



Module 1: Effective Coaching Skills: Class #3

YOUR _____ CLIENT

Anyone can be your client, but not everyone will be your _____ client. You need to decide and choose your _____ client. If you choose your clients you will fill your practice with individuals you _____ and you'll have a _____ business. Thus, you need to prepare a _____ Plan for your _____ clients.

The act of creating your plan will activate a powerful _____ that will begin attracting your _____ clients and relationships for your business. People like to do business with somebody they _____ - so the game really is to determine who you _____. Who do you want to ' _____ ' with.

Strategic Attraction Plans are always about _____, not _____. You need to know and believe that you can



_____ a plan for your _____ business partner,
your land lady, your administrative assistant, advertising agency, web person, or
even spouse! It's incredibly _____. ALL relationships can have a
_____ Plan!

_____ PLAN

Part One:

**1. What Are the Qualities, Characteristics and Attributes of My
_____ Client?**

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Part Two:

2. What Makes My Ideal Client _____?

To be able to answer to this part of the plan you can ask yourself the following questions:

2.1 What is the most important thing to me in the _____?

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2.2. What gets me out of _____ in the _____?

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2.3. What am I most committed to in _____?

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“What is so _____ to you that,
if you couldn’t have it in your _____,
life wouldn’t be _____ living?”

Part Three:

3. What Does My Ideal Client _____ me to deliver?

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Part Four:

4. What do I have to improve to _____ more perfect customers?

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4.a What _____ will I begin to work on _____ it?

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SAMPLE SESSION

Giving a sample session is a great way to enroll new clients into your coaching practice. How does it work:

1. Engage in _____ with people and _____
_____ interest in them.



2. When they express a _____ or a _____ they want to achieve, you can see how your coaching may benefit them.

3. Let them know you're a coach and offer to do a _____ sample session. Reassure them that there is no _____ or _____ and that you're sure they will _____ from the experience.

4. They will either be interested or not. And if they are not, don't take it personally. If they show interest, make an _____ for a sample session.

5. When you give the sample session, make sure to _____ more than you _____.

6. When the session is over, ask "What have you _____ from our time together?" or "What are you taking away from this session?" or "Of all the things we talked about, what made the most impact on you?" (*Note: You will be asking this in every session with every client, regardless if it is a sample or regular session*).



7. This question will naturally lead them to ask for _____
about your _____ (fee, how coaching works, etc.). If they
don't ask, don't be afraid to ask them. For example, "You are exactly the type of
client that I work the best with, and that has the most success. Would you be
interested in having a session with me?"

8. Once you are hired, send them an _____ (see forms section)
and receive payment from them.

9. _____, you have a new client!

Organize to give sample sessions soon. Remember to put your focus on
_____ a coach rather than _____ coaching. Be
_____ in your prospective client rather than trying to be
_____ yourself.



THE TASK OF THE WEEK

Write a profile of your _____ client using the questions above.

Consider also the list of your unique character traits, strengths, skills and talents, as realized in previous class. Now add your expertise, knowledge, achievements, life challenges and personal goals. There are clues to who you want to coach, about what and how. Start determining that part of your coaching business now, and _____ yourself to _____ its thinking as we move along in the program.