MASTERCOACH SESSION FORMAT

How to Coach Your Clients Using The ULTIMATE SESSION Format

Hey Crew!

We're Will & Wayne. We help aspiring coaches with all the tools you need to launch, build and scale a lifestyle coaching business.

If that's you, then you'll want tools to get hot prospects talking with you... Then you'll want them paying and staying in premium long term programs...

This little guide shows you how.

Will Fulton

Here's why your Delivery Process needs a Coaching Session Format...

If you don't have a Coaching Session format, you get dragged into over-servicing clients, they end up getting you to do their tasks instead of your clients taking responsivity for what they should be doing, and you end up blowing out time in your session as they veer off track... Not good!

The Red Carpet Pipeline

The Red Carpet Pipeline has four components that when rolled out, give you all the clients you'll ever need. The Coaching Session Format is in the 4th step. The Pipeline starts with Funnel Fillers that give you all the leads you'll ever need. The Lead Magnets mean you constantly have a "freemium" service that builds a relationship with your business community. Now you can nurture leads until they're ready for a Sales Event. Remember, not everyone will agree to a Sales Event until they've acknowledged a problem worth fixing or an opportunity worth chasing. That's why we need to create authority with our audience until they ask for help. The way we offer help is not with a program, but with a sales event that accurately scopes the problem and designs a plant. Then we and present an offer of help that fits their budget and their timeframe. Once we're working with a client, we'll need a format that retains clients in long-term continuity program or upgrades them into a long term program if they've started on a short-term program.

That's the Red Carpet Pipeline and the model that builds a lifestyle coaching business.

(For more details on the tools that made up each of the parts below, check out The Coaches Toolbox on our website!)

FUNNEL FILLERS >	LEAD MAGNET >	SALES EVENT >	COACH SESSIONS >
⊛ Generates Leads	⊛ Creates Authority	⊛ Scopes Problem	⊛ Aligns Clients
⊛ Opens Dialogue	⊛ Establishes Value	⊛ Designs Plan	⊛ Finds Fees
⊛ Secures Appointments	⊛ Activates Referrals	⊛ Presents Offer	⊛ Coach Results

1 CONTROL THE MOOD

Sounds so obvious but it really isn't. Here's why...

The most common start to a client session is an inadvertent question that is asked out of habit. That question... "how's it going?". This is the retail equivalent of "can I help you?". It's wrong in retail because "just looking" is the automated response. In a coaching session, the automated response to "how's it going" is taken by the client as permission to unload the hardships of the business in a monologue that burns the first ten minutes of the session. Not helpful!

You hear excuses, you hear new things to work on that are not part of that plan you're trying to get them to implement, you'll hear an expectation from them that you're going to solve these things right now, in the session. It's a mess! Coaching sessions are effective by design so here's how to sort it out. Super simple. Ask them for their "wins" since your last session. Why it's important. It forces them to think positively when they review their progress rather that what's gone wrong. Remember: they are the leader of their business. If they're not positive, their team will have an excuse for not being positive either.

So start positive with "win's" as the first part of every session. Then if you can, quantify the "win's" with "what are they worth?"

This process of quantification validates the client's results and gets the session off on the right track!

2 POINT THE SPOTLIGHT

Question for you: Do you like it when people take your advice and listen to your instructions and opinions?

Most people will answer “duh, yeah!”. In fact most of us have been well rewarded in our careers for having the right answers and advice! In the coaching session, there’s a place for this but not yet. So far we’ve asked our client to review their “win’s”. Consider where the “spotlight” is pointing. It’s on them, not us... keep it that way! The coaching principle here “the person asking the questions, controls the conversation”.

Remember too, when the spotlight is on you it means you’re having to perform. Whatever you’re saying will very often lead to questions from your client like: “but-how-does...” or “what-about-if...” etc. If they’re asking the questions, you just lost control of the conversation. There’s a place for your opinions, but not yet. So here’s how you maintain the spotlight on them: Ask, “so what are the top 2-3 opportunities to make progress on <that part of the plan they should be working on>?” Why it works: it means they are being accountable for actions they’ve taken (or not taken) rather than the spotlight being on us and our strategies or commentary.

That’s why we want the spotlight on them, not us. The time for your expertise and opinions is next (finally)!

3 ADD MOMENTUM TO THEIR ACTION

Think about any Kung Fu movie and picture the fight scene!

You know the part when you see them waiting for each other to make the first move? The principle is to wait to see what your opponent will do so you can direct their energy back on themselves to your advantage. It's the same when you're coaching a client… wait to see what they've done (by maintaining the spotlight covered in the previous step) and seek to build on their momentum to take it further. When it's done well your client feels empowered and sees the opportunity to push themselves further. That's coaching. Contrast this with consulting approach. An expert telling the client what to do that will often be a new direction that could be very unfamiliar to them. Any lack of confidence will reduce the chances of the task being completed by your client and increase the pressure on you to do it for them. This doesn't mean we can't direct our clients! We absolutely are directing them by asking questions such as those from the previous step. Now we can get an understanding of what they're doing, deal with any excuses and entirely avoid being sideswiped by other issues that the client may have distracted us with. It's here that we can add our opinions! Everything you've wanted to suggest, advise and offer can now be added because you're building on their momentum.

That's the time and place for your expertise, not before!

4 BITE SIZE CHUNKS

How do you eat an elephant? One bite at a time.

When coaches get this wrong they seek to inspire the client with high quality insights and ideas leaving a client feeling excited about new possibilities… that sounds like a good thing! Only trouble is the action steps and critical tasks are not clear. The result is a client who doesn't make a start on the idea and comes to the next meeting having made no progress. Coach then listens to excuses, re-explains the idea and has another go at giving the same task but with more details.

Clients don't want to acknowledge that they're still a bit confused so will agree to having another go but gets the same result. Coach feels pressure to make some progress and ends up doing it for the client. Client feels disconnected from the process and Coach falls into over-servicing. This creates an expectation that the Coach will now be involved in implementation for the Client. It's a nasty trap and one that's easy to fall into but equally easy to avoid. Here's how… "what are the top 3 tasks that you want to get done between now and next session to make progress".

Like anything, it's super simple, but only if you know how.

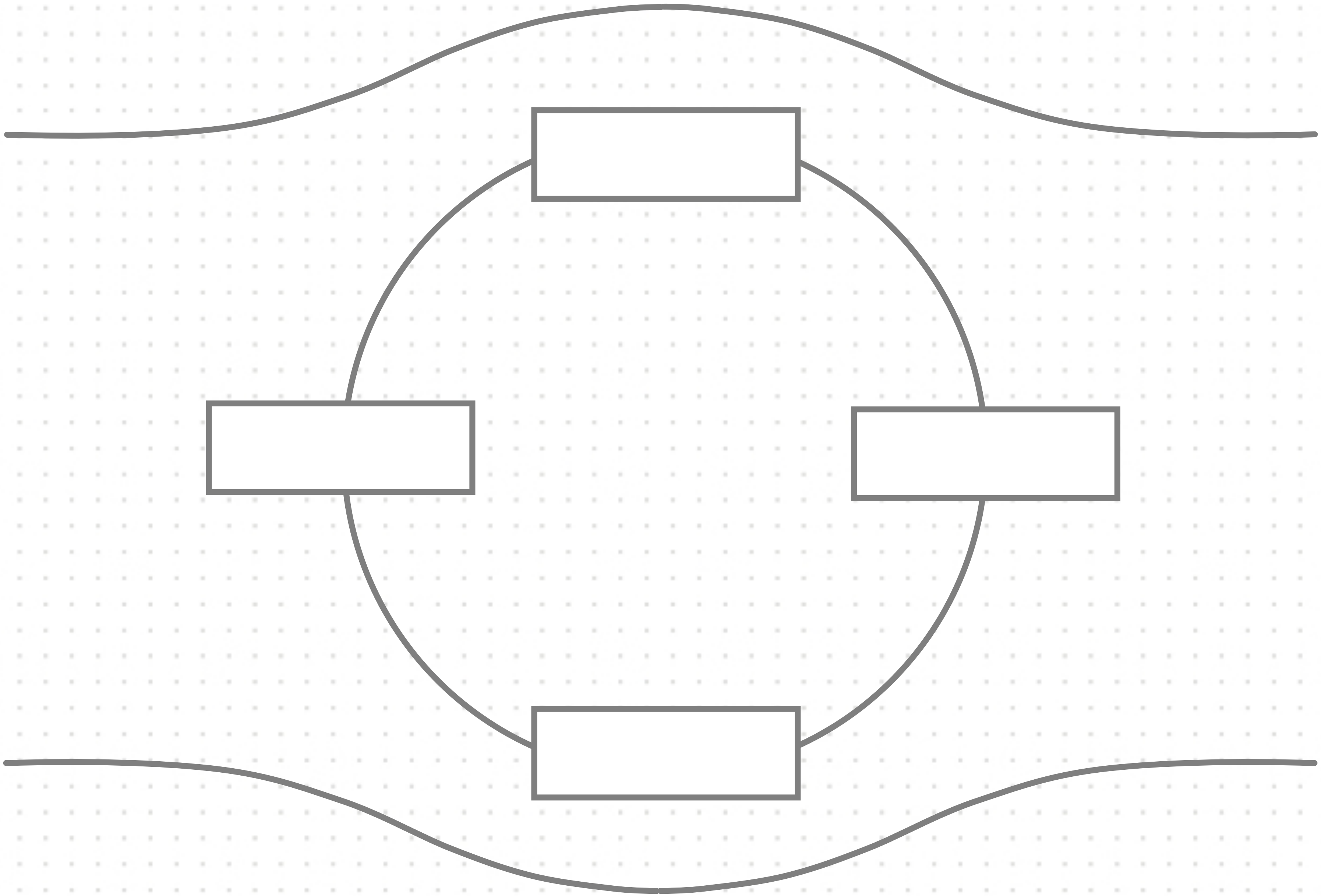
5 CHALLENGE THEIR COMMITMENT

Now you've got your client taking ownership of their tasks, it's time to land the plane.

Before explaining how, it's worth pointing out here the critical difference between the consulting vs coaching model: coaching is a continuity model whereas the consulting model is most often project driven where the consultant is a subject-matter-expert. To maintain a continuity model means the client needs to constantly validate why they are in a long term engagement. That's why the close of any session needs to have the client tell you what has been most valuable from the session. There's another coaching principle here: "if they say it, it's a fact… if we say the exact same thing, it's an opinion". So the final part of a session once you've confirmed tasks is to ask the client what value they've had. They'll tell you! Now you have a solid read on how confident they feel about the tasks they've been assigned and their overall attitude towards the program they're working on with you. But what happens if you think they sound less than confident? Ask an "out of 10" coaching question. "On a scale of 1-10, how confident are you with getting it done?" Followed up with "what would it take to make it a 9/10?" Then adjust the tasks you've assigned them and you're done! When you follow this session format you'll not only get great results, you'll train your client to be a great client. No such thing as a bad client, just "coaching opportunities". Getting in the habit of running sessions like this is a powerful way to retain your clients long term and will build momentum towards getting outstanding results.

Use the following worksheets to help you!

THE **SESSION** FLOW



THE *SESSION* FORMAT

Having a framework for your sessions will keep everyone on track. You have your Agenda going in, 3 Tasks going out.

Wins | What's been best

Opportunity | Best right now

Advice | How to help

Worksheet | Make a start

BEST 3 WINS I WILL ACHIEVE BETWEEN NOW AND NEXT CHECK-IN:

1

2

3

NOTES

Want some help with this? We can help!
Book in for an online Coaching Session on how to coach using this format...

more details here on our website @ trustedadvisor.co/coaching-session