Leapstart Module Five

SLIDE ONE - This may be the last module, but it really is just the beginning of the journey for you to creating a coaching practice that will really have a huge impact on your Divine Ideal Clients.

SLIDE TWO – In this module, we will be focusing on Credibility Marketing which is that final stage of this three step process of COI interviews. What it is, how it can benefit you, especially as a coaching professional, and the different type of credibility marketing activities you can do and how to use your COIs and more interviews as a research catalyst for those projects.

Then we will talk about how to continue to build out that Relationship Channel you've built through your COIs and other relationships that you've formed in your life and business that will help keep you top of mind, which is essential to receiving referrals on a regular basis.

We also want to discuss the value of doing at least one Niche specific beta project like an article/whitepaper; signature talk; workshop to harness the power of the relationships you have built and potentially open up that pipeline of potential clients to you.

And then we will bring it all together and Review that One Page Business Plan and your next steps

SLIDE THREE - As a reminder, we use center of influence interviews for a couple different reasons: The first one is for that exploratory stage so you can explore and then narrow down and choose the niche that is most resonant for you. The second stage is the Clarity & Depth stage and in this stage you get really clear about your niche, and your specific sweet spot so that you can message around that, create your packages, your process and your business development strategy based on whom that ideal client is and what they want from you.

Secondarily, Center of Influence Interviews also help you build key relationships within your niche; to build out your network and to hopefully get potential clients either from your centers of influence directly or through referrals. This is a byproduct of that second stage, but many of my clients go on to the third stage – Creating a Credibility Marketing Channel – because it serves them and their potential clients to do so. In this Stage you could potentially continue to do COI interviews ongoing, or throughout the development and growth of your business. I've had clients who use COI interviews as part of their ongoing Credibility Marketing Strategy because it helps them deepen relationships, get solid, regular referrals, and land clients on a consistent basis, as well as hone in on the content for their Credibility Marketing activities. I had one client who still holds the record at ninety six center of influence interviews when he stopped working with me, I know he continued to do them after we stopped working together and the reason he continued to do them is because it really was helping him build new business and meet his revenue goals. It was helping him establish credibility, build out solid relationships in his niche and become a mover and shaker himself in his niche. The key, however, is that he didn't just do the interview and the one follow up. He had a very clear, well thought out engagement strategy for the COIs he identified as being key for his business ongoing.

You might have known somebody who you worked with, you absolutely adored and off they go into the world and you never hear from them except maybe when they're looking for a job or something like that and you think fondly of them but you really don't think of them very often and they certainly aren't top of mind when someone asks you "do you know someone who…". Sometimes those people just disappear out of your lives and our minds and sustained, sustainable relationships require some effort and discipline. Often we form these relationships because something brought us together – we worked or volunteered together, went through school together, had kids in the same class or meeting them through networking. Even in these circumstances forming relationships takes effort and takes intentionality but maintaining and sustaining them, especially when you aren't in each others' lives week in and week out, takes even more intentionality and effort. We really want to look at "how can I stay in meaningful dialogue with my centers of influence?" and not just be like "hey it's been a while since we talked, how are you doing?" Not that there's anything wrong with doing that, but it may not bring you into meaningful dialogue and keep you top of their minds. We will talk more about this specifically later and how to maintain and build a relationship channel, but credibility marketing and ongoing COI interviews can help maintain and sustain relationships you have formed by continuing to engage them as a COI and to share with them anything you have created so that you do stay top of mind for them.

I do want to note that although I think Credibility Marketing is a great form of marketing and business development for coaches, that it isn't required. You may choose to opt out of this Stage if it doesn't resonate with you or your Divine Ideal Prospects.

SLIDE FOUR - So before you start noodling on that, let's first talk about what Credibility Marketing is. I'm a bit of a cheeky monkey myself so this pondering monkey struck like the perfect image for this slide. Interestingly, if you look up the term "credibility marketing", there isn't a definition in the dictionary or even on Wikipedia. It's a curious thing because I have been using this term for years but it's still not a widely used term. I believe it was Larry Chambers who coined the term and whose 2001 book Credibility Marketing started to certainly shape my view of how to build credibility around you and your brand. Essentially credibility marketing is all about leveraging your wisdom and expertise and using that as a means to educate others and pull potential clients towards you as a result. Essentially, it is marketing that establishes you as a Thought Leader and Expert in your niche, and a great way for potential clients to get a feel for who you are, your philosophy, and if they feel aligned with you. Since most people hire coaches because they trust them and think they will make a significant difference for them, Credibility Marketing Strategies are some of the best ways to find new prospects and pull them towards you. There are many, many ways to do this.

SLIDE FIVE - So let me share this credibility marketing timeline with you to illustrate some of the credibility marketing mediums for you to consider. So looking at this chart, on the left hand column, you have a timeline in terms of months. This is the *typical* timeline for a client of mine but it may be faster or slower for you personally, especially depending on what you are most interested in and how much experience or credibility you already have in your niche. In order to put together a really kick ass website, you have to be very clear about your niche, your ideal client, your process, your packages/offerings, your unique value proposition and your messaging, as well as clarity on the brand you want to project to the world. Those steps take some time, which is why most of my clients develop their website (or their updated, revamped website) about 6 months in to our process. They may make some minor changes to it before then or put up a simple one pager if they don't have a website at all, but if they are rebranding or going into a brand new niche, it usually is about 5-6 months in that we work on their new website. This timing can vary greatly on the clarity you have going into this process and how long it takes to get through the Clarity & Depth Stage with your niche development. For some of you, it happens more quickly because you had a good sense of your niche and ideal client entering this process and some of you need to explore even more because you've dove into some niches that didn't really resonate and you had to restart your exploration process. Regardless of your personal timeline, coming into this stage of Credibility Marketing, you need to already have established your niche and ideal client and the first thing you want to do, and the first thing on this timeline, is to make sure your website and basic marketing materials like your business card and your messaging are in alignment with the niche you've chosen. You want to make sure that what you offer and who you work with is exceedingly clear on your website and that your website accurately depicts you and your brand. If you go out as an "expert" and are doing other credibility marketing activities within your new niche and your website is not in alignment with that, you could and likely will greatly compromise your success. As an example, if you are doing workshops and interviews about shamanic healing and your attendees or audience go to look you up and they go to your website and see that you are a career coach, it will actually have people question your credibility. People want to work with experts, so if your message on your website contradicts that, it could actually keep people from working with you that initially were drawn to you.

SLIDE SIX – Make sure you don't cut off your nose to spite your face! It's tempting to start doing a bunch of credibility marketing activities because they are a great way to get in front of prospective clients and to engage your COIs, but please make sure you take the time to finalize that Ideal Client and at the very least, update the language on your website to insure that when people visit your website, it aligns with your new focus. If your website is way off the message you are putting out there in your other Credibility Marketing endeavors, you could potentially compromise your reputation, as well as waste a lot of time and energy.

SLIDE SEVEN - Now we are going to go back to the Timeline in a minute, but I'd like to take this opportunity to talk about building out a Relationship Channel because a huge part of why we want to do Credibility Marketing is to not only build our credibility, but to also expand our network of clients, potential clients, followers and Center of Influences who believe in our work. I have some clients who have done dozens and dozens of COI interviews because it really allowed them to expand and continue to expand their networks in a meaningful way. A client said to me today, in fact, that she will always do COI interviews as part of her ongoing Business Development Plan because she has created so much new business through the people she interviewed. It is so much more meaningful than simply meeting for someone for coffee to talk about your business. So having lots of COI interviews can really aid you in building your relationship channel out.

At the heart of it, it's about staying in meaningful dialogue with important people in your network and especially your top COIs – those people that you rated A's and B's. First and foremost, you'll be sharing your Summary of Findings with them, and whenever possible, you'll take the opportunity to sit down with them, review it, ask some clarifying questions and get feedback on the Process you have developed to address their biggest challenges and desires. Now that you've started to build out a wonderful new network through your interviews and follow up with your Summary of Findings, now it's time to look at "how do I stay in meaningful dialogue with my COIs and continue to expand my network and reach? How do I continue to deepen my relationships and also deepen my expertise? How do I position myself as a center of influence in my community and become a center of influence and a mover and shaker in this niche myself?"

This is why so many of my clients choose to continue to do COI interviews and dive deep into Credibility Marketing. It gives them a reason to stay in meaningful dialogue with their COIs and continue to expand and deepen their network on an ongoing basis.

Now, as a refresher, you have now ranked your COIs into A's, B's and C's based on how important you feel they will be for you going forward. You will continue to do this as you do COI interviews and meet COIs along your entrepreneurial journey. The A's are those key people that you want to engage continually because they're both connectors *and* they really know this niche well and the 'A's' are the ones for sure that you want to engage if you do any further Credibility Marketing activities. The 'B's' you want to sort of intersperse with it, you want to stay in meaningful dialogue with them but they might not always be the person that you go to. If they were really informative you might ask them for feedback on an article or blog. If you are doing a signature talk and are doing a private event where you're inviting people you'll reach out to the 'B' that connected you to a lot of people and invite them and ask them if there's other people that they would want to invite. So based on the individual or at least based on the category you want to determine what your engagement strategy is and really be intentional about it, just like you would with prospects.

At this point of the process, you pretty much let go of the Cs. Follow up with them about your Summary of Findings and what you're going to do with the information and then you just let them go. You might put them on your email/newsletter list but that is about it. With the 'A's' and 'B's' and you definitely want to have an ongoing strategy to engage them and one way to do that is through this credibility marketing activities because they give you a reason to stay in meaningful dialogue with people. If you're writing an article or are researching for an article you are writing, it's a great reason to follow up with somebody that you haven't talked to in a while and say "hey I'm writing an article on these top three challenges that people have in losing weight and you were so helpful in my initial interviews I would love to talk with you further," or "hey I haven't talked in a while but I put together this article on some other research that I did and I'm curious if you'd be willing to take a look at it and see if you have any feedback for me." or even "I recently wrote this article and I thought you might find it interesting. Let me know what you think!"

Just know that each one of these activities is an opportunity to re-engage with your centers of influence and that is a key part to the strategy behind my version of Credibility Marketing. Many of my clients come into this and think that, as an example, writing an article is that "Holy Grail." It's not. It's the strategy *around* the article that is the Holy Grail, and your engagement strategy makes a huge difference on whether that article ever gets read or not and whether it has a huge impact and whether it goes viral, or if it just sits posted on your website with no activity whatsoever. How many of you have posted a blog on your website and never had a single person comment offline or online about the article that you posted? In itself it can be a great article but what you do with it is what matters and dictates your results. What's great about credibility marketing is that it actually becomes a means to connecting with your Centers of Influence and reaching out and engaging your followers and the people in your network when you publish an article, as an example or when you have an interview coming up that's also a way to engage with people and say "hey I'm really excited, I'm being interviewed on this telesummit and would love for you to check it out." So remember that the strategy around your article, book or other form of credibility marketing is the key to success here. Your engagement strategy and finding that "just right" amount of contact so that you are top of mind for your COIs but aren't in their face all the time is also key. Be curious with them, always ask permission if you want feedback, and always give them the opportunity to pass if they don't have the time.

Some of my clients have asked key COIs “would you mind being part of my informal advisory board?” And some of my clients have actually... put together *formal* advisory boards with the center of influences that were definite. ‘A’s’ and it was hugely, hugely successful. All the marketing ideas that my clients had, they put in front of their advisory board, got their feedback and it was very helpful in and of itself but it also increased the number of referrals they received from these folks.

So let’s be clear about the difference between an informal and formal advisory board. Informal means that you get together for a specific purpose and it isn’t ongoing, or you may not ever get together as a group at all. You could even simply ask that COI to be part of your informal advisory board and that you will reach out to them when you want help or feedback on a 1:1 basis. A formal advisory board is one that gets together as a group on a regular basis, with a specific agenda. If you goal is to have a full 1:1 practice, you probably wouldn’t have a need for a formal Advisory Board. It is a big ask for people to commit to this, so if you decide to go this route, make sure it’s juicy for them to be involved and that they feel like they get something out of it. My clients who have formal Advisory Boards usually have a bigger and more complex business model with steep growth plans. If you decide to go this route with Advisory Boards, just make sure you are clear on what your COIs role will be, what is expected of them, and what’s in it for them.

All in all, as you look at your strategy of staying in meaningful dialogue with the important people in your network, ask yourself “what can I do to stay in meaningful dialogue?” That might mean sending them an article you wrote and saying “I thought of you today and thought this article would be helpful for you”. It may even mean sending them an article that someone else wrote or a video you saw but that you thought would be appreciated by this person and make them feel special. And remember, that although these COIs you’ve met with are important, there may also be people in your pre-existing network that you also want to engage that for some reason weren’t great candidates for your COI interviews, so don’t forget about those people in your network that you feel will be a form of Center of Influence or a prospect going forward.

SLIDE EIGHT - Let's go back to the credibility marketing timeline and review this more. I have adapted this from Larry Chambers book on Credibility Marketing. His timeline on this is even longer but in my experience with working with my clients is that they are pretty agile in their businesses and have the time to dedicate to their efforts unlike a lot of other small businesses that have more complex business models and usually have staff to manage, too. If you have gotten a lot of leverage out of the COI process so far, I would encourage you to continue with them and choose some credibility marketing activities to pursue. So you see here that these are activities like writing blogs or articles, creating signature talks, interviews, creating a whitepaper, publishing a book and being on Radio or T.V. This list isn’t totally inclusive. A simple strategy that is popular right now is doing regular Facebook Live sessions. As an example creating your own podcast or YouTube Channel or producing an online speaker series or telesummit yourself are other examples of advanced credibility marketing tactics. I've had about fifteen clients who have written books with a handful of them having written multiple books. Most of those have been self published with just two having been published by a publishing house. With my clients, they didn’t go from updating their website to writing a book. They did some other smaller writing projects to make sure that they enjoyed the process and that their writing was well received first. Start with some easier projects, make sure that the content really lands with your audience and work your way up to more complex strategies if you are continually getting great results with your other strategies.

In fact one of the things that that makes publishing a book even easier is actually doing some of these other things because it paves the way to a book. I've had some clients who have actually taken various different signature presentations that they've done and recorded them, had them transcribed and then worked with a writer to polish those and tie them together with other content to create a seamless story arc and, voila, they had a book without putting out a ton of effort because they weren't starting from scratch. I've had other people do that approach with blogs or articles where they've taken a series that they've written and used that as the starting place for writing a book, with each blog being a chapter.

So all of my clients that have written books, it wasn't their first rodeo in writing or presenting that information, not that you can't do it that way - you absolutely can -but one of the benefits of starting with smaller projects is that you can leverage it for the larger projects and you know it will be well received. There's less heavy lifting and you have a litmus test, you're getting feedback on the articles and blogs and your signature talks and people are saying wow this stuff is great and so you know when you're writing a book that this is material that people think is great and want more of and it's less risky on your part.

I do recommend that you choose at least one credibility marketing niche project to work on because it is a great way to harness the COIs you are developing relationships with and actually be able to make a formal offer to them as part of that project. Most people start out with articles and blogs or with a signature talk or videos. Some people love writing, some people hate writing. Some people love speaking, some people hate speaking. Some people think video is great and others hate being on camera. Choose activities that are resonant for you that you know your Ideal Client would also enjoy. I have several people that use writers to co-write or ghost write some of the stuff that they do because it's just not their gift or they don't enjoy the process of writing a book alone and then I have people who do their own writing but have a really good editor that helps make it even better. If you decide to write even an article on your own, I do recommend you have somebody look at it just to make sure there's no typos and that it runs smoothly together. You don't have to hire someone necessarily. It could be your spouse or your nanny or best friend or even a trusted COI.

Let's go back to the timeline. One of the reasons they are in the order that they are in is really due to ease. Publishing articles and blogs are some of the easier and less time consuming credibility marketing activities. You can self-publish a blog on your website or LinkedIn and once you've written a blog it's actually very easy to get guest blogging opportunities by looking at blogs out there that are in your niche and inquire if they host guest bloggers. If they do they're usually looking for guest bloggers and it's actually pretty easy to do. And if they don't, this may open them up to consider the value of a guest blogger. As an example, if you agree to market the blog to your followers and network, it can bring new eyes and followers to the blog, as well as bring great content to their audience. I've been asked four times to do guest blogging and it's super easy and it actually brings a lot of traffic to my website, so it's a good thing to do from a branding and visibility standpoint and a great way to leverage content you have developed.

Let's talk about publishing articles. Typically, if you already have a track record with blogs and have established credibility in your field, it's very easy to get articles published. Surprisingly easy, especially since most companies have limited budgets and are looking for ways to round out their content with creative strategies. Many publications have a print version – like a magazine – but have an online version that needs to have constant updates on content to stay viable. As an example, I had a client that focuses on dentists and there's "the" magazine for dentists called Dental Economics. It's pretty hard to get into the actual magazine because they only publish monthly. But they also have an online subscription and it is much easier to get published there. After publishing three articles online over the course of 6 months, he was offered an article in the print version of the magazine. Not only did this get him in front of ideal clients, but it also then could be leveraged in his other marketing because Dentists are very impressed to hear that he's been published there. Again the article is not necessarily the holy grail but it's about "how can I use this to booster my credibility" - like when you go to somebody's website and they say 'featured on Good Morning America and The Ellen Show" you think 'wow they must be good.' So part of this is if you're featured in publications or radio shows or telesummits that your niche is familiar with that really boosters your credibility when people go to your website, or read your newsletter, etc. and see that.

Let's talk about creating signature talks. Speaking isn't for everyone. For some of you, it will absolutely be a *Powerful Yes* out of the box. And others of you will have some hesitation. If you can get over any resistance or fear of speaking, it is one of the fastest ways to get clients because if you're in front of an audience full of your ideal clients and you give an awesome, highly useful talk, you can get thirty to fifty percent of the room to raise a hand for a breakthrough session with you. I have had clients that filled their practice after one signature talk. Although that was extraordinary, most of my clients get at least 2 clients every time they speak even when they are just starting out. It's just such a quick way to establish that "know, trust and like" factor. Now, you really want to make sure that your topic is spot on for your ideal client and the program or packages you offer them are enticing to get the biggest bang and the best response. Once you've created a talk that can be leveraged, then it can then become a "Signature Talk" for you, which essentially means that it is a talk you have in your roster that you can leverage over and over. What I recommend doing is creating one Signature Talk that really speaks to your Divine Ideal Prospect and really leverage that as much as you can and once you've leveraged it as much as you can, then you create a second one. As an example, if you hit it out of the park with a sponsored talk at an organization, they are likely to want to have you come back in 6-12 months and at that point, it would be good to have a second Signature Talk to offer. You also can do self-sponsored talks where you invite people to come. That's actually a really great credibility marketing beta project and a fabulous way to engage your Centers of Influences and get them back in front of you and have them really see your expertise. And when you offer a breakthrough session to your audience, it allows many of your COIs to raise their hand to work with you and not have it feel like a bait and switch because you are making an offer to everyone in the audience, not directly to them. Remember that we made a promise that our COIs weren't a thinly veiled sales technique, so you have to wait a long time to suggest 1:1 to a COI to have a Breakthrough Session with you without them questioning your integrity around your promise. So inviting them to a talk is a great way to actually convert them from being centers of influence to prospects to clients and be in integrity. This is a great follow up to a series of COI interviews because it's relatively easy to fill the room that way because you simply invite the COIs you interviewed and encourage them to invite others. After having a powerful interview with you and receiving a very useful Summary of Findings, they are likely to be big advocates of you and may have other people they want to experience the depth of the wisdom you've garnered. Filling the room is always the biggest challenge to self sponsored events but that first one, your COIs are usually excited to see what you've done with the research they have participated in and they want to come. So, if you do it within a few months of your follow ups with COIs with your Summary of Findings, you can really leverage those relationships to fill the room.

With sponsored events – meaning that someone has asked you to speak to their group, it isn't heavy lifting for you because you don't have to market and they fill the room for you, and you don't have to pay for the room, worry about registration, etc.. You just show up and do your thing. At this point I have 4 Signature Talks, with 2 of them being my "lead" talks that I suggest when I have a new speaking opportunity. Every place at which I've ever spoken has asked me back a second time, and many have asked me back a third or fourth time so I have an arsenal of talks to meet the needs of my ideal client so I can continue to be a resource to these organizations..So, originally start out with one, leverage the hell out of it, do that talk all around town and then create additional ones. You really want to leverage the material that you've created, just like you can leverage an article and create a signature talk out of that article or vice versa. So you can do these in opposite order, by the way, if you like really love to talk and don't like to write that much, start with the signature talk and then see if you can convert that into an article or series of articles, or if you don't like to write, you can record your talk and get it transcribed and have somebody else edit it and to create a nice article or set of articles, out of it. Now, there are a ton of nuances that will help make a Signature Talk fantastic – from the content, the lead in, how you make the offer, your stage presence and even things like room set up. I have a 25 page workbook for my clients to help them prepare when we are working on a Signature Talk. But honestly, the bar is fairly low here. I've heard dozens of times that I am one of the best speakers that has come to their group. I know I've got great content and I've done a lot of Speaking, but folks, I'm telling you, I'm not *THAT* great. So if I hear that, that means there are a lot of speakers out there that do speaking for the opportunity but don't do a great job. And of course, if you don't do a great job, it's not going to land with your prospects. So the good news for you is that with all of your interviews that you are going to have great content to work with and that is a huge part of what makes a talk valuable and impactful.

Let's talk about Interviews. The reason that this is where it is on the timeline which usually is around the twelve month mark is because you've earned enough credibility in your niche that you start to become very attractive to people to interview. It's fairly difficult to get interview opportunities if you are initiating it. People hire PR people and pay them the big bucks to make that happen. But when you become a mover and shaker and have a lot of visibility in your niche, people will start to contact YOU. Now this can happen much sooner if you have all your ducks in a row and really make it happen. The difference between podcast and telesummits is they tend to have different agreements and they really have different goals in terms of business development strategies, although they seem similar on the surface in terms of format. On podcasts they would like for you to market it but it's not part of your agreement on being on the podcast. It's a huge bonus if you are willing to promote it but not required. Whereas when you're on a summit, they usually require that you have a certain email list size because they're looking to you and the other speakers on that summit to generate the audience. Often times for Summits that is at least 2,000 people but I most often hear 5,000 as the benchmark for a lot of Summit Hosts. So that's part of why I set the twelve month mark is that you need to build up your list and your credibility before they are likely to be interested in your participation, but there are always exceptions to that rule. I don't have these listed here, but it's similar protocol if someone interviews you on Facebook Live or a You Tube video versus a video summit or virtual conference. The hosts like when you promote the Facebook Live or the You Tube video release, but they don't rely on it to generate traffic like they do on a video or tele summit.

Let's talk about White papers. White papers are self-published bodies of work that are longer than an article but shorter than a book. Ebooks usually fall into this category too, except that they are digital not printed. Whitepapers can and often are distributed both digitally and in print. White papers tend to be more than ten pages but less than fifty. It's much more meaty than an article and it's usually self-published and nicely designed (and not just a word document). A lot of my clients have used white papers or e-books as their "free gift" on their website. So the reason that these are a little farther along on the timeline is just because they're a little bit lengthier but you can also do this sooner if you want to prioritize it.

Then comes writing a book. I have had a couple clients that have actually been contracted to write a book through a publishing house. What's interesting about publishing houses is that it's becoming less and less popular because the options for self-publishing have become so much cheaper and more accessible, and you can even publish On Demand through Amazon for a very reasonable price, so you never even have to buy books in advance if you didn't want to. Back in the day, self publishing usually took about $10,000 and you ended up with 500-1000 books whether you used them or not. I have many clients who still have boxes of a book they self published years ago because there were minimums that had to buy to self publish. Not to mention, they may have found a typo or something has changed in their world and the book needed to be updated. With On Demand, you can make those changes easily and not be locked in and allow you to update your books based on feedback and changing trends. Now, publishing houses can still be excellent options. They are looking for great content all the time but their budgets have fallen as the online world has taken off. The marketing and sales support that publishers offer is so limited now in comparison to what it was like ten years ago that the value proposition around it isn't as strong. But if your goal is to become a best selling author and actually have publishing be a major revenue source for you, going the traditional route is much more likely to get you there. But as an example, I have a client who is a best selling author and one of her strategies is to buy back the rights to her books and self publish and self-market after her book sales for that book dip to a certain level because she is able to make really good money selling them as a self pub vs what she earns through the publishing house who no longer invests in marketing her book. But as a best selling author in the "Cozie" market, she still only makes just above six figures. The million dollar authors are pretty few and far between.

So when it comes to writing a book, you first want to think about your goals in writing a book before you choose which avenue is the best one for you to pursue. And there are many resources out there that can help you identify an agent to help you tackle the goal of being published through a publishing house, or to navigate the self publishing process if you don't want to do it on your own. As with anything, you want to think about your goals and your intended impact before choosing which is the best strategy.

The last piece on the timeline is radio and TV and what's interesting about radio and TV is that most of my clients that do a lot of radio and TV have a P.R. person and you want to have a certain type of business to warrant that because they certainly earn their keep but a good P.R. person usually cost $2500 or more a month, but if your goal is to get paid speaking events, the way to do it is through a P.R. person because a lot of the TV spots in particular are paid and it can also lead to getting paid speaking events like Keynotes at conferences or company meetings because they are impressed that you've been on Good Morning America or CNN. With that said, most of the people who are professional paid speakers are published, "successful" authors or are famous in some way (like a current or former professional athlete). They have a lot of notoriety in terms of credibility and usually even the speaker bureaus that represent professional speakers have a very strong filter and there are certain criteria they look for to consider representing you. Many people write a book *specifically* so that they can get paid speaking events.

One of my colleagues who helps people write books told me that ninety percent of Americans say that they want to write a book and only less than one percent actually do. So you know I think it's safe to say that there's probably a book in you, and the question is, will you do it or not? Is there something that you have to say that the world would really benefit from that you feel called to share?

Now remember, all of these ideas I've tossed at you are just that – ideas. Aside from creating a website, which really is a base requirement in our current world, you don't *need* to do any credibility marketing to create a full practice or successful business. For a lot of people to continue to grow personally and professionally and get access to new prospects and engage existing people in their network, they'll choose to. Obviously, it can be a wonderful way to draw potential clients to you, but it also can help you continue to keep things interesting. For me, as an example, I've been doing this for 18 years, and speaking on summits and podcasts are fun for me and makes my business that much more interesting. Writing on my blog allows me to share my wisdom and my perspective with the world. I find it highly rewarding. So just know,you don't *have* to do it and as I often say to my clients, this is about challenge by choice. You get to choose.

SLIDE NINE - Now, I do highly recommend that you choose one credibility marketing project beyond the Summary of Findings to do, like an article, whitepaper, ebook or Signature talk as a way to *leverage* the work you've done with this process, engage your COI's and help draw in more referrals and prospects through them. At this point, doing one of these projects can get you a long way, without a lot of effort. You can choose to do a talk or an article to harness that and then stop there if you want. It doesn't have to be an ongoing activity for you thereafter if it doesn't resonate with you to have credibility marketing be one of your business development strategies. But if this idea resonates with you, I would encourage you to incorporate this into your business strategy because it will be a means to connect with your ideal clients and connect with your centers of influence on a regular basis, as well as engage people who have expressed interest in you but haven't hired you yet. And for this beta project it really allows those COIs to see YOU as a Center of Influence, a mover and shaker, and an expert in your field. It is usually at this point when you really start to see COIs hiring you or referring potential clients to you.

SLIDE TEN – We are rounding the bend to the finish of the Leapstart Program and I want to talk about Business Development and Marketing Strategies. First of all, there are hundreds if not thousands of strategies you can use to build a successful coaching practice. There are lots of Gurus out there that will tell you that you should be doing Facebook Ads or Live Events or Speaking. Are those sound business strategies? Absolutely - if they are done well! And they aren't for everyone.

You really only need 2-3 really strong business development strategies to have a successful and full 1:1 practice. The key is to find the *right* strategies that will work best for *you*. That is where this diagram comes in.

You want to pick from the pool of business development and marketing strategies that land in the space where these two circles overlap. Where your interests and talents lie and what resonates with your prospects, COIs and followers. As an example, if you love Facebook yourself and use it a lot personally and your ideal clients are hanging out there a lot, Facebook may be a great avenue for you. Of course, there are dozens of specific strategies you could implement using the Facebook platform. Having a robust private group, doing Facebook Ads, doing a series of Facebook Live videos (and leveraging them), or targeting specific individual people that fit your Divine Ideal Client through a Messenger campaign are just a few examples. Some of those may resonate for you, and others may not. And, guess what? If none of those resonate with you or align with your talents, that's ok too.

Social Media is a fairly new marketing and business development platform, after all, and so it isn't the end all/be all for everyone. The key is you pick strategies that resonate with you and your Ideal Prospects and Clients. And, not surprisingly, a great way to find out is to ask some COIs. "What do you think about Facebook Lives?" If you think they are fun and interesting to do, but your COIs have zero interest in them, then you have your answer, right?

One thing I will say is that you definitely want to have an Engagement Strategy as one of your Business Development Strategies. An Engagement Strategy is, at its essence, a strategy to engage prospects, "suspects" and COIs so that you stay top of mind for them. A "suspect" is someone that you feel would make a good client but hasn't expressed an interest in working with you yet. A prospect is someone that you've made a connection with and are interested in working with you but haven't committed to being a client yet. If you execute an Engagement Strategy well, you will be able to peak their interest and have them raise their hand to work with you when they are ready, or in the case of COIs, to refer people to you that come across their radar who want to work with someone like you. There are so many different ways you can do this so that it has resonance for you and your Prospects, COIs and Followers. And if you need help formulating your strategy, I would be more than happy to work with you to do that!

SLIDE ELEVEN - As promised, it's time to circle back to our One Page Business Plan. In Module One, we went through each of these except this last one – Strategic Goals. But let's re-cap it again because now that you have had your COI interviews and really delved into your Niche and Divine Ideal Client, some of what you thought you wanted in your plan may have shifted. As an example, coming into this you have thought your Focus was going to be a full 1:1 practice, but after meeting with COIs, you realize that your Divine Ideal Clients really wanted a Group component because they were craving community. So, let's just review so that you can refine and update any parts you've already completed.

So Let's Start with Clarity of Purpose. This is really the "What" of your business. What is it that you want to create at a high level? What is that Purpose for Now or what I call your PFN that you came up with from your Compelling Purpose exercise? Has that "What" changed based on your research and Divine Ideal Client clarification?

Then we want you to think about the Theme you want for the year. What is the experience you want to have in your business this year? This will help remind you of how you want your business to feel and make sure you stay in alignment with that feeling. Has that shifted at all based on what you delved into? Sometimes you get inspired to shift your theme based on your interviews and it can stir a passion that may shift the feel of what you want in your business going forward.

Then we'll go into Focus, which is really about the high level "how" – so Clarity of Purpose is really the high level 'what' and Focus is the high level 'how.' That is really the type of business or offerings you want to put out in the world. Do you want a 1:1 coaching practice or do you want group programs? This is something to really contemplate because you may have heard a lot of information in your interviews that could change your perspective about the Focus. Just remember, just because your Divine Ideal Clients want something, it doesn't mean you have to offer it. Whatever you choose to do from a Focus standpoint, make sure you are 100% excited and behind it.

And of course we also have our Top 10 Values here as they are an important filter for you as you make decisions about your business. So, just double check that these still feel like your most important values.

And lastly, you will have your Strategic Goals and that's where we are going to go into more detail so you can fill this out.

With my clients, I usually have a quarter by quarter Strategic Goals list that keeps them on track with their focus each quarter. I have them do a "rolling" plan where each quarter they refine their plan, drop off the quarter they are just completing, and add the next quarter to the end, so that their plan is always encompassing the next 12 months. So, feel free to modify the template that I've included if you want to keep focused on the next 12 months.

I think it is useful when we have nailed our Niche and Ideal Client, to strategically think about how this impacts our goals, not just for the next 12 months, but out a bit further. So on this example, I split Strategic Goals into the current quarter – 0-3 months. Then the next 6 months – 3-9 months; and the next 6 months after that – 9-18 months.

Strategic Goals are those important goals you need to keep in focus that are really going to be the drivers for manifesting your Clarity of Purpose and Your Focus. What are the goals that will be pivotal to that success? Some of those will be business development or marketing related. Some may be a program or offering that you are planning to launch. Or it may be a key Strategic Alliance you want to form. What are those pivotal Strategic Goals that you want to keep focused on and build towards actualizing?

SLIDE TWELVE – As you look at the example I have again, you'll see that the goals I have here are pivotal, strategic goals. As an example, the goal of creating a 4 week program and enrolling 20-30 participants. This is a strategic goal that will have it's own action plan with dozens and dozens or even more actions that need to be taken for that to be fully executed. There is the creation and execution of a marketing and promotional plan; the development of the curriculum and homework and handouts; there is the enrollment of the clients and managing the client experience; and there is the planning out the platform and logistics for the course itself. If it's virtual, what platform will you use? If it's in person, there is selecting the location and planning those logistics. So, this strategic goal is at the 25,000 foot level, and then for each of these goals, you need to get granular on the tactical plan of execution to make these goals a reality.

So looking at the next goal of enrolling 5 clients. There is a way you could simply put this on this paper and do nothing to support it from a tactical execution standpoint. Remember, hope is not a strategy, so if you want to secure 5 new coaching clients, what are the specific business development and marketing tactics that you will implement to insure that this goal comes to fruition. If you remember from the section on Business Development, I encourage you to have 2-3 solid business development strategies in the works at all times.

So, this may prompt the question 'if there is so much that needs to get done tactically, why is a one page plan useful?' And this is key – because a visual representation of what we want will subconsciously be planting seeds in your brain and heart every time you look at it. This is why vision boards are so useful. I have a vision board in my bedroom and it is the first thing I see in the morning and the last thing I see at night before I go to bed. It is a constant seed planter for what I really want. And I do, by the way, continually move towards and achieve what I put on my vision boards and my one page strategic plans!

Additionally, when you are clear about what you really want at a 25,000 foot level, you can hone into the execution with greater clarity to insure you get the outcome you really want. This clarity will not only inform *what* you do, but also *how* you do it. You will filter that through these values, through the experience your want, etc, and you are much more likely to create a resonant business by having this level of vision for your business.

So I recommend you not only fill this out, but post it somewhere where you will see it all the time. Share it with your coach, your partner, your assistant and anybody who is supporting you with your business. And then you can dig into the "how" and the execution of a tactical plan to make this a reality.

This one page business plan won't be the end all, be all for your business, but it is an important piece in creating a more detailed plan for your business that will get you where you want to go so you can stop throwing spaghetti at the wall and see what sticks. This will give you purpose and focus for your day to day work "on" your business.

SLIDE THIRTEEN – so let's talk about your homework for this Module. First of all, I highly encourage you to leverage the power of your COIs to choose one credibility marketing beta project. This could be any of the strategies we've discussed as well as ones we didn't get into. I highly recommend it be a strategy that allows you to stay in meaningful dialogue with those A and B COIs.

Then I want you to think about what your Engagement Strategy will be to really continue to build out that Relationship Channel and continue to stay in meaningful connection with your COIs and network. As I've mentioned, this is one of the easiest ways to keep that spigot of referrals coming into your business.

Then I want you to think about the Credibility & Relationship Marketing Strategies that feel resonant to you and your Niche. Remember that people hire coaches because they trust them and think they can make a significant difference for them. So everything you do from a marketing and business development standpoint needs to underline that outcome. Credibility & Relationship Marketing Strategies are typically the best "direct connects" to creating that outcome, but you can do more traditional mediums, such as advertising, in a way that underlines that outcome, too, but you will just need to do through that lens. Clever Ads may sell beer, but they won't sell coaching.

And then you will want to refine and fill out your One Page Strategic Business Plan and continue to refine it as time goes on so it continues to clearly represent the business you are creating.

And lastly, continue to get support. Whether that is through me, through your existing coach, a peer coach or buddy or a mastermind group that you form with your coaching colleagues or whoever will best support you as you continue on this journey.

SLIDE FOURTEEN – and if you do want more support from me, I want to offer that to you, too. First of all, I encourage you all to sign up for a Business Breakthrough Session. This is complimentary and I promise you will get great value from it. In our Breakthrough Session we will spend 30 minutes discussing where you are with your business vs. where you want to be and explore strategies to help bridge that gap. If it feels resonant for us to talk about working together to support you in making that a reality, we will spend some more time together. Otherwise, I will point you in the right direction. And I want you to know, too, that all of my ongoing clients get the Leapstart Program for free, so if you sign up for one of my ongoing coaching programs, I'll discount it accordingly so that you will get your investment back for the Leapstart Program.

And if you have specific areas you need help addressing, I am also offering a special price on a two hour VIP session with me. As you can see, there are some specific topics that may emerge for you after going through the Entrepreneurial Leapstart Program that you simply need more support on to achieve the success you want. This special price is valid 60 days from the time you buy the program, so if you are just seeing this now and 60 days have passed, feel free to contact me to see what options are available.

SLIDE FIFTEEN – thank you again for taking part in the Entrepreneurial Leapstart Program! I look forward to hearing from you about your experience with this program. And please, if you have any questions, don't hesitate to reach out! Again, my email is tara@broadviewcoaching.com . I wish you the best of luck in your entrepreneurial journey! Bye for now.