

## Quick recap

This meeting focused on personal growth, coaching techniques, and strategies for building successful coaching businesses. Participants learned about attracting high-quality clients, developing intuition, and implementing effective marketing approaches. The session concluded with a graduation ceremony for the Virtual Coach program and an invitation to join the Virtual Coach Accelerator program for continued support and growth.

## Summary

### Personal Growth and Coaching Techniques

Annie led a session on personal growth and coaching techniques, emphasizing the importance of celebrating small victories and shifting one's perspective to focus on progress rather than obstacles. She introduced the concept of "transprobleming" as a way to transcend problems by imagining a successful future state and aligning one's emotional state with it. Annie also discussed the distinction between "having" and "hoping," encouraging coaches to help clients shift from a yearning mindset to one of grounded confidence in their abilities and desires.

### Manifesting and Website Creation Support

Annie shared a personal story about manifesting her relationship with Eben, emphasizing the importance of congruent energy and visualization. She then worked with Charmaine to address her concerns about creating a website, helping her release anxiety and connect with her younger self for guidance. Charmaine identified her next step as reaching out to a web designer, and agreed to be supported by her peers in the group. Annie concluded by offering to provide demo questions for practice, though the group seemed more interested in hearing her speak than engaging in exercises.

### Intuition and Vision Alignment

Annie discussed intuition, explaining that it is accessed through the body rather than the mind and manifests as digital, yes/no responses rather than analog sensations. She shared her personal experience of tuning into her womb for guidance and emphasized that intuition is always aligned with one's future successful self. Annie also covered the concept of visions, explaining that when a vision persists in courting someone three times, it is a sign that the universe wants that vision to be actualized through that person. She encouraged the group to act on such visions and to develop the courage to "faith it till you make it," as this is how realities are created.

### Client Attraction and Success Strategies

The meeting focused on strategies for attracting high-quality clients and the importance of modeling success. Eben Pagan shared a breathing exercise for self-regulation and emphasized the power of observing successful role models. Several participants, including Rubel, Carolyn,

Ian, and Jenna, shared their experiences and techniques for acquiring clients, highlighting the value of implementing new ideas quickly and consistently. The discussion also stressed the significance of finding one's unique approach and voice in coaching, as well as the benefits of in-person engagement and collaboration with other coaches.

## **Virtual Coach Accelerator Program Overview**

Eben Pagan and Annie presented their Virtual Coach Accelerator (VCA) program, which offers a 6-month implementation plan to help coaches build their businesses. The program includes training in six key areas: marketing, enrollment, coaching system development, networking, presenting, and teaching. They emphasized the importance of implementing these systems with mentorship, community support, and accountability. Eben shared success stories from past participants and explained the program's structure, pricing, and next steps for interested coaches to schedule a strategy session with Annie.

## **Participant Scheduling Coordination Meeting**

The meeting focused on scheduling individual sessions with participants. Annie and Eben Pagan coordinated with several attendees to set up 30-minute calls, including Zoe, Stuart, Hans, and Dianne. They discussed time zones and availability, with sessions scheduled for Saturday and Sunday. David mentioned he would contact Coach Scott instead of participating in the accelerator program. The conversation ended with plans to return in 30 minutes after a lunch break.

## **Strategies for Coaching Business Growth**

Eben Pagan taught the group about three key strategies to grow their coaching businesses: increasing leads, improving sales conversion, and raising prices per sale. He emphasized that these strategies multiply each other's effects, not just add them. Pagan shared his own success story of building an email newsletter system that doubled his business and quadrupled it later. He advised creating high-ticket coaching packages and focusing on the results clients want rather than the coaching itself. Pagan also stressed the importance of following up with potential clients over time and building an affluent client network.

## **Affluent Client Attraction Strategies**

Eben Pagan discussed affluent client psychology, emphasizing that affluent people value information and connections. He shared strategies for building an affluent client network, including introducing prospects to each other and creating follow-up content. Pagan also introduced the concept of "moving the free line" by giving away valuable content to attract clients. He advised coaches to create a signature talk or webinar based on their personal story, and to develop a marketing funnel with automated follow-up emails.

## **Client Attraction and Value Creation**

Eben Pagan shared a comprehensive blueprint for attracting clients, emphasizing six key strategies: creating a teaching system, developing a high-ticket coaching package, building an

affluent client network, crafting a signature talk or webinar, implementing a marketing follow-up sequence, and utilizing generative AI. He highlighted the importance of creating a minimum viable course within 30 days and using AI to accelerate the process. Eben also introduced a "Clank of Value" metaphor to demonstrate how to stack client benefits to justify higher pricing. The session concluded with an overview of the Virtual Coach Accelerator program, including its bonuses and the personal mission of Annie and Eben to elevate consciousness through coaching.

### **Coaching for Personal and Professional Growth**

Eben Pagan discussed the importance of coaching and personal growth in the face of rapid technological and societal change. He encouraged participants to commit to coaching every day and to view their lives as their marketing. Eben emphasized the value of having a clear niche and avatar for long-term success as a coach. He used a metaphor of a stadium with 90,000 people to illustrate the vast potential client base available through the internet.

### **Virtual Coach Program Graduation Ceremony**

Eben Pagan and Annie Lalla conducted a graduation ceremony for their Virtual Coach program, emphasizing the importance of coaching as a way to make a meaningful impact. They encouraged participants to continue their learning journey and apply the skills they acquired. Eben and Annie also announced the availability of a certification test for program graduates and invited them to join the Virtual Coach Accelerator program, which includes a 100% guarantee and ongoing support. The session concluded with a call for testimonials and an open invitation for participants to stay connected with Eben and Annie for future opportunities.