

Secrets of Successful Coaches



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Introduction

CONGRATULATIONS on your interest in one of today's most exciting and fastest growing industries!

Today I am going to share some of the INSIDER secrets to fast tracking your coaching career.

Over the last 15 years:

- I have trained close to 1,000 coaches, including a number of the leading authorities in the coaching field.
- I have worked with almost 50,000 people nationwide on one-on-one interventions, training sessions, marketing and lifestyle programs.
- I have coached many different types of businesses and been instrumental in one company reaching the BRW Top 100 Fastest Growing Companies list.

My real passion is to train and mentor coaches and I believe, through making every possible mistake, I have developed some insider secrets that can dramatically help anyone become successful in the field of Life Coaching, Business Coaching, Consulting, NLP and Hypnotherapy. In fact, these techniques can be applied to any service based business for successful and quick results.

Background



Let's be clear here, I didn't start out making millions. My journey started with confusion and turmoil. I lacked direction and was frequently overwhelmed by the riot of emotions that comes with starting out on your own. I'd attended so many different personal development courses and gained so much conflicting information that I'd reached a point of total overwhelm and frustration. To be honest, my life really wasn't working; I didn't feel successful in any way. I thought, if I could find a system that could help me, then I would devote my life to it.

Maybe you too can relate to this confused state.

Finally I came across coaching and I was really intrigued. This was a platform where my thirst for knowledge and personal development was interwoven with my lifelong passion for helping people. It was the first time I had a structure or career path where I could satisfy BOTH my passions simultaneously.

I really felt this was the answer for me and I took the steps I needed to gain entry and complete a coaching course. The information was great, yet I found it incredibly challenging as I am somewhat introverted and had no background in sales and marketing.

Initially, promoting myself was terrifying because I felt I wasn't successful; I wasn't making millions of dollars, I didn't have great relationships and my health was not the best. I thought as a coach I had to have all the answers and tell people what to do. This was the focus I had going in, and with it, I made every mistake you can make. This was reflected in my first years' salary of \$5000. I learned many lessons that year.

I started to focus on my clients, to study and connect with them at a deeper level and I let go; as you can imagine the results were incredible.

Then, after working with thousands of clients, I had the biggest learning of my life - I stopped making it about ME and all of my issues and started to focus on my clients, to study and connect with them at a deeper level and let go.

This led to me developing Rapid Coaching Techniques which developed into my Rapid Change Technology (RCT) incorporating Root Cause Techniques, Rapid Coaching Techniques and Rapid Consulting Techniques. This system helped my clients become empowered, disciplined and focussed; as you can imagine the results were incredible.

Within the next 12 months I earned \$125k and then my income continued to grow in the years to follow.

RCT Coaching has to be one of the most rewarding and exciting professions that you can get into today, hence it is one of the fastest growing industries in the world at this point in time.

Who engages RCT coaches today?

- Some of the largest organisations now employ full time coaches to motivate and inspire staff and promote balance in work and life.
- Successful entrepreneurs employ coaches because it gives them a competitive edge and allows them to achieve that next level of peak performance.

Benefits of being an RCT coach

With the right RCT Coaching system, you can:

- Enjoy a lifestyle of freedom
- Travel and coach all over the world
- Coach from home
- Choose your own hours
- Design your life the way you want it instead of others choosing your destiny
- Meet exciting new people
- Make a lifelong contribution to someone's life that continues to grow with them even after you have stopped coaching them

Insider Secret No.1 - Don't make it all about you.

Coaching is all about the person sitting in front of you. It's about how you can help them achieve their goals and dreams in the fastest possible way. If you're sitting there worried about your own life and what you're not achieving or feeling inferior it will disconnect you from being present. Being present and focused means you will be able to read and utilise subtle signals that will help you gain awareness and create ultimate change.

If you experience an objection and you make it about yourself your motivation will drop. If you allow it to continue, it will result in not asking for the sale, avoiding the phone or in some cases giving up completely.

An objection can trigger negative internal conversations like:

"This always happens to me", "I am not good enough", "I am never going to be successful."

Remember this business is about your client's achievement, so put your focus where it belongs. To achieve any success - all you have to do is help others become successful and you automatically achieve success.

I'm not saying ignore your problems. You do need to challenge your life and make improvements, however, there is a right time and place and I'll get to that later. By dedicating your focus on your client you are able to create rapport, truly understand their views of the world and translate how they talk about what's important to them. That's all three parts of the relationship triangle covered and complete. This will make a powerful difference to what your clients give you and also what they absorb.

Coaching is all about the person sitting in front of you and how you can help them achieve their goals and dreams in the fastest possible way.



Insider Secret No. 2: Coaching + NLP gets good results.

Coaching is a powerful toolbox for effectively helping people reach their goals, however, when integrated with Neuro Linguistic Programming (NLP) and other emotional release techniques, coaching gets astounding results.

A lot of people in NLP may consider NLP as 'the only way', suggesting nothing else could be as effective. Life coaches may look at NLP as manipulative, a quick fix or suggest it doesn't work long term.

Instead of using Life Coaching and NLP separately I decided to integrate Life Coaching and NLP into the one system by developing Rapid Change Technologies (RCT). The results are astounding and both seem to solve the other's problems. I believe coaching is the key and it is the structure and the use of NLP and other emotional release techniques that should be utilised as part of a toolkit to get our clients back on track and taking action as fast as possible.

When integrated with Neuro Linguistic Programming (NLP) and other emotional release techniques, life coaching gets astounding results.

I developed the RCT Coaching system, which is:

- A Cert IV equivalent coaching program integrated with practitioner level clearing modalities.
- Practitioner Level in NLP, Timeline Therapy.
- Qualification as a Hypnotherapist at an international level.

The results to this day continue to blow me away. We use the RCT Coaching system to manage the goal, plan the milestones and action steps between each session. Then we add different educational components to increase awareness and open opportunities for choice.

NLP techniques are used to align our client's mindset to their goals, allowing them to reproduce excellent behaviour on a consistent basis. We bust through negative emotions that linger from past events using Timeline Therapy and engage in Hypnotherapy to create new behaviours, let go of addictions and improve health.

Having NLP techniques and Life Coaching techniques working side by side is so simple, and so effective, it just seems logical to structure my coaching training systems this way.

Insider Secret No. 3: To be a great RCT Coach you must have your own RCT Coach and be participating in regular sessions.

To be a great RCT Coach you have to believe in your service. If through your own experience of RCT Coaching you achieve your goals and have a major breakthrough in your life then you will promote coaching with congruency and passion.

I find that the best way to overcome your doubts and maintain growth is through working with your own coach. It adds to your certainty and belief in the coaching process and will crack through your objections much faster than you could on your own.

If you're receiving RCT Coaching from a Master Coach you will cement your own teachings, all of your past learnings, and pick up on new learnings on a regular basis.

Most importantly you will improve your own results which will obviously have a positive effect on the clients you're working with.

There is an added bonus as well - having a coach is a great marketing tool. People around you often ask "what have you been doing to create such amazing changes in your life so quickly?"

You can answer, "I use an RCT Coach!"

Insider Secret No. 4: Sales and Marketing is the most important activity.

I believe that sales and marketing is the most important thing that you have to learn to be successful as a coach. You learn the most about RCT Coaching from actually working with your clients and helping them experience amazing breakthroughs.

With the right sales and marketing you will always be working with a lot of clients which will enhance your ability as a coach, expose you to a wider range of client personalities and keep you in touch with your client's needs.

In the RCT Coaching system we spend a lot of time with you on developing your ability to sell yourself and market yourself in the best possible way. Remember there are a lot of coaches out there, so what makes you different?

Built into the RCT Coaching system is a marketing system, plus practical activities and exercises so when the time comes to leave the program you feel confident about promoting yourself.

Remember there are a lot of coaches out there, so what makes you different?

Insider Secret No. 5: The use of outsourcing so you never have to make cold calls.

Another great tool is the outsourcing strategies that we teach. We will help you setup a virtual team so you never have to make a cold call and you can focus on your clients with a fully automated sales system.

I often see coaches stop or give up on their business when they have felt rejected or not good enough because of the consistent NO's when working with their leads. If a coach takes this on board as a rejection of their identity, then often motivation drops and leads to a lack of follow through.

We have an outsourcing strategy that eliminates this problem and gives coaches the opportunity to build confidence and certainty in the sales process.

Insider Secret No. 6: Some Coaches are more emotionally challenged than their clients!

So many coaches out there have no business, have challenges around their relationships and sometimes don't feel accepted by their peers because of the career path they have taken. It even can be said that some coaches are more emotionally challenged than their clients.

One of the first steps I teach coaches is how essential it is to work on your internal world. In my coaching courses one of the first things we do is to work with you to get an emotional breakthrough. With the emotional junk out of the way, you will be fully aligned and congruent to becoming a coach. When I say congruent, I mean that there is no fear, hesitation or doubt.

One of the biggest things you need to be a great coach is a high level of confidence and certainty. Now if you haven't achieved that internally at an unconscious level, your clients will know this instinctively and probably go and get coaching with someone else.

I have found that it doesn't matter how detailed the plan is, how much research you do or even the support system around you. If you're not working on your internal world and changing the relationship you have with yourself, then your external results will reflect that, often in the form of sabotage.

Have you ever heard someone say; "this person attracts success" or "this person is a money magnet"?

This type of confidence is often not something this person was born with; it has been learnt and conditioned, whether it is on an environmental level (i.e. growing up in an affluent environment) or through books, training and focus.

If you are not internally congruent you will sabotage your success every time!

Insider Secret No.7: Never underestimate the power of the Unconscious Mind

Most people try to change things consciously, perhaps through a new habit or belief. You may set up a schedule to remind you to do the new behaviour, or, if it is a belief change, you might say an affirmation twice a day. There may be days here and there you forget these or maybe, out of the blue, you'll stop trying altogether.

This is why so many people believe that changing is too hard. Some people have a conditioned belief that it is impossible to change because their past attempts are viewed as failures. I believe that all successful change happens at the unconscious level.

If you think of the last habit you tried to change consciously, it probably took 14 -21 days of focus and during that period there would have been resistance.

On the other side of resistance the activity starts to become pleasurable and then it passes into unconscious competence where you don't need to consciously apply the behaviour anymore. At this point, the change has happened at the unconscious level.

Some people have a conditioned belief that it is impossible to change due to past attempts that are viewed as failures. I believe that all change happens at the unconscious level.

Insider Secret No.8: Change happens in an instant - this is the critical factor.

We have an internal critical factor. The critical factor is a protection mechanism. It protects us from taking on board information that may be limiting or detrimental. If we did not have this faculty, we might take on every suggestion we come across.

For instance, someone might say "I don't like you" or "You're a bad person". Without the critical factor, these suggestions could go directly into the unconscious mind and become congruent beliefs. These beliefs then shape your destiny from that point onward.

So the critical factor acts like a gatekeeper, deciding what should and should not pass through to our unconscious mind.

The critical factor is a protection mechanism. It protects you from taking on board information that may be limiting or detrimental.

On the flip side, if your gatekeeper is too diligent you can become so resistant to new information that you stop accepting any change at all. I often notice as people get older they can become more stuck in their ways; it is like living in a box that consists of certain beliefs and behaviours that control their destiny.

Change can happen in an instant, under the right conditions. Imagine if we could bypass that resistance and put the suggestion or behaviour directly into the unconscious mind and instantly have the behaviour and beliefs aligned to the desired outcome.

Your unconscious mind is nine times more powerful than the conscious mind. To get the best results rapidly, we need to be working on this level. Consider this question: have you ever done something you knew would absolutely take you in the wrong direction? For example, a smoker who continues to smoke even though consciously they know it is going to kill them.

Insider Secret No.9: Coaches must avoid the J.O.B. (Just Over Broke) syndrome.

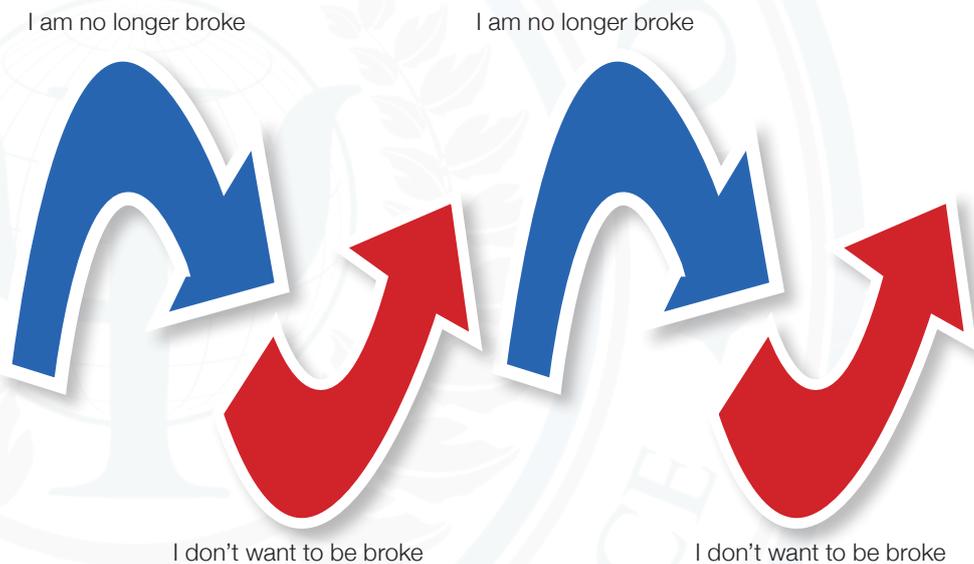
Consciously you know that spending every dollar you earn and saving nothing is going to keep you in a position of financial stress or JOB (Just Over Broke.) In fact, if most people lost their job tomorrow and could not get another one, they would be bankrupt within two months. This situation has nothing to do with how much you earn; it has everything to do with your relationship with money. This is so important when starting a coaching business because most coaches throw their money away and keep themselves in a position of Just Over Broke.

Stop and think for a moment...

How do you treat money when you get it?

Do you spend it right away and live like royalty for a week, then go into a scarcity mode with that uncomfortable feeling of how you're going to survive for the rest of the month? Do you feel guilty when you have money or feel obligated to give it away and spend it on everyone else? Or, do you hold onto it so tightly and fearfully that you do absolutely nothing with it? All these behaviours are reflections of how your internal structure is set up around money.

Towards and away from motivation



Unconscious Drivers

You can have different motivators. "Towards" motivation is where you are moving towards the specific outcome. You enjoy it, you are passionate about it, or you associate pleasure to it so much that you move towards it. Other motivation is "away from" motivation and the drive is motivated often by pain of some sort, so we move away from it. For example, I might be driven to create money because I do not want to end up on the street, broke or bankrupt.

What happens on an internal level is that we only experience a drive when our financial situation is a bit chaotic. It's only when you get to a point where you are in so much debt you have finally had enough. That's when you decide, "No way, I'm not putting up with this anymore" and start taking new action. You start saving, paying off debts and become really focused.

Then, something happens. You've paid off some of the debts and have some savings. You are doing really well. Suddenly, the motivation drops and you start sabotaging your great work. A dress comes on special or that holiday pops up and you simply must have it. Soon, you are back in that same financial stress and the pain of it motivates you once again.

That is "away from" motivation. The ideal situation is to have all your values with "towards" motivation because that creates lasting results. You become motivated to save because you enjoy seeing your position grow.

Think of a hobby or a sport that you love to do. You get a buzz out of it, you look forward to it. That is the type of motivation that we want around your money situation. Imagine having your internal drivers set up like that. You will literally become a money making machine.

A lot of people have certain beliefs around money and beliefs about people who have money. You might be familiar with the phrases: "Money is the root of all evil", "If I have money someone must be missing out", "Rich people screw people".

Actually, the wealthiest people I have met are sometimes the most giving. They contribute to charities and in the local communities. They offer advice freely and, more often than not, want to share their secrets of how to get to that position. Sure there is that percentage of people who have money and don't treat people very well. At the same time, there are people who have no money that screw people every day. Who you are and how you act is not determined by how much you have.

Insider Secret No.10: Money is not the issue.

It is the values behind the money that determines the behaviour.

Contribution is one of my biggest drivers. I love helping people. All of my life for as long as I can remember, I have loved helping people. I look at the world and I do see hardship, poverty and a lot of challenge. I love the quote “Evil can only persist when good people do nothing”. I for one want to do something to make a difference and if you are reading this eBook or have come along to our seminars, you would acknowledge “Your Future Now” is very much a contribution based company. We have raised thousands of dollars for charities and have run free seminars for the community. We continue to grow and make a bigger difference in the lives of others.

Rescue yourself first, then rescue the world.

I personally believe the more money you make, the bigger the difference you can make. Rescue yourself first, and then rescue the world. A lot of people fall into the trap of sometimes getting out there and giving, giving, giving and putting themselves last. What is really going on in this situation is maybe a bit of secondary gain. If I give and put all my focus on others then maybe I do not have to change my life.

Now I know I am talking a lot about money at the moment and let me tell you, when I first started coaching, money was the last thing on my mind. I wanted to save the world! And when I had money I felt guilty and had to give it away.

Coaches if you want to be successful you need to get your money issues handled and it needs to be a priority focus. In the Insider Secret No. 4, I talked about how important learning the sales and promotion side of the business was, it is an integral part of building your business.



Insider Secret No.11: Coaches must have a vision for your LIFE – not just six months ahead.

It is now time to get inspired by a new vision for your life. We are going to start with the big picture and work backwards. The challenge with most traditional goal setting is that most people get really excited about the 6 or 12 month goal and often set something outrageous. They get two months into the plan and they are working hard challenging themselves. Then they come to the conclusion that no matter how hard they work, they are not going to achieve the goal. So you guessed it, they give up. They stop all the amazing momentum they have created and often fall back into old ways of thinking and behaving.

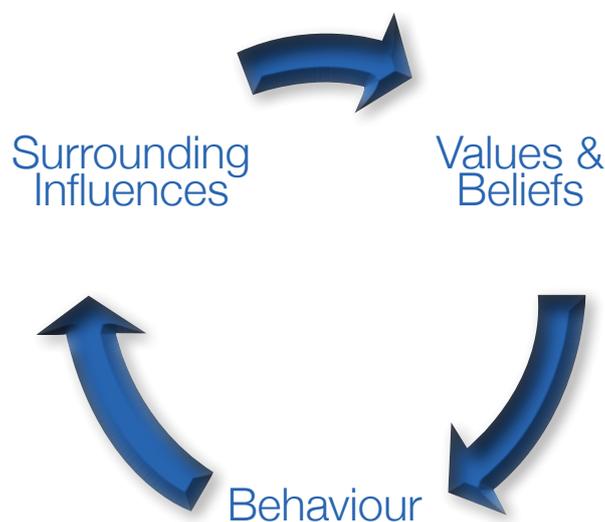
Why do unsuccessful people only think 6 months in advance?

The key is to go big picture first. Go out 7 years and get inspired. Even if it is not totally clear and it feels improbable,

dream like a child that believes anything is possible. The funny thing is most people underestimate what they can achieve in 7 – 10 years.

In Victor Frankel's book “Man's Search for Meaning”, Victor talks about having a vision so big that it overcomes the current challenges and forms a bridge or a path to get to the place you desire. However, the vision must be emotionally charged and something that you are passionate about. Victor was a Viennese psychologist placed in a Nazi concentration camp. He started to do an analysis on the people that would survive versus the people that would die. He found that 1 in 25 people would survive and the survivors all had one thing in common. They created a meaning or a reason to survive that was bigger than the current challenge. For Victor, it was surviving and making sure that this atrocity would never happen again.

Insider Secret No.13: Are your surrounding influences sabotaging your success?



Now the fun part – it is time to get out into the world and develop some new surrounding influences. We are the average of the people in our direct surrounding influence. Think of your friends, family members, and work colleagues. You are the average in terms of results, the average in finances, health and relationships. Like attracts like. You unconsciously attract people that reflect your belief systems, isn't that scary? All that you are seeing in others is yourself. Think of it this way, there are two million bits of information coming to you every single second. Through our five senses - visual, auditory, kinaesthetic (feelings), olfactory (smell), and gustatory (taste) - we can only absorb 134 bits of information, the rest is deleted. We filter information based on our values and belief systems.

Get conscious and actively attract people into your life who have the belief systems you would like to condition around wealth.

So, it is time to get conscious. Instead of unconsciously attracting people based on your current belief systems, you are going to get conscious and actively attract people into your life that have the belief systems you would like to condition around wealth. How do you find out what a person's belief system is? It is simple. All that you need to do is look at their results. For a person to achieve a certain result, they must have a belief system that is aligned with that particular outcome.

Now is the time to expand your network and meet some new people that are getting the results that you want financially. Think back to the future visioning activity. Where would you like to be financially in the next 7 years? The next 5 years? The next 3 years? The next 12 months?

The answers to these questions will determine who you are going to build relationships with. For example, if you have a business that is currently turning over \$100,000 per year and your goal is to turnover \$10 million in the next 7 years, you would work backwards. So if you want \$10 million in 7 years, ask where would I need to be in 5 years? Maybe it's \$4 million turnover, then where would you need to be in 2 years? Maybe \$1 million turnover, and in 12 months your goal would be to hit the \$500k mark.

So what you would do now is build a network of people around you who have businesses turning over \$1 million dollars. It is like leap frogging.

You may not know someone that has a \$10 million dollar turnover, but you could probably find someone in your current circle of influence that would be turning over \$1 million or \$500,000.

The same applies even if you do not have a business. Find someone who is earning the income you want or has an investment portfolio and lifestyle that you would like.



My recommendation is to surround yourself with five people that are getting the results that you want. Just having those people around you influences and shifts your values and belief systems, which will then influence your behaviour and the actions you take.

When I was 19, I was doing a lot of personal development seminars on business and wealth creation. So of course my major goals back then were financial. I remember jogging along Manly beach and each time I would pass a beautiful café. It was right on the water and it was very expensive. I knew that every Saturday morning the wealthiest people in Manly would have breakfast there. I would often run past and tell myself that one day I would have breakfast there and mix with those types of people.

Well I must have been motivated one Saturday because I did something different. I decided today was going to be that day. I stopped, walked in, said hello to some of the wealthy people at one of the tables and ordered a glass of water. Then the next

Saturday, I did the same thing. It became a ritual at the end of my jog. The owner of the café eventually came over and said “Hey, are you going to buy anything from my restaurant?” and we started to have a chat. I think he was curious, who is this weird kid that keeps coming to my restaurant ordering a glass of water. To cut a long story short, I became good friends with the owner and before long I got to know all the regulars. Just being surrounded by those influences changed my life dramatically.

For a person to achieve a certain result, they must have a belief system that is aligned with that particular outcome.

I watched them do business at the breakfast table. I saw the certainty that they had around their businesses and investments, how they backed themselves 100%, how they made multimillion dollar decisions quickly, how they communicated and negotiated. But, the biggest thing I noticed was the questions that they asked themselves like “What do I want?” and “How can I have it?” Then they jumped into action without hesitation.

I looked at my other surrounding influences; my friends that I went to school with were asking different questions like “Why does this always happen to me?” or they would say things like “Don’t you know that 80% of businesses fail in the first five years, why would you go into business?”

By making that one decision that day, I changed my future. To this day I am still in contact with a lot of the people I met at that café and I am still learning from them.

When it comes to finances, people often talk to others who aren’t wealthy. Then they make decisions based on that information. Keep in mind, your next door neighbour may not know everything about the property market or may not have his or her values and belief systems aligned in a way that is creating great results financially.

This might shock you, but people earn exactly the amount of money they believe they are worth. You may be thinking now hang on, “I believe I am worth so much more money, I work so hard.” That may be true, but there is a part of you that believes you are worth exactly the amount you are earning.

Think about it for a second. If you congruently believed you were worth more money, if every part of you believed this, do you think you might be doing something different? Do you think you might be having different conversations, applying for bigger positions, starting your own business or taking more action around your investments?

They did a study in the Sydney Morning Herald where they advertised two accountant positions. One position had an income of about \$40k and the other an income of \$120k. The list of requirements and skill sets to apply for the positions were the same. They measured the results and found that the position advertised for \$40k had 90% more interest than the \$120k position. How come? The people that applied for the \$40k position believed they were worth \$40k, not \$120k.

People earn exactly the amount of money they believe they are worth.

Now you have done a lot of work with your internal belief systems and decisions. These techniques work extremely well. However, if you are not working on your surrounding influences also, then those old belief systems will be reconditioned because you absorb so much from your surrounding influences. Having a big network of positive surrounding influences is extremely important when growing businesses and creating wealth.

Your surrounding influences can make you or break you if you allow them to. I often hear the most amazing goals and plans being shot down before they actually take off. There are dream stealers and dream supporters. Be careful who you share that information with. It is precious and the motivation is precious. Do not allow it to be taken away by someone else's lack of belief.

When I first decided to start my own personal development business, I spoke to some friends. They said I was crazy. They said I should stay in my job where I was earning good money and had a lot of opportunity to grow. The only problem was that I hated it. Every morning I woke up dreading the day ahead and I wasn't happy at all. I loved helping people and I loved learning and sharing information that inspired change. No matter what I said my friends held their position and said I was making a huge mistake and I was going to fail.

Now, my friends only wanted to protect me and keep me safe based on their values and beliefs about what was possible. None of them had run a business; none of them had even done a personal development seminar, but they were claiming with certainty that they knew better than I did.

Thankfully, I had other surrounding influences who understood business, who were already very successful. They sat me down and asked me one question "Are you passionate about this type of business and the services that you're going to deliver?" I replied, "Yes, I love this information. I am interested in business and I want to help people." They said "Right answer." They helped me with business plans and gave me contacts, but most importantly they believed in me.

I often tell my clients to "use my belief in you until you start believing in yourself." That is exactly what my supporters did for me. Their certainty from having been there and achieved was infectious and rubbed off on me.



Insider Secret No.14: There is a difference between knowing and doing and they are worlds apart.

When you actually step up and take action in any area of life and achieve an outcome, you then have a different understanding of what it takes to be successful. The key is the emotional understanding; the internal certainty that emanates from someone who has achieved wealth is contagious. By surrounding yourself with that type of vibration, your beliefs and values start to shift automatically just by being in their sphere of influence.

So your challenge is to meet five new people that are achieving the financial results that you would like. Get out of your comfort zone. A great place to meet people could be at educational events or personal development seminars.

Another place could be auctions or through your own network. If you were to write down 100 names of people you know and started to call them, I am sure someone on your list would be doing well financially or know people who are doing well. Organise a coffee meeting and develop a friendship. This person doesn't even need to give you financial advice, just by socialising with them regularly their certainty will rub off on you.

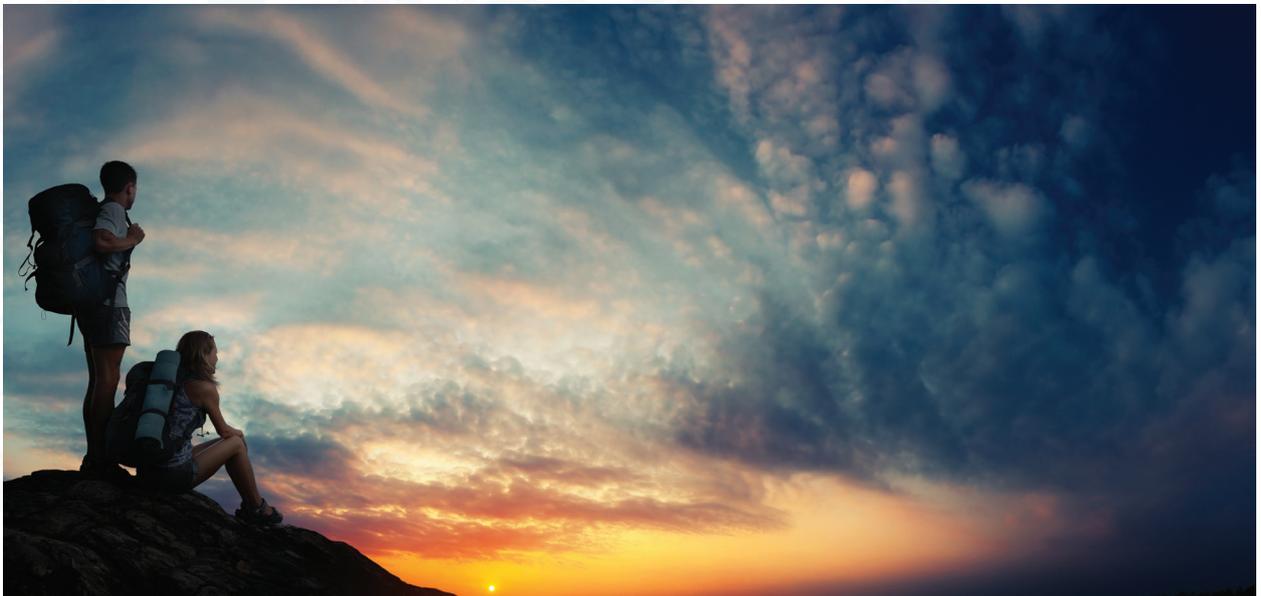
A lot of people often ask me "Why would a wealthy person want to help me or be my friend?" I explain that in my experience every wealthy person I have approached has been more than happy to help me in any way they could. Secondly let go of the status, they are a human being and you are just developing a friendship.

The key is the emotional understanding; the internal certainty that emanates from someone who has achieved wealth is contagious.

I find one of the fastest ways to develop a friendship is to offer someone assistance in some way. I love Zig Ziglars quote "To achieve success all that I need to do is help other people become successful and automatically I become successful."

Think about how you could help them in some way. Now I know you might be asking "how could I possibly help them? They have money, they are successful." Again, let go of the status. Sometimes being able to listen and be there for someone is the most amazing gift you can give.

Insider Secret No.15:
Start today - regardless of where your starting point is. Start today and follow your plan.



How to become incredibly wealthy from coaching even if you start with no capital!

YEAR 1 CASHFLOW

First and foremost every business needs cash flow. Make this your priority in your first year; focus all of your attention on certainty around your monthly income. It is very tempting to look for other opportunities, all I can say is don't. Your focus and commitment to your business cash flow is king, later there will be plenty of time and importantly money for other things like real estate investing if your business cash flow is sustainably abundant.

Action Plan

Your goal should be around 40 clients receiving coaching fortnightly on a minimum \$298 monthly retainer.

40 clients x \$298/month x 12 months = \$143,040

At the start you need to aim to sign more clients per week. Your time is fully focused on this activity.

Learn everything in the system in this first year, i.e. All advanced coaching sessions, apply them whenever possible in your sessions; there is no shortage of information to share and coach and this adds massive value and subsequently massive results to your clients.

YEAR 2 PROFITABILITY

You will have built your base to a minimum annualised income of at least \$143,040 if you have followed the system in a fully focused, responsible way.

Maintain this client base. Some clients will drop off so to avoid the feast/famine cycle, continue signing new clients.

Increase your rates

As you have gained confidence, knowledge, and experience in your business, it is time to increase your rates (note again, only when you have met your initial quota).

All new clients will be signed at your next rate per hour. (Talk with your coach at this stage about the appropriate rate increase).

Note: keep your prices the same for existing clients when you first increase your rate. Only apply this rate to new clients. That way, your worthiness will move up to the new rate gradually, otherwise you risk losing all your clients at once and you're back to the Year 1 ramp up stage.

The increased rate per hour will dramatically increase your profitability as many of your costs are fixed. If 10 of your 40 clients were on a monthly retainer of \$380 per month, your annualised income would rise to \$152,880.

Group Coaching and other products

Sometimes you'll find clients change from weekly or fortnightly sessions to monthly. They may feel they're on track or they may be feeling they're not getting enough value from their sessions. Dropping from fortnightly to monthly sessions reduces your income not by 50% but by 54% because there are 4.3 weeks in a month, not four. This reduces your profitability even more because of your fixed costs.

It is more likely to reduce your profit by 60-80% depending on your turnover. Wherever possible, keep them on track for fortnightly coaching. If your client does cut back, then have something else to fill the gap.

1) Group Coaching

Group Coaching is simply individual coaching to more than one person at a time. The benefit is, obviously, the leveraging of your time, HOWEVER, do not transfer your 1 on 1 sessions all to group coaching: it doesn't work on its own. Instead sell group coaching in addition to their 1 on 1's or to those clients dropping off from fortnightly to monthly or altogether.

20 group coaching clients at \$165 per month equates to an additional \$39,600 in income. Combine this for very little work with your client base of 40 (\$152,880) and you'll have an annualised income of \$192,480. It doesn't take much to click this over \$200,000.

2) Other Products

The list of other products and programs in the Your Future Now group is growing all the time. You receive a commission on selling clients these products. And don't make the mistake of thinking they can't afford them or don't want them. We find constantly that clients are purchasing elsewhere what we can offer them here (sometimes into the tens of thousands and hundreds of thousands of dollars).

YEAR 3 LEVERAGE

There are so many incredible ways to leverage your business. It's important to talk with your coach about the ones that most interest you and that are appropriate for you. You need to keep your focus at the same time on your coaching business.

For now, we know that there's four main ways to make money:

- Business
- Real Estate
- Shares
- Fixed Interest

There are a multitude of derivatives of each of these and it's important to know that your leverage in these areas can easily take you into the millions. The concept that we have 'two eyes' is critical in this scenario though. One eye for the future and one eye on the current business.

Insider Secret No.16: Why creating a crisis can be a great solution for you.

If suddenly we shift both eyes to the future, our current business falls apart. Don't make this mistake, but have a conversation with your coach to work out a vision and strategy for you. What do you do at any stage of your business when it is not where you would like it to be?

The only answer is to create a crisis.

In any crisis you've ever had, you'll notice the best thing to do is to take action. What action?

Action that will get you out of your crisis.

So often people in business get into a lull where things aren't going as they expect. Many don't do anything about the lull and after a short period of time the lull becomes a habit. The habit becomes a self-fulfilling prophecy of more lulls until usually it ends in business failure.

There are great business concepts all over the world, but get in a lull and many go out of business simply because the owners or managers didn't know what to do. All they need to do is treat the situation like a crisis and get into massive action to get out of it.

The main crisis that comes up in a coaching business is not enough clients. There are many reasons this might happen, but the usual one is lack of focus. It may be lack of focus on signing clients by getting caught up in other income generating activities or lack of focus on the clients so they feel their needs aren't being met and they drop off.

So if you don't have enough clients, the answer is to Market, Market, and Market. Apart from seeing your existing clients, do nothing but book and do initial sessions. Sitting around doing anything but booking and selling in trial sessions will ultimately destroy your business.

If you are reading this, it is likely you are just starting your business or your business is not doing as well as you would like. It's time therefore to STOP reading and take ACTION. Build this marketing action as a habit and your cash flow and profits will grow effortlessly.

So there you have it 16 insider secrets to becoming a successful coach!



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