

# **Empowerment-Based Coaching**

## **Using silence, self-discovery, and structured frameworks to create client breakthroughs**

### **Quick recap**

The meeting began with Eben discussing sales strategies for coaching services, including client qualification techniques and mindset approaches for working with affluent clients. Eben and Jannelle then explored personal development goals related to travel and well-being, with Eben providing guidance on identifying and overcoming challenges. The group concluded by discussing coaching methodologies, focusing on the differences between coaching and consulting approaches, and practiced using specific coaching frameworks in both individual and group settings.

### **Summary**

#### **Affluent Client Qualification Strategies**

Eben discussed the importance of targeting affluent clients for coaching services and emphasized the need to qualify prospects early in the sales process. He shared his favorite qualifying question, "On a scale of 1 to 10, how motivated are you?" and explained how this helps determine a client's seriousness and potential fit for coaching. Eben also highlighted the importance of having a mindset that views potential clients as having a 50% or lower probability of becoming actual clients, which helps prevent attachment to any particular outcome. He concluded by reviewing the INSPIRE formula for coaching, which stands for Achieve, Avoid, and Act, and demonstrated its application through a live coaching example.

#### **Overcoming Travel Fears for Family**

Eben and Jannelle discussed her desire to travel to visit family across the country while maintaining her well-being. They explored the benefits of achieving her goal, including personal growth and connecting with loved ones. Jannelle identified challenges such as airplane frequencies and unhealthy food options, which Eben helped her see as opportunities for growth. As a next step, Jannelle planned to buy a plane ticket and secure accommodations, which she felt would help her overcome her fears and achieve her goal.

### **Coaching Techniques and Client Empowerment**

The group discussed coaching techniques, focusing on the importance of silence and allowing clients to process their own thoughts. Eben emphasized the difference between coaching and consulting, explaining that coaches should guide clients to find their own answers rather than providing direct advice. The group practiced using the "Achieve, Avoid, Act" framework in coaching sessions, with Eben demonstrating how to help clients identify their motivations and take action. Mary asked about the distinction between coaching in one-on-one versus group settings, which Eben clarified by explaining that this program is more of a coaching course than a traditional coaching session.