

Client Attraction Workshop

Quick recap

Annie and Eben led a discussion on personal and professional growth, emphasizing the importance of focusing on desired outcomes, transitioning to higher levels of income and value creation, and the significance of self-esteem and resilience. They introduced their Virtual Coach Accelerator program, a 6-month implementation program designed to help coaches scale their businesses, and discussed the importance of mindset, opportunity creation, and transformational coaching. The conversation ended with a parts conflict resolution exercise and an offer for a discount on their programs.

Summary

Sharing Learnings and Personal Growth

Annie led the meeting, encouraging participants to share what they learned in their programs and how they have applied that knowledge. They discussed their feelings, values, and the importance of curiosity. They also talked about the concept of "having versus hoping" and its significance in their personal and professional lives. The discussion also covered their experiences with implementation and the impact it had on their lives. Participants shared their successes and the positive changes they have experienced, emphasizing the importance of believing in oneself and others.

Focusing on Desired Outcomes and Faith

Annie discussed the importance of focusing on desired outcomes rather than problems. She emphasized the need to shift from a "lounge of why" mindset, where people dwell on why something isn't working, to a mindset of "having" or "being" in a desired state. Annie also highlighted the importance of congruence in achieving desired outcomes, stating that incongruence can lead to a lack of trust and hinder progress. She suggested that coaches can help clients by directing their attention towards their desired outcomes and helping them regulate their nervous system to be present in the moment. Annie also stressed the importance of faith in achieving desired outcomes, stating that faith is not based on past experiences or evidence but on the audacity of one's imagination. She encouraged everyone to hold a vision of their desired future, even if it seems impossible, as this can inspire reality to move in that direction.

Transitioning to Higher Income Levels

In the meeting, Eben discussed transitioning from an employee to a self-employed, business owner, and finally, an investor. He explained that each stage represents a higher level of income and value creation, with each level offering new challenges and opportunities. Eben emphasized the importance of reinventing oneself to achieve a higher income, citing his transition from being a coach and consultant to starting a business. He encouraged the team to consider their own transitions in life and how they have transformed their income by changing how they create value.

Annie's Journey From Entrepreneur to Coach

Annie shares her career journey, starting from working at Mrs. Fields Cookies to becoming a successful entrepreneur and relationship coach. She describes how she developed valuable skills in sales, customer service, and software development through various jobs. Annie eventually realized she was out of alignment working in IT and decided to pursue her passion for relationship coaching. She faced challenges in transitioning to entrepreneurship, including difficulty invoicing clients, but overcame them with support and personal growth. Annie's story illustrates how she reinvented herself multiple times, leveraging skills from previous roles to create value in new ways and ultimately build her own coaching business.

Annie's Coaching Journey and Sales Approach

Annie shared her journey from working at a cookie factory to becoming a coach, emphasizing the importance of self-esteem and resilience. She explained that her ability to support clients is rooted in her belief in their worthiness and her worthiness. Annie stressed that coaching is an inside and outside game, and coaches should coach based on their personal experience. She also discussed her mission to help people believe in true love and build businesses that support a nurturing lifestyle. Annie's approach to sales is centered around matchmaking needs with solutions and creating value for clients. Eben then discussed the importance of targeting more affluent clients and creating value for them, highlighting the need to solve their immediate needs while building a vision for their potential. He also emphasized the need to treat clients as they would be when they've reached their potential.

Virtual Coach Accelerator Program Overview

Eben and Annie introduce their Virtual Coach Accelerator program, a 6-month implementation program designed to help coaches scale their businesses. They outline the six key areas of focus: marketing, enrollment, coaching, networking, presenting, and teaching. The program includes weekly training sessions, implementation summits, and various bonuses such as access to Eben's past courses and an in-person mastermind event. They share testimonials from past participants who have seen significant growth in their coaching businesses. The program is priced at \$9,997 with a \$997 initial payment option. Interested participants are invited to apply for a one-on-one session to determine if they qualify for the program.

Upcoming Sessions and Relaxation Exercise

Eben and Annie discussed the upcoming sessions for those interested in their program. They asked participants to raise their hands and type 'me' in the chat to receive a link for a session at the end of the day. They also encouraged those unable to attend to drop their email in the chat for follow-up. Eben then led a brief exercise to help participants stretch and relax. He reassured the group that the afternoon session would not be a sales pitch, but rather a session of teaching and learning.

Mindset, Opportunity, and Premium Coaching

Eben discussed the importance of mindset and opportunity creation in entrepreneurship. He emphasized the need to look for problems, frustrations, desires, fears, inefficiencies, and gaps in the market to create value. Eben also shared his experience of building a successful business by creating a newsletter and following up with subscribers. He stressed the importance of perceived value in pricing and the need to create a premium high-ticket coaching package. Eben also highlighted the importance of building an affluent client network through referrals and networking. He shared his partner Annie's strategy of attending social events and helping people in her domain to build relationships and referrals.

Creating Signature Talks and AI Tools

Eben emphasizes the importance of creating a signature talk or webinar to condense one's best learning into a high-value presentation. He explains that this allows for efficient communication of one's expertise when meeting new people and provides an opportunity to smoothly transition into an offer at the end. Eben also stresses the value of creating automated follow-up sequences to nurture leads over time. He recommends developing courses or books to boost credibility, suggesting that creating a course can be done quickly by recording a live teaching session. Finally, Eben introduces the use of generative AI tools like ChatGPT to gain deeper insights about clients and improve marketing efforts.

Transformational Coaching and Self-Esteem Growth

Annie emphasized the importance of transformational coaching, which involves making another human being feel fully witnessed, appreciated, and cared for. She stressed that this is what separates average coaches from great ones. Annie also highlighted the need to build a strong sense of self and to help clients develop their self-esteem by coping with reality and believing they deserve happiness. She suggested that coaches should help clients see their greatness and believe in their future success. Annie also emphasized the importance of understanding the client's perspective and empathizing with their struggles. She concluded by encouraging the team to surround themselves with people who believe in themselves and their growth. Eben added that to believe in another person, one must first believe in oneself, and that facing challenges and deserving happiness are key to growing self-esteem.

Facing Fears for Personal Growth

In the meeting, Eben discussed the importance of facing fears and challenges to grow one's willpower and resilience. He shared a thought from Andrew Huberman about a part of the brain that grows when one does things they don't want to do. Eben also mentioned Jordan Peterson's advice on facing fears to avoid potential negative outcomes. Annie then led a parts conflict resolution exercise with Dr. Alexander, where they reconciled two parts of Dr. Alexander's personality - one that wants growth and innovation, and another that wants safety and familiarity. The exercise resulted in a sense of relief and joy for Dr. Alexander. Eben ended the conversation by offering a discount for the Virtual Coach Future Coach program and the Startup Club AI.