to grow.



The authority strategies aim to get you amongst the industry and visible in as many places as possible.

There is a little bit of crossover with the Awareness stage, but the idea now is to get people to think you're someone special. People want to work with someone as authoritative, influential and as powerful as possible because it makes them these things by association.

Authority Drops

There are things you can say to boost your authority such as name-dropping certain things. For example, if you say, "*I was working with a client last week...*" this lets others know you have clients. Once you're more experienced and you have a lot of clients under your belt, you can drop in things like, "*I've helped hundreds of people.*" Because if you have done things, but haven't told people, they don't know! Therefore, you're wasting an opportunity to boost your authority. If you have a qualification, or great real-life experience, or even just a really great client you've worked with, you can mention these in passing. It'll help you to stand out and come across as authoritative and professional.

AUTHORITY

"I now coach people from all over the world", "When I was speaking at an event in Florida last year....", "After helping one of my clients make £5,000 extra income in their first month...", "When I met Richard Branson...", or "When I graduated with degree in psychology...". There are lots of examples of ways you can 'authority drop'. The reader won't realise you're doing this if you do it subtly enough, but after reading it, they will have built a professional opinion of you and will be much more likely to want to work with you.



Qualifications or Accreditation

If you're an accredited coach, that's an authority stamp. And if you have achieved that, or you're working towards it, you want to telling people! They're going to feel secure that you're going to empower them to get where they need to be, because you have the academic validation to back it up.

At The Coaching Masters, we offer a 12 week accreditation coaching course and have seen coaches who are in the industry for years start to attract more clients after taking it.

From the increased ability to serve their clients, and the authority that accreditation brings, potential clients have more confidence that an accredited coach can help them.

Have a think about what could boost your authority and make your audience feel more powerful through working with you: what language could you be dropping in, what interviews could you get on? It's very simple to do - you reach out to a podcast or someone within the Facebook community say, "Hey, do you fancy doing an interview with me or letting me share some value with your audience?" Most will be more than happy to because it's a bit of easy content for them and it then means you can utilise their entire audience.

Social media can be quite superficial so before you can get people to know you better and before you can build a tighter relationship with them, you have to be able to hook them into you. You need to play the game and entice them in to help them feel confident enough to work with you. Only then can you create powerful transformation in their life. To get there, you need to position yourself as someone with elevated status, someone with confidence and authority who's going to be able to support that person in the best possible way.



APPROACH

To quickly recap, you should now have accuracy around exactly who you are as a coach and how you help people. You have an awareness of who your audience is, they know who you are and they're in your network. You should be attracting them to want to work with by sharing content that allows your audience to know, like and trust you. You should be positioning yourself as an authority within your niche: your audience should see you as someone with elevated status to them, they should look up to you and be happy and want to be associated with you.

And so all that's left is to approach them and sell them something. This part is absolutely necessary, I can't stress this enough. If you're not making sales in your business, you will not make any money. Sales at its core is building relationships with people, delivering value and then getting the person to the point where they want more - and that's what you need to do. You don't need to do a hard sell. You're only selling to people who want your product or service. You're just offering them an exchange - you're giving people the benefit of your life experiences, your knowledge and your time and they're giving you back remuneration in the form of financial compensation.

Everything in this world is about exchange: what can I do for you and what can you do for me?

Some of your audience will have problems in their lives, and big goals they wish they could achieve. If you're going to help them, you should be compensated for that - and that's where they exchange their money for the value you have.

APPROACH

Up until now, you've been warming up your audience, building a relationship and adding value every day. However, even a warm audience isn't just going to reach out and want to give you their money. You have to approach them and meet them halfway. People have their own limiting beliefs and might be fearful of being rejected by you, they might not know what coaching is or if it's going to work for them. Even if someone is liking and commenting on your posts, it's unlikely that they're going to outright ask if they can work with you. Most people need to be approached so you can build that relationship one-on-one before they're prepared to pay for your services.

The easiest way to approach your warm leads in your network is to message them on Facebook, direct message them on Instagram and send messages on LinkedIn. People are happy to have a conversation with someone who can help them get to where they need to be.

Currently, there will be someone who has been reading your content on social media for a number of weeks or months - they've read all your posts, watched all your lives, seen all your updates and they're thinking, *"I've started to get to know this person and I like them already, I trust them. What they have to offer looks really good, they're offering loads of value and they seem to be really good at what they do. I could see myself working with someone like that one day"*. But this person isn't necessarily going to engage in a conversation with you - it's your responsibility to reach out and strike up a chat. This process is called prospecting and you generate leads and sales by doing this.

All you do is reach out to the people who like and comment on your posts, specifically those who you feel would be a good fit based on your ideal client.

These are the people who will already have awareness of you, you'll have built authority with them and so they'll be more likely to convert into a paying client. When you reach out to them, you need to make sure you start the conversation with something specific to them - you don't want to look like you're sending the same copy-paste message to everyone.

For example, you could say, *"Hey, I see you just came back from Florida? I love Florida, where were you?"* or *"Hey, I see you're mutual friends with John? I've known John for years; how do you know him? I see you're an entrepreneur specialising in digital marketing, how long have you been doing that?"*

All you're doing is engaging in a friendly conversation, not just sending them something generic and not immediately going in for a sale.



APPROACH

Once you've done that and built some rapport, you can start to ask them some questions. These questions have two purposes: either to identify a current pain or problem they're having, or to establish a goal or desire they have. Their problem might be that they can't get feel stuck, de-motivated or can't make a big decision in their life. Their desire might be that they want have more fun in their life, get into a relationship, or move abroad. You can identify these things just by asking the right questions:

"How's business? How's your confidence on a scale of 1-10? What's the biggest obstacle you face in your life right now?", "What goals are you working on right now?"

Remember it's okay to ask these questions - you're speaking to someone who knows you're a coach already, they've engaged with your profile and they know what you do.

Once you've found their pain or desire you have a reason to start helping them. It's important that your coaching is there to help fix a problem or achieve a goal that they already have - I can't stress enough how important this is, it's not your responsibility to create problems or goals for your clients, or to force your services on someone if they don't need them. All you are doing is establishing where they currently are and showing how you can help them to get to where they want to be.

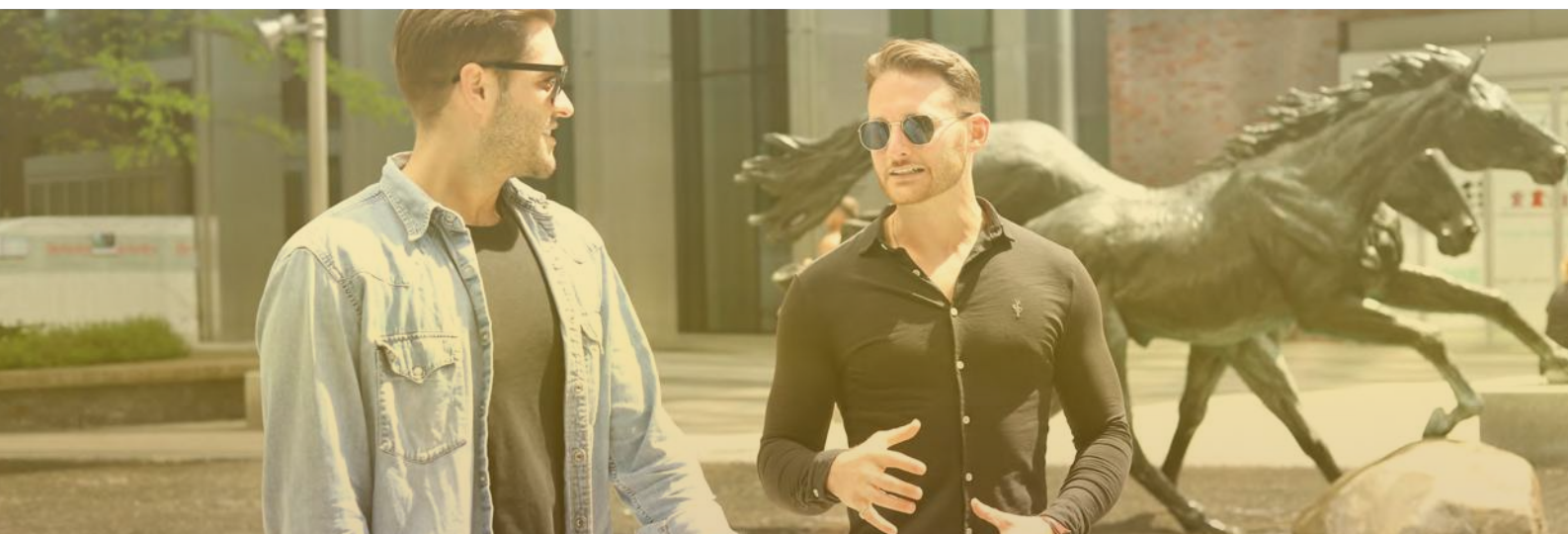
When you know what their pain or desire is, you add as much value as you can by message and demonstrate that you're good at what you do. Coach them, give them advice, share stories, motivate them and help them as much as you can through having a powerful conversation with them. As I said before: the more people you help, the more value you offer, the more likely it is that someone is going to want to work with you. They're even likely just to recommend you, to start engaging with you or want to do joint ventures with you. Helping more people has a direct correlation to the amount of money and success you will have, so help the people you reach out to via message as much as you can and you'll reap the benefits from it.



APPROACH

Up to this point you've given them free content on social media, then you're giving them free advice in your messages but there's no sale yet, you're just helping people. The intention is to help them so much that they want more - that's where the discovery call comes in. You are never going to sell via message, apart from a few minor exceptions. People need to have a bespoke conversation with you where you're addressing their needs, you're removing any obstacles they have, you're handling their objections and building a relationship. You're not going to achieve that without having a one-to-one discussion with them either over the phone, or face-to-face.

Trust me on this one, offering a discovery call is the only way to consistently sell your service. It's a numbers game - if you get people on calls, they're seriously interested in working with you. If you do enough of these calls and pitch a high-ticket coaching programme at the end of every single one, some people will say yes and they'll be the clients who pay you thousands of pounds.



I'm going to take you step-by-step through everything you need to do to have the perfect discovery call with a potential client and sell your coaching programme to them. So, what is a discovery call? It's a hybrid of a free coaching session and a sales call mixed into one. If you call it a sales call it'll scare your potential customer, they immediately feel like they're going to be asked to part with their money. If you just give away a free coaching session, you're potentially wasting your time so we combine the two.

It doesn't have to be called a 'discovery call', you could call it a 'clarity session', a 'deep-dive session' or a 'complimentary exploratory session'. You can call it whatever you want as long as it aligns with your product and your ideal target market. I've always called it a discovery call/session, so we'll go with that from now on.

The discovery call bridges the gap between people who are interested in your offer and people actually buying it. This is how I've sold every single one of my packages, I've never sold one without it. I've tried, but it's not possible, even with a low-value offering.

APPROACH

To get them on a discovery call you need to build rapport, you ask questions to identify a pain or a desire and you help as much as you can with it. You get them to the point where they're saying, *"Thank you, that was really helpful, you really know your shit."* Then all you have to say is, *"I think I can really help you. I'm currently offering complimentary discovery sessions. During this session, you'll get the chance to experience some one-on-one coaching, and we'll also get the chance to see if we're a good fit to work with each other. Does that sound good?"* That's the spiel I use and it works every time.

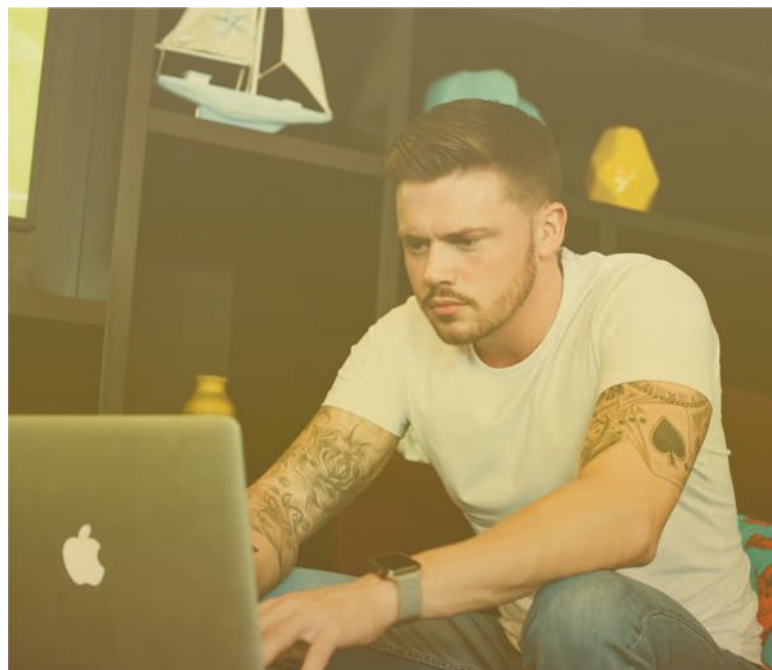
Your potential client is then thinking, *"Wow, I just got some free coaching by messenger, it was brilliant. Now they're going to let me experience it one-on-one; brilliant, I'm in!"* Then all you have to do is book it in for a specific time, and you now have an opportunity to make a sale. But not just a random person who isn't interested in coaching, but a person who knows you! You can see now that through this process you've taken someone who was a cold lead (someone who had no idea who you are and was outside of your network) and you've connected with them, you've been writing content to warm them up, you've messaged them directly and found out how you can help them, you've given them value that's useful to them and then you've got them on a video call. So now you sit in front of someone in your niche who's very interested in what you have to offer. They know, like and trust you, they appreciate what you have to offer and you know exactly how to help them. So, now I want to share how to structure the perfect discovery session, as well as a few tips that will increase your chances of making sales!

Do your research before the call

Find out a little bit about who you're going to be speaking to. Read their social media timelines, look at their pictures and go on their website if they have one. It doesn't need to take longer than a few minutes, but even just knowing a few snippets of information can help you to build rapport. And just like when you go for an interview, show that you've done your research.

They want to see that you know about them, that you've taken interest in them and that they're not just a number to you.

It's important that they feel like you have a genuine interest in supporting and helping them.



APPROACH

Get clear on your offer

It's no good building a relationship and then you get to the end and fumble, *"So we could maybe work together and sort something out, I'll have a think about what I can offer and get back to you."* It's just a waste of your time, as you'll be pushing your customers away! You need to know very clearly what you're going to offer so you can throw it down with confidence at the end of the call as though it's the exact thing they need. Be very clear around the exact package and programme you're going to offer, and offer only one. If you give four or five different options you're giving the client too much to think about. You don't want them to have to make any decisions outside of 'yes or no'.

Provide one package and lead with that, you'll get opportunities to sell other services further down the line.

Make your programme a high-ticket price

Charge a lot of money for your programme. You can't justify creating content, warming someone up, adding value, having a prospecting conversation, getting them on a sales call, closing the sale and customer service throughout for just \$50. It's not feasible for you, so you need to be going after high-value clients. If someone wants your help for free, they can read your content or watch your videos. If they want something cheap, you can develop a low-level product that takes up less of your time. If someone is going to buy from you and they're invested enough in you, they're going to buy whether you charge \$50 or \$1,000.

Make the most out of the people who are ready to buy, who want to work with you and who have the money to spend because there are people out there who have money in abundance.

My first client was a millionaire and I charged him \$600 - at the time I was over the moon with that but in hindsight, I could have gone for a hell of a lot more.

You need to make the process worth your while, and a \$50 programme isn't going to do that. To scale your business, you need capital to invest. If someone says no to your high-ticket price, that's cool. You just wait for the next person that says yes and eventually, someone will and you'll get an injection of cash into your business to keep you afloat. Higher priced services also make people more committed to achieving their results. If they give you a large sum of money they're not going to drop off halfway through, and by not charging by the hour they're not going to waste all the time you've spent nurturing them just to lose them a few weeks later with only a few hours' pay in your pocket.

APPROACH

Consider your interview style

You don't want to come across like Mr. Desperate. Don't beg them to work with you, because if you do they're going to realise you need clients. If you need clients, it means you're not very good at what you do. If they get a whiff of desperation it's going to make them feel like what you have to offer isn't of any value.

Tell them it's an interview: a chance to see if they're a good fit to work with you as well as if you're a good fit for them.

Make them aware it's a two-way exchange and that you may not actually decide to work with them. This creates scarcity in your potential client's mind. Let's now get into the structure of the five main stages of the discovery call.



Build Rapport, Introduce Yourself and Set Boundaries

The first thing you do when you start the call is you build rapport, you introduce yourself and you set the boundaries for the call. You want them to know you're the coach and so you call the shots. You explain how the call is going to work and the format you're going to follow; they don't get to lead the conversation.

It should go something like this: *"Hello, thanks for scheduling the discovery call, I'm really excited to be having this chat with you. I know we've spoken via message, but it's really good to have a real conversation and see how I can help you and if we might be a good fit to work with each other. What we'll do is each give a little introduction, then do a bit of coaching before seeing if what I offer is a good fit for what you need. If we both agree on that, then we can have a chat around what a 12-week coaching programme with me might look like"*. Telling me exactly how you want it to go, with stop the conversation being a messy chat, that doesn't lead in a sale.

APPROACH

Then start to build a bit of rapport. You'll probably already be familiar with how to do this, but even just asking questions about the weather will work. Apparently in Britain, the average person will talk about the weather seven times a day - we're pros at this, I don't need to teach you how to make small talk. After this, you do your introductions. Explain who you are and don't be afraid to share your successes, blow your own trumpet and position yourself as an authority. At this stage, you're a nobody to them and you've got to sell yourself. You ARE your product or service - if you're a personal brand or you're delivering the service, then they have to buy into you.

For example, I would say, *"My name is Lewis. I'm a mindset coach, a speaker and a trainer. I've got three online businesses which I grew to X amount of money in Y amount of time."* Tell them all the reasons as to why they should want to work with you. And because you've already positioned it as an introduction, it doesn't come off like you're just trying to sing your praises. You can even tell a shortened version of your story. This works really well because if you can develop an emotional connection, you'll evoke emotional responses which will make someone far more likely to buy.

People make buying decisions based on emotions then they justify those decisions using logic.

If you share a bit of your story, they're more likely to buy because it 'feels right' for them to do so, then they'll rationalise the decision afterwards. Tell them a little bit about what you've gone through and why you become a Coach.



Fact-Finding

This is very important in the world of sales - it's just about finding out facts and using that information to your advantage. The more questions you ask, the easier you'll find the end of your call where you're pitching and closing the sale. Right now, you need to ask them questions like: *What are you looking for? Why are you considering coaching? What problems are you having?* And then you want to ask more specific questions about the specific product or service you have to offer. If it's mindset coaching, you might ask: *What are your insecurities? What doubts do you have? Where is your lack of motivation coming from?*

You want to get a lot of information around exactly what their pain is because people buy more to get away from pain than they do to move towards pleasure. People do want pleasure but it's not an urgent enough emotion for them to act on. People don't change because they want something desirable, they change because things get difficult and painful, and they want to get themselves out of the situation. It's the same when someone is making a buying decision.

APPROACH

If you can get a deep understanding of what their pain is, what problem they're having and how you can fix it, you become valuable to them. And if that pain outweighs the financial investment, they're going to buy. You also want to work out their desires, their goals, their expectations and their dreams. Ask about the whole spectrum and work out what they're looking for, from the removal of their pain, right through to their desired outcomes.

Don't try and coach them yet during the fact-finding stage. Don't think about what you want to say to make yourself sound good at what you do.

Listen to understand, not to respond. When I first started doing these sessions, while I was asking questions I would be so busy thinking about what I was going to say in return to make myself sound great that I'd miss what they were saying. Listen to what they're telling you, absorb the information and take it all in. You can interject and add little bits of value throughout if it's appropriate but keep your long spiel of how you're going to change their life for when you're at that stage. Just keep asking questions, get a deeper understanding of your prospect: what do they want; what don't they want; what hasn't worked for them; what has worked for them?



Taster Session & Demonstrating Value

Once fact-finding is done, you've got a lot of information in your arsenal and now you need to demonstrate the value you can offer based on the problems they have or the desired outcome they're looking for.

You don't sell, that comes later. You coach them and you give them advice.

I know coaching isn't about advice, but this is a sales call, not a coaching session. You want to really show them what you know, and blow them away. You're giving them value and giving them a taste of what you have to offer. Show them how good you are at what you do so they think, *"Fuck me, if that's for free, what do I get if I pay for it?"*

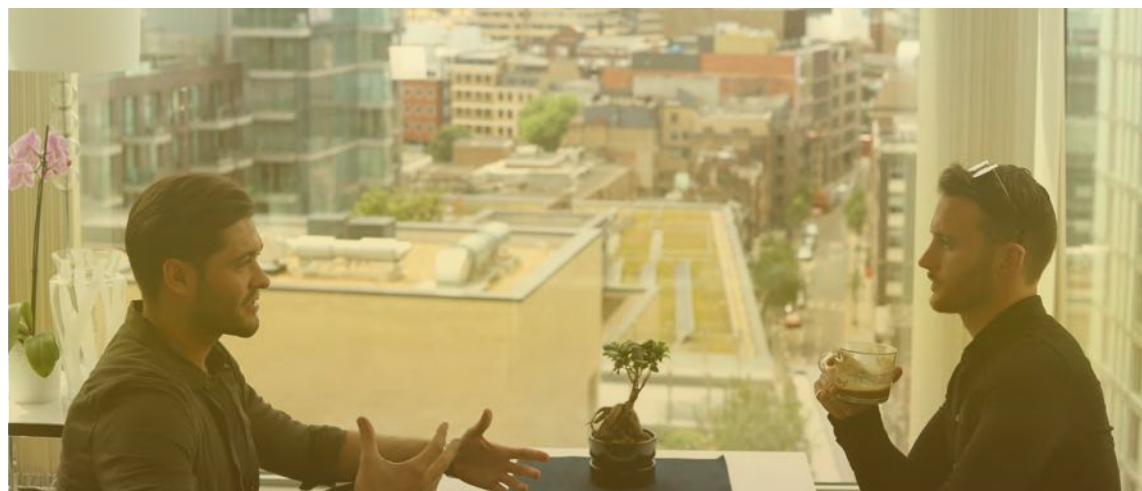
APPROACH

Pitch Your Products & Services

Now we move onto the clever part: the pitch. In the pitch, you break it down for the client and explain the individual components of the main offer that you've already decided before the call. For example, you might have picked a 12-week coaching program, for \$2,000. However, now we want to tailor this offer for the person we are speaking to. If you've asked the right questions in the fact-finding section, you'll know exactly what they want and you can create your programme from here.

Coaching can be very fluid, and so even if you have a standard program planned out, you can add bespoke elements tailored exactly to what that person needs.

You've already asked them what they want, now you just need to give them it. You could say, *"Joe, I'm going to wrap everything that you just said up into a programme and make sure you get that."* How can they say no? Then you sell them the experience and tell them about everything they're going to get during the 12 weeks broken down into each section.



Let me give you an example: with my 12-week coaching programme, I include a 2.5-hour breakthrough session to start things off. This is powerful because it gets people excited, they look forward to the idea of a breakthrough session to kick things off. You add it in as an experience that's just one part of your offer. Then you tell them (while really emphasising everything you're saying), you list of more things in your offer.

The idea is to really beef it up, so it doesn't just sound like an hour of your time each week! *"Every single week we're going to have one-to-one coaching sessions. I'm going to ask you challenging, thought-provoking questions; you'll uncover things about yourself and we'll remove obstacles in your way."*

APPROACH



The key part comes here: we start to bring in the things we heard in the fact-finding section. We talk about the things we know they want. For example, someone tells me, *"All I care about is being more confident and growing my business."* I would say, *"Every single week, I'm going to ask challenging and thought-provoking questions. We'll work predominantly on confidence because I want to get you to be the most confident you can possibly be to help you execute in your business, take action and set goals every single week."*

They can't help but think this is the programme for them because you're making it for them.

If you find out what they want and you can demonstrate that you can give it to them, you will get the sale.

Motivation might also have been a big issue for them, so towards the middle of the programme, you can tell them, *"We're going to start to think about motivation. We will work out what you want and why you want it so you can get fired up to start taking action in your business."* Keep going back to the things they said earlier in the call, make it obvious that you have the solution to solve their problem and to get them to their desired outcome. You should mention everything they've told you, one by one. You're showing them that you're not just fixing one element, you're working on everything.

For example, you could say, *"You mentioned a bit about your life as well. I know this is a mindset coaching programme but I want to do everything I can to help you. If developing in your life will support you to feel more confident and take action in your business, then on week three we'll do a wheel of life. We'll map out all the parts that make up your world and see what areas are lacking. We'll then set tangible goals in each individual area to make sure that you're developing in all areas of your life. This will create more consistency and balance. If you want your business to succeed, I'm more than happy to help you achieve success in your life too."*

APPROACH

Show them support

Make sure they know you're there for them throughout the programme, show them the benefit of not just paying by the hour. Tell them something like, *"We do weekly coaching sessions, but don't think I'm going to leave you in between those sessions. I'm going to be your coach, I'm going to be beside you one-on-one. I'm going to be doing everything I can to ensure you get where you need to be. If you need to phone me, you just pick up the phone. If you need to drop me a message, you do it. If you want to send me a detailed email, forward me a website, a picture or a video, you send it on to me. Yes, we might have weekly conversations, but this is an experience that moves week-to-week with me supporting you every step of the way."*

Map out the whole programme and sell it as an experience. If you run out of elements, you can make things up as long as you know you can deliver them.

Say, for example, a potential client says, *"I just don't really have any friends and I really miss that one-to-one time."* You could offer one session a month where you have a two-hour walk in the woods together and coach while you talk. It might not be something you've ever done before, but if someone would benefit from it and you think it's going to tip them over to buy from you, add it into the program. It's just two hours of your time, and you can add that money into the price if you really want to - it's your business, you decide how much everything you offer is worth. Make sure you give them everything they want, plus more so they can't risk not taking advantage of what you've got to offer.



Close & Objection Handling

You need to have confidence in the experience you're offering and the price you're selling it at. Own your worth and throw it out there like they're getting the deal of their fucking life if they say yes. You say, *"For that 12-week coaching programme - the 2.5-hour breakthrough session, the weekly session, all the work behind the scenes, the walk in the woods, and for everything I'm going to do throughout those 12 weeks to get you where you need to be, it's \$1,000"* or however much you've decided to value yourself at; and then you shut the fuck up. If you keep talking, you'll talk your way out of it. Then you wait for an answer.

APPROACH

If you deliver the price in this way, it gives them confidence that you value the service you're offering. Don't say, *"let me know what you think, have a chat with your husband or have a think about it and get back to me. Or if it's the right fit, give me a call or let me know in the future."* Don't do any of that shit. Just say \$1,000 and see what they say. If they stay silent you can say, *"how does that sound?"* to get the conversation moving.

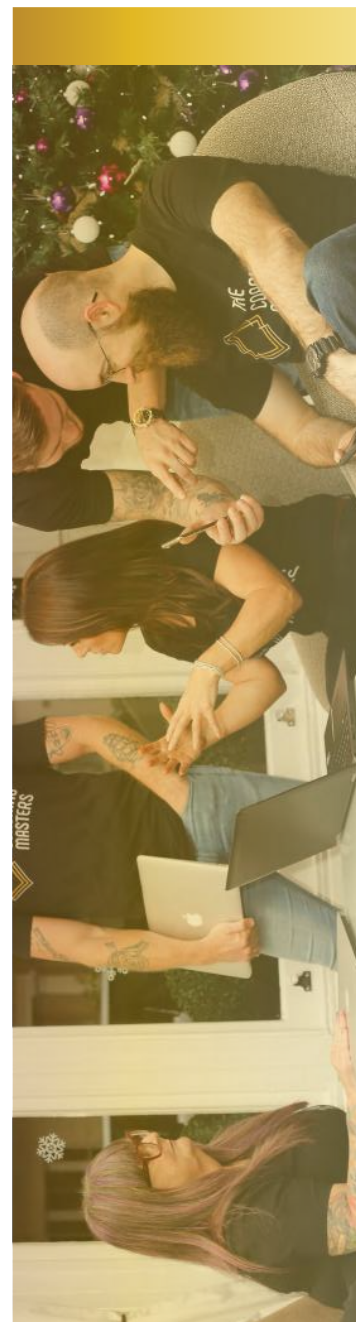
The number one objection you'll get is, *"I need to think about it."* Don't be afraid to say, *"I want to handle any objections you might have. I'd love to work with you, so can I ask what it is you want to think about? Can I answer any questions for you?"* This should prompt them to tell you what their real objections are.

If they it's about price, initially you deliver more value. Don't be afraid to go back to coaching after you've tried to close. For example, you could say, *"Okay, fair enough, you're not really in the financial position right now. Tell me a little bit more about why you're looking to grow this business? Why is that so important to you? What would it mean to you if you were able to grow your business exponentially over the next six months?"* Start coaching again, offer them more value and help them realise what your programme is going to do for their business and their life. Help them to see it as an investment, not an expense. Everybody has the money, it's just a matter of priorities. You need them to priorities the investment with you, and find the money. They'll be more willing to do this, the more you keep offering value. If they're still concerned about price or affordability, you can offer payment plans. Don't ever offer these first - I once told this to somebody and now they lead with a payment plan every time. Unsurprisingly, everyone takes the payment plan. You just want to have it as a tool that you can use if you need it. You can explain, *"I like to accommodate people with various budgets. I can offer you three months at \$347 a month - how does that sound?"*

Go back to the close and ask if there's anything else stopping them from saying yes. If you don't ask what their objection is, they won't tell you and you can't read their mind. They might tell you they want to take time to think about it, they might tell you there's someone at the door, but behind these are real objections you have to find. If you can find the objection, you can handle it and close the sale.

They might say, *"I'm just a bit scared actually, I don't know what to do."* All you would then say is,

"I completely understand you're scared, I remember exactly what that's like myself. All I can say is that I'm going to do everything I can to support you. You don't have to be scared" – and put their mind at ease.



APPROACH



Keep going until they say they want to go for it. Keep going because this isn't just a sales call, this is your business, your livelihood; and If you sell this to them, you will be able to help them. Be clear in your mind that you are going to help to change their life. You're going to help them achieve their desired outcome and remove their pain. If you don't sell to them, you're failing them. And remember, they've come to you and agreed to have the discovery call. They're open and receptive to you selling to them. Some people actually feel more comfortable if they've been persuaded into something and sold to - they don't want to feel like they've just given their money away or made the decision too easily. I prefer to be sold to. If someone can't sell to me, it's an indication that it's not for me. I openly tell people they have to sell to me - I want them to persuade, argue and handle my objections. Don't be afraid to sell, don't be afraid to handle rejections. You don't have to pressure someone into buying, you just want to ask, *"What is it you're concerned about? What could I do to make things a bit more comfortable to help you take action today?"* Find out what that thing is that's stopping them from taking advantage of working with you, and talk about it until they're happy to move forward.

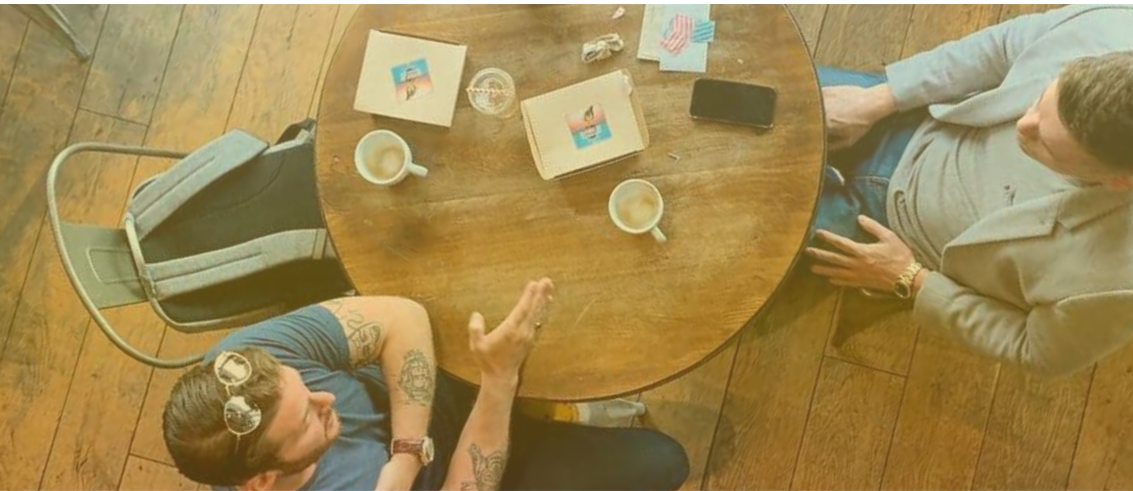
During your close, you can create scarcity by explaining that your prices will likely go up. My prices have quadrupled since I started. You mention to your potential client, *"I'm just letting you know that my prices do go up periodically based on demand. The more clients I have, the more I need to charge to fulfil that demand. So, there's a strong chance that my prices will increase over the next couple of months. If you want to take advantage of this price, you might want to jump on it now."* Scarcity makes someone more likely to buy there and then because they get FOMO - fear of missing out. They want to get the best possible rate and they don't want to come back to you in a month and realise you have no space left for them.

When you're starting out, you're looking at around an hour to sell a coaching program in this way. If you're selling high-ticket coaching and pricing your programme at \$2,000+, I would suggest one and a half hours. If the lead is red-hot and you think it'll help to close the sale, you can even stretch it out to two hours. At the end of the day, what's an extra hour if it helps you to convert a customer who's going to pay you \$2,000?

Don't cut your call short if you think they're close to investing with you.

I promise you, if you implement the steps thoroughly, without skipping any stages and take each step very seriously, you will make money and help people through the process. You'll make your 6-figures, and then you'll want to learn how to make 7-figures, although I'll save that for another book!

APPROACH



Can you see how getting crystal clear on how you help people gives you Accuracy? And then by having people see you and be in your network, you have Awareness? Then you Attract those people to want to work with by building a relationship with them. You add value to them using content marketing and position yourself as a respected Authority - someone with an elevated status who's going to make them feel more powerful and confident. Then you Approach them at this stage when they're already warmed to you. You help them via messenger and on a complimentary discovery call until you're so valuable to that person they have absolute certainty that you can help them. Only then will they be happy to exchange their money for your coaching. Can you see that if you go through this process, you could be successful? I promise you if something is not working, ask yourself what one of these five stages you're not doing correctly?

Ask yourself,

"What area could I do more in? Could I be getting more accurate about how I help people? Could I be connecting with more of those people and increasing awareness?"

Remember, you want to be connecting with new people every day. You want to be creating content every day. You want to work on increasing your authority every day. You want to be reaching out to people every day and getting on sales calls and selling to people every day. If you do this, 6-figures is just around the corner, I promise you.

If you set the expectation that every day you will at least connect with a few people, write a little bit of content and have one sales call, you're putting yourself in a great position to be able to make money, to create freedom and get loads of coaching clients who you can share the value you have to offer with!

And if you're wondering if you can become a 6-Figure Coach? In the words of my prison tutor Suzie, from the education department in prison, that changed my life forever: of course, you can!

We'd love for you to come and join our supportive, private, online community of Coaching Masters. The community is jam-packed with value, and even more packed with love and support. We take a lot of pride knowing we provide a one-stop-shop for coaches. Everything you could possibly think of to start and grow your online coaching business, as well as make friends, and have fun at the same time; housed in one private community and a highly-sophisticated online membership area.

Not many people read 19,792 words of coaching material, I'm extremely proud of you for that, so I want to gift you something.



Everything that's part of our community membership bundle, including access to our private community, a free 1:2:1 coaching session with me personally, and all the in-depth video training that you've read in this e-book, for just 99¢.

Yup, quite ridiculous, I know; but someone who takes the time to read all of this information in order to create freedom for themselves and others is completely and utterly aligned with The Coaching Masters – so I'd love for you to be part of our community.

That's actually our mission statement:

to give ordinary people, extra-ordinary tools to create freedom for themselves and others.

*We'd love for you to join us,
you can do that right now for just 99¢ by clicking [HERE](#).*



So, if you're looking take your coaching to the next level, for just **99¢**, you can get:

The Entrepreneur Starter Pack - *Value \$1,997*

The 5 A's to Influence & Online Business Success - *Value \$1,997*

7 Stages of Hunger - *Value \$997*

53 High-Value Training Videos from Experts - *Value \$2,491*

Interactive Community - *Value \$997*

1:2:1 Deep Dive Coaching Session - *Value \$397*

6 Figure Coaching Secrets E-book by Lewis Raymond Taylor - *Value \$37*



BONUS 1:

Foundation Coaching Certification

Value \$697

BONUS 2:

Your Own Personal 1:2:1 Accountability Coaching Buddy!

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BONUS 3:

Ambassador Engine

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BONUS 4:

Coaching Directory

Value Priceless

BONUS 5:

Introduction to NLP with Denise Collins

Value Priceless

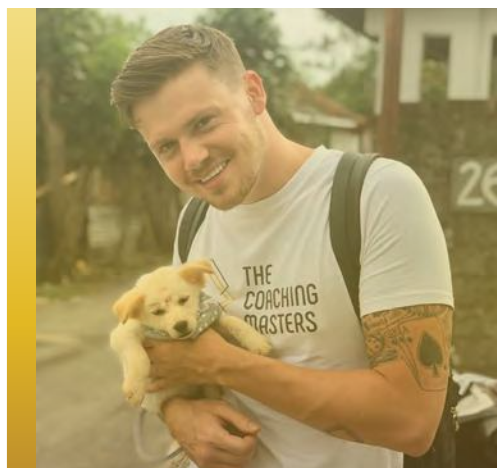


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Well done! Claim your free gift now, by clicking here:

<https://thecoachingmasters.com/99c-coaching-membership/>



We hope to welcome you to
The Coaching Masters Community, very soon.

Coach Your Way to Freedom

Lewis

CEO & Founder, The Coaching Masters

www.thecoachingmasters.com