

# Coaching Without Funnels

## How real connection outperforms ads and lists

### Quick recap

Sacha shared her successful lead-nurturing strategy focused on personal outreach and connections rather than traditional marketing methods, achieving significant earnings without relying on email lists or ads. The group discussed various speaking styles and their impact on audience retention, with Stuart offering coaching support to Sacha for improving her speaking pace. Sacha concluded by sharing her approach to coaching and business building through consistent, meaningful interactions and personal connections, emphasizing the importance of serving others from the heart.

### Summary

#### Lead Nurturing Through Personal Outreach

Sacha shared her successful lead nurturing strategy, which involves personal outreach through "What's Up Wednesdays,ys" where she contacts past and potential clients via phone calls and voice notes. She emphasized that building a large email list or using ads is not necessary for success, as she achieved her highest earnings of over \$100,000 in 2022 without these methods. Sacha encouraged the group to focus on nurturing existing contacts and personal connections, rather than relying on traditional marketing approaches.

#### Slow Speaking for Better Retention

Sacha and Stuart discussed the importance of speaking more slowly to help audiences retain information better, with Stuart explaining that fast talkers like Sacha need to incorporate more pauses to prevent cognitive fatigue. Sacha acknowledged her fast speaking style and expressed commitment to practicing speaking more slowly, while James mentioned that Annie had received feedback to slow down her speaking pace. The conversation also touched on Sacha's use of ChatGPT to help with typing and responding to emails more efficiently.

#### Public Speaking Coaching Discussion

Stuart shared a technique with Sacha for speaking more slowly by crossing fingers, which Sacha found helpful. Stuart noted that Sacha's speaking pace was slower than Annie's, who talks very fast. James complimented Sacha on her authenticity and heart. Stuart offered to

provide additional coaching to Sacha, as he had done for other team members, and Sacha expressed interest in this.

## **Speaking Styles and Preferences**

The group discussed speaking styles and preferences, with Sacha sharing her journey to reduce verbal fillers like "um" and her aspirations to improve her public speaking for larger audiences. Minka expressed appreciation for the different speaking speeds and styles of the instructors, noting that while she finds Annie's rapid pace challenging, she values the depth of her knowledge. The conversation concluded with agreement that varied speaking styles among instructors would keep the content engaging rather than monotonous.

## **Speaking Pace and Learning Impact**

Stuart discussed the importance of speaking pace in teaching and communication, explaining that slower speech can improve retention for some learners, while others prefer faster-paced content. He shared an experiment comparing retention between fast and slow speakers, finding that slower speakers were remembered better. Sacha noted that while slower speech might be more enjoyable, it doesn't always work for recorded content or social media, where shorter, faster segments are more effective. They also discussed how different speaking styles and platforms suit different speakers, with Eben Pagan and Annie Lala being examples of how varying approaches can lead to success in different areas.

## **Coaching Every Day, Every Way**

Sacha shared her approach to coaching and building a coaching business, emphasizing the importance of being a coach every day through small, meaningful interactions and reaching out to people regularly, even if it doesn't always lead to direct business. She highlighted that coaching doesn't just happen on official calls but is about making a difference in people's lives consistently. Sacha also discussed how she built a successful coaching business without relying on fancy tools or extensive technology, using simple methods like MailChimp and personal connections. She encouraged the group to focus on serving others from the heart and to trust that their efforts, even if not immediately rewarding, can lead to significant opportunities over time.