

CREATING A CLIENT

This graphic breaks out the process of creating a client, and what's actually happening beneath the surface.

THE PROCESS IN 6 STEPS

1. Conversation
2. Create Possibility
3. Invite to a Coaching Conversation
4. Have a Coaching Conversation
5. Propose a Coaching Package
6. Have them say YES!

Creating a client is one of the most important aspects of building a coaching practice, and also one of the places most new coaches struggle.

1. CONVERSATION

All coaching happens inside a conversation. Very rarely will a prospect buy a coaching package from you (where you're charging a strong fee) without first having a conversation.

And if they do, your job as coach is to push back on this kind of YES.

Many coaches get caught up trying to make their business cards, website, video series, fancy content (like this one), etc. The truth is that these are all simply means to create conversations.

So the good news is that, until you're having regular conversations with new people, this is the only thing you need to focus on. Stop worrying about what to say, how to say it, or anything else, and just GET INTO CONVERSATION.

Many new coaches hear this and say, "Well, I know I need to just start cold-calling people, I just hate doing that, but I need to get over that fear." This isn't true. Cold-calling is just one of MANY ways to create a conversation. Here are some others:

1. Go to events that you enjoy: Wine tastings, soccer games, cooking classes, conferences, etc.
2. Strike up conversations on the bus, at the bar, while waiting in line, etc.
3. Connect with people on social media, and invite them to a phone call.

The only real criteria that matters is that you are creating conversation with NEW people. Until you are able to create 2-3 new conversations a week, don't worry about the rest of these steps. Focus on this one.

2. POSSIBILITY

If you're having regular conversations with new people, then, you're ready for the next step: Creating possibility.

While pleasant, these conversations don't create any new possibility (which is the whole reason to work with a coach).

If it feels like these questions are getting a little intimate, that's the point! Creating a client is essentially a process of deepening intimacy.

Your job is to have conversations that explore new possibility with the person you're talking to. You can do that by asking questions like these ones:

1. So what's next for you from here?
2. What do you struggle with?
3. What's the thing you want to do, but don't believe is possible?
4. What would be different if money or time wasn't an object?

Your job is to be genuinely interested and curious about the person you're talking to, and willing to ask these kinds of questions. This isn't a trick: it's about being connected with another human being. You can do that right?

3. INVITE

Once you're regularly creating possibility with people, it's time to invite them to a coaching conversation.

The good news is that this is the easiest part of the process. It goes like this:

When people say "No", it's usually for one of three reasons:

"Hey, I support people with this kind of stuff. Would you like to have a coaching conversation around that?"

1. You're not making a powerful offer. New coaches make offers that sound like this: "If you're ever interested in a coaching session, let me know". Make a clear offer that someone can say Yes or No to. Your job is to show up powerfully. (You want to be a powerful coach right?)

If you maybe want to have a coaching conversation sometime perhaps in the future or something, you know...

2. They don't have a reason to say "Yes." You haven't created any new possibility in your conversation with them, so there's no reason to have a coaching conversation with you. If this is the case, go back and practice the previous step more.

Thanks for complaining about stuff with me for the last hour. Want some coaching?

3. They're concerned that you have an ulterior motive other than serving them. Check to see if that's true – if so, address it. If not, then reassure them that there are no strings attached, and you simply want to serve.

No, honestly, I'm only interested in serving you, that's all I care about!

4. COACH

This is the moment you've been waiting for! Coach them, powerfully.

CRAP! They said YES!

Even though this is the area that coaches have had the **most** training in, it's often where the most mistakes are made.

The reason most coaches fall down in this area is not their lack of skill. Rather, it is a lack of their own deep inner work, which then gets in the way of them showing up powerfully.

Many coaches worry about getting hired. Remember, we're not at that step yet. For now, take getting hired off the table entirely. You are here with only one mission: Coach this person deeply.

Coaches often shy away from upsetting the client, and in doing so avoid saying anything particularly powerful.

Thanks for that, but I can pretty much have these kind of conversations with my friends, and they charge less.

This is your job. Say the thing you're afraid to say. Take a big swing. Screw up. Get messy. Be the only person that will be truly bold with this person.

Sometimes, coaches tell themselves, "Once I'm hired I'll say the really nasty stuff." Stop delaying – if you aren't willing to say it now, you likely won't be willing to say it then.

Ironically, it is a willingness to say the thing that will stop you getting HIRED that will have you succeed.

REMEMBER: Be powerful. Be notorious.

5. PROPOSE

In order for someone to say YES to working with you, you have to make them an offer. This is the part where you do that. Coaches usually create breakdowns in this area by one of three ways:

Would you do me the honour of paying me a bunch of money to work together?

1. Not Proposing

Durp! Bit of a no-brainer here. If you don't propose, you never have to hear the word "No" – but you also never hear the word "Yes."

If you really want to serve your client, then get out of the way and let them make a decision for themselves.

2. Charging too little

This is often a way to get out of the discomfort of your fee that is confronting for your client (and you).

It also saves you from the pain of having someone say "No" to you. Hiring a coach should be a confronting process.

3. Charging too much

Never mind walking before you can run – some coaches want to fly a jet airplane before they can walk.

Your fee should be a little confronting for you (so that you're leaning in to your own edge), but not so much that you become incontinent when you speak it.

6. YES

Here it is – the moment when the client tells you "Yes" or "No".

The biggest struggle for most coaches here is being so attached to the client's "Yes" that they jump all over it and try to wrap things up immediately.

In order for YES to be a choice, NO has to be an option.

As coach, we want to challenge the "Yes", and hold space for the "No".

Most coaches are so concerned about getting a NO from the client that they avoid speaking to the client's objections.

Consequently, the client says YES to alleviate the pressure, and then disappears when it's time to pay their first invoice.

Draw out your client's NO. Ask them directly, "What objections or concerns do you have to working with me?" You are serving the person in front of you by helping them make a clear, empowered decision.

Could you give this section to my car salesman?



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