

Become A Health Coach Certification

Pillar 4: Proven Marketing & Business Systems

Week 1

How To Make Your First – Or Next – \$5K As A Health Coach

Learning Objectives:

- 5 benefits of making your first – or – next \$5K – as a health coach
- What does it mean to “launch” your business?
- The 5 Phases of Business Growth
- The Complete Getting Clients Checklist
- What you can expect to learn by the end of Pillar #4

Welcome to Pillar #4!!!!

And CONGRATULATIONS on making it this far in the BHC training – you're doing an AMAZING job!!!

This is a chunky, juicy, content-packed pillar, with some of the best business and marketing training that's available for health coaches.

We're about to share the nuts and bolts information that you need to succeed in the real world from health coaches who have done it themselves.

So buckle up – this week's training is fairly dense and somewhat advanced, but we know you can handle it.

How do we know?

Because this Pillar is likely one of the reasons you chose
Become A Health Coach over other health coach
certifications, so we're not going to hold back.

We're going to give you everything we've got to help you succeed.

That's why this week's training videos will be longer in duration than any other week in BHC – the material we're covering is incredibly important for your career and we don't want to take any shortcuts.

Let's begin by helping you make your first – or next – \$5K
as a health coach.

Why is that important?

There are 5 reasons...

5 Benefits Of Making Your First – Or Next 5k – As A Health Coach:

#1. Making \$5K once means you can do it again!

- Doing it once helps you learn a repeatable system so you can make as much as you want as consistently as you want (income only stops if YOU stop.)

#2. Finance your continuing education

- If next training is \$10K, then you'll know how to generate that amount.
 - Changes conversation from “I can't afford it” to “what am I willing to do to create this possibility for myself?”
 - Puts you in the driver's seat instead of in “victim-of-circumstance” mode

#3. Increase your confidence

- “This is going to happen for me!”

#4. Turn your “dream” into a reality

#5. “Launch” your business

- What does it mean to “launch your business”?
- We think it means being **paid**.
- If you’re starting your own business, then a business is only a business if it makes revenue.
- Otherwise you have a hobby

#5. “Launch” your career

- For those of you who want to start your own business, or maybe you just want to start getting paid for seeing clients to earn your tuition back or finance your continuing education, we want to give you a sneak peek of something we call “The 5 Phases of Business Growth”.

Seeing these 5 Phases of Business Growth are important because...

- The Phases will give you an understanding of the “big picture” of what it looks like to build a business as a health coach.
- The Phases will help you understand that you build your business in phases, not at all once.
- The Phases will help you stay focused on the tasks for the Phase you’re in ONLY - many health coaches make the mistake of trying to jump to Phase 5 when they haven’t even begun Phase 1
- The Phases, particularly Phase 1, will help you understand what it means to “launch your business.”

Phases of Business Growth

A Road Map for Mastering The Business & The Art Of Coaching

	Pillar 1 Topic Expertise	Pillar 2 Coaching Skills	Pillar 3 Personal Growth	Pillar 4 Marketing & Business
HMBA	<p><i>Phase #5 Rocking!</i></p> <ul style="list-style-type: none"> Choose electives that help you innovate your topic expertise, so you can create big ideas and radical new paradigm shifts in your area of specialty, and share them with an ever-increasing audience Share your innovations on a large scale in books, PT, television and all media Ascend to super-star status in your field Deliberating and consciously search electives that will help you get into alignment with the future "you" that you are becoming 	<ul style="list-style-type: none"> Deepen personal change at the level of identity Feel confident working with any challenge a client may bring Work with family systems Illuminate "safety patterns" that keep us playing small Identify "Suffering Obligations of Love" (the ways we suffer for another in order to say "I love you") 	<ul style="list-style-type: none"> Focus on a million dollar money mindset Stand in the role of leader, visionary, spokesperson Invest in retirement planning and wealth education Aim for a 6 to 7 figure revenue from each income stream in your business Make sure your physical environment is an expression of who you are becoming 	<ul style="list-style-type: none"> Create automated funnels online that are creating significant income for you daily, whether you're working or not Seek out larger and more visible media opportunities Strategize methods for market domination in your niche Consider additional revenue streams, businesses, mergers or even selling your business, depending on your revenue and lifestyle goals
	<p><i>Phase #4 Scaling</i></p> <ul style="list-style-type: none"> Choose electives to develop a level of mastery in your "doorway", so you can become known as the premiere expert in your niche Use the study and practical application of topic expertise to shine the light on any areas where you may still feel uneasy, underserving or not good enough, so you can experience a whole new level of "getting out of your own way" and impact a greater number of people 	<ul style="list-style-type: none"> Facilitate personal change at the level of belief and identity Unpack limiting beliefs that have been in the shadows Master the concept of "Ecology" (the most important coaching skill) Increase your fees 	<ul style="list-style-type: none"> Focus on your money mindset and beliefs Take unplugged vacations regularly Notice any areas of your life that feel out of alignment and invest in support to get in alignment Increase the amount you pay yourself Celebrate your success! 	<ul style="list-style-type: none"> Increase number of clients served in groups online Create High-End groups in place of 1:1 High-End coaching Increase revenue Ramp up team support
	<p><i>Phase #3 Solidifying</i></p> <ul style="list-style-type: none"> Choose electives that help you gain specific and relevant topic expertise on specialty topics within "The Big 5", such as advanced nutrition, money, love & relationships, career, intuition and life purpose Apply topic expertise to uplevel your own "Big 5", so you are deliberately and consistently creating a "new normal" of how much goodness you can experience in every area of your life 	<ul style="list-style-type: none"> Develop pattern recognition skills that get to the root Use "re-frames" and "parts work" to help clients get unstuck and align with their Desires Uplevel your toolbox for behavior change Translate your coaching skills into transformational group programs 	<ul style="list-style-type: none"> Pay yourself regularly Create personal-savings goals Check in on self-care Discover your own personal clothing style Uncover and release old beliefs Surround yourself with a community of like-minded people who you can call when you're scared 	<ul style="list-style-type: none"> Upgrade your brand & materials Add groups to your pyramid, live or online or both Raise your private coaching fees and become a High-End coach only; all non-High-End clients are funneled into groups Build email list Be in regular communication with your list via email marketing and social media, so they can know, like and trust you
	<p><i>Phase #2 Building</i></p> <ul style="list-style-type: none"> Dive deeper into how to health coach on the top 10 most common health conditions you'll encounter with clients, so you can increase your knowledge and confidence working with clients on weight loss, digestion, thyroid, adrenals, heart disease, hormones, diabetes, emotional eating, and more Honor your physical self, practice self-love and express all aspects of your basic nature 	<ul style="list-style-type: none"> Master Closing The Deal so 8/10 say YES to your programs Master experiential exercises that create transformation Master Simple Core Question Sequences that get clients a result in every session Practice your coaching skills with clients so you build your confidence in doing deeper transformational work Accept that you are responsible TO your client, but not FOR your client 	<ul style="list-style-type: none"> Expect and be curious about your self-sabotaging behaviors Prepare for greater visibility in your community Re-COMMIT to your vision, especially when you're scared Surround yourself with like-minded people who believe in you 	<ul style="list-style-type: none"> Refine niche, doorway & Signature System Develop Signature talk Create website with optin Focus on lead generation Get paid consistently for your work
	<p><i>Phase #1 Learning</i></p> <ul style="list-style-type: none"> Learn principles of Essential Nutrition Discover the answers to the 6W questions Practice with clients so you see firsthand that knowledge does not equal behavior change Accept that there's no such thing as "knowing enough", and continue to move forward 	<ul style="list-style-type: none"> Practice Closing The Deal Practice handling "money worries" Learn how to establish rapport and trust with clients Learn how to ask questions toward the achievement of a specific outcome Shift from giving information to creating transformational experiences 	<ul style="list-style-type: none"> YES your desires Surround yourself with a community of people to see the best version of you now Uncover current money beliefs Make the DECISION to ACT in spite of fear Accept and embrace that you are the cause of your life and your life experience, not the effect 	<ul style="list-style-type: none"> Discover how to attract ideal clients Draft and practice your Hot Hook Begin Closing The Deal Start getting paid for your work using pricing strategies for Phase 1 of Business Growth Start collecting success stories Stick to "The 10 Times Rule": practice everything at least 10 times

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In Pillar #4, we'll be concentrating ONLY on the tasks in
Phase 1 Of Business Growth.

Why are we focusing on Phase 1 only?

Because that's where most of you are starting out.

Most health coaches do not have the training to master the tasks in Phase 1, which is why they struggle and eventually quit.

And even if you feel that you're beyond Phase 1, it's always useful to review the basics to make sure that you have a solid foundation.

We've had many coaches work with us who thought they were in Phase 2 or 3, but realized that they didn't have the basics of Phase 1 in place, and that that's what was stopping them in their business growth.

4 main skills to master in Phase 1 are:

- To be able to consistently...
 - Attract ideal clients.
 - Close the Deal.
 - Coach with confidence.
 - Be paid for your work.

I can't tell you how many thousands of coaches do not have these foundational skills!!

That's bad news for them, but good news for you, as long as you are willing to learn, practice and master these skills.

BEWARE: There are many coaches who will learn our techniques for attracting ideal clients, closing the deal or coaching with confidence, but they won't PRACTICE them, let alone master them

Examples:

- “The CTD script doesn’t feel natural.”
- “The coaching session scripts don’t feel like me.”
- “The methods you suggest to attract clients feel odd”
- “I tried _____ one time and it didn’t work”

In this pillar, we're going to ask you to commit to 2 things:

1. Practice the scripts and client attraction techniques we share as written.
2. Don't stop when it gets hard or doesn't work – **STAY CONSISTENT** by **CONTINUING TO PRACTICE**.

So now that you've committed to practicing the scripts and marketing techniques as written and you've committed to not stopping when it gets hard or doesn't work...

Let's go back to what it means to “launch your business.”

We define launching your business

- As consistently:
 - Attracting ideal clients.
 - Closing the Deal.
 - Coaching with confidence.
 - Being paid for your work.

Notice that nowhere in that list does it say:

1. Having business cards.
2. Having a website.
3. Incorporating.
4. Having a brand.

Launching your business is all about mastering Phase 1 of Business Growth and being paid for it – that is all.

Business cards and websites can be useful, but they're not required in order to be paid for your health coaching service.

To illustrate this further, let's look at Health Coach
Karen, she:

Has a fancy branded website

Has fancy branded business cards

Has an LLC

Health Coach Karen is also sitting at home waiting for the phone to ring, getting more and more desperate as she wonders why the clients aren't coming in.

(And if one does, she secretly isn't sure she knows how to coach them well.)

Therefore, Karen has no clients, and has lost thousands of dollars from investing in fancy branding and a website that does nothing for her.

Why?

Because she doesn't know how to attract ideal clients, close the deal or coach with confidence.

She also has no idea if anyone is interested in her fancy brand. Health Coach Karen launched the **WRONG** way.

Now, let's look at Health Coach Tysan:

- Tysan has:
 - A website she barely uses.
 - No business cards.
 - No incorporation.
 - A waiting list of high-end clients paying anywhere from \$1000 to \$11,000 for her programs.

Why is Health Coach Tysan kicking Health Coach Karen's butt?

Because Health Coach Tysan focused her energy on learning simple, Phase 1 ways to attract an ideal client, close the deal and coach with confidence, while Health Coach Karen did NOT.

We call it “style over substance”.

When you have “substance” as a health coach, that means that you can attract an ideal client, close the deal, coach with confidence and be paid for your work.

As the Beastie Boys used to say “you got the skillz to pay the billz”

The “style” – the fancy website and branding and all of that
– DOES come, but it comes LATER, in Phase 2 and 3 of
business growth.

Most health coaches feel they need all the “style” to have credibility as a health coach – mostly that’s because they don’t know how to coach! They have no “substance”.

But because you’ve been in BHC, you do!

So now that you have this framework about what it really means to “launch your business” and an understanding of the Phases Of Business Growth let’s move into...

The Complete Getting Clients Checklist

Overview of Pillar #4 teaching:

Here's what's coming this week and over the next 6 weeks...

We'll share this with you as we walk through something we call **“The Complete Getting Clients Checklist.”**

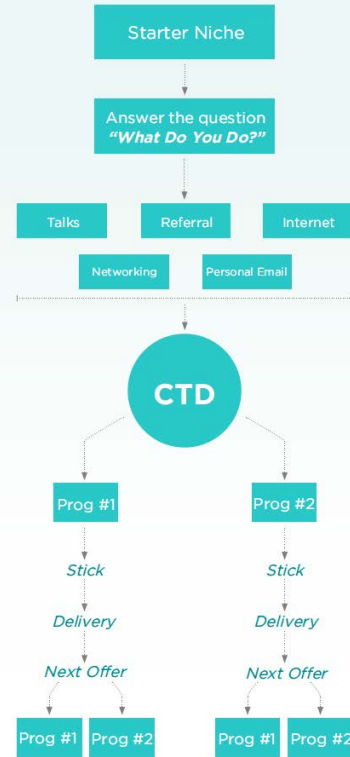
I'm going to walk through this checklist now, and show you where and how different parts of the checklist will be taught throughout the remainder of Pillar #4.

Remember, the purpose of reviewing the checklist now (versus at the end of Pillar #4) is to give you a big-picture view of what you'll be learning in order to launch your business...

...in other words, to master Phase 1 of Business Growth.

Do not feel like you “should” know how to do everything on the checklist right now – you **won’t** know how to do everything on this checklist UNTIL you’ve COMPLETED Pillar #4.

The Complete Getting Clients Checklist



My **Starter Niche** Is:

Doorway/Problem I Solve:

Who I Solve Problem For:

How I Solve Problem/Sig Sys:

My **Starter Hot Hook** Is:

My **Starter CTD Title** Is:

My **Starter Pricing** Is:

Positioning Price \$

Invest In Full \$

Payment Plan: payments of \$

I'll Start **Taking Payments** Via:

-
-

My **Jumpstart Title** Is

My **Starter 90-Day Title** Is

My **Stick Strategies** Are:



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You can download the handout below this video titled “The Complete Getting Clients Checklist” and follow along if you like.

The Complete Getting Clients Checklist:

1. Complete your personal Overview Flowchart, or use our done-for-you version.
2. Decide on 30-day income goal.
3. Calculate # of CTDs to generate
 - Example
 - Income goal is \$3,000
 - 90-day Program investment is \$1,497
 - Need 2 clients
 - Need 4-10 Closing The Deal Conversations

The Complete Getting Clients Checklist:

4. Choose 1-3 ways to generate CTDs that work well in Phase 1 of Business Growth
 - Networking: P4, W3: How To Get Clients From Networking
 - Referral Partner: P4, W3: How To Get Clients From Referrals
 - Talks : P4, W4: How To Get Clients From Talks & Workshops
 - Personal Email: P4, W5: How To Get Clients From Email
 - Online: P4, W6: How To Get Clients Online

The Complete Getting Clients Checklist:

5. Make Your Success Inevitable By:

➤ Consistent Block Scheduling:

- I have set up my block-scheduled calendar using the BHC Sample Health Coach Calendars

SUN	MON	TUES	WEDS	THURS	FRI	SAT
OFF	9AM-2PM	9AM-2PM	9AM-2PM	9AM-2PM	OFF	OFF
	<p><i>Client Day</i></p> <ul style="list-style-type: none"> • See 3-4 existing clients • Schedule at least 15 mins between sessions to make sure you have snack and bathroom break times • Start first appt at 9:30 so you have time to prep all sessions before your day begins 	<p><i>CTD Day</i></p> <ul style="list-style-type: none"> • Batch all CTD conversations on this day only • Schedule at least 15 mins between sessions to make sure you have snack and bathroom break times • Start first session at 9:30 so you have time to prep all sessions before your day begins 	<p><i>Marketing Day</i></p> <ul style="list-style-type: none"> • Focus on marketing tasks today only • In Phase One, your primary task is generating CTD conversations by: <ul style="list-style-type: none"> ◦ Booking talks (1hr) ◦ Planning to attend networking events(1hr) ◦ Connecting with referral partners (1hr) ◦ Sending personal emails (1 hr) ◦ Creating a tip/newsletter for your email list (1 hr) 	<p><i>Study + Client Spillover Day</i></p> <ul style="list-style-type: none"> • Invest 3 hours today in study and/or training • If necessary, schedule up to 2 existing clients today (be sure to give yourself a 15 min break between sessions) 		

The Complete Getting Clients Checklist:

5. Make Your Success Inevitable By:

- Not stopping when it gets hard or doesn't work.
 - I am getting more and more comfortable with discomfort.
 - I keep trying no matter what; I accept that it takes consistency and tenacity to achieve mastery.

The Complete Getting Clients Checklist:

6. Accountability

- I used the BHC Facebook page, Skills Labs and Office Hours to ask questions and hold me accountable to my goals.
- I have committed to on-going mentorship and support so I can continue to develop mastery in nutrition, coaching skills, personal growth and business.
- I am attending the next BHC live training event so I can stay inspired, energized, informed and on track to my goals, and I have registered for my free ticket.

So now you have an overview and a checklist that will help you master Phase 1 of your Business Growth and get clients consistently.

Throughout the remainder of Pillar #4, we'll be teaching you - in step-by-step detail – how to execute every piece of this checklist, so you are set up for success in your new business.

After completing this Pillar...

You can expect to have:

- Discovered your very own repeatable system for finding clients from 5 proven sources, including setting up your website and client management platform
- Seen the bigger picture of your career trajectory in the 5 Phases Of Business Growth
- Figured out how to schedule your work week so you're maximizing your time...even if you have kids, another job or other hobbies and passions
- Printed the "Get Clients Checklist", so you always know which steps to follow (and in what order) to get clients when you want them

We guarantee you that this is hands-down THE best business and marketing training for health coaches that exists. You won't find this kind of detailed information in any other training.

We know because we've trained over 7,500 health coaches who graduated from every health coaching training out there in these systems for years.

This is the nuts and bolts information that you need to succeed in the real world from health coaches who have done it themselves.

Before you move on to the next video, leave a comment and let us know – ***Which part of Phase 1 of your Business Growth are you most excited to master? Which part feels the hardest?***