

# THE “SCALING STRATEGY” GUIDE

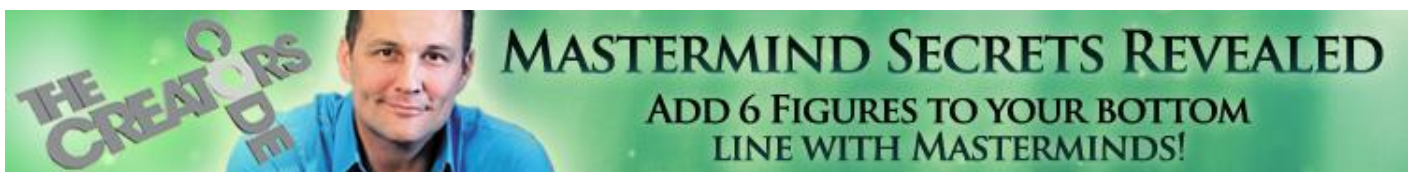


**THE  
CREATORS  
UP**  
FOR COACHES  
& TRAINERS

## Welcome to the Scaling Strategies Guide

This eBook is an introduction to the Top Seven Strategies for Scaling a Successful Coaching Practice. Many Coaches get stuck in the 'hours pay for an hours work' rut. While they can make a good living from that model it has several limitations and is not Scaleable, Sustainable, or Sellable. Those '3 S's' are the hallmarks of a 'business' vs. simply being self-employed. If you want to have the freedom to go on a vacation without worrying about lost revenue, or have a larger reach or impact, or simply want to work smarter versus harder for the same amount of money, then these seven options can provide the freedom and practice growth you are looking for.

The Creator's Code  
[www.mastermindtomillions.com](http://www.mastermindtomillions.com)  
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A promotional banner for Mastermind Secrets Revealed. On the left, there is a portrait of a man in a blue shirt. To his left, the text 'THE CREATORS CODE' is written in a stylized, 3D font. To the right of the portrait, the text 'MASTERMIND SECRETS REVEALED' is written in a large, bold, serif font. Below that, in a smaller, bold, sans-serif font, it says 'ADD 6 FIGURES TO YOUR BOTTOM LINE WITH MASTERMINDS!'.

**THE CREATORS CODE**

**MASTERMIND SECRETS REVEALED**

**ADD 6 FIGURES TO YOUR BOTTOM LINE WITH MASTERMINDS!**

# The Top 7 Scaling Strategies To Grow Your Coaching Business

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## Introduction

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You are in a noble profession. As a Coach, Therapist, Counsellor, Facilitator or Consultant, you are clearly committed to making a difference in the lives of others! What you do for people can profoundly impact their lives and their results. So congratulations on taking action to explore ways to benefit yourself, and others, by expanding your practice.

The challenge for many service professionals is that as much as they want to make a positive contribution they also need, and deserve, to make a great living as well. Unfortunately in my twenty plus years of training Coaches, this is where I have seen so many leaders struggle.

In fact the statistics are pretty dismal. According to the 2012 International Coaching Federation Global Study the median income for Coaches around the world was \$29,100.

Let's be clear—that means for every 100 well-intentioned people who invest thousands in their professional education and who gain the skills necessary to be a great Coach only a small percentage of them will make as much as they would if they got a job. And a very small percentage make a six figure income.

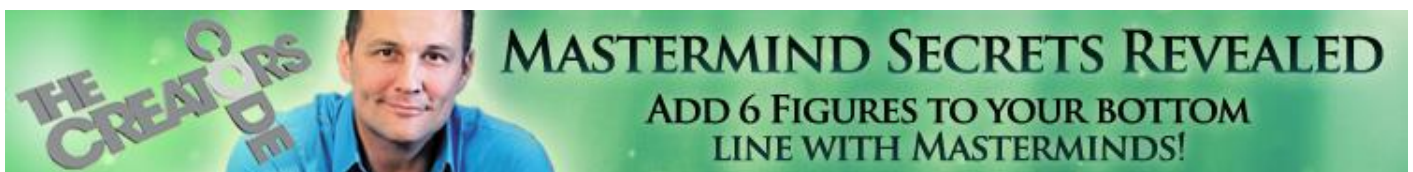
In this special report we will discuss why that is and some practical and powerful ways to avoid that all-too-common pitfall. The good news is that it is truly not hard to raise the level of your business and income while working less and reaching more people... if you know the secret.

I am committed to unveiling the secrets that keep you stuck, struggling, and stymied. We'll explore some of the most powerful ways to leverage your business, your time, and your effectiveness.

Why? Because the more I help you succeed the greater my ability to indirectly support thousands of people I will never even meet. Because I know that without a doubt you deserve to make a great living in exchange for your contribution. And because I am passionately committed to making what I have learned over the last twenty five years of running a very successful seminar and coaching company available to as many people as possible.

Why should you take my advice? Been there, done that, been bruised, been down, and have learned what it takes to be successful at making a seven figure income. So here is a brief background to let you know why you should read this book.

I bought the Personal Best Training Society in Calgary when I was 24. I assumed \$60,000 worth of debt from the struggling organization because I knew the incredible power of the courses based on the difference it made in my life and the lives of my friends, family, and now thousands of participants over the last 3 decades! Since 1991 we have had over 40,000 participants take our courses and programs through what is now called The Creators Code.





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There were times when I didn't know where the money was going to come from to pay the mounting bills... believe me when I say I know the meaning of the word stress. Yet through it all I could see the incredible results people were getting from the courses. Eventually we realized that for participants to implement the changes they experienced and 'ah ha's' they had, they would need ongoing support with application and integration. I had to find a way to add even more value for our clients. That is why we added coaching services to our business model.

I have been highly paid for my coaching services and now charge a minimum of \$500 per hour for my time. The challenge was that my time was limited and not everyone can afford that rate. In addition, while I have a lot to offer in terms of expertise and group facilitation skills, I am not the right fit for everyone. It allowed us to support many more people in making the changes they wanted, but I still felt limited in the impact we could have.

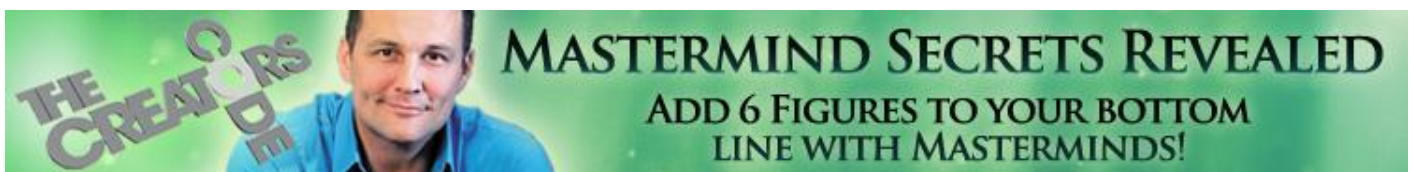
Over the years we developed a powerful coaching certification course called Creation Acceleration Coaching, and a business development program called ***The Online Business Breakthrough*** to assist others in launching their coaching practice.

Many were successful and the ones who rose to the top and created a sustainable, effective business were the ones who did not limit themselves to trading an hour's work for an hours pay. (More on that later).

We introduced a Mastermind program, and "Creation Circles", facilitated group coaching. Both models were very effective for the participants. Both approaches created value for everyone involved and both have pros and cons which will be discussed here.

So don't let the size of this report fool you. In your hands you are holding the distilled wisdom and insights from years of trial and error, thousands of dollars in investment, and successful case studies of what works.

**So here is to the successful growth of your coaching practice, your bottom line, and your contribution to others!**



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## Top 3 Reasons Coaches Struggle for Cash and Clients

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Coaches, like most entrepreneurs, can find these top three challenges difficult to overcome.

### # 3. Aversion to sales & self-promotion:

Most coaches make the mistake of thinking that all they really need to do is master their craft... that becoming a great coach will be enough to make a great living. The thinking is, "If I learn XYZ coaching methodology from ABC school, and then hang out a shingle they will come."

Sadly, just because someone is an expert in their field does not mean they will be successful in building a business in that field.

Frankly, many service professionals are terrible at self-promotion. They are resistant to what they think of as sales and have a difficult time articulating, and really owning, the value they provide.

You must invest time, energy, and money into developing your business building skills as well as your coaching skills. Without a solid business foundation you will see your practice shrink and become little more than an expensive hobby.

### # 2. Try to do it all themselves without a system:

*"We're all in this alone." – Lily Tomlin*

*Let's get real.* Massive success is never accomplished alone! If you take a close look at any highly successful individual... you'll see they are surrounded by an amazing team dedicated to supporting them as well as mentors, experts, and of course—coaches. Martha Stewart has a staff of 300 helping her make it all look oh-so-easy. Yet we think we should be able to do what she does all by ourselves.

There are a hundreds of tasks in your business that have to be done but that take you away from what you love and are good at doing. Studies have shown that we accomplish far more, and at a higher quality, when we are working from our strengths.

Find the people who have a passion and ability in the areas you do not love and and bring them onto your team. If you are just starting out and finances are an issue, tap into your creativity. Perhaps you can barter services. Create a co-op and share expenses. Find a virtual assistant or a skilled stay-at-home parent looking for extra work for a fraction of the cost of a regular staff person.

Of course it is important to have systems that support you as well. There is freedom in structure. Many people waste valuable time and money reinventing the wheel. Learn from those who have successfully done what you want to do and emulate them. Take their proven systems or approaches and make them your own.



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There are many ways to accomplish every goal and aspiration. However, it will take longer, and be much harder, if you are doing it all alone. Don't be afraid to invest in the pursuit of your business hopes and dreams!

### **# 1. Non-leveraged business model:**

The challenge with most coaching approaches is that there is only so much time available in the day. If you are working with one individual at a time you are trading an hour's work for an hour's pay. Even if you are being paid very well, there is a limit to how much you can earn. In addition, if you are not working, perhaps even dare to take a vacation or a break from your business, there is no income.

To make your business sustainable, you cannot be the only "product". If anything happens to you—there is no business. Trading time for money is also not something that most people can, or want to, do over the long haul.

There are a number of ways to leverage your time and efforts. Working with groups, getting in front of audiences, creating information products and online programs. All of them are brilliant ways to support your clients, increase your reach, and build your practice beyond the limits of a traditional one-to-one coaching model. This report will provide insights on some of the pros and cons for those leveraged business models.

## **Growing Your Practice**

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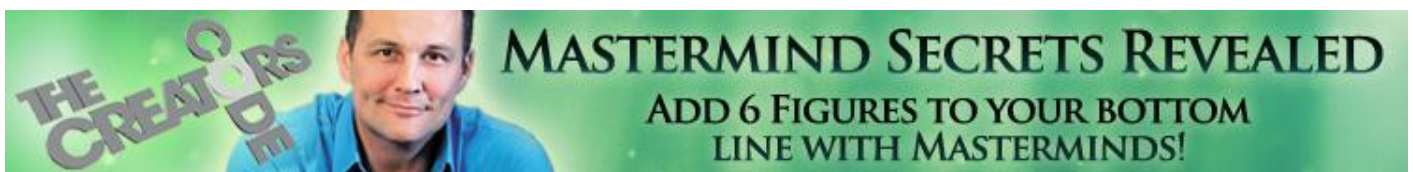
As a Coach, Counsellor, Facilitator or service professional you face the dual challenges experienced by all entrepreneurs. You must be good at your skill as well as being a strong business person. As mentioned earlier that is where many Coaches struggle. They think that if they learn to be a good coach, that will be sufficient to have a thriving practice but it is only half of the equation. The other half is creating a sustainable, scaleable, and perhaps even sellable business.

The business model of providing an hour's service for an hours pay is not sustainable over the long haul and limits your earning potential. In that model the only way to increase revenue is to increase your rates. And while some Coaches do make a good living by charging premium rates, typically for their niched services or specialized coaching, the bottom line is that they are only earning once for every hour they work.

What if you could work for an hour and be paid several times?

That is the power of group offerings such as group coaching, mastermind groups, or facilitation.

I created the following ranking of ways to grow a coaching practice based on my experiences doing of each one. Of course you may rank your experience differently once you have tried



each method but many of my colleagues whom have also done all, or multiple, approaches agree with the ranking even if they had slightly different numbers.

**These 5 evaluation areas for ways to create revenue are rated on a scale of -10 to +10 – POSSIBLE TOTAL -50 TO +50**

	Effort / Investment	Joy & Fun	Intrinsic Reward	Prerequisites / Requirements	Financial	Total
Book and Products	-5	0	5	10	-3	7
Large Scale Events 150+	-10	-5	7	-5	0	-13
Selling From Stage	-8	-4	2	-8	10	-8
Facilitating Wksp 30+	-7	7	10	3	3	16
Group Coaching	2	3	7	7	5	24
<b>Mastermind Groups</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>33</b>
Joint Ventures	-2	9	3	-5	8	13

NB: For the ranking above the following terms mean:

**Books and Products** – You are authoring, likely self-publishing (or finding and working with a publisher), designing and creating the final product.

**Large Scale Events** – Assumes you are putting on the event. You may also speak or sell at it – but you are hosting, marketing, and handling all of the logistics for the event.

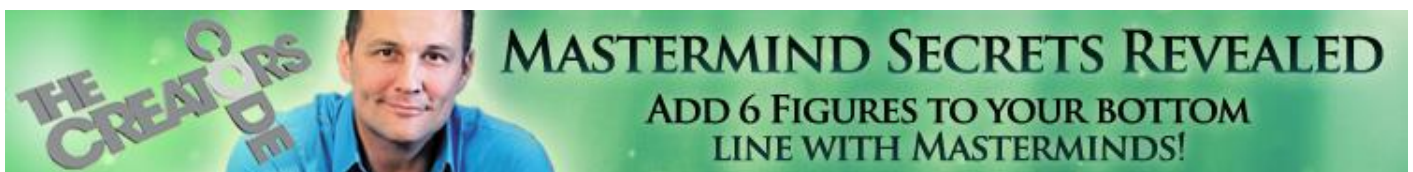
**Selling From Stage** – Means you are speaking at someone else’s event. So you are a professional speaker who is booked by other event organizers.

**Facilitating Workshops** – You create the event, fill the workshop, and deliver it (create the content and facilitate it or provide the training)

**Group Coaching** – You have created the group, provide the structure and/or content, and facilitate the process.

**Mastermind Group** – You have created the group and provide the structure.

**Joint Ventures** – You work with others to promote them and their products or services, and / or they promote yours





Of course, each has its own strengths and drawbacks. We'll discuss both for each of the following business growth models.

## Books & Product Development

There are many, many reasons to create information products and it is almost a requirement for anyone who wants to leverage their business—it is a great way to break the “time-for-money” paradigm that can limit solo-preneurs and service professionals. It will also help raise your profile so you can be seen as THE expert. It is also a great way to be of greater service. You can provide your expertise even if you are not with the client. It allows them to absorb information, and process it, at their pace which is very helpful for many different learning styles.

Information products include everything from a traditional book to eBooks, special reports, workbooks or manuals, webinars, audio programs (MP3's or on CD), DVD's, and even something as small as a one page 'mind map' or illustrated process.

### The Upside of Authoring

- **Creates Credibility.** From the public's perspective being the author of a published book (i.e. a tangible book in hard or soft cover) immediately positions you as an authority on the books topic.  
That said, there is a saying in the speaking world that “Everyone has written a book... badly!” So while having a book can set you apart from the competition, and certainly conveys an ability to complete a big project; having a good book will support additional sales through referrals.
- **Work once—be paid forever.** ...Or for as long as the book or product is selling. Even though you have to continue to drive sales, the bulk of the work is completed once and continues to generate revenue even while you sleep, vacation, or do other work.
- **Easier to publish and produce today than EVER!** What used to require a graphic designer, page layout person and specialized software can now be easily done in word processing (like MS Word) or publishing programs that make it easy for people to create books on their computer. Note: there is still an art to layout and especially cover design so you are well advised to go to a professional for help with those elements. A cover can make, or break, your books shelf-appeal or “sellability”.
- **Great list builder.** You can use products, either sold or free ones, to generate a mailing list that is critical for supporting other aspects of your business. Generally speaking the



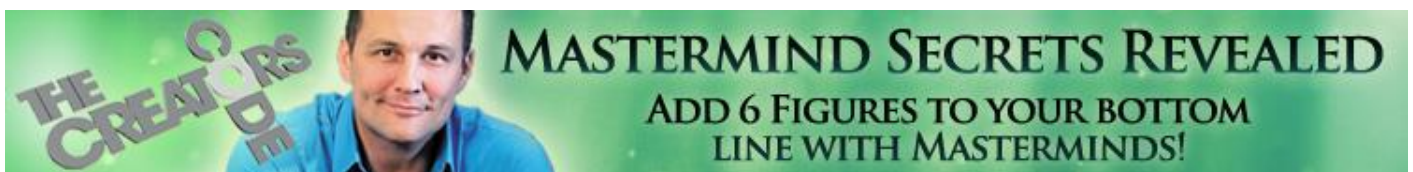
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larger your list, the more attractive you are as a joint venture partner, the easier you can market your events, and the easier subsequent sales to those clients will be.

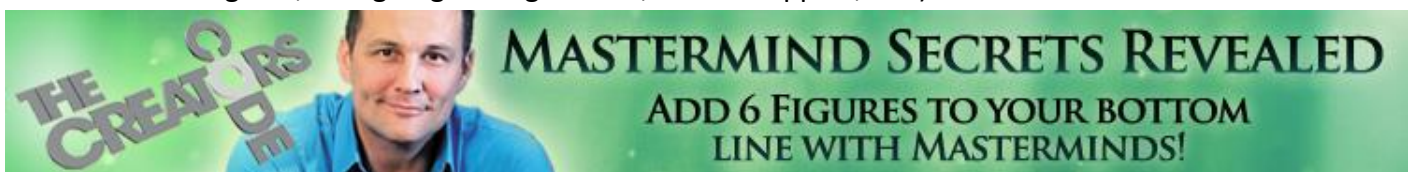
- **Builds your platform for the long term** – As above, it will give you access to other avenues for growing your business. Having “Back-of-room” products often makes you a more bookable speaker. You are seen as the authority and can provide attendees with additional value—they can ‘take you home with them’ which event organizers appreciate. For some it is also a source of revenue as they may split revenue (see ‘Selling from the Stage’ for more on this). Most significantly it is a low-cost way for people to get to ‘know you, like you, and buy you’! This makes them ‘warm prospects’ which means they are more likely to want whatever else you have to offer. Your platform is both the position you take – your “thing”, what you talk about or are passionate about; as well as the infrastructure that you create to deliver that message. Information products, and the sales and marketing system for them, form the basis of your platform.

### The Downside of Information Products

- **Time to create.** It takes time to research, write, edit, rewrite, hone, layout, design, produce, and publish your products. Some can produce a book in a matter of weeks, for others it is a multi-year odyssey. The most efficient approach is to reuse and repurpose materials. For example, if you write articles, gather up 20 – 30 of them on a topic and it can be the framework for your book with each one becoming a chapter. When doing a webinar or teleseminar, record it and have it transcribed. A one hour presentation can yield up to 100 pages or more of content. Turn components of your book into the basis of your workshop or speech. Keep in mind that the time invested now can get you out of the time-for-money exchange trap.
- **The real work is in SELLING IT!** Many authors or product creators think that the majority of the work is in the initial creation stage. In truth the real work begins once the book is created! Do not be under the mistaken assumption that a publisher will promote your book. They don’t – or not enough to make it viable. It will not sell itself even if you get it on bookstore shelves and Amazon. You must promote your product or you will find yourself with boxes and boxes of books in your garage collecting dust.
- **Product consumption is at an all-time low.** Ironically people are information hungry and also information overloaded and time constrained. They need your information to be easy to ‘consume’ and use. In an environment where people can simply google the salient facts that they need the days of buying and reading entire books on a topic may be numbered.



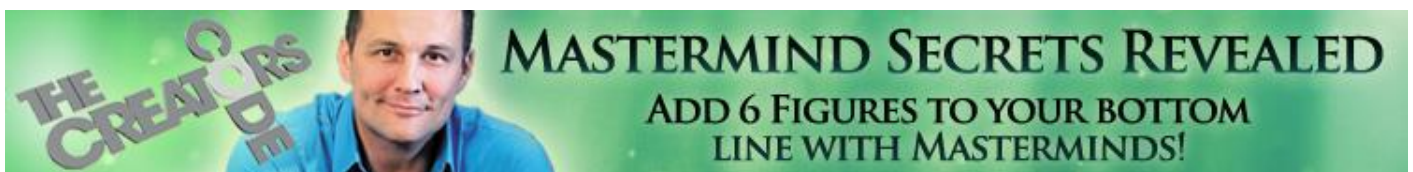
- **95 % of all books purchased are NOT READ.** See above! We have good intentions. And interest in a topic... but often don't actually read the book. That means that your 'relationship' with your customer is limited. They don't know what you have to say because they haven't actually read the book they bought.
- **Most online programs are not actually used.** Same as above. Desire to know, great intentions, and low follow-through are simply part of the human condition. If you are attached to results or application of your content—you may be disappointed.
- **Distribution.** It can be relatively easy to get your book listed with Amazon and other online retailers, but there is a fair amount of work in storing, inventorying, packing and shipping your products. You need to deal with returns, damaged stock, and other 'retail' considerations. While convenient, if you elect to have a distributor handle those tasks, you will cut significantly into your profit margin.  
If you are selling your hard copy (non-electronic) information products at events such as speaking engagements, you have to ship them to the venue, set-up your display and sell the products, then pack up remainders and ship them home. There are often challenges with shipping particularly if your boxes are going across borders. It is not advisable to travel with your products, particularly between Canada and the U.S..
- **Insufficient as a standalone source of revenue.** Unless you are a best-selling multiple book author like J. K. Rawlings, Clive Cussler, or Stephen King, you typically cannot make a full time living from one book (Unless you get a movie deal – and even then it is not assured). It is tough to make millions \$10 per sale. (Assumes you are selling your product for \$20 each with a profit margin of at most 50%, depending on how you produced your book).
- **When you are done—you are just starting.** As already mentioned, the REAL WORK of using your book or products for business advancement starts when the author has finished the first part of the process... writing it. Public relations, media relations, marketing, book tours, sales, selling from the back of the room, getting into sales outlets (bookstores, Amazon, etc.), and using it in promoting your other services are in many ways the most important part of the process. Otherwise you have a message no-one will hear and all the work of creating the product is wasted!
- **It is a commitment!** Loral Langemeier, a NYT bestselling author, estimates that it takes two years of a person's life to produce and promote a book to best-seller status. That's with considerable help from other professionals during the process (Editors, graphic designers, foreign rights negotiators, admin. support, etc.).



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- **May require a mastery of technology.** Now-a-days most books are often accompanied by online promotions (social media, webinars, JV telesummits, etc.) and are part of a larger information delivery system. You may want a membership site for people to receive information on an ongoing basis and to create an online community, sales landing pages (mini web sites), an autoresponder systems for managing staged promotions, digital product delivery software, etc. While you may have someone manage this for you (or several someone's) it is still important for you to understand the process. And as in all aspects of business, there are processes and approaches that work, and those that don't. It is an art and a science to become an information entrepreneur whether this is your full time business, or simply an aspect of your coaching, counselling, or services practice.
  - **Did I mention that you still have to sell it??** This areas is definitely not a case of "if I build it they will come...". If you aren't willing to put considerable work into selling and marketing your product; or if you don't have someone who you know will do a good job of doing that for you; then save yourself the time, effort, and expense of writing it in the first place. Saying you are an author may be good for the ego... but it has little to do with being effective in your business without an action plan for getting your helpful information into the hands, hearts, and minds of your clients and prospects!

A book and information products will help you scale your business or practice, but it will NOT be the product or book that puts money in your pocket. It is the business you drive as a result of the additional exposure and credibility that a book or information products will provide. Keep in mind that it will take 12 – 18 month for most people to create a book... so be patient with the process.

It is not accidental that the big publishing houses are having trouble staying in business... the model is changing for how books are created, distributed, and used. For now, they are still a powerful way to support your marketing, positioning, and are a value-add for your clients.





## Large Scale Events

You can either participate in other people's events, or put them on yourself. See the information below on being a Professional Speaker when it comes to speaking at other people's events.

Generally speaking professional speakers make money one of two ways:

1. **They are paid to speak.** Fees range anywhere from \$100 for a beginning speaker who is doing a lunch-and-learn presentation, up to \$100,000 for a celebrity keynote. As of 2015, in Canada, the majority of professional speakers who do it as a significant part of their business, charge between \$2,000 - \$5,000 per engagement. Those who have been doing it for a while, have a name for themselves in the industry, or who have a very unique niche or expertise; can charge as much as \$10,000 per engagement. The latter is the case for the minority, perhaps 5% of professional speakers.
2. **They make money by selling from the stage.** They are not paid a fee – they have the opportunity to be in front of an audience... often one that a joint venture partner puts in place, for a sales split arrangement. Typically that is a 50/50 split – so you give 50% of whatever you sell at the event to the organizer - but it can be anywhere from 80/20 to 20/80. By the way, selling from the stage also includes converting audience members into clients of yours if you are selling your services instead of products or programs.

There are many event organizers who will encourage you to appear for the sake of "Exposure" – and when starting out that might be a good strategic marketing decision. However, beware of doing that too often or for too long. You may have practicum clients when you start out in your Coaching practice because you are learning and as way to do 'try so you'll buy' marketing – but if you do not move to being a professional who is paid for their skills and the service they are providing then you have simply paid a lot to become a volunteer. Likewise as an expert who speaks and who is providing value, you should be paid for your expertise and ability.

If you choose to put on your own event there are certainly many pro's and con's. The logistics, financial risk and time required to organize them is immense! However, the profit potential, ability to capture a large audience of your ideal prospects, and make a significant contribution is also large.

Simply put... If you are not a professional event planner (or don't have one involved) – don't do it. If you do not have considerable funds available to invest in putting infrastructure in place up front (web sites, online marketing systems, sales systems, online delivery technology, venue deposits, speaker expense or fee guarantees, etc., etc.) – don't do it. If, while being extremely conservative, you do not foresee an opportunity to create significant benefit for you and all involved – don't do it. It will take WAY more time, money, and energy than you think it will—guaranteed!

And it can be the source, particularly if it is an ongoing event (i.e. annual or even monthly event) of a great revenue stream, high profile exposure for you and your business, a way to work with industry leaders that you might not otherwise have access to, and a great way to generate a steady stream of clients!

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## Professional Speaking

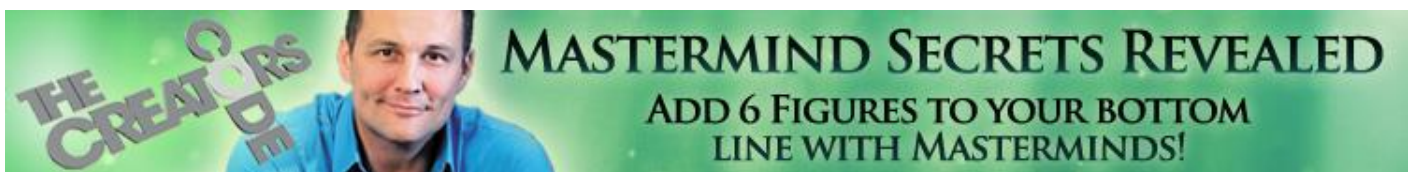
Perhaps one of the best ways to leverage your exposure and expertise is to become a professional speaker. As the authority on the stage you have instant credibility with your potential clients... assuming you are a credible speaker.

Public speaking is a common fear ranking third on the list with two forms of death ahead of it and 2 after it... that means there are some people who fear speaking in groups more than death! If you've ever been to a conference, you know there are some on the other end of the spectrum who should probably fear—or respect the speaking profession—a little more.

The speaking industry, like the coaching industry, has a low barrier to entry. Consequently anyone can call themselves a speaker. Like coaching it is a profession where excellence and competence is a matter of optional study, training, and practice. The leaders in the field study for years and even decades to become masterful at their craft as well as experts on their topic. Because they make it look easy, many people are under the mistaken impression that it is easy.

To be a competent and successful speaker you need the:

1. Ability to present well and be reasonably comfortable in front of crowds. (Although research indicates that 67% of professional speakers are introverts.)
2. Knowledge of how to create keynote speeches and breakout sessions that range from 15 min. to full day offerings.
3. Expertise in an area of high demand and one that lends itself a presentation (does not have to be interactive or experiential for people to get value or benefit).
4. Stagecraft skills – Presentation skills plus storytelling, a compelling presence, and an understanding of how to capture and hold an audience's attention.
5. Ability to market and sell yourself. You will need to contact industry associations, companies, conference organizers and other organizations that book professional speakers. When you are well established and are charging \$5,000 or more per engagement you may be able to work with speaker's bureaus (agents that book speakers) but they will not be interested in representing you until you are a proven, high value presenter.
6. Referrals and testimonials. It's a catch 22 that you can't get booked easily without proof of having been booked... so many speakers do pro-bono or value exchanges speeches while they are mastering their craft and collect testimonials that way. I strongly recommend that you never do "free" presentations – it devalues you and your profession—always get something in return such as a letter of reference, 2 referral introductions to other organizations, video recording, or the ability to sell your books at the event for example.
7. Marketing and CRM infrastructure to be able to track ongoing contacts as it often takes many connections, often over a long period, with organizations before you are booked.
8. Many speakers have a book or other information products on their topic of expertise. Not only is it a marketing tool, it is also a way to generate back-of-room sales which can be a lucrative add-on to your speaking fee. Even better if you can pre-sell them to the event organizer as a bonus give-away for attendees. The downside is the need to schlep boxes of product on planes, sell the books, and take home the remainders. (or ship when you get back home if you oversell)



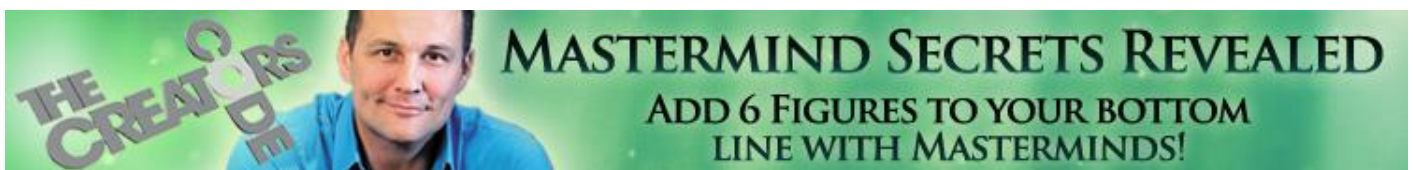
9. Ability to create a brand that stands out. Because you are the “product” you will need to be identifiable, known for your uniqueness and value-add. While you may not have to be as iconic a brand as Larry Winget, Randy Gage, or Gary Vaynerchuck, it is a good idea to have a brand that is distinctive and recognizable.
10. Web site that is geared to your ideal demographic which includes speaker photos, booking details, and a ‘speaker one-sheet’ and ideally videos of you presenting. You can go to <http://canadianspeakers.org/> and click through to one of the professional speakers sites to see the kind of content they have on their sites. You can see an example of a good speaker package on Valerie Cade’s site at: <http://www.bullyfreeatwork.com>
11. Administration & customer service. It’s easier to handle this yourself as a speaker but can be challenging if you are on the road a lot. There are professional speakers who run six and even seven figure businesses with themselves and a part-time administration person.
12. Speech writing skills. This is a vastly different skill set than being able to create training curriculum or experiential workshop design. Speakers are in the Edu-tainment business and must be good at providing value but also being entertaining.
13. Ability and willingness to travel—a lot. If you are speaking you are travelling. While there is more work being done online, most speakers are brought in for a day which often typically means two days of travel for a one hour engagement.
14. Sales skills. There are 100’s of thousands of speakers in the world. You have to be able to sell yourself in a competitive market.

There are many upsides to speaking. It is a great way to get in front of large groups of your prospective clients—which can fill your sales funnel if you are effective at inspiring them to want to follow up with you. It can pay well and be very rewarding.

The downsides can include a gruelling schedule where you are never in one place for very long, challenging audiences, and times when you ‘bomb’—and you will. Even pros who have been speaking for years have off days where things just do not click.

Unless you have a business model that capitalizes on converting those one-time audience members into ongoing clients, you will be doing a lot of ‘one-off’ selling which is not strategic.

Speaking can be a great way to fill your workshops, your Mastermind Groups, and your coaching practice but you must develop the expertise at speaking to be successful. Toastmasters is a great place to practice your speech craft and there are professional associations such as the Canadian Association of Professional Speakers (CAPS) in Canada, and the National Speakers Association (NSA) in the US, that provide education on the business side of the industry.



## Selling From the Stage

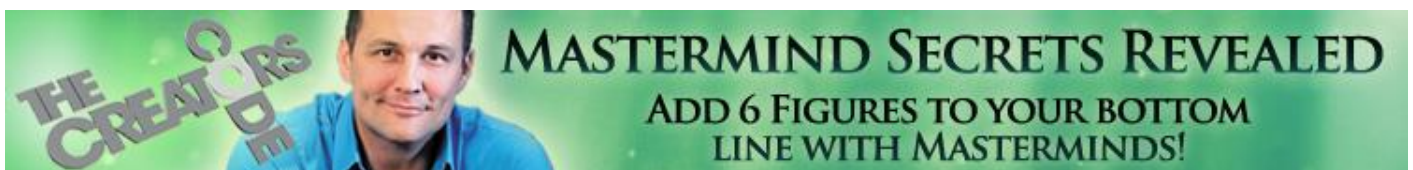
If you are going to be a professional speaker as part of your business model—it needs to tie strategically into the rest of your business to provide the leverage and scaling you are looking for. Speaking is another way to deliver your message, but to ensure application and maximum value for those in your audience, you need to give them integration options. A program, product or service that will help them take the information and turn it into tangible results in their lives. To do this you need a business model that has “back-end” services or products. Actions that support them in moving to the next level. It is also a smart way for you to leverage your offerings and convert one-time customers into ongoing clients.

Remember, your products or services cannot help audience members if you cannot sell them effectively!

Selling from the front of the room, whether as a keynote speaker, or when facilitating workshops, or even in your small group coaching, is an art and science. I have had the honor and privilege to work with some of the best in the world at this process. There is a learning curve and very specific do's and don'ts so I recommend that you look into training on this topic.

### Key Benefits of Effective Conversion

- **Tremendous leverage and ROI.** Of course it benefits you to be in front of 10 or 100 or even a 1000 prospects at once. That's what selling from the stage (front of room) allows you to do. It is far more efficient than selling one-to-one although you will likely require 1:1 contact when it comes to upselling to a larger product or service. Generally speaking a good “product spiral” or business funnel allows your customers to receive information at low, or no, cost (\$0 - \$100) so they can see if you are a fit. Then they will move up to a more moderately priced investment / “risk” such as a webinar or time limited program (i.e. 6 week coaching call series), these should be in the \$100 - \$1000 range. Then you can progress them to a more significant investment / greater value such as an ongoing group coaching, mentoring, mastermind, or 1:1 consulting or coaching program. These typically range from \$1000 - \$5000+. Once you have a ‘funnel’ created you can progress your audiences or prospects through that process... starting with the first step which is what you sell from stage.
- **Be More in Demand.** When you get good at this skill your conversion will be super strong. That makes you a more desirable joint venture partner, and if the event producers are taking a portion of sales, a more in-demand speaker. When that happens you will be a pursued speaker by event producers which is a great position to be in.
- **Instant Results.** You speak. You sell. You take home money. Yes there is work that leads up to it, and afterwards to fulfill on your sales... but there is still an element of immediate gratification. Book enough ‘gigs’ or speaking engagements and you can count on a fairly reasonable, and predictable, cash flow once you master this skill. Those who are experts at it will be able to tell you their typical conversion rate, and can calculate quite accurately, how much they will make based on audience size and fit.
- **Jet Set Lifestyle.** It can be fun travelling around the country or the world speaking. Better yet to be paid to do that! It makes for some great stories and wonderful opportunities to connect with people you might never have known without this aspect of your business.





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Keep in mind that it is not all glamour and glory... Most professional speakers will tell you that they spend a LOT of time in lines at airports, dealing with delays, and in lonely hotel rooms. So be realistic about the pros and cons and have fun being able to tell people that you were just asked to speak in Australia based on your recent bestseller!

- **Can be Highly Profitable!** The key here is that you have an opportunity to prospect or sell on a one-to-many basis. That is a leveraged model that is enviable. When you have great products and a strong delivery infrastructure in place (technology and team) you can make thousands or even tens of thousands of dollars from a 45 – 90 minute presentation. Not many other sales channels are as efficient.

### Drawbacks to Front-of-Room Selling

- **You Must Have a Powerful Presentation.** You need to be able to skillfully deliver a 45 – 90 minute sales presentation that provides value, positions your products or services artfully, and has a high conversion (great uptake on your offers – ideally 35% or more). Creating it, customizing it when necessary (often is to some degree), being able to deliver it effectively and in an entertaining and engaging way, to a wide variety of audiences, and knowing how to do all of that and sell without turning people off is EXCEPTIONALLY DIFFICULT!
- **It Is Only the Start.** As in any business, regardless of how you sell your products or services, the sale is the beginning of the process. What is key is your ability to deliver value in a reliable, consistent, and efficient way.
- **Must Have a Great Product!** If you do not have a ROCKSTAR/POWERFUL program, whether it is delivered on- or off-line that DELIVERS significant value, then you will not be in business long. Lack of referrals and poor reviews will get out to the public, to joint-venture partners, and to event organizers. Integrity and value matter. Being on a bigger stage also means that there is more exposure for the screw ups as well.
- **Can't Do It Alone.** You need a team to support you if this is a significant part of your business. They may be part-time or contractors, and you may even fill some of the roles initially, but every busy speaker needs a booking agent, event manager (if you are organizing them), JV relationship manager, and a strong operations and delivery team to be able to fulfill on your promises. There are some speakers who have Million dollar plus businesses with just them and a part time assistant – but not many.
- **It's a Challengeing Catch 22.** No one wants you on their stage until you have proven your ability to convert and you need to get on stages to learn how to do it and to prove your ability! It's like trying to get a job when you are right out of school... they want experience but you can only get experience if you get the job. The solution – keep plugging and take every opportunity to build your skills so that you have a proven track record to point to.



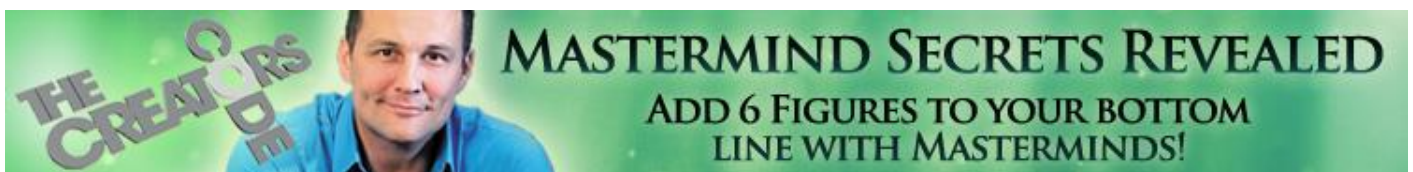
## Facilitation of Workshops

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While many Coaches have a subject matter expertise, the ability to coach does not mean you can facilitate courses. Workshops and seminars can be lucrative, but involves the following skills / requirements:

1. Ability to present well – comfortable in front of crowds.
2. Ability to facilitate. This includes knowing adult learning principles, training skills, and often intuitive interpersonal skills.
3. Expertise in an area of high demand and one that lends itself to a training or seminar model.
4. Ability to market and sell workshops. This is the work that most people find challenging. It required marketing, social media, and advertising in advance and often calls upon joint venture relationships as well.
5. You need the marketing and sales infrastructure – Registration capabilities, eCommerce, an auto-responder application, CRM software (client tracking), and marketing vehicles such as Facebook pages and Eventbrite to promote your offerings. Some people use their own site to drive traffic to; and to manage the process.
6. A volunteer base & ability to organize and engage with them. (Most workshops cannot successfully be pulled off as a one-person operation.)
7. Administration & customer service. While you can register people and follow-up, if the workshop grows to any size it works better if you have administrative support. It also means you are not immersed in the minutia of operations and can stay focused on business development, course development, and strategy.
8. Curriculum development skills. Unless you are presenting someone else's content, you need to write solid programs that provide value.
9. Event planning skills – you will need to book venues and typically catering, Audio/visual, and any other workshop logistics.
10. Sales skills. Whether making a “back-end” offer in your course (highly advised to leverage your results), or following up to close them on coaching or additional services after the event, you need the ability to convert one-time seminar attendees into ongoing clients.

Many facilitators LOVE the work they do but do not enjoy being in the seminar business. If that is the case for you, you may be better served to work for a seminar company, as an in-house trainer for an organization or institution, or partner with someone who can run the seminar business. Nothing is more frustrating (and unfortunately common) than putting in lots of effort to create a workshop, market it, and not be able to fill the room.



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## Small Group Coaching

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Small Group Coaching is a coach-centric. That is the coach is typically the leader and the process typically includes discussions on predetermined topics. The groups are often formed around the Coaches expertise, for example Transition Group Coaching, Relationships, Small Business Growth, etc. There is often content delivered by the coach (can be a 10 min. talk or a 1 hour workshop) followed by group sharing and the coach working with individuals questions related to the topic.

Some coaches have a less structured approach going where ever their intuition and the groups focus or needs lead. There can be value in that but many people feel more comfortable if there is a clearly defined structure and objective for the group.

### Why Small Group Coaching Fails

#### Unclear Expectations

Many coaching structures fail simply because no one knows what the coach is supposed to do. Is the coach an administrator or record keeper? Is the coach a trainer? Is the coach a figurehead so we can say we have a coaching structure? What can your group members expect the coach to do?

These expectations need to be set at the beginning by the Coach. In addition there can be unclear expectations of the group member's commitments. What are the requirements of participants? If group members expect to show up and have the coach do all the work the group is not going to be as strong as if each member takes accountability for doing the work, participation, and contribution.

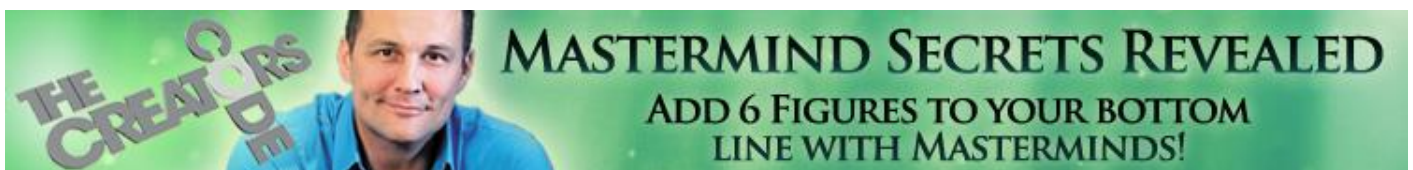
A clear and strongly adhered to structure will also support the group with staying on track.

#### Lack of Accountability

Effective group coaching involves an element of accountability for action and results. What gets measured, gets treasured. None of us likes to make people uncomfortable but if the Coach is unwilling to 'call' people on their lack of participation or action then they are doing the members a great disservice. As a leader, who is empowering other leaders in their lives, we are being of greatest service when we support them in being 'in action' and accountable for results that move them forward.

It is important that the structure, and the Coach's 'grounding', does not put the Coach in the position of chastising parent, or disempowering authority figure. We don't have to come down on group members but there needs to be some element of tracking goals and commitments and consistently checking in on results in order to be able to coach them to greater success. Rather than asking "Have you completed your commitments?" we should hold members as competent, responsible people. The question could be, "What did you learn from completing (or not completing) your commitments?"

If they have not completed on something clarify what is not done, the impact of being incomplete (without blame) on them and others, have them brainstorm and commit to a practical action that will support them in being complete in the future (i.e. putting a reminder in their calendar, having an accountability buddy check-in etc.) then get a clear commitment to the new goal or intention with a deadline and follow-up on that new commitment.



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Presuming the best about our members both honors and motivates them. Giving them accountability helps them keep their commitment to coaching and eliminates the guilt of not fulfilling their commitment.

### **Lack of Structure**

Without a format and approach for how to conduct meetings, member intake and exit processes, and group tracking, it can be challenging for the Coach to keep the group on track and effective. Not only at the meetings but also in terms of the business infrastructure. The Coach needs an effective way to track billing, communication with each member, 'assignments' if there are any, commitments (of the members and the Coach) and participation.

If there is not a clear meeting agenda the group will quickly dissolve into a social gathering. That may be O.K. if that is the goal – but people will typically get less value from that and will pay less for that type of group.

The group should have a pre-set commitment time such as a year or six months. That commitment provides ongoing residual revenue for the Coach and ensures that people have the opportunity to see results from their participation.

The primary challenge with group coaching is that the Coach is the generator. They manage the process, set the agenda's and provide the leadership. It does less to develop leadership in the members than Mastermind groups do. It can also be tricky to avoid blurring the lines between Coaching, group therapy (which it is NOT), and consulting. Coaches, and their group members, benefit greatly from taking training in group coaching techniques.

### **Why Small Group Coaching Rocks**

We have all heard it before, "People do not care how much you know until they know how much you care." The reason we have all heard it with such frequency is because it is true. Effective coaches care about the members they work with and foster that environment within the group.

There are many benefits for members who participate in group coaching.

- ✓ It is a cost-effective way for people to receive the benefits of coaching at a reduced fee.
- ✓ There is a synergy and sense of belonging that is created when people are members of a close community or group.
- ✓ The members can learn from one another. Often observing another person's coaching can provide insights and may even bring up things we were not aware of.
- ✓ Networking – members can mutually support one another outside of the group as well.
- ✓ Expanded perspective. While the coaching is provided by the leader, there is tremendous value in shared experiences and wisdom.





- ✓ Access to specific expertise from the Coach at a fraction of the cost of consulting. If the Coach is providing this kind of directive input it needs to be clarified as mentorship or consulting vs. straight coaching. Coaching is about drawing out the knowledge and answers from the members, Mentorship or Consulting is about providing information or answers.

For the Coaches one of the main benefits is a leveraged and more cost-effective use of your time. For example, if your coaching rate is \$200 per hour and you charge \$75 per person per group coaching session – you would earn \$750 for a group of 10 people for the same time period as you would normally earn your \$200 fee.

Of course there is more administrative work that goes into managing the group, but once you have systems in place that time can be streamlined.

If you tie your group coaching into a ‘program’ then you can charge \$100 and up per month for member’s participation. Bundling the group coaching with additional value offerings such as a monthly webinar on the topic, an additional group coaching call, information products that get distributed each month, community meetings, etc. turns your group coaching into a program that people will pay more to participate in.

Ultimately group coaching allows you to provide more people with support which is typically one of the key reasons most of us become Coaches in the first place.

## Mastermind Groups

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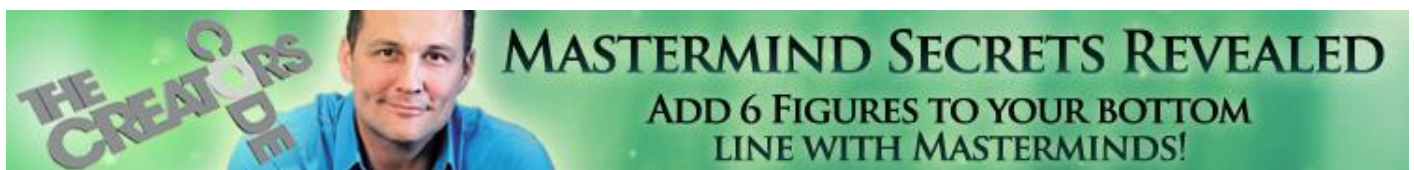
A mastermind group is a collection of people who meet periodically (typically weekly or monthly) to tackle challenges and problems together. They lean on each other, give advice, share resources and connections and do business with each other when appropriate. It’s very much peer-to-peer mentoring and supports each member in achieving results they wouldn’t on their own.

The Mastermind, like group coaching, can be formed around any area of expertise or interest the leader has, but is not restricted to your expertise. Unlike Group Coaching, the Mastermind Facilitator is not responsible for generating content or leading the group all of the time. The leadership, and accountability for the group’s results, lie with the group. Consequently you can create Mastermind groups that can be of service to people outside of your field of knowledge.

### Why Mastermind Groups Come and Go

The same limitations exist here as in Small Group Coaching scenarios. Unclear expectations, lack of accountability, and lack of structure will undermine the effectiveness of the group. There are some differences in the expectations and structure that need to be clear.

It is crucial that every person in the group understands that they are 100% accountable for not only their success, but for also contributing to the success of every other member and the value that the group generates. In other words, everyone is a leader as well as a participant. If that is not set up as an expectation



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at the outset then there will be those who are ‘generators’ in the group and those who are ‘drainers’. Generators will not tolerate drainers for long—nor should they.

As the Facilitator it is your job to ensure that everyone is contributing and participating. If they are not then that is brought to the group to deal with. It is your job to create trust and rapport in the group and to ensure that the members are coaching one another. You step out of the role of Coach and into the role of developing coaching skills in other leaders. You assist members in creating clear and powerful goals and support honest, deep and meaningful communication. You also need to invite others into this role. You are not the accountability cop – but rather support them in helping each other.

It can be a challenge for Coaches or consultants who want to give ‘answers’ to take a step back from being the authority or sole leader. This process allows you to share the burden and privilege of leadership. Ultimately the Facilitator is responsible for the group’s coordination, membership, and viability as they are being paid to support the structure of the group. However they provide less direction or input than in group coaching. For example during “Hot Seats” (where one member is the focus of the groups input) everyone provides feedback not just the Facilitator.

In a Mastermind group the tasks and roles rotate. This can also happen in small group coaching but it is integral to the group accountability mentality for that to be the case here. For example time keeper, meeting chair, or accountability recorder can all be shared responsibilities.

A clear structure is essential to keeping your meetings efficient and productive. In many cases Mastermind groups lose their steam when they turn into social gatherings rather than being kept on task and on purpose. Not creating results is the number one reasons groups fold or fade away.

If the quality of the membership is not kept at a sufficiently high level to ensure value for everyone involved, then people will stop coming so a system and criteria for selection of your members is vital.

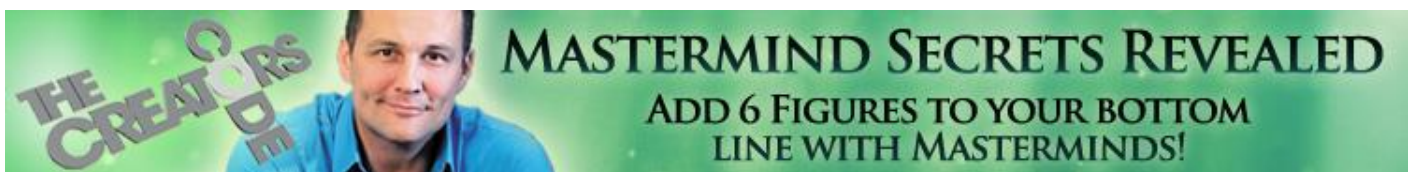
## The Magic of Mastermind Groups

The concept of a Mastermind group was introduced by Napoleon Hill in the early 1900’s in his classic, “Think and Grow Rich”. He said “No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind.”

In a Mastermind group – or peer advisory board, the agenda belongs to the group, and each person’s participation is key. Your peers give you feedback, brainstorm with you and manage accountability structures that keep everyone focused and on track. It is a community of supportive colleagues who collaborate to move everyone forward.

A group can be formed based on any area of support, including personal goals such as finding a partner, raising children, etc., but are often related to business growth or career advancement.

- ✓ **Shared Expertise:** Your members will be joining a peer group that can act as an advisory board. You can draw upon different experience levels and backgrounds and receive objective input.



- ✓ **Community:** Members are typically invited to join, or go through an application process. Once accepted they become part of a supportive and like-minded community where they are needed and valued.
- ✓ **Collaboration Opportunities:** Mastermind participants can work together on projects. There are opportunities for networking, cross-referrals and cross-promotion, and supporting the group by using one another's services.
- ✓ **Expanded Resources:** It is said that most people have a network of 200 people. When you come together as a group you can share those networks and other resources. The whole is truly more powerful than the sum of the parts.
- ✓ **Insights and Knowledge:** Each member brings unique skills, experience and know-how. When shared everyone benefits. In my mother's words "Two heads are better than one" and "Many hands make light work" certainly apply here.
- ✓ **Expanded Context:** You can't help but think bigger when you are with a group of intelligent and inspired people who are supporting you in being your best self. Often ideas can be expanded up in ways that we cannot do on our own. One of the biggest limitations of working alone is that we don't know what we don't know. A Mastermind group can provide highly valuable perspective and clarity.
- ✓ **Positive Input:** In business and in life it can be challenging at times to stay resourceful and upbeat. The group can provide the uplift and inspiration many people need to stay motivated. It is important for the coordinator to set the context and expectation of a positive, solution-focused format in order for the group to not devolve into a whine-fest.
- ✓ **Flexibility:** Mastermind groups can be formal or informal, large or small, virtual (online or by phone) or in person. You can meet regularly at the same location, or rotate meetings at one another's homes. While a structure is necessary, this form of support can be flexible in how you offer it so it can lend itself well to Coaches who travel, or want to extend their reach into other geographic areas.

For the Coach the benefits of a Mastermind process over Group Coaching is a sharing of the leadership and an opportunity to empower others in their leadership capabilities. It is less dependent on you personally so you can even bring in guest facilitators, or not be at all meetings once the group is structured and working well. You still receive a residual income from the group membership fees, but you are not as tied to providing your input or expertise.

Mastermind Groups can be a fabulous way to create a structure once (or simply take advantage of a done-for-you program), sell the opportunity once, and collect monthly revenues with very little work required on your part. Few business opportunities allow you to provide so much support and value to so many people, with so little work!

Furthermore, unlike group coaching, facilitating or other methods other than product creation and delivery, you could start, and manage multiple Mastermind Groups allowing you to leverage your time and returns tremendously.



## Pros & Cons of Group Work

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### Commitment is Critical

The number one key to success in any group offering, whether coaching or mastermind groups, is commitment. The commitment of the members to their individual progress and the value created by the group. Likewise, you as the Coach or Facilitator must be 100% committed to not only starting your groups, but to ensuring they stay viable and vital on an ongoing basis.

You need ways to create that agreement from the very start. From how people are 'recruited', to how they are vetted, brought on-board, and how their membership is managed throughout. In either case you will need to provide the structure necessary for everyone to create maximum value. And you will need an infrastructure that supports you in adding these lucrative offerings to your coaching practice.

### Avoiding the "You do the work for us" Trap

Often participation in the process can be mistaken for achieving results. We all know people who want to be seen to be addressing the problem vs. actually doing anything about it. That can be a trap members fall into in groups. They think that showing up for meetings is all that is required and wait for others to provide their answers. Without implementation and a strong commitment to action outside of the group meetings, they will not achieve results and often end up blaming the process or the leader for their outcomes.

### Creating Freedom Through Structure

While most Coaches, Facilitators, Trainers, etc. have received training and education in their field of expertise, they have likely not been taught how to run a successful and profitable group.

Our program ***The Launch Your Mastermind 90 Day Bootcamp*** has been designed to specifically address the challenges and opportunities that Mastermind groups can provide.

In the 12 week program, you will receive 6 training modules and 7 live calls that provide step-by-step instruction on how to launch your own Mastermind group. The 6 modules are:

- ✓ Perfect Positioning – You, Your Group & Your Business Model
- ✓ Personal Evolution
- ✓ Fill Your Mastermind with ease
- ✓ Creating Commitment
- ✓ Facilitating Skills & Group Management
- ✓ Creating Content

Of course all the forms and systems for delivering your Mastermind and monitoring your groups progress and commitments.

You could create all of those processes and documentation, but why reinvent the wheel when a proven, highly effective system exists that has worked for hundreds of people already. This program has been used by Coaches and Facilitators to augment their business, in some cases by hundreds of thousands of dollars per year. The following case studies are just a few examples of ways you can apply this program to your practice to help you build a highly successful business while allowing you to support more people with ease.



## Joint Venture Strategies

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A joint venture relationship is simply a mutually beneficial business engagement. It can be speaking at their online or live event and splitting sales. It can be you promoting their products or services to your mailing list or vice versa. It could be you simply buying their mail list or providing content for a newsletter.

The point is one party provides the marketing and exposure to their 'tribe' or community, so the other can deliver their expertise and sell their products or services – and both parties are compensated in some way.

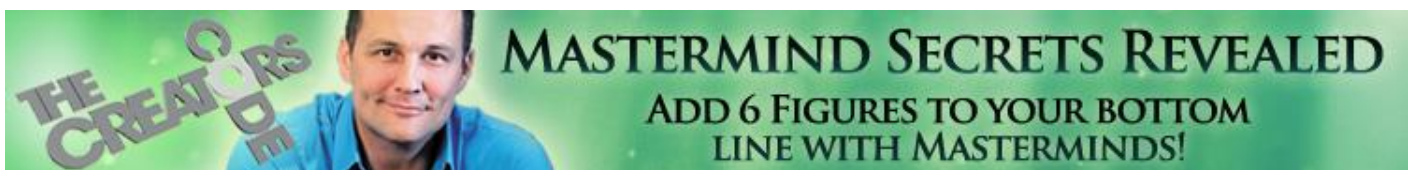
Most joint ventures now have a strong online marketing component. There will typically be a lead-up or teaser campaign, an enrollment and engagement process (perhaps a free webinar, a series of short videos with valuable content, or value-added bonus give-aways) where people can find out more. Then there is the event itself. That can be a Tele-summit (a group of speakers on a theme that do audio interviews or presentations), a webinar, a live event, or a series of calls... Finally there is the conversion process – both at the time, and in the follow-up marketing that happens after the event.

All of those components need to be created in advance, usually once, and can then be delivered time, and time again. They can be live (i.e. a live interview where you tailor your content / responses to the specific audience) or "Evergreen" where it is online 24x7 and people can buy the program, and access it whenever they want.

Like all of the options presented here there are significant benefits and challenges with joint venturing.

### Expanding Your Reach

- **Exceptional Leverage.** Working with 'centres of influence' allows you to build one relationship and reach their entire list/community! You can save time, money, and effort by capitalizing on the foundation that others have created.
- **Technology Can Manage the Process.** It is easier to track and evaluate your results today than at any time before in history. Not only are there joint venture or affiliate software applications, there are marketing, CRM (Customer Relationship Management) and product delivery programs that will allow you to set up your program and administer it with very little intervention on your part. Automating your business from marketing through to delivery and ongoing client relationship maintenance is a practical way to leverage your time and to be of service to more people than you can on your own. Yes it requires work and investment up front, but then you can have a business model that allows you to do a podcast, or webinar, and make considerable money from the beach with an hour out of your day.
- **Quicky Scaleable!** Joint ventures can be an extremely fast way to scale your business. You can go from having a mailing list of 200 and 10 viable prospects for your services to being in front of 2000 potential buyers with one JV engagement.

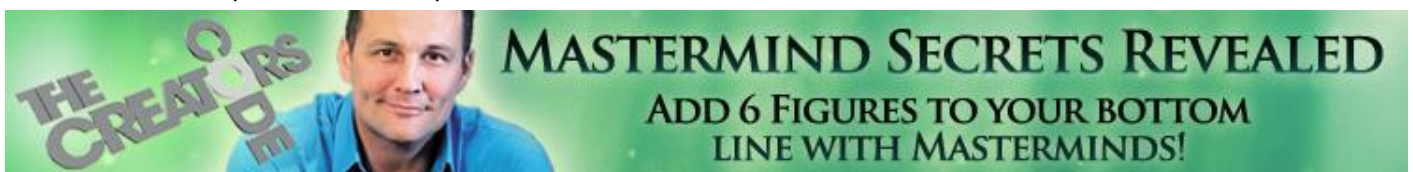




- **Don't Have to Reinvent the Wheel.** The reality is that there are ALREADY people who have a list of your ideal customers...you do not have to start from scratch. More importantly, they have the trust and credibility with those prospects that accrues to you when they promote you. It turns it into a warm referral rather than starting out by trying to sell to cold leads that you have to generate.
- **Generate Income Without Doing the Work!** If, as said above, you create an "Evergreen" product or program, and have the systems and processes in place, it can be a great way to generate income with no delivery required on your part. It's like creating a money machine that generates cash whether you are there to work it or not. Now that's leverage!
- **Promotes Beneficial Collaboration.** This is a great way to create a win/win/win! You and the JV partner win because you provide value that benefits the members of the community.
- **Global Exposure.** JV's, particularly online programs, allows you to reach a specific audience anywhere in the world. If you network at a local meeting you might meet 1 or 2 prospective clients... when you partner in this way – you are put in front of 100's or 1000's of prospective clients and you don't have to be there physically. This is a great way to develop business in other parts of the world – which can support your speaking business, creating a base of those who know, love, and trust you in a location where you want to hold events, or simply allowing you to travel to do coaching in person with your clients while being able to write off the expenses for business.

### Relationships Are Work!

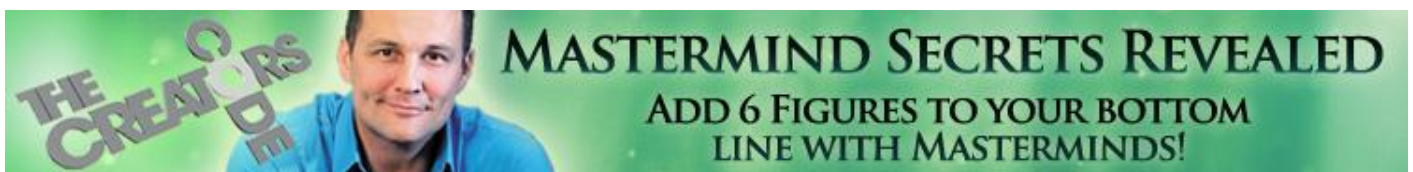
- **Relationships Are Work!** It takes time and investment into the relationship for joint ventures to really pay off. As in all relationships, if you are simply in it to use people they know that and it will not be a very long-lasting situation. Trust, follow-through and commitment to that win/win/win are critical to being successful.
- **Time and Effort Intensive.** There is a significant amount of hand holding that is required to identify, engage, support, monitor, and reward partners. Without that investment they are not likely to do what you ask, when you ask, which can detrimentally impact the results.
- **Technology is a Must.** You must master online marketing, lead pages creation, Infusionsoft, affiliate tracking and reporting applications, etc. It is time consuming and often expensive but without it you cannot track your sales, payments, and delivery requirements effectively. The fastest way to lose a good joint venture partner is to not be able to deliver on promises to you or to their people!
- **Diminishing Returns on Email Marketing.** As this business model has matured and become more common place, the effectiveness of it has gone down. It doesn't mean it doesn't work, but you will likely need to be in front of 5-10 x's the number of people in order to generate the same amount of results. And email marketing / online programs are only one way to joint venture. It is important to learn what works today in this very niched form of marketing.
- **Getting Paid Can be a Challenge.** Sometimes people do not keep their agreements about the affiliate payments due to you. Or they do not have the infrastructure in place to manage the process in a timely and efficient way.



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- **Poor Delivery or Quality Impacts Reputation.** As in every business, the quality of customer service and the product will make or break your reputation. What they do and say will reflect on you – and because you promoted or endorsed them (explicitly or implicitly) you will be blamed or honored for the results they provide. And that goes both ways.  
So it is important to only work with JV partners that have a proven track record, who have a product or service that you have vetted or reviewed, and who you know have the systems in place to deal with you professionally. Of course the same goes for you. Any individual or company that engages with Joint Venture partners will want you to have your ducks in a row.  
They must provide value to your community. It is not a good fit to throw something completely separate from what you are known for at your tribe. Richard Branson can get away with putting everything from records to airplanes under his brand... but even he bombs if it is too far afield from what people trust him to deliver. (Like his epically failed attempt at venturing into the retail wedding dress business with *Virgin Weddings*)
  - **“They” May Not Take Your Calls.** Those who are high profile JV players, or leaders in your field receive a lot of requests to partner! Getting access to the “big players” can be difficult, expensive and time consuming. You will have to:
    - A) Be clear on who is a good potential partner – where there might be a win/win/win opportunity.
    - B) Be VERY clear on WIIFT – What’s In It For Them – to work with you so you can make a good case when you do get through to them.
    - C) Be professionally persistent (i.e. determined without being obnoxious).
    - D) Have your ducks in a row so that you can swing into action once an agreement is reached.
    - E) Have a great product or service to offer.

But don’t let that stop you! You can reach anyone in the world if you are committed enough. The key is to consistently take action and don’t play small!

Joint Venture relationships are a fantastic way to leverage your time and your business in a way that allows you to play a bigger game now! So what are you waiting for?



## Mastermind Success - Case Studies

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### The VITA Elite Entrepreneur Mastermind

The VITA Program was designed for senior level leaders and was to provide them with peer networking with other business owners and successful entrepreneurs. The average net worth was in the 4 -10 Million range and most had been Entrepreneurs for over a decade. The challenge many of these leaders faced was not having people who understood what it was like at the level they were operating at except for competitors whom they could not share with.

We had 4 groups of 8 members in the VITA Program.

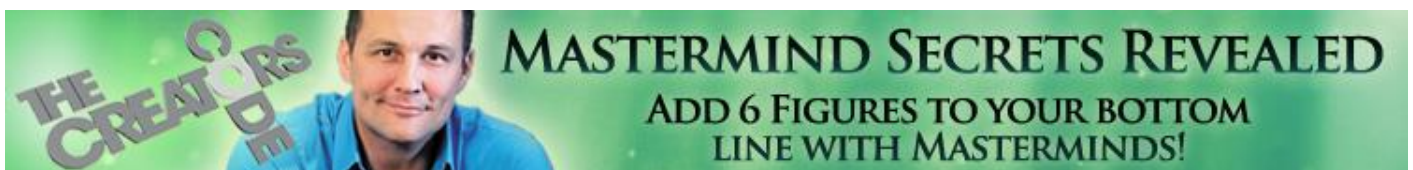
#### Program Structure:

- ✓ 4 Custom designed retreats held in luxurious locations around the world. Would include high end activities such as adventure outings or meetings with leaders such as Nobel Peace Prize winner F.W. de Klerk
- ✓ Strategy and support with their Coaches in between the weekends
- ✓ Access to a brilliant group of entrepreneurs

#### Meeting Format:

- ✓ Weekends consisted of networking over meals and activities, an experiential personal and professional development workshop, and select highlighted activities.

**Investment:** \$24,000 per year plus expenses



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## Creation Circles

Creation Circles was program I created as part of the Creators Code the seminar business I have run for 25 years based in Calgary, Alberta Canada. It was in response to the ongoing requests we had for implementation support after the workshops. People would leave with life changing insights and shifts, only to be challenged to apply those changes in their day-to-day life. We initially developed a Coaching division, and trained Coaches for over a decade. What I have observed is the need for those Coaches to have additional, leveraged ways to make a living. In addition, the clients needed more ongoing accountability, and the support that community can provide.

### Program Structure:

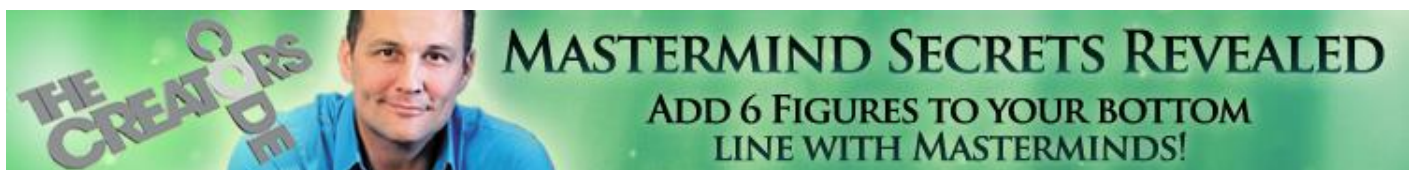
- ✓ 1 Year commitment with a second and third year offering
- ✓ Groups consist of 10 members plus the Creation Circle Leader (who is trained by the Creators Code in Circle leadership)
- ✓ Facilitated monthly meetings (4 hours) – includes “Pillar”\* content
- ✓ Community meetings (3 hours) with personal growth content delivered, networking, and socializing over food and wine
- ✓ Monthly webinar on the Pillar of the month
- ✓ Creation Circle Leaders were also available to their groups for brief calls in between meetings

\*I created the 12 Pillars based on the key principles of personal development such as Personal Accountability and Being the Source of My Experiences, Consumer vs. Creator etc.

### Meeting Format:

- ✓ *Connection (30 Min.):* Check ins, Grounding process, Celebrate wins, Review homework / goal progress, Code of Conduct review.
- ✓ *Content (60 Min.):* 1 Pillar presented with experiential exercise(s)
- ✓ *Coordination (15 Min.):* Arrange accountability buddies, confirm locations, announcements
- ✓ *Break (15 Min.):* Host may provide snacks – social time
- ✓ *Hot Seat (60 Min.):* Focus on one member – support a breakthrough, brainstorm, provide feedback—the group is in service to that one person.
- ✓ *Closure (15 Min.):* Review benefits from the meeting, confirm commitments, and celebrate.

**Investment:** \$99 Month/per member. Senior Creation Circle Leader \$199/per member.



## Putting It into Action

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The potential value of forming Mastermind groups, or even offering small group coaching is tremendous. However, potential means nothing if it is not acted upon.

As I said at the outset I know that you are committed to making a difference in the lives that you touch. And as a Coach, Facilitator, Speaker, or Counsellor you can have more influence and impact when you support more people. By enrolling others in stepping into a supportive leadership role in a Mastermind group, you are expanding the ripples. In addition you benefit by creating a more sustainable and profitable practice which will allow you to stay in business longer.

Those who are committed to playing a bigger game can only do so if they also commit to creating more support for themselves. A building is only as strong as it's foundation.

For more information on the ***Launch Your Mastermind 90 Day Program*** go to:  
**[www.mastermindtomillions.com](http://www.mastermindtomillions.com)**

I want you to take advantage of me! Learn from my mistakes, my successes, and use my structures, systems, processes and insights to fast forward your success!

I look forward to joining you on your journey to adding six figures to your bottom line this year!

To your abundance,



Jay Fiset

