

# MBA | Virtual Summit™

MAKING THE LEAP

## Event Workbook



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# Making the Leap:

## From Start-Up to Full-Time... and Full-Time to Big Time!

Welcome to “Making the Leap” hosted by iPEC’s Mastermind Business Alliance Program!

When you envision your ideal coaching practice 6 months, 1 year, or 5 years from now, what do you see? What are you experiencing? How are you feeling about your life and your business?

Obtaining that vision is a process that involves awareness, authenticity, trust, fearlessness, confidence, and energetic engagement. It involves recognizing what you truly desire and what is important to you, and then making choices to support your vision. It involves accepting that it is not always going to be a smooth process, but it is one that can be fun and exciting, nevertheless. It is a process that involves sometimes having to stop and change course, making decisions that feel tough, and knowing when it is time to “make the leap” and try new ideas to up your game so you can really “go big.”

Our intention for this summit is to provide you with inspiration as well as concrete tactics and strategies for navigating the process of starting, growing, or scaling your coaching business. We have fifteen coaches at various stages of their businesses who are going to share what has worked for them and what has not, so you can walk away armed with confidence, ideas, and tools to implement, immediately.

We invite you to consider your intention for signing up for this summit, and we encourage you to write it below and come back to it throughout the day.

**Are you ready to “Make the Leap?”**

Warmly,  
The iPEC Team

**My intention for today:**

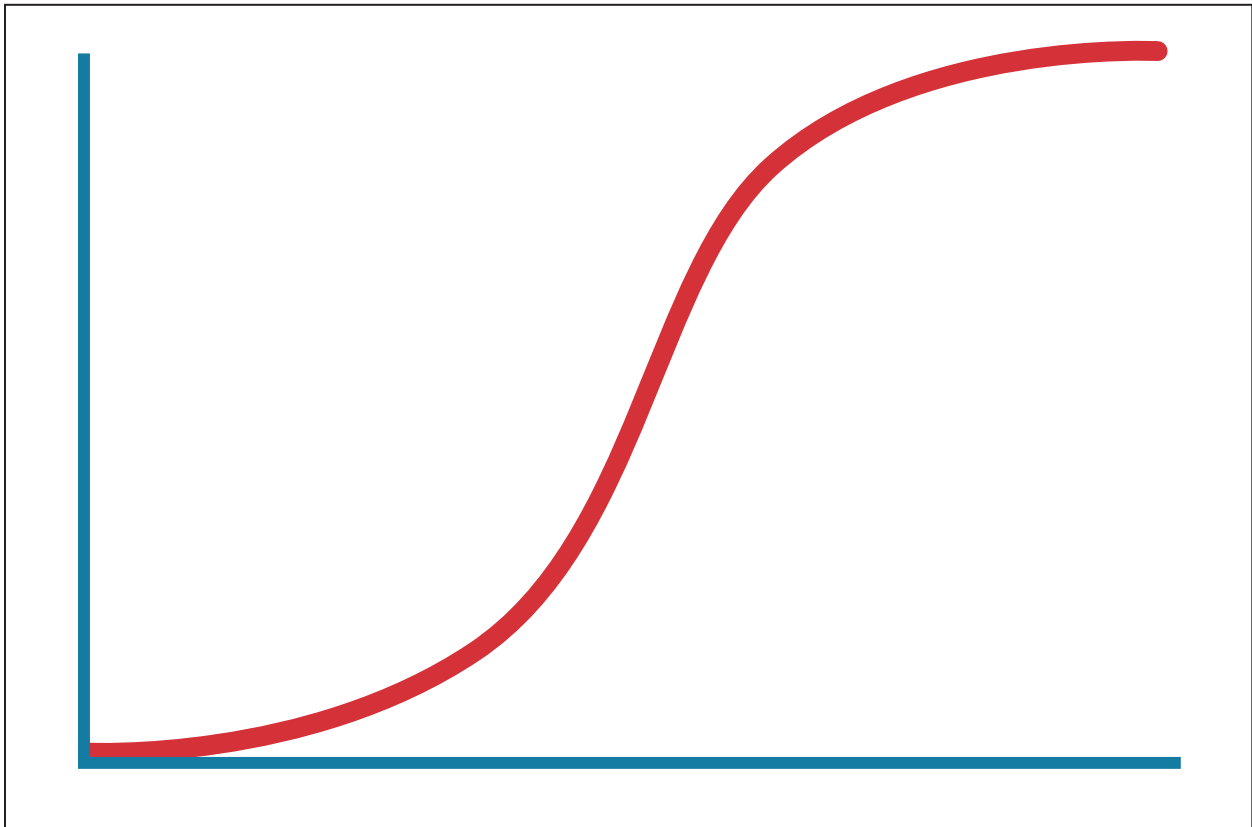
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## Speeding Up Around the Turns

with Luke Iorio and Jennifer Andersen

## The S- Curve



## Develop a Money Mindset with Ivy Slater



SLATER SUCCESS COACHING

### ***The Stop Light System***

**Red Light Expenses:** *Your Firm Overhead Expenses*

**Total** \_\_\_\_\_

Rent

\_\_\_\_\_

Electric

\_\_\_\_\_

Phone

\_\_\_\_\_

Cell Phone

\_\_\_\_\_

Employee / V.A.  
Salary

\_\_\_\_\_

Bookkeeper

\_\_\_\_\_

Accountant

\_\_\_\_\_

Lawyer

\_\_\_\_\_

Other:

\_\_\_\_\_

Other:

\_\_\_\_\_



SLATER SUCCESS COACHING

**Yellow Light Expenses:** *Flexible & decision-base investments in order to make your business grow.*

**Total** \_\_\_\_\_Networking  
\_\_\_\_\_Travel  
\_\_\_\_\_Entertainment/Meals  
\_\_\_\_\_Sponsorships  
\_\_\_\_\_Car Travel  
\_\_\_\_\_Other:  
\_\_\_\_\_Other:  
\_\_\_\_\_

**Green Light Expenses:** *What You Take Home*

**Total** \_\_\_\_\_Your Salary  
\_\_\_\_\_Personal loans you're paying back  
\_\_\_\_\_Retirement Fund  
\_\_\_\_\_Other:  
\_\_\_\_\_Other:  
\_\_\_\_\_

\* Note: If you are showing profits in your business allow for tax consequences



SLATER SUCCESS COACHING

## MONEY SPEEDOMETER

Month \_\_\_\_\_ Goal \_\_\_\_\_

1<sup>st</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
2<sup>nd</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
3<sup>rd</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
4<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
5<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
6<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
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28<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
29<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
30<sup>th</sup> \$ \_\_\_\_\_, \_\_\_\_\_.  
31<sup>st</sup> \$ \_\_\_\_\_, \_\_\_\_\_.

Grand Total: \$ \_\_\_\_\_, \_\_\_\_\_.

New Money Speedometer: \$ \_\_\_\_\_, \_\_\_\_\_.



## Selling Coaching

with Jeff St. Laurent

### Some vital questions we will answer today:

- How do we get new clients?
- How do we begin that process?
- How do you know if someone is interested in coaching or not?
- How do we find out and know for sure?
- How do we ask without feeling pushy or salesy?
- How and when do we give out a complimentary session?
- How do we increase our chances that they will hire us at the end of that session?

## Starting the Conversation

### Selling Coaching Phase 1:

The process of creating a new client begins with you speaking your message, whether it is via live events, face-to-face conversations, online interaction, networking, writing, video, or audio.

This creates the beginning stages of the relationship and building value for the work you do.

### Selling Coaching Phase 2:

People react to what we share.

#### They ask questions

- ▶ How much do you charge?
- ▶ Tell me more about your coaching.
- ▶ What packages do you offer?
- ▶ Do you have any information, pamphlets, website, etc.?

#### They react online:

- ▶ Likes
- ▶ Comments
- ▶ Shares

**Our role in creating real leads:** Begin the qualifying process.

**You cannot sell anyone anything if you do not qualify them.**

## Sell me this pen...

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### Selling Coaching Phase 3:

Understand why they are asking or reacting... DO NOT ANSWER.

**Question:** Tell me about what you do as a coach?

**Response:** I'd love to tell you more about that. I am curious, why do you ask?

**Question:** What do you charge?

**Response:** I'd love to tell you more about what I charge and my coaching packages. I am curious, why do you ask?

**Question:** Tell me about what you do as a coach?

**Response:** Help me to understand where you are coming from?

- ▶ Do not assume they are interested in coaching!
- ▶ The majority of the time, people (who are interested) often don't say or do anything so we must ask.

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### Selling Coaching Phase 4:

Determine two main things:

1. Need
2. Timing of that need
  - ◆ Qualify your leads by asking the questions that uncover these two elements
  - ◆ Use your agenda to find out where this person is and those two elements

Tips

- ▶ You may answer but quickly turn it around and ask another question.
- ▶ The less you speak the more you know! (Active Listening – Remember this!)
- ▶ The more you speak the less you know and now you are basing everything on ASSUMPTIONS!

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### Selling Coaching Phase 5:

Create an approach or put them into your "marketing system."

1. If they qualify and meet the two elements in Phase 4... we ASK if they would consider hiring us.
  - ◆ This is a NEEDS BASED APPROACH
2. If they do NOT meet the two elements in Phase 4... be sure they are on your email list, etc.

## Make Your Quirk Work

with Rick Clemons

## Creating a Sales Funnel with the ELI

with Stacy Hartmann

## Convert Clients Using the ELI

with Paul Gilbride and David Kaplowitz

**Paul Gilbride:**

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**David Kaplowitz:**

## How to Use Masterminds to Scale Your Business

with Luke Iorio, a JJ Carolan cameo, and a Jay Fiset feature

## Top Tips to Grow Your Coaching Business

with Jeff St. Laurent and our Coaches Panel

Jeffrey St Laurent introduces us to six dynamic coaches who are at various stages of their business development and are ready to share their best tips and strategies for beginning, growing, and scaling a coaching practice.

**Jose Guzman:**

**Saber Fatnassi:**

**Emily Fowler:**

**Paul Monahan:**

**Morgan Field:**

**Raechel Anderson:**

## Final Thoughts

with Luke Iorio



## Mastermind Bonuses with Jay Fiset

### **BONUS #1: Mastermind Masterclass with Jay Fiset and Luke Iorio on March 20th**

All Virtual Summit attendees are invited to a **FREE** Mastermind Masterclass on March 20th with “Mastermind to Millions” Founder Jay Fiset and iPEC President Luke Iorio. During this Masterclass, Jay will divulge the secrets to rapidly scaling your business with the use of masterminds. This 90-minute webinar with Jay and Luke is an opportunity to learn how you can utilize masterminds to expand your message, your impact, and your income. The webinar includes Q and A time with Jay!

### **BONUS #2: Mastermind Essentials - The 6 Pillars of Masterminds that WORK!**

This powerful digital program teaches and provides the framework and distinctions for you to understand and evaluate yourself on each the 6 pillars. The program provides the overview of the 6 pillars.

1. **Perfect Positioning** - Positioning you, your mastermind group, and your mastermind in your business model
2. **Personal Evolution** - Being the leader that YOUR tribe wants to follow!
3. **Fill Your Mastermind with Ease** - Forming the relationships and influence necessary to lead your tribe
4. **Commitment** - Getting and keeping LONG term commitment in a small group setting
5. **Facilitator Skills** - The basic skills required to proactively manage small group mechanics over the long haul
6. **Compelling Content** - Creating small, experiential content pieces that bond the group, stimulate application, and create conversation

In addition to understanding each of the pillars and how they relate to one another, the program also includes several foundational manuals.

- a. **Fill Your Mastermind With Ease** - 21-page step-by-step guide to running mini-mastermind events that create clients every time
- b. **The Commitment Day Facilitator’s Manual** - A step-by-step guide for starting a mastermind off on the RIGHT foot!
- c. **Breakthrough Hotseat Strategies** - How to structure hotseats and train your Mastermind group for amazing breakthroughs EVERY TIME!

**If you are considering integrating a mastermind in your business, this is simply a MUST do!**

**Regular price \$497;  
Your Price as a Virtual Summit  
Attendee... FREE!**





## MASTERMIND BUSINESS ALLIANCE (M.B.A.)

Collaborate with coaches like you to build the practice and business of your dreams.

### MASTERMIND BUSINESS ALLIANCE



Grow your business with the support and expertise of your peers and a dedicated facilitator.



Get nine coaches for less than the price of one (because the MBA groups are limited to nine members each!)



Join an exclusive group that will serve as your sounding board and keep you accountable to your goals.

### WITHIN THE GROUP YOU WILL DEVELOP...



An open yet focused, patient yet persistent, and flexible yet consistent mindset that creates the foundation for success.



An anabolic attitude in order to change how you show up in front of your market and your prospective clients.



Aligned action with your vision, goals, mindset, and attitude to create rapid progress in your business.



A commitment to your vision, your word, and your group in order to see rapid progress.



A support network of like-minded coaches committed to growth and achievement.



The drive to push the boundaries and challenge others to go beyond what was previously thought possible.

### A SIX-MONTH PROGRAM TO CREATE RAPID PROGRESS IN YOUR BUSINESS



Visit our website to register and learn more!

masters.iPECcoaching.com  
masters@iPECcoaching.com

**Attend a Live Call with Luke Iorio and Jeff St Laurent  
on March 14th at 1pm EST to learn more about participation in the MBA Program.**

[Register here!](#)

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Helping Coaches Transition to Full-Time  
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Plus a gift (resource) for Coaches serious about taking the leap to full time,  
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