

THE
COACHING
MASTERS

The Secrets of Sharing Your Story



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The Secrets of Sharing Your Story

I couldn't believe my eyes when I logged into my Facebook Messenger and saw dozens of messages from people literally ASKING if they could work with me!

It was such a shock because up until that point I had been trying to build a reputation for my business while keeping my personal life completely separate. This wasn't working and I had a grand total of zero clients. But I started to offer people help and in the process I explained a few things I had done and experienced in my past. This wasn't easy to do.

My history includes drugs, alcohol, crime and violence. I thought people would run a mile when they heard it, but they didn't. Through sharing my experiences, I was able to build relationships with people and able to validate what I was coaching by showing them how it worked for me.

It was at this point that people started to respond to me and my message and I realised that people didn't want the business – they wanted me!

I decided to replicate this process on a larger scale, so I publically shared my story on social media and wrote about how I was able to turn my life around. It went viral and got hundreds of likes and comments. I received messages from people telling me how I had inspired them, how they thought they were the only one who felt how I had felt, and how they now felt so connected to me that they were compelled to get in touch.

I suddenly realised the power of storytelling and then used that process to build two six-figure businesses in less than 18 months.

You don't have to make anything up or "create a story", however you can emphasise the valuable attributes that will allow you to attract more people to help. There are thousands of different elements that make up your life story, so focus on the ones that will make the biggest impact rather than sharing stuff that, frankly, nobody cares about.

As a coach – or any person-to-person business – you are your brand, you are your product, and you are the thing that people need to be invested in. People buy from people that they know, like and trust. You can take them through this entire process of knowing, liking and trusting you by sharing your story alone. Once they know, like and trust you, they will be ready to seek more from you and see what you have to offer them.

When I first shared my story, I shared it blind.

I didn't really know what I needed to say, I just wanted to make it public. Since then I have been studying psychology and learning more about the process of storytelling. To help you tell your story and attract dozens of high-paying clients into your coaching business, I have noted some important aspects that will allow you to create the biggest impact in your business and have people dropping directly into your Messenger or email to ask what they need to do to work with you.

Apply these techniques and have the courage to be worthy of respect and show up fully for your business.

I promise you, it will be the best thing you ever do for your business.

See my 9 steps!



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STEP 1

TAKE THEM ON A JOURNEY

Your story must somehow reflect the service you are offering.

At some point in your life you must have had an experience that gave you the realisation that you could help people in this way.

If you are a mindset coach, you must have a story where you used mindset to change the situation you were in.

If you are an empowerment coach, you must have an experience that empowered you and helped you changed the situation you were in.

If you don't have practical experience, you can draw upon things you have learned from academic study.

However, you must still take the reader on a journey and lead them to the realisation that your coaching – in whatever area or niche – was the solution that brought you to the place you are today.



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STEP 2

MAKE IT VALUABLE

Valuable content doesn't always come in the form of facts, figures and diagrams.

Storytelling is a powerful way to distribute value to the reader indirectly.

They may not even know that you are giving them value and instead feel they have figured things out for themselves. This is far more empowering. They may chuckle to themselves – we sometimes call them “aha” moments – when they realise they have learned something through your personal experience.

This is extremely powerful, because they don't feel like they have been told what to do. Try to share valuable nuggets of information disguised as stories and it will be much better received by the reader. If you don't have any stories to tell, then tell some about your friends, famous people or your clients.



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STEP 3

FOCUS ON A DESIRABLE RESULT

Think about what someone in your target market is looking for.

There is little point in talking about making money to a rich banker and there is no point talking about time freedom to the unemployed. When you share your story, make sure the destination is a desirable outcome to the person you intend to read it.

For example, if your coaching helps people to reduce stress and your target market is a busy corporate professional, then you want to ensure the outcome of your story explains how you are now peaceful, present, happy and content. If you don't know what an ideal outcome or result is for those in your target market, then ask a few of them.

You will quickly find a few common answers that you can use to tailor your story for best possible impact.



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STEP 4

EVOKE AN EMOTIONAL RESPONSE

Your aim is to create an emotional response from the reader.

You want to share personal stories of your journey that brought you to where you are now –

in a position to help others.

People buy with emotions so the more powerful your story is, the more likely they are to click the “buy now” button.



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STEP 5

BE RELATABLE

The reader wants to know that you can help them.

The more identification they get from your story, the more confident the reader will be that you know what it is like to be them. With that understanding you will be able to help them.

You don't need to come up with circumstances that may be relatable, you can just explain the thoughts and feelings you had through your own journey.

We all have thoughts and feelings, and there will be a number of people who have had almost identical experiences to you.



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STEP 6

DON'T BE AFRAID TO BLOW YOUR OWN TRUMPET

For people to work with you, you need to have something they want. It may be a good life, more money, a solid mindset, a hot girlfriend or whatever it may be. By highlighting what you've achieved, you validate your journey and the rewards it has given you.

You also share hope and inspire people to want to take the same steps as you.

It is at this point that they want to know how you did it – and that's when they will consider working with you. Don't be afraid to share your successes, to blow your own trumpet and be proud of the fruits of your labour.

If you don't give them a reason to be impressed, then they won't be.

And if they're not impressed, you have nothing they want and they will have no reason to work with you.



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STEP 7

BUILD AUTHORITY

This is similar to the blowing your own trumpet, but from a professional point of view rather than personal. You need people to look up at you as an authority figure. 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? Make sure you drop subtle humble brags throughout your story to build your authority.

For example, **"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..."**

The reader won't realise you're doing this if you do it subtly enough, but by the end of your story they will have built a professional opinion of you.

If they position you above themselves in some way in terms of status, they are much more likely to want to see how you can help them.



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STEP 8

BE YOU

Don't try to be someone you're not. People can smell that fakeness a mile away.

What people are looking for is an authentic person they can trust to help them. You may be worried that they will not like you for who you are, but some definitely will. There are billions of people out there, and there will be a certain group that will love every single thing about you.

These are the people you want to work with.

It's exhausting to try and portray a certain image, speak in a certain way, or worry about what you say in case someone doesn't like it. It's far easier to be exactly you.

This will allow people to build a relationship with you quicker

– and the quicker they do that, the quicker they will want to work with you!



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STEP 9

TELL THEM WHAT TO DO

Readers will have the same limiting beliefs that we all have or had. No matter how much they love you after reading your story there are a whole host of reasons as to why they may not take action. They may feel that you wouldn't want to work with them or that it's inappropriate to reach out to you without an invitation. We don't know what others are thinking, so to avoid this barrier you need to give them an invitation and tell them exactly what you want them to do after reading your story. If you want them to read your blog, tell them. If you want them to send you a message, tell them. If you want them to download your free book, tell them.

Make sure you guide the reader in the direction that will bring them closer to you.

The best way to do this is invite them to message you to have a conversation about how you may be able to support them or, better yet, offer them the opportunity to arrange a time to have video call. This is where you will have the chance to speak to them on a one-to-one basis and offer so much value to their specific circumstances that they are left wanting more. This is when they will ask to work with you.

No sales. No pressure.

Just you sharing your story and adding value until people ask to work with you.

The sales call – commonly known as a “discovery call” – is another tool that will revolutionise your business if you nail it. It’s one of the things I focus on with my one-to-one clients as it allows them to get some wins from the enquiries they get from sharing their story. There are a number of shortcuts you can use to accelerate your growth and help hundreds of people.

We cover them all in our 12-week coaching programme that can easily get you fully-booked and changing lives on a daily basis.

If this is of interest to you, then take advantage of our own discovery call!

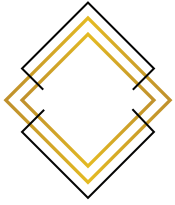
It’s completely free and only coming from a place of value. Let’s see how we can help you.

My guess is once we do that for 45 minutes, you’ll want more.

Coach your way to FREEDOM!
Book your complimentary discovery session now!

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