

Doing Business, Not Playing Business

Daily practices that actually build a coaching business

Prompt:

Hey [name], 1) I'm a coach now. 2) Here's why that's great. 3) I'd like to get your advice on something.

Quick recap

Eben led a session focused on building a coaching business, emphasizing daily practice and high-value activities, while introducing concepts like "playing business" versus "doing business" and strategies for client acquisition. The group discussed approaches to potential clients, including offering breakthrough sessions and focusing on specific results, while Eben provided exercises for networking and reaching out to contacts. Participants shared their experiences and breakthrough moments, with Eben emphasizing the importance of helping others achieve results and leveraging every conversation as an opportunity to discuss new offerings.

Summary

Coaching Business Building Strategies

Eben led a session on building a coaching business, emphasizing the importance of daily practice and focusing on high-value activities early in the day. He introduced the concept of "playing business" versus "doing business" and encouraged coaches to prioritize client acquisition and content creation in the first two hours of their workday. Eben shared a formula for reaching out to contacts in one's network to get advice on building a coaching business and highlighted the value of understanding clients' unique outcomes and reasons for seeking coaching.

Breakthrough Session Client Approach

Eben led a discussion on how to approach potential clients, emphasizing the importance of offering a "breakthrough session" instead of coaching. He advised focusing on specific, result-oriented needs rather than general coaching services. The group discussed strategies for reconnecting with contacts and asking for referrals in a way that frames the value being offered.

Eben stressed the importance of being proactive and creating value for others, while also transferring responsibility for follow-up actions to the participants.

Networking Strategy for Coaches

Eben led a coaching session where he instructed participants to create a list of 10 contacts to reach out to about their new coaching status, with the option to send messages to three of them as extra credit. Sharon shared her experience, noting that the exercise helped her identify potential contacts more quickly than expected. Eben emphasized the importance of networking by offering value first, sharing a strategy he admired where one successful networker asks contacts to share their contact lists to find potential referrals.

Breakthrough Coaching Strategies

Judith shared her breakthrough moment in the breakout room, realizing she needed to lead with results-based asks rather than explaining herself, and acknowledged her progress in coaching despite not having coached anyone yet. Eben emphasized the importance of helping others achieve breakthroughs and encouraged participants to seek out potential clients who are stuck or afraid. Catherine discussed managing multiple projects and asked if she should follow advice to focus on one at a time, to which Eben suggested leveraging every conversation as an opportunity to talk about new offerings. Ilya inquired about the duration of initial sessions, and Eben suggested offering a breakthrough session rather than a clarity call, emphasizing the importance of meaningful connections. The conversation ended with Kim apologizing for Scott's unexpected departure due to technical issues and reminding everyone to save questions for the next week.