

MODULE 1

GETTING
CLARITY

The Coach School



Workbook

ALLI WORTHINGTON

Getting Clarity

Your goal is to help your clients close the gap between where they are and where they want to be. You know how to partner with them to have a significant impact on their lives. But you have to start with getting the right clients and that comes with gaining clarity in your business.

Lesson Checklist:

- **Training 1.1 : The Truth About Being a Coach**
- **Training 1.2 : Getting Started the Smart Way**
- **Training 1.3 : How to Not Self-Sabotage**
- **Training 1.4 : How to Know Who You Serve**
- **Training 1.5 : Big Secret to Getting Clients**

The Truth About Being a Coach

Coaches have the instinct to instruct, but we need to learn to have business and marketing instincts as well. To be successful as a coach, you need to become a one-person show, wearing all sorts of hats: coach, marketer, CEO, admin, and your own hype person.

Which of these roles do you excel at? Why?

Which of these roles do you have room for growth in? Why?

What areas of marketing and business do you hope to grow in most throughout The Coach School?

What fears do you have about participating in The Coach School?

What are your hopes for participating in The Coach School?

Describe the kind of coach and entrepreneur you want to be at the end of this 12-week course.

TRAINING 1.1: THE TRUTH ABOUT BEING A COACH

Clients don't fall out of the sky; they don't know about you and your services unless you tell them. You have to learn to promote yourself.

Promotion isn't about being fake and flashy, promotion is really about relationships and connection. You promote your coaching when you let people you've met know how you can help them get from point A to point B. It's as simple as that.

It's about promoting your services more than yourself or your personality & lifestyle. I know we're all inundated by that on a daily basis. So by all means, if thinking of it as "service-promotion helps," let's do that.

How do you feel about promoting your services? (Be honest!) Write your thoughts below:

The good news – and I hope freeing news – is that there is no one "right way" to do everything. There IS a smart way, though. This course will teach you the smart way – both the big important principles and the little details. And you get to customize it all for what works for you.

The best coaches know that it takes systems and organization to be successful and maximize profit. Seriously, any business can float or sink by their systems and organization.

As you become not only successful at bridging the gaps for your client, but as a business strategist, you'll know how to make the right decisions at the right time to grow and expand your business.

Repeat the following statement out loud. Yes, really! Go ahead, do it! I believe this about you and I want you to believe it about yourself!

"I AM A CAPABLE, ONE-OF-A-KIND COACH, WHO IS GREAT AT HELPING PEOPLE ACHIEVE THEIR HIGHEST BUSINESS GOALS AND RUNNING MY BUSINESS PROFESSIONALLY AND EFFICIENTLY."

Trust the process, don't ever miss a module, and you'll have an organized, effective, and customized business strategy at the end of this course. And you'll love it! Because it will help your coaching business thrive, and thriving businesses are growing businesses, both in size and financially.

Getting Started the Smart Way

Are you feeling some “starting friction”? If so, don't let it stop you. It's normal!

Realize that change is wrapped up in the making of small decisions. You already know this, because you're a coach!

“

The reality is that every choice you make from here on out will either get you closer to your goal, or take you further away from it.

”

The choice you made to join The Coach School is a choice that has already taken you closer to your goal of a thriving coaching practice. So well done!

One way I keep myself accountable is to schedule daily tasks on my Google calendar. Every time I have a big project, I divide it into tons of little projects and put each one on my calendar, blocking out as much time as I think that portion of the process will take me, plus an extra 25-50% buffer.

That way, I don't get too frustrated by the end goal and procrastinate my way into a problem. How do you eat an elephant? One bite at a time.

► *Achieving Goals*

Identify a big goal/task you know you need to accomplish in your coaching business:

Divide the goal/task into the smaller tasks that need to be done in order to complete the big goal/task (aim for 3-5):

How much time will each mini-task take (add 25-50 percent more time than you think it will need)?

Now, actually go and block off time for those mini-tasks on Google calendar.

The key to this working is not only to make an appointment with yourself but to also keep it, just like you would with anyone else.

Note: You will learn how to manage your time and be super productive later in the training, But this is where I want you to start right now.

► *“Borrowing From the Future”*

Once you can clearly see the future you want, there are no if's, but's, or maybe's to take away from your motivation. You're going to do what it takes to build this business, no matter what – and there is no other alternative worth considering.

That unwavering focus is what will carry you through moments of short-term pain that will always try to delay you from taking action. It's like if you want to take steps towards a healthier you, the picture of your future self being strong, fit, and feeling confident gets you through the short-term pain of making healthier food choices and exercising.

As you answer below, be realistic, not unrealistic. That way you get a really good sense of where you could be in five years.

1. How many hours or sessions do you want to spend coaching each week? _____
2. How much will you charge per hour or per session? (just give an estimate—we will go over pricing in depth later) \$ _____
3. Based on 1 and 2, how much revenue will you make each week if all your sessions/hours are booked? \$ _____
4. Multiply 3 by 48 (assuming 4 weeks of vacation a year) to get your potential yearly revenue. \$ _____
5. Will you have coaching groups who pay extra for more access to you? Y/N
6. If so, how many groups? And how many people in each group? _____
7. Multiply the two numbers in 6 to get the total number of group members. _____
8. What will you charge per month for each person? \$ _____
9. Multiply #7 X #8 = \$ _____
10. Add #4 and #9 together to get what you could be making each month, before taxes and expenses. \$ _____

And we haven't even talked about raising your prices, automated courses, or downloads!

How would that kind of money change your life?

How would it change your family's life?

ARE YOU EXCITED YET?!

You are going to learn SO MUCH in this program. In fact, you're going to learn more than you could implement in just 12 weeks. Don't let that overwhelm you. I'm telling you upfront that you won't be able to focus on every single thing taught!

So, I want you to make smart choices on what you do focus on. It's simple really. Focus on the steps that will lead to you finding potential clients, building relationships with them, and "closing" clients.

Right now, **I want you to determine a symbol you will use to mark tasks, activities, and information in the workbook that you want to focus on because it will lead you to get more clients.** What will your symbol be? (Maybe a dollar sign?) Use this throughout the course to mark the things that are MOST important for you to complete.

Additionally, at the end of each workbook, there will be a place to mark things that you couldn't complete now but want to come back to complete later. Make a habit of noting these things in the back of each workbook as you go.

Getting Started the Right Way

Alli's top three steps to keeping focus and building momentum

1

Ask yourself, what problem am I solving? And who am I solving it for?

For example, you're a business coach who helps people learn the art of networking. You fix the problem of introverted or shy business people who love their jobs but tend to hide behind their computers, which holds them back at work.

2

Every day, tell yourself: "I am building a business." Then do something every day that contributes to building your business.

(Hint: it's probably not sharing your competitor's cool blog post with your social media followers) Over the next few weeks, we're going to guide you through this process. You'll have homework, workbooks, and bonus videos which will make everything clear in step-by-step ways.

3

Remind yourself of your purpose every day.

Keep that future business you imagined fresh in your mind. This will motivate you to keep going every day!

How to Not Self-Sabotage

You have to be comfortable with being uncomfortable. I know, that sounds weird. Here's what I mean: most people aren't afraid of failure in itself but of being **perceived** as a failure. Once you make peace with the fact that even if you struggle to meet a certain goal, it's not a reflection of who you are as a person, things will get much easier.

You will make lots of mistakes, so just "Fail Fast." When you fail fast, it means you try things and quickly learn what works and what doesn't. You want the learning process to be fast. Every successful person in business learns you want to fail at a ton of little things so you can gain wisdom and experience to succeed at the big things.

Here's the good news: failing fast is the opposite of being paralyzed in fear. Far too many coaches end up paralyzed by fear and never get started or never grow. If you've never failed, even just a little in business, you may want to ask yourself if that's an area you're paralyzed in.

Feel the fear, but don't let it stop you. You can't get rid of fear, so learn to tame it!

Pretend you're watching another coach (a social media acquaintance) build their fitness coaching business. They try to build a website on their own, and it looks jumbled and messy instead of professional. It's confusing to find the products they're selling, and once you do, the pictures are grainy. So you click away.

Now, what do you think about that coach?

TRAINING 1.3: HOW TO NOT SELF-SABOTAGE

Could you look at yourself with that same detachment? If so, you will greatly help yourself in dealing with failure and mistakes.

Think about a goal you have. What's the **WORST** that can happen if you fail? (You've spent money, you can't get back, etc.)

What are the **BEST** things that might happen if you succeed?

Read back this list to yourself before you take action on your goal. In fact, write it on your Google calendar as the first mini-task entry: **"Read back the BEST THINGS list in my Coach School workbook to myself."**

TRAINING 1.3: HOW TO NOT SELF-SABOTAGE

Here's the honest truth that I know from hard-won experience: **very little** in your coaching business will make or break you. The experiences you have in the first few years will build your wisdom, strength, and confidence.

But none of your struggles or challenges will end up being that much of a big deal when you look back on them, I promise! You just have to get your reps in and keep going right now. You can do this!

WHEN SOMETHING IS IMPORTANT, WE HAVE TO BE WILLING TO BE BAD AT IT BEFORE WE CAN GET GOOD.

That goes for our marketing and all the awkwardness of setting up our business systems and workflows.

Most people have a block about promoting themselves out of fear of looking or being self-centered. But our work is centered around helping people and solving problems.

So telling people about how we can help them make their lives better is not self-promoting or self-centered; it's actually others-centered. You just need to tell them about how you can help, before they know you can.

Think about an upcoming task you have that makes you nervous and that you're not super-confident about. What is it?

How would you act as you start the task if you were very confident?

How would you act as you start the task if you were very confident?

What actions would you take while you complete the task if you were confident?

Remember: being terrified is no way to pay the rent! You don't have to be scared about promoting your work if you truly believe you're helping people. 90% of your fear of asking people to buy from you can be overcome by remembering these eight words:

"I AM AN EXPERT WHO CAN HELP PEOPLE."

Tip: imagine yourself as confident in the situation and act as if until you really feel that way! It's not as much of a fake it til you make it as it is finding the confidence within.

The Renaissance artist Michelangelo once said: "The sculpture is already complete within the marble block before I start my work. It is already there; I just have to chisel away the superfluous material."

How to Know Who You Serve

If you try to sell to everyone, you'll sell to no one. In other words, when you're starting out, you need a niche. Otherwise, you won't find traction in a crowded market, and your perfect client won't find you.

To be really successful in coaching, you also need to identify what I call your "Perfect Person." Your perfect person is someone inside the target demographic.

When you know the facts about your perfect person, you know what's important to them. When you know what's important to them, you understand them. You put that understanding into all your marketing materials: videos, websites, email newsletters, social media posts, etc.

When you understand your perfect person and communicate that, they grow to trust you. And that makes all the difference. It's really the most important thing you can do to get clients.

What exact age is my perfect person? _____

Give them a name: _____

What is their family like?

What is their career?

Where does he/she shop?

What problem of his/hers can I solve?

What does he/she say to him/herself about the problem?

What is the trigger that makes him/her aware of the problem?

What motivates him/her to get help for the problem?

What is his/her fear about choosing the wrong solution or not taking action?

Has he/she tried solving the problem before?

What does a win look like for him/her?

What does he/she need to know to let me help?

How can you make your coaching available to help?

Keep these pages handy because we'll be referencing back to them throughout The Coach School. You can always go through and modify what you wrote about your perfect person as you refine your business focus, coaching packages, and website. You're off to a great start!

The Big Secret To Getting Clients

The big secret of getting clients is a combination of consistency, your superpower, and niching down.

Focus and consistency are your best friends. Consistency builds trust. And trust drives sales. Without trust, you can't get clients. It's that simple.

► *Focus and Consistency*

Review your social media feed. Are you focused? Are you consistent?

How can you grow in these areas?

I want you to focus on just a couple of things as you're starting out like we talked about at the beginning of this module. Focus on finding potential clients, building relationships with them, and "closing" clients. Then, do those things that I've asked you to do and repeat them, over and over.

TRAINING 1.5: THE BIG SECRET TO GETTING CLIENTS

The ability to build trust is the number one predictor of success in coaching. We build trust when we are who we say we are and we do what we say we will do. We constantly show up and offer help, wisdom, and resources to people.

The more we do it, the more trust we build! When you're consistent, your potential clients begin to trust you.

Remember: we trust people who say what they're about and then make that clear, over and over again.

Trust has to be both earned and deserved. To earn trust as coaches, we share our wisdom generously. VERY generously. On our website, freebies, on podcasts, on social media, and on calls with potential clients.

Brainstorm some ways you can build trust with your audience by generously sharing your wisdom and resources.

► *What's My Coaching Superpower?*

I'm going to help you identify your coaching superpower: the thing you can do that your clients can't do. If it sounds special, it's because it is. And you have one!

Your superpowers are the things that will give you a waiting list.

Here's a question that's sometimes hard to answer at first. I want you to ask yourself: **"Why would people really, really want me to coach them?"**

TRAINING 1.5: THE BIG SECRET TO GETTING CLIENTS

You probably have lots of qualities and a lot of experience that you take for granted. Think about some big needs people have in an area where you are qualified to help: finances, health, relationships, business, etc.

Your superpower can either:

A) give your clients a tangible outcome that they can't get anywhere else, or

B) provide an emotional experience that they can't get anywhere else.

Ideally, you'll do both.

What is an issue or need for a lot of people that I am qualified to help with due to my experience or expertise?

What do people see me as the expert in?

What are some goals I've achieved that make me proud?

What used to be hard or difficult that now comes easier to me?

Can I make money helping people do that?

What is something I do really well for clients (or something I know I can do well)?

What are some tangible outcomes I can give people?

TRAINING 1.5: THE BIG SECRET TO GETTING CLIENTS

What is an emotion others tell me they often feel when they're around me or after I've helped them?

How could I combine the above answers?

What is my coaching superpower?

► *What's My Sub-Niche?*

When you have a great niche, you can really establish yourself for your area of expertise, and that will make you stand out from the competition and build your business successfully.

Over time, you can do broader coaching and have more general offerings once you're established, but in the first year or two as you're getting established, you have to have a targeted niche to get traction.

Listen, here's the reality: people have really short attention spans these days. Myself included! Your perfect person has to be able to "get" you—what you do and who you help—in about 5 seconds. Anything vague and lacking clarity will cause people to move past you instead of starting to engage with you.

REMEMBER: RICHES ARE IN THE NICHES!

There are hundreds of specialized niches, but here are twelve of the major coaching niches:

- Goal Attainment
- Health & Wellbeing
- Love & Relationships
- Family
- Mindset
- Spiritual
- Money
- Career
- Corporate
- Entrepreneurship & Business
- Life Skills
- Industry-specific skills (e.g., book coaching, sales, marketing)

Choose an overall niche for your coaching business:

Tip: ultimately, you want your niche to be who you love to help and what you are great at doing.

Brainstorm what your sub-niche could be:

TRAINING 1.5: THE BIG SECRET TO GETTING CLIENTS

So how do you choose? You want your niche to reflect who you are and what value you can bring to your client. You may want to help narrow your niche by working exclusively with a particular demographic, those on a specific career path, or based on your own personal experience.

To help narrow it down further here's a list of sub-niches.

▼ 12 MAJOR NICHEs & THEIR SUB-NICHEs

GOAL ATTAINMENT

- Desires and goal setting
- Long-term & short-term planning
- Success/fulfillment
- Accountability
- Commitment

LOVE & RELATIONSHIPS

- Dating
- Intimacy
- Soul mates
- Marriage
- Cross cultural
- Divorce

MONEY

- Debt management
- Financial freedom
- Budgeting
- Abundance mindset
- Making money
- Social security benefits

MINDSET

- Happiness
- Mindfulness
- Identity
- Emotions
- Focus and intention
- Overcoming limiting beliefs
- Neurolinguistic programming

FAMILY

- New parents
- Blended families
- Teens
- Aging parents
- At-home parents
- Empty-nesters
- Communication

SPIRITUAL

- Religious
- Life purpose
- Law of attraction
- Mid-life crisis
- Meditation
- Intuitive development
- Intuitive guidance

LIFE SKILLS

- Assertiveness
- Communication
- Confidence
- Motivation
- Work/life balance
- Organization

CORPORATE

- Productivity/agility
- Change
- Executive/performance management
- Leadership
- Teams
- Sales

INDUSTRY SPECIFIC SKILLS (E.G., PERFORMING ARTS)

- Acting
- Dancing
- Songwriting
- Music
- Singing
- Auditions

HEALTH AND WELLBEING

- Nutrition
- Weight loss
- Fitness
- Coping with a specific illness or injury
- Coping with loss & healing
- Coping with chronic illness recovery
- Diet (raw, vegan, etc.)
- Health insurance advocate

CAREER

- Career transition
- Recent graduates
- Unemployed
- Career development
- Retirement
- Life purpose
- Returning to college
- Interview training
- Public speaking
- Industry-specific

BUSINESS & ENTREPRENEURSHIP

- Time management
- Marketing
- Working from home
- Start-up
- Heart-centered
- Family business
- Joint ventures
- Business growth
- Branding
- Online business

TRAINING 1.5: THE BIG SECRET TO GETTING CLIENTS

Choose one to be your sub-niche at least for now. This can always change and/or expanded in the future!



You don't want to decide on a niche that has too small a need or that no one will pay for. I can be as passionate as I want about painting elephant toenails, but it's not something I will get paid to teach others. Likewise, people might need a dog groomer, but if you're afraid of dogs, that's not exactly a good business model.

You want your service to settle in the intersection of your gifts, their needs, and financial stability.

Remember, the longer you are in business, the more you can generalize. But right now, you need to distill everything down so it's easy for people to say. "Wow, she gets me! That is the person who will help me!"

Great work getting to know yourself! You're now ready to dive into building a business that generates trust and the perfect clientele.

Wrap Up

Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.

My biggest takeaway from this module is . . .

The changes I made based on this module that will help my business be successful are . . .

Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .
