



Pre-Sell your Pilot

If you have clients, friends and family members who believe in you, finance your course by pre-filling your YHC pilot. You need to fill your pilot anyway. You might as well have an invested army behind you.

(Cate's Note: this is my favorite choice. You'll learn the most the fastest. You'll build support from the ground up. Everyone will know what you're up to - and you'll have their support from the get-go. I've done this one - and it's my favorite.)

To prefill your pilot here are some tips:

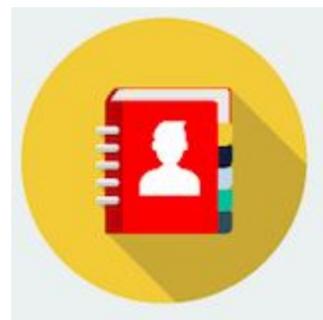
1. Schedule your Pilot.

Open your calendar. See your YHC start date. Go forward 8-10 months. In that window find a good start date for your pilot. Schedule your course in 12 sessions - one for orientation, 10 for coaching, and one for feedback. Each session can be 75- 90 minutes. Now you have a start date and an end date. The open road has a destination and a timeline.



2. Write a list of 50 people.

You may need to connect with a ton of people to find your pilot investors. Thanks to social sites that keep track of who you know - this has never been easier. Get organized. Track who you've contacted and who you need to follow up with on a spreadsheet. This simple skill and habit will serve you for years to come.



3. Create Your Outreach Plan

Measure twice, cut once. In other words - create an outreach plan to pre-sell your pilot. Here are some steps:

a. **Create a folder for quick reference.** (I prefer google docs.)

b. **Write an outline of your plan.**

Your plan can include everything below, along with a schedule. The process of writing gets what you know out of your head. The outline will make obvious what you don't know and what questions you need to find a friend to help. Set your goal, your price, the # of people, the # of conversations, the schedule of



conversations.

c. Recruit a friend or accountability partner.

Who believes in you? Ask them to partner with you on this project. Get one person to believe in this project, to listen to you, and to hold you accountable to for the weekly goals to get it done.

If possible pick a partner that is very social and loves to spread the word on what they love.



d. Create packages on a platform.

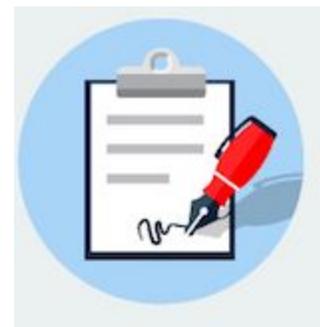
If you are using a platform like Indiegogo or Kickstarter - set it now. Just in the process of setting it up you'll get excited to share it with people. Review other campaigns before you start yours to gather ideas. If you've been accepted into YHC - that means you have services to offer already. Tap into creativity to put together fun packages at various price points.

Ideas include: your group pilot, your group pilot + 1-1 coaching, your group pilot + a retreat (rent a local space for cheap), your group pilot + whatever else you offer.

e. Write your Scripts.

Write out a script for yourself to introduce the opportunity. Include the benefits to the people who take the chance on you, while investing in their personal wellness goals. Be humble, yet confident when you reach out. Be clear about:

1. When the pilot starts
2. What people experience in a pilot (see the references from other YHC pilots at: yogahealthcoaching.com/insiders-scoop)
3. Be humble. Ask for help. Or ask for referrals.
4. (optional) Your prices may after your pilot - so it's a great time to be in.



f. Write your email text.

Below is a sample for you to hack away at. Cut and paste it into your Pilot Project Folder + rewrite in your words.



Hi Friend,

Let me start by asking - are you a fan of micro-financing? Have you ever participated in a kickstarter campaign or an Indiegogo campaign? Have you ever invested in someone's dreams?

If you are this sort of person - can we talk? I'm planning a super fun project for a group of people to experience a wellness breakthrough in their energy, their sleep, and their diet. I'm looking for a few people who know they need healthier habits -and want to invest in themselves. Or a few people who believe in _____ (women helping women, entrepreneurs helping the self-employed get their start, microfinancing).



4. Bring a friend discount.

Get your network to network. If you charge \$500 per person for your pilot and you take 15 people into your pilot you cover your YHC tuition. If you charge \$750 and give the first 10 people \$250 off if they sign up a friend, also for \$500 - you'll use your network to network.

This benefits your friend, who now has an accountability partner for the course you will guide.



5. Offer a Guarantee

When you believe in yourself and your clients, you can stand behind their satisfaction of the experience. This keeps you on your toes. Guarantees also enable people to sign up with security and reassurance. Your guarantee can include the necessity of your client participating fully, doing the assignments and giving their full-hearted effort in the pilot. The percentage of people who ask for a refund is minimal.

