COACHES TOOLBOX

2025 UPDATE

# CORPORATE TO COACHING

## The Essential Tools to take you from Corporate Warrior to Lifestyle Business Coach...

WILL FULTON

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*The Essential Tools to take you from Corporate Warrior to Lifestyle Business Coach*

# *Preface*

In 2002 I was in a corporate role that I absolutely loved. I had built an amazing team who could blow past any budget put in front of us. We were unstoppable. Turns out we were also a very large thorn in the side of a very big multi-national… their response was "if we can't beat them, we'll buy them".

So the company was sold and I lost the dream team. I was 31 at the time, had 3 kids under 2 years old at home (my wife had twins the second time around) and I was used to the safety of a fat corporate salary. I knew I didn't want another corporate gig where the routine was ever more hours a week, chasing ever bigger budgets, with an ever expanding team.

Lifestyle to me meant flexibility to be at home more, to be more present with my family, less wound up, less away travel… But at what cost? I didn't want my income to go backwards either; in fact I felt I was capable of more, way more.

It was a tough ask: How to find something with way more Income, for way less Hours.

That's when I discovered Business Coaching…

An hour a week per client, they do the work not me, I get paid a monthly retainer, they stay in long-term programs. The way I saw it, every new client was like a $30,000 a year pay rise… 10 clients, $300K. I remember thinking "How long has this been going on for?"

It was perfect.

I dived into a franchise paying $80,000+ for the training…

Zero clients. Zero income. Zero leads.

Reality Check.

Oh… so that's why this isn't for everyone. The business model is perfect, but the reality is it starts at zero.

Over the next 3 months I worked my absolute tail off.

I got there…

Income replaced.
Freedom glimpsed. (a young family made the concept of freedom a "relative" one)
No more zeros.

But it was a rough ride.

Not enough tools. Not enough leads. Not enough program material.

I found myself in an endless cycle of marketing content, lead generation and appointment making. Worse still, I needed more professional program material for clients with different needs and different industries. To be effective, I needed consulting programs with models and templates that my clients could follow that would allow them to implement the strategies I was recommending.

I thought this material should already be in existence. It wasn't. What I had purchased was a "coaching" format not a "consulting" system. The upside was I learned to coach. The downside was I had to build all the tools that I considered were fundamental to delivering my services to clients.

That left me feeling like I had to build what I thought I'd already bought.
I wasn't alone.

Before long, it was clear that many others needed these consulting tools as well. With the help of a software developer, I made these tools easier to use. People wanted it.

In time I had coaches asking to be coached by me with the delivery tools I had built. Then I was being asked for marketing tools as well.

That was the beginning of an obsession to build the mother-of-all toolboxes with everything anyone would need. To build what I thought I'd bought.

That's what I want to share with you…

Why? Well the simple fact is I want you to join this industry! (but without the rough start that I had). There's an endless supply of businesses who need your help and the income you'll make from helping them is amazing. So is the lifestyle. But the biggest barrier is starting from zero. My hope is that by reading over the tools you'll see what's needed. Then you can build what you need yourself or have them built for you. Either way, what you have here is an inventory of what you'll need.

You'll also have questions that have triggered your interest in all this… questions such as:

Is this industry a fit for my background and experience?
What are the tools I don't have that I'll probably need?
How much time would it take me to build something myself?
How much would it cost me to build them or have them built?
What do I know about the marketing requirements of doing this?
What do I need to know about delivering business development programs?

With these questions answered (and no doubt a few more), you'll be well placed to attack the hurdle of the 'zero's'. Then it's up to you to make your next move.

Enjoy unboxing the tools…

**Will Fulton**

# Introductions

Before we start, it might be helpful for you to know a few things about me to give you a bit of context to what you are reading... so, brief introductions...

My name is Will Fulton and since 2002 I've personally coached and consulted to something like 200 clients. In 2007 I was the top performing business coach in Australasia and started systemising how I did things because so many people were asking. I've trained literally hundreds of coaches and consultants in USA, Canada, UK, Netherlands and of course down under.

All of us at Trusted Advisor Network share a huge passion for the SME sector and building tools to help them.

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# Dedication

*To courageous people who start businesses.*

# Background

Over the years I have helped literally hundreds of people explore the opportunity of Business Coaching. I am a massive advocate for the role our industry can play in helping business owners to play a bigger game. To help you most in your journey, I've found that the easiest way I can do this is to unpack our coaching tools, IP, systems and methodology here at the Trusted Advisor Network. The more open we are, the more we hope you'll see its appeal and want to get involved.

What I'll share in this book are the real world coaching tools that are being used by our network of coaches every day, whether it's for lead generation, client conversion, or delivering services. That seems to me like the most practical way to help rather than giving you some theoretical system.

It's a well known fact that business owners need help. Given that there are so many of them (some 2.4 million in Australia and New Zealand), it's a financial epidemic that so few of them achieve the level of income that they probably had in mind when they started. We believe there's an antidote. There are talented people around, people like you, who have a strong business background and who like the idea of helping business owners get a better result.

Our job is to get you guys together!
We built the Trusted Advisor Network to achieve this. If you're reading this, you'll be in one of two places… You'll either have made a start coaching and what to amp up your results; or you're doing a bit of due diligence before looking to join the coach/consulting industry for the first time. Either way, the first step is simply getting clarity on what you need, and what it takes to launch, build and scale a coaching business in this space.

So in this book you will find a description of exactly the tools that our coaches across Australia and New Zealand have access to. Whether you decide to use this information to build your own coaching business, or find out more about how we can help you, is up to you.

Before we get to the tools, there's a few basics to start with… like how much can you earn, how many clients do you need, what industries do they come from, how much time do you spend with clients… that kind of stuff.

If you're already a coach, then jump to Part 1 and start unboxing the tools… if you're new to this, turn the page :)

# Rapidfire Questions

Here's what we get asked all the time from people who are new to business coaching. Probably easier if we answer as many as possible prior to getting into the toolbox. The first question is an obvious one.

## How Much Should You Be Earning?

A well set up Coaching/Consulting Business will have you earning $180-$300K (and beyond that depending on how ambitious you want to be). This comes from building a portfolio of around 6-10 clients from the SME sector who pay on average around $30K per year looking something like this:


## How Long Does it Take to Get Clients?

Rule of thumb is one client per month for the first three months. Then more once your marketing gains momentum and referrals start up. You can definitely do this faster if you have more time available, but it's slower if you're transitioning out of what you're currently doing.

## How Much Time Do I Need to Launch?

To earn the kind of money we're talking about here, Full time. Part time gets you part time results but is better than no start. Much of the start-up is sending messages to contacts, building your contact list, establishing your marketing collateral, reaching out to potential partners, using LinkedIn and Facebook and networking in the right places. That definitely takes time so more is better because momentum is a function of speed.

## How Much Time Does it Take to Deliver Services to Clients?

One session a week for an hour is standard. But you can tweak that with 90 minute session delivered fortnightly. You can also offer different packages where you charge more for more time and less for less time. A basic menu of services of bronze, silver and gold levels has bronze at an hour a fortnight, silver at 90 minutes to two hours a fortnight (as described above) and gold at 60-90 minutes a week with a team presentation every month.

## How Do I Get Paid from Clients and What are They Buying?

You get paid by retainer. Same amount every month. Don't do hourly rates and don't do project estimates. To extend out the menu referred to above, bronze is around $1,500-$2,000 a month, silver is $2,000-$3,000 a month and gold is $4,000 plus a month.

## What Tools Do You Need To Get There?

To do it right, plenty! In this book we'll take you through them, step by step, so you can see each tool and what it does to help you get to the income level you want. But first, let's look at two of the biggest hurdles that we hear about from people when they consider a move into this industry...

# Two Hurdles

For most people who start a Coaching or Consulting Business, there's two obvious hurdles that need resolving...

**Income Replacement:** The income you need to earn so that you can live the lifestyle that you want to have. At some level you'll have acknowledged that whatever you're doing at the moment could be better and most people we've spoken to say it's not just about the money. We believe your Coaching Business should deliver you "more income, more freedom and more impact". We believe these are the 3 big parts of our working life that need balancing. Fine to make the big bucks in a corporate role, but if you're trapped by it and become passionless because of it, then the money stops being a driver. That said, no matter how much freedom you might have, you still wouldn't be able to enjoy it without a decent income... hence income replacement being a big hurdle...

**Income Timing:** How long have you given yourself to replace your income before it creates financial pressure. Everyone getting into a new business has to deal with this no matter what the industry. I mentioned this in the Preface... it's the starting from zero hurdle.

So where from here...

You'll need to answer #1 for yourself in terms of "how much". Most people we speak to are looking for at least $100K-$150K at the bottom range of earnings, but want the potential to earn double that (and more).

For the #2 hurdle, the most common time frame is 3-6 months to replace income. Mostly it depends on if you're making a full time start or if you're transitioning into it. Either way, there's a runway to getting your marketing campaigns launched and making sales. If you've got no contacts to approach (which is usually the case if you've been buried in a corporate for years), then it's a standing start. No different to when I started... it takes a little time to create momentum.

With this in mind, there are

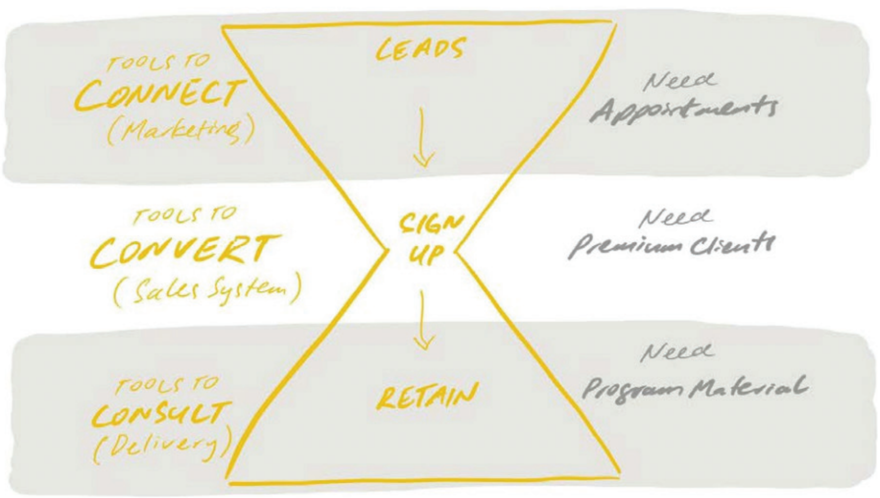
### 3 CRITICAL PARTS OF THE BUSINESS COACHING MODEL WHERE MONEY IS EITHER MADE, OR LOST.

These 3 parts are what you need tools for.

Lets have a look at them now, before we get into how we address them with The Coaches Toolbox...

So here they are...

## THE BUSINESS COACHING MODEL



### GETTING LEADS WITHOUT APPOINTMENTS... YOU CAN'T GET CLIENTS

You could be the best Business Coach or Consultant on the planet... but if you can't get in front of enough businesses, no one will ever know...
CRITICAL PART#1 needs MARKETING Tools

### SIGNING CLIENTS WITHOUT A SALES SYSTEM... THERE IS NO PAYDAY

Regardless of how many appointments you go to, without a Sales System you'll have a bunch of prospects all 'thinking about' your services rather than a book of clients all paying you for your services...
CRITICAL PART#2 needs SALES Tools

### RETAINING CLIENTS WITHOUT A COACHING SYSTEM... CLIENTS WON'T STAY LONG TERM

You need high quality program material and 12-18 months of content to ensure your clients are happy to pay your services long term rather than a getting a quick fix...  that's CRITICAL PART#3: CLIENT Tools

# The Toolbox

We've written this book in 3 main sections.

They correspond to the three parts of the coaching business where revenues are either made or lost.

**PART 1** is Tools to Connect with your business audience i.e. the marketing tools.

**PART 2** is Tools to Convert clients into your services i.e. the sales tools.

**PART 3** is Tools to Consult with program material for clients i.e. the delivery tools.

A Final Word Before We Get to the Tools.

If you're looking at this as a business opportunity, it's worth pointing out that 3-6 months is a very short time frame for ANY business to generate the sort of income you're looking for... Many business owners go much longer before even being able to pay themselves anything close. (We know this to be true after witnessing the financial statements and performance of countless businesses over nearly two decades.)

What we also know to be true from benchmarking data and many research findings of the SME sector is the top 20% of businesses no matter what industry they operate in, make approximately 80% of the money in that industry. Kinda obvious to point this out, but the same stats apply to coaches. The top 20% of all coaches are making 80% of the money while bottom 80% scrap around for the remaining 20%. We're picking that you want to be in the first category.

What this also means is the tools you'll need to launch are different that the tools you'll need to scale. You might have immediate needs right now so some tools will be more on your radar than others. Have a think about what your needs will be six months from now when you've got clients who have been with you a while and you want more content. Then think about when you've got 10 clients and a waiting list of people who want to work with you... a group program will give you the leverage you need to scale your business income beyond individual clients.

Small side note, we tend to use coaching and consulting in the same breath only because they have similar requirements for both approaches. You still need to attract and convert clients, then retain them long term. Most people we've spoken to see themselves more as coaches hence we tend to use coach more than consultant but the tools we have in The Coaches Toolbox are effective no matter what you want to call yourself.

The tools are on the next page...

# Tools to Connect

PART 1

**THEIR JOB:**

- Take your profile from invisible to visible.
- Get you in front of prospective clients.
- Have them take a step closer to you.


**TOOL #1 | THE APPOINTMENT FUNNEL**

Many marketers will tell you the objective of a marketing campaign is to provide you with a lead. In this industry, not so sure we'd agree with that. A lead is definitely helpful, but what you really want is an appointment.

Hence, you need a no-brainer offer that business owners will not only feel compelled to say YES to, but will also be happy to accept an appointment to talk with you.

Please don't be convinced that simply making an offer of a free something or getting "engagement" qualifies as a lead. With everything available online, there's almost nothing you can offer that they can't get by looking for it in their own time. We've tried LITERALLY dozens of offers to business owners to get them to engage and most don't work. They're just too busy to notice let alone care.

So the tool you need works like this: Make an offer that needs to be delivered "in person". It needs to benefit them with an immediate win that they will appreciate and will make them smile! That takes out all offers of something to "fix" because it doesn't make them smile. The offer we've used for years is an offer to promote their business with what we call a Business Feature. We've put a video together that explains how it works etc so ask us more about it if you want to find out more. Here's a few stats to give you an idea of how it works.

We send out a message via email or LinkedIn or Facebook. We include a link showing them an example of what they'll get so they see social proof. This is followed up to book the appointment. We've found this funnel gets business owners saying YES to an appointment… an extraordinary 50% of the time. Even better than a 50% response rate, is the fact that on average 50% of business owners who agree to an appointment with us, are so enamoured with what we do for them in the appointment, that they REFER us to other business owners that they know.

Just pause for a moment and reflect on getting a referral for marketing offered, rather than a service delivered. It's actually only when you get to trying your own marketing or mimicking what others might be doing will you actually appreciate how good this response rate is. That's the benefit of a tool that generates appointments rather than leads.

**Your Funnel Should Give You 5-15 APPOINTMENTS Every Week (Not Just LEADS).**


**TOOL #2 | THE JOINT VENTURE**

Knowing how to recruit a JV Partner is a big deal for reaching your target market and growing your business quickly. When you can get a high response rate from an email sent out by someone else to come to a workshop you're running or agreeing to an appointment with you, then you'll know you've got another killer marketing tool.

This tool is build on the basis of win:win:win. The JV must know what you're doing with their client otherwise they won't put you in front of them. They must understand your philosophy of finding a return on investment business case for the client before you'll enter into a program with their client. When they can see this, they'll work with you… if not, they'll stall any introduction of you to their clients.

Many coaches get this wrong and burn their professional services contacts by assuming the JV understands what they do. We're talking about the likes of accountants, business insurance, financial planners, banking contacts, book keepers etc all who are looking for how to add value to their clients. What's not obvious is how we actually conduct our services because most coaches have a verbal process that is hard to demonstrate. With the right approach and the right tools, your process is tangible and easily demonstrated.

The basis of aligning with a JV Partner is the premise that when their best clients grow their businesses, the JV Partner will benefit as well.  Therefore it's in the best interest of the JV Partner to help their best clients grow. With this understanding, we can create a partnership to help them do this.

Get yourself a high quality JV by providing their clients with a presentation that help them grow.  Help them run a client event that finishes with a call-to-action at the end of the event to on-board clients into a program. That's a marketing tool that will keep on performing year on year.


**TOOL #3 | THE NETWORK BUILDER**

This tool has an on-line and an off-line component… let's go off-line first.

Local networking groups are bursting with business owners who are either prospective clients or who can refer you to prospective clients. There are two significant techniques that are the difference between leaving a networking event empty handed verses leaving with appointments. I was part of a networking group for a year and had literally zero referrals. I was all ready to quit the group having decided that networking didn't work. That was before I learned to use this tool.

When I first used it, immediately I picked up 2 clients in the same month. Good clients. One was a $60K per annum client, the other was a $25K client who stayed for 4 years… that's $160K of business in one month. Turns out it wasn't networking that didn't work.

What a contrast.

The Network Builder tool means you'll know how to network successfully and actually enjoy doing it. Part of it is attending the right groups and having the right conversations that attract people to you... rather than them being repelled. Yep, repelled. Meaning the person you're networking with can see you're clearly trying to sell them something. It's ugly to see.

Like all the best tools, it's deceptively simple. It starts with an approach to your networking colleague with a quick intro that asks "what do you do and who do you help". Then we format a quick discussion with the business owner that focuses on three questions only: how the business is going right now; where they'd like to see it going in 12 months time and finally what they see as the roadblocks getting in the way. These three questions leads to a gap between the current performance of the business and what is desired. It also gets the acknowledgment of a business problem and by extension, an opportunity. Leading the discussion this way is the fastest way to get to a compelling reason to have a follow up appointment at their business after the event. As I said, it's deceptively simple but when it's done well, it works every time.

Then what? Follow it up with an email confirmation and you'll be walking into a well qualified prospect. Knowing how to operate these systems in tandem with the on-line component means you're armed and dangerous when you're networking.

Now to the on-line component…

Using Social Media to build your network is now the most powerful marketing weapon available, it's also very misunderstood. Facebook has revolutionised business to business marketing with its vast array of tools that allow direct connections with so many local business owners. But if you're thinking this mean endlessly blogging into an on-line void… there's honestly no point. There's a far better way when your offer is for connection and reiterates the CTA (Call to Action) you've made in The Appointment Funnel.

That's when Facebook groups come into play. Once you connect with other business-related Facebook groups and share these posts, you'll get yourself in front of a much wider on-line community. LinkedIn works in the same way. There's also several "back-end" procedures that allow you to plug into many prospective clients that enable you to contact them directly once they engage with your post.

There's a bit of tech going on here but once it's mastered, it's marketing gold.


## TOOL #4 | THE AUTHORITY WEBSITE

Many DIY coaches will start out building a website, but it's often completely 'coach centric' meaning it describes them and their services and how they can help etc. It basically says "here's why you need a coach" and, as luck would have it, I'm a coach.

While telling people what you do might seem like a logical idea, it is the complete opposite of how an Authority Website works. What it should do is provide business owners with helpful educational material that they can check out. Then if they like it and find it helpful, then you are positioned as an Authority. It's just not necessary to say "You need a Coach" when your content has helped them recognise the need for help... it's self evident.

Given that over 70% of internet consumption is now video, your website must have educational video content. The best use of video content is to introduce free downloadable material. That way your prospects can get to know you and your business development tools prior to meeting you for a sales appointment. Mostly prospects will visit your site to check you out prior to an appointment.

Remember the best visits you'll get to your website will be from people you meet networking and you refer them to your website. Next best will be links from your social media page. It's a misconception to think that prospects will be searching on Google and somehow arrive at your website.

The amount of advertising spend and tech know-how to have your website found is insane and business owners don't search for a coach anyway. The other pathway to your website will come from your CRM system. This relies on building a database of contacts for you to email out an offer to respond to. That means building or buying a database as well as content to send them there. Have a think about the pathway your prospect is taking for you to get them to your website here: database, email them, they open it, consider the offer, visit your website, opt-in, download and you get a lead.

This is a huge amount of work just to get a lead and you've still got to convert this lead into either a phone call or an appointment. So your website is important, and needs to operate as an Authority site as described, but the key page really is your landing page that your social media points to.

So, yes your website is important to position you correctly as an authority, but there are so many other factors that need to work around your website for it to function successfully. Lots of tech, marketing and integration between different systems... if it sounds complex, it is. But when it's all plugged in, you have an Authority website.


## TOOL #5 | THE LEAD MAGNETS

These are the first marketing pieces that engage with your target market. Initially their purpose is to "break the ice" and then to offer "education" in exchange for the prospects' details. So the education is the "magnet" that attracts the lead, but we still need to get them to leave their contact details, otherwise we can't build a relationship with them.

Any lead magnet should be designed to generate interest by being educational rather than "sales" focused such as a "Free Consultation". These almost never work because the last thing your prospects needs in their day is another person trying to sell them something that they don't even know they want yet. So, the right lead magnets will lower resistance from your prospect and provide them with a no risk/low risk way for them to take the next step.

As you can probably tell, if you don't have lead magnets, you won't get leads… and even if you do have a lead magnet, it won't work if it's too sales focused. The placement of your lead magnet goes on a landing page that sits on your website. Landing pages have their own format. Headline at the top, video underneath, then either short or long copy with opt-in buttons all down the page to collect details from your prospect.

To give you an idea of the type of lead magnets you can offer, check out the ones that we've used successfully…


**TOOL #6 | THE PRESENTATION SUITE**

Presentations are an essential strategy for building and coaching your audience.

Presentations give your prospects an "experience" of what it would be like to be your client. The experience you give business owners will far outweigh any explanation you give a business owner of how you can help them. That's what makes presentations such a powerful strategy and one they needs to be carefully designed.

Any presentation you deliver should have the following components:

1. A workbook for your audience to write into for them to apply what you're teaching to their business.

2. A slide deck that establishes why your topic is important, what happens when business owners get it wrong and what happens when they get it right. Many presentations don't do this and start straight into the content for the topic without establishing why the topic is important.

3. Then your presentation should give a simplified three or four step process to go from where the business owner is currently performing toward where they can perform when they successfully implement whatever you are teaching them.

4. Once you have taught the process, the presentation should offer an "implementation hour" or a "strategy session" to make sure the value of what they have just learnt is locked in. Without a CTA at the end of your presentation, the effort that you've taken to build, deliver and get attendance to your presentation will be lost. Gotta have a CTA.

Once you have a presentation, there are many strategies for getting attendance. Utilising Joint Ventures, promoting at networking groups as well as on-line platforms such as your database or social media will get business owners exposed to your presentations. They work really well because you have a date when you're presenting to aim your marketing towards (meaning there's time pressure). Time pressure is one of the best tactics for generating contact points between you and your audience. One week to go, one day, one sleep to go, one hour, we're on! All these represent engagement opportunities.

When you build up a suite of these presentations, you'll have many opportunities to string them together with organisations who are always looking for high quality content for business owners.  Chambers of Commerce and the like all need to offer their membership help in the form of webinars or seminars so having a suite of these presentations is extremely helpful.  Having someone else promote you is perfect for building your authority and having a workshop series of multiple presentations will put you well ahead of other speakers who tend to have limited or specialised content.

Here's a few examples below of topics to give you some ideas of what to build.

**Slide Decks** Visual Presentations that make business development simple, compelling & doable

**Invitations** To get attendance on the day

**Calls to Action** To get follow up appointments that sign clients

**Workbooks** So your audience experiences your service by doing exercises on their business that show them where the gaps are.

# Tools to Convert

## PART 2

**THEIR JOB:**

- Take your prospect from curious to compelled.
- Have them agree to a strategy session with you.
- Get them committing to a paid program.


## TOOL #7 | THE CONVERSATION CONVERTER

Quick heads-up before we start here.

The tools to convert (i.e. make sales) are some of the least glamorous tools you'll read about. But they are by far the most crucial because it's where the money changes hands. Like every business, it rises or falls based on its ability to monetise its value proposition. No point having the best advice with no clients to benefit from it because the advice can't be packaged in a way that causes people to buy.

All sales transactions in this business are the result of a conversation. No business owner will buy your advice without first having a conversation with you. Therefore it's the content of that conversation that produces a compelling reason for the business owner to buy your services. Remember, we're looking for a $30K a year client which is why our process for on-boarding needs to be well designed.

The Conversation Converter is a technique that takes the initial conversation you'll have with a prospect as a result of your marketing, and reorganises its parts to produce as "yes I'd like to talk further". The key point here is it's short. You're not expecting to make a sale. If you try, you'll burn the lead you've worked so hard to produce. By short, I'm talking about 10-20 minutes. But remember, your objective is not to make a sale. Therefore the Conversation Converter has the objective of finding only two things… either:

1. A problem worth fixing… or
2. An opportunity worth chasing.

That's it. Job done. Even better if you can quantify the problem or the opportunity in dollars terms. That way you've created a reason for a further meeting. It's in this further meeting where the sign-up opportunity lies. It is very easy to get this part wrong where coaches try and sign up (sell) a client at this point. It's far too early and ignores the importance of having a more comprehensive look at further aspects of their business before you can recommend a program that is best suited to their needs.

When coaches and consultants get this wrong, they end up with "nice chats". There's an exchange of ideas, but the upshot of the meeting is it doesn't go anywhere. The Conversation Converter fixes this problem and you walk away from the conversation with their commitment to provide you with details of their business ahead of a longer meeting with you. The details you'll need to ask for include basic financial information as well as a list of typical issues business owners experience with an indication of whether the condition is present in their case. This allows you to expand your discussion beyond the initial chat you've had.

This small point is the difference between being seen as helpful or pushy. Helpful is good. Pushy is not helpful at all.


**TOOL #8 | THE VISUAL MODELS**

We make an extensive use of models for a very simple reason. Verbal conversations are easily forgotten because they lack the structure of something visual. It's easy to forget what you hear, but you can't un-see something you've seen. Visual models are designed to make the complex into something simple, and something simple into something compelling. That's the power of utilising effective visual sales models.

The simplest way to show you these models is not by reading about it. Jump on-line and request a demo from us and we'll send you videos that get you clear about what they look like.

We learned how to use models from a world authority who charges clients $10K… PER DAY to design customised models for his clients. We hired him for 3 days and it was the best investment we've ever made just because so much of our on-boarding process is conversationally based. Back when I was training coaches in sales there were always scripts and closes etc. The big issue was that style of training didn't account for different personalities. Some people are very extroverted and create a lot of energy when they sell. Others are more introverted where they're very precise and fact based. The deal with using models is they transcend the personality of who's using the model. It means the sales process is far more easy to replicate from prospect to prospect and from coach to coach.
To explain a bit more about why they work is to understand that a model takes the selling out of the conversation.

It does this by mapping their business to the model allowing you to be seen as an authority who's educating the business owner on the parts of the business that need the most amount of work. This contrasts with a typical approach where people are trying to persuade.

The best thing about using models is it takes away the need to sell.  It's obvious what needs doing and whoever is presenting the model is the obvious choice for how to fix it.  That's how to maintain authority rather than leaking authority by trying to talk them into a buying a program.

When we converted our sales system from a verbally based sales system to visually based models, our network told us the level of engagement in their conversations was massive. When we integrated those models into our presentations at workshops we had a similar response.

Sales Models are now a huge part of how we on-board clients and have become a key point of difference between the experience and the way our coaches and consultants communicate vs others.

Design yourself a business model that does this… it's totally worth the effort.


## TOOL #9 | THE LEADER PROFILE

Here's a question that's important to have an answer for:  How do we deal with clients who need help, but they're uncertain about a long-term program and therefore don't or won't make a decision to engage?

Having an answer for this is the difference between leaving the client without a program vs being able to make a start. Frankly, we don't want to leave any Business Owner without something that we can help them with. We have found the solution for this lies with a single session that is low cost and high value.  That's why we developed The Leader Profile.

To be clear, this session could actually be anything, but we've found The Leader Profile to be the most relevant and easiest session to make a start with.  If you've done a DISC or Myers Briggs behavioural profile before you'll know what we're talking about here.  What we've done is adapt one of these profiles into something specific for business owners (in much the same way as we've built The Advisor Profile*).

So why have we found that it works so well? Three reasons:

1. It's a personalised profile about the business owner and the way running their business rather than about the business itself.

2. This means the focus is on them as the leader of their business rather than on us and our programs.

3. By working with the business owner on their profile it gives you both more time to work out what else needs to happen in the business.

So, The Leader Profile provides a short term option that assists the Business Owner with a Profile where they see how to operate their business better, as a Leader. It shows them what to work on and their personal strengths to play into. It's fast to deliver (from our point of view) in as little as a 90 minute session. It's inexpensive for them to buy and allows them to get a look at how you work and, by extension, gives you a look at what they would be like to work with as a client.

When you are delivering The Leader Profile, part of the analysis of their Profile is to articulate the goals of the Business Owner. When this happens, the session quickly develops into a discussion about the potential of a long term engagement with them to assist in getting them towards the outcomes they have told us they want. Therefore the Leader Profile is an important gateway session that allows a long term relationship to develop.

That's why it's such a vital conversion tool.

* If you're interested in getting an Advisor Profile, then make contact and we'll send a voucher for you to get a discounted profile… very insightful and further details at www.trustedadvisor.co/advisor-profile


## TOOL #10 | THE PROFIT ESTIMATOR

To change premium rates for your services, have a think about the following question: If you could make your client an additional $100,000 per annum, what could you charge for your services? 10% sounds cheap, even 20% would be 5 times return on investment. How about this: if you could make $500,000 for your client, does a fee of $50,000 sound cheap as well?

When I worked out this principle, I began measuring how much money I was making for my clients. Then I'd compare the amount with the fee I was charging to estimate the ROI. I did this because I wanted to be confident that essentially my services were free. This meant I was able to develop a very strong belief that absolutely every business owner could afford my fees, even those that told me they couldn't. In time I built a forecasting model that predicted the improvement to the business based on the strategies I'd be working on with them. My original name I gave it was The Profit Leakage Calculator.

Here's how it worked…

If I had any pushback with "can't afford it", I'd ask for a follow-up meeting and request some basic financial data. Then I'd run the business owner's numbers through The Profit Leakage Calculator to see if the amount leaking from the business in lost profits was more than my fee. If it was, I'd ask the business owner "would you rather lose (say) $10K in lost profits or invest $2K a month and make $8K.

My conversion rate doubled.

This tool has evolved a lot over many years and I have taught countless coaches and consultants how to use these types of tools in the client acquisition process. I strongly suggest that you acquire such a tool or build one yourself even with a basic spread sheet. As long as you can explain the logic of the numbers and the assumptions you've made, your conversion rate will be bullet proof.

Here's a bit more information about what to consider if you're building something yourself (this is what we use in our network). The four key parts of the business where profits "leak" from are in the areas of controlling Margins, managing Productivity, converting Sales and deploying Marketing. When business owners look at how these areas in their business are being run along with the associated leaks, they quickly start to see where the money is going. They also see where it's going to come from to not only pay for your help, but also to pay them a lot more too.

We've taken this tool a step further to the point where it also produces an "Optimisation Plan" as a result of the analysis. The obvious question for the business owner is therefore "shall we implement the plan and go after the extra money?".

It's a super valuable tool!

# TOOLS TO CONSULT

## Part 3

**THEIR JOB:**

- Launch your clients with quick, bankable financial wins.
- Provide program material for all parts of the business.
- Retain your clients in long-term programs (years).


## TOOL #11 | THE SIGNATURE SYSTEM

So now you've got clients on board you're going to want a Coaching System to work with them.

The Signature System shows you and your freshly minted client the following:

1. What to fix and in what order... so you have a plan that actually fixes the right things that make the biggest differences to their business... It also means you'll be able to show them the right strategies that get the best results straight away. (How long you keep your client depends on getting this part right)

2. Tasks to get done... by your client so it makes their to-do list. This is the process of transferring tasks from the plan that end up being completed by your client. While you'd assume they would do them, that's often not the case if they perceive what they are currently doing is more urgent than the tasks you've assigned.

3. When and how results are measured... It's hard to prove your value long term if you don't have a system to measure the growth benefits to the business as a result of the financial improvements and planning procedures that you have initiated. Often a client can lose track of all the progress you've made with them in the business because they are so caught up in the business day-to-day. Hence we'll want to made it easy for them to record progress that continually reminds them of why they have you on board.

4. With a review process... Clients have very short-term memories. Without regular reviews your client will think that most progress was from their own efforts rather than from what you've done with them. After a while they believe they will be fine on their own... reviews not only look back at what you've achieved together and measure the financial impact, but they also track forward for what you will be targeting for achievement between now and the next review. More about this later.

While the above 4 points may look like a simple list on paper, each is critical to successfully improving your client's business as their Coach. If you're both not clear right from the outset on where to start, then you'll struggle to help the owner and their business long term. The result is short term clients who hire you for a quick fix and then leave you after a short period of time. Not good enough... Gotta makem stick!

The easiest way to demonstrate what we mean here is to show you our Signature System.

Jump on our website and ask us for a copy… you'll quickly see how helpful it is to have what is effectively a one-page summary of your program.

That's why we've built it... The Signature System


**TOOL #12 | THE LAUNCH PLAN**

When you sign a client you open a window of trust. They have entrusted you to help them. They are in your hands…

Question, how long would this trust extend before you started needing tangible proof that you've made the right choice?

The answer for most clients is 90 days. That's why having a launch plan is vital.

Any launch plan should have 3 components:

1. An alignment session right at the start to "align" the goals the client has for their business with the goals you have in mind for them… when these don't align, you can end up coaching them towards YOUR vision for their business rather than THEIR vision for their business. I lost clients when I got this wrong. In the early days I didn't appreciate that I was more ambitious for their business than what they were. What this meant is it placed more pressure on the relationship with both of us getting frustrated. Easy fix, an alignment session. The alignment session also establishes the expectations that we have of them as clients… that it's them doing the work not us, that we expect them to make time to do new things, etc.

2. Quick win strategies that work for any industry. I call these "fee-finders" because they justify our retainer and put to rest any ideas from the client that our fees are a cost. They are now an investment. These strategies will always focus around things like optimising margins by aligning prices and controlling costs. They're super simple, very fast to implement and can easily be quantified. Most critical is they get results within the 90 day window.

3. A business plan that has lots of pages. That sounds a bit flippant but it's not. As business professionals there are certain expectations that we carry and producing a written plan at the start of an engagement is one of them. It should contain their goals, financial references and a strategy section that lists out what you'll be doing over the upcoming 12 months together. The planning process also includes how to filter what needs to be done into the 2-3 tasks that they need to complete between now and the next session.

That's the Launch Plan. Note: most SME business owners HATE putting a heap of time into planning. This is fine because it allows us to get them started on making money rather than getting dragged into a comprehensive planning process. The plan we produce for clients is 80 pages long. Just quietly, often they'll never even read it. We've gotten to the stage where the advice we give our coaches is just to show them the plan, but only give it to them if they ask. Our software automates this process so it's easy for them to do this.

Final note about planning:

I'd rather have a lightly built plan with superb execution over a superbly built plan with light execution. One beats the other every time.


## TOOL #13 | THE PROGRAM MATERIAL

This is the heart of what you actually deliver as a trusted advisor. It's the meat and potatoes of your business. Everyone has "content" but to be commercial grade program material there are several important qualifiers.

- It needs to have volume for 12 months plus
- It needs to cover all parts of the business
- It needs to work for any type of business
- It needs to relate to every size of business
- It needs to be easy for the owner to use
- It needs to include short term options
- It needs to allow for on-line delivery
- It needs to work for group programs
- It needs to produce consistent results

That's a lot of needs!

Many people we've spoken to over the years have specialist areas that they've become experts in. This is perfect and will be hugely beneficial to the clients they hope to get. The question is what happens when your client needs help beyond that level of expertise or the expertise is not an immediate need but something for later.

That's when program material needs begin to escalate and that's when rookie coaches tend to fall into a trap.

The trap is the same one I described at the start in my Preface. I spent a colossal amount of time at my desk, in front of my computer, writing page after page of content and clicking link after link of searches. All in an attempt to have an answer for my client who desperately needed a <something> to fix a <something else>. It never stopped. When I delivered a great fix, I'd get asked for another one. Even now, I still build program material for our coaches who occasionally ask for something we don't have and that's after spending the best part of a decade in producing this type of content!

I realised this would always be a factor for every wannabe coach who gets into this game. There's simply not enough hours in the day to build content AND have sufficient contact time with clients and prospects to have a viable business!

Having said that, it may be that you're resourceful and creative and want to do this anyway. If that's you, here's how I approached it:

I took the four areas in the business of sales, marketing, margins and productivity and broke down each area into individual modules. Then I built slide decks to introduce the topic and workbooks for the clients to use for each module. The slide decks follow the format that I detailed in The Presentation Suite and the workbooks map out the process of implementation with exercises and templates. Over time I built up a comprehensive library of content and eventually a software platform to deliver it all to clients. Ask us for a demo if you want to see what it looks like… it's a beast.

So that's the basics of building program material. Once you have it, it becomes the hammer of your tool kit.


## TOOL #14 | THE RETENTION METHOD

One word: Reviews. If you don't have quarterly reviews to reflect on wins and challenges your client will believe that anything they have achieved so far was from their own efforts rather than the work you have been doing. It's easy for them to forget where they started from and how much help you've given them by clarifying priorities, developing best ways to implement and providing accountability. Without reviews, your clients won't acknowledge this and may choose not to continue only because they think they "have what they need for now" and "would have probably done it anyway". You may know this to be completely untrue, but it's too late once they feel this way...

Here's what having an effective client retention method ensures:

1. Your client acknowledges wins as they are achieved (financial wins, time advantage wins, stress reduction wins… all of them)

2. You can now demonstrate momentum with a documented progress of what you've achieved together

3. It also means you can start planning work on bigger projects that are longer-term once you've had a few solid wins in the shorter-term…

The best way we have found to capture this is by using what we call a "win's bank". That way we can list out the date and strategy as well as the financial or time advantage that was achieved. We actually make a point of displaying the win's bank in our software so the client can always see a running total of what's been achieved. That way our fees are never in questions when it's clear what they have been producing.

There's another vital point here. As their trusted advisor you actually need a lot of time to produce truely break-through results. We all know that business performance is not a straight line. There's a point you get to with a client where all the work starts coming together and they pick up a massive client, or invest in a new piece or machinery, or hire a new recruit etc. When the business takes off is not always predictable. You need 12-24 months of focussing the business owner every couple of weeks to build up the momentum that takes you to this level.

This is why we must retain clients. For our business model it's obviously important, but for their business it's imperative. It's one thing to do a quick fix, but you'll need them longer to have break-throughs.

That's why the retention method of win's banks and reviews are such a powerful tool!

# ONE PAGE SUMMARY OF THE TOOLBOX

## PART 1 | TOOLS TO CONNECT

**THE APPOINTMENT FUNNEL:** The method of filling your diary with hot leads from business owners who respond to your marketing offers.

**THE JOINT VENTURE:** How to build alliances where you are introduced to their clients as someone who can help them.

**THE NETWORK BUILDER:** Everything you need to approach the right prospects, have the right conversations and turn them into appointments and referrals for you.

**THE AUTHORITY WEBSITE:** That provides high quality content with valuable insights for prospects to download and watch that positions you as an authority.

**THE LEAD MAGNETS:** That allow you to offer something valuable and helpful to every business owner you meet.

**THE PRESENTATION SUITE:** The campaigns, slide decks and workbooks for you to deliver engaging presentations that convert like crazy.

## PART 2 | TOOLS TO CONVERT

**THE CONVERSION CONVERTER:** The short chat that pivots your discussion about The Lead Magnet into the need for a subsequent appointment where you sign them into a program.

**THE VISUAL MODELS:** How to convert your conversations from verbal discussions into visual models that challenges your prospect to build their business with your help.

**THE LEADER PROFILE:** The auditioning process that focuses on their leadership profile. This gives you the insights you need to place them into a long term program.

**THE PROFIT ESTIMATOR:** That calculates how much the business should be making in profit. It shows the business owner how they'll afford your fees and get an ROI from investing in a program with you

## PART 3 | TOOLS TO CONSULT

**THE SIGNATURE SYSTEM:** The blueprint that maps out the program so the client clearly see how you will be working with them over the upcoming 12 months to optimise their business and get them the result they want.

**THE LAUNCH PLAN:** How to deliver ROI to your client within 90 days that produces bankable results so your fees are effectively free.

**THE PROGRAM MATERIAL:** All the content you'll need for delivering, managing and tracking your client progress as well as storing all your client facing strategies.

**THE RETENTION METHOD:** That keeps clients in your programs long-term so you're not working project-to-project and constantly needing to find new clients because you run out of content or they run out of money.

# Toolbox Unboxed

If you've got this far, you've done well!

You now have an inventory of tools you'll need to get started with. You'll also appreciate that you don't necessarily need all these tools, all at once. But eventually you will need all of them. Just like any client who may be considering working with you, they'll be thinking about can they do it themselves and whether they really need your services to help them. This question is about speed.

Yes they might eventually get there, but how much time and therefore money is being lost in the length of time it took to get there. Being profitable earlier has many advantages but both parties need to be in agreement for the transaction to take place.

Overwhelmingly the comment I received most from clients who I worked with was "I wish I'd found you <x> years earlier". They were never smiling when they said it either. They meant it.

It's the same as the idea of working in a team to launch, build and scale your business. You can definitely do it yourself, you can buy in or build your own tools as well. We'll always believe that working in a team and collaboration is better than going solo. But that's our point of view. Our sincere hope is that you do enter this industry as a business coach and get to work helping business owners. They need it. You'll be flat out amazed at how some businesses even function at the level they do with the holes you'll see. You'll also meet the most inventive, creative, hard working and dedicated people you've ever met. Business Owners are a different breed. They range from hyperactive entrepreneurs to grumpy pricks who you wonder how anyone works for! To say it's rewarding is an understatement. To say it's life-changing is more accurate.

Keep us in touch with your progress!  We'll try and keep you in touch with ours too.  Maybe at some point our paths will cross and we can combine our efforts to work with building our local business community stronger.

Thanks again for unboxing the toolbox together.

**Will**

# One More Thing

We mentioned that the timeline of becoming a business coach is in three phases:  Launch, Build and then Scale.  The assumption we've made when writing this is that you're most interested in the Launch and Build phases. So when you're done with the tools we've outlined here you will have launched and built your initial client base.  You'll want more.  Much more.

What we haven't outlined in this book are The Scale Tools.  We've got coaches in our network who are scaling their businesses using sophisticated marketing collateral and group delivery programs.  Their revenues are well in excess of the $180-$300K we referenced earlier.  They're pushing $40K plus a month in fees and have plans to double that.

The process of building the ultimate toolbox is never done.  We'll continue developing new tools, upgrading existing tools and retiring old ones because that's the partnership of collaboration that we have with our network. They operate the front stage, we operate the back stage.  That's the tag team. It's an exciting partnership of innovation, fun, collaboration and the opportunity to work with our coaches who are some of the smartest, talented and most progressive thinkers we've ever met.  And it all started as a professional career choice that I never knew existed.  How awesome is that.