

Debs: Hello Cindy, thank you so much for calling in on time today, how are you doing?

Cindy: Doing pretty well, thank you, I'm really happy to be here and maybe get something done.

Debs: Fantastic. Getting something done is always good. I'll just explain a couple things about the call if that's okay before we get started. Great. So this call today's going to last around 20 minutes, and I want you to be comfortable Cindy, everything we cover is confidential. The only things that go back to your employer is what you choose to relay at the end of the process on your feedback form. And so are you comfortable to talk freely for the next 20 minutes and not be distracted?

Cindy: Yes.

Debs: Fantastic. Just to be clear on the process, coaching's really a discussion to get clear on where you are now, where you want to get to, and we work together to bridge a gap between the two. So it's not about me telling you what to do, I know you're the expert in your life and your role, and I'm here just to brainstorm some ideas and help you reflect and come up with whatever the next steps that are going to be best for you. Okay? So we're going to use your action plan as a base for your work, I've got a copy of it here, do you have that with you as well?

Cindy: Yes, I do.

Debs: Fantastic, and a pen and paper to write with?

Brilliant. So one of the things that helps me get my head into your space is to have a really brief summary, an overview about you, if you could tell me a little about your role and how long you've been with the company and how many on your team.

Cindy: Okay, well, I am a sole proprietor, so it's just me on my team, and I have been doing this for what, 7 months now? And so I am the one man show, I'm sales, I'm marketing, I'm operations, I'm everything.



Debs: Great. Well, congratulations. So exciting to work with new entrepreneurs, how's the training for you?

Cindy: Training's great. I really enjoyed it and learned a lot from it, and I'm just hoping that I can take some of the tools I learned and implement them into creating more business for myself.

Debs: Excellent. Well thank you for sharing that. Do you have any questions before we start?

Cindy: No. I don't.

Debs: No? okay. Beautiful. So I can see on your action plan here you've highlighted two areas that you want to work on, we'll take them one at a time, which one would you like to start on with today, what's going to give you the most value?

Cindy: Um, well, I think the one I really want to work on is the second one, the free tele-seminar, I feel it's more important right now to get that done, so I have it.

Debs: Beautiful. Okay, the free tele-seminar. So looks like you've rated yourself 2 out of 10 at the training. Have you moved at all, what's happened since the training on that one?

Cindy: Right, well, I got a 2, I would say I bumped that up to a 3 this weekend.

Debs: Congrats.

Cindy: Yeah, I did some research and I think that I'm past kind of where I get stuck is....what do they call it? Analysis paralysis? It's not really analysis, it's like I get so interested in the research that I don't get pen to paper.

Debs: Okay. So you get interested in the research, so tell me more, what do you want to achieve with this, what do you want from this?



Cindy: Okay, so the whole goal is to enroll people into my 6 week coaching tele-seminar on creating work that they love. But in order to do that, if I have something free, where people can get to know me, and they can experience going through a seminar with me, and they will sign up for the 6 week one. So I'm looking to get at least 8 to 10 people signed up for my 6 week coaching program. So that would be the ultimate goal.

Debs: Okay, great. So 8 to 10 people on your free 6 week coaching program, helping them create work they love, and from there, you'll create leads to sell them into your coaching program.

Cindy: Right.

Debs: Additional coaching or what happens once they do the free one?

Cindy: So the free one, they would sign up after the free one is finished, a certain amount would sign up for the 6 week coaching program, so for the free one, I need at least 50 people.

Debs: Okay. Right got you - 50 on the free one, and then get 8 to 10 to sign up for the 6 week. Okay, and so if we use this calibration score of 1 to 10, which is a great way of measuring where we are where we want to get to, where do you ultimately want to rate yourself on that, Cindy?

Cindy: Well, I'd like to be at a 10.

Debs: A 10, fantastic.

Cindy: 10, yeah. Well I want to be there. Why have it unless you want to be there right? It's a 10.

Debs: Absolutely. So what would be happening differently to that if you were rating yourself 10 out of 10.



Cindy: Well, if I was a 10, I would have the PowerPoint done, I would have the script done, I would have the handout finished, and then I would be practicing on my technology.

Debs: Great. Okay. So you'd have the PowerPoint done, the script done, the handout finished, and practicing on your technology.

Cindy: Right.

Debs: Anything else?

Cindy: Um, yeah. I'd be marketing.

Debs: Marketing. Okay. Beautiful. So tell me what, knowing that, what do you feel the first steps are. Actually, what would you like to get out of this session?

Cindy: Um, I would like to get a plan on getting those things done. The PowerPoint, the script. Honestly I have all the information, I know what I'm talking about, I don't have to do anymore research, I just need to sit my butt down and write it.

Debs: Ah, nice. 'Sit your butt down and write it.' How long will it take to write it?

Cindy: Probably for the script, probably a couple hours, I have lots of notes and that's what I did over the weekend, I have lots of notes, and I got the areas that I wanted to focus on. I mean, it's only an hour, and what I forget is that when you spend an hour on the telephone with people it goes by really quick, especially when you're doing exercises, and so, you know you really only need about 30 minutes of material because when you're talking with people. So a couple hours for the script, and maybe another hour for the PowerPoint, and then a handout, at least another couple hours, what's that 2, 4, 5, 6 hours. Say 6 hours.

Debs: Okay. 6 hours there.



Cindy: For the writing. Yes. Okay. That makes sense, 6 hours.

Debs: Okay, and what about practicing technology and marketing, are the things that you do after the writing or what is the writing the first things?

Cindy: I feel more comfortable with getting the writing done, then I can practice on the technology and that helps me run through my script when I practice the technology, so I think the writing has to come first. And I think the marketing can happen simultaneously as the writing. Now that I'm thinking about it, because if I set a date, that kind of forces me to do it.

Debs: It sure does. What date would you like to set?

Cindy: My hands are gonna sweat. I'm thinking in like 2 weeks.

Debs: 2 weeks?

Cindy: Yeah, so I'm thinking, what's today, the 10th, the 25th February.

Debs: 25th of February. Okay, so if you would, what's coming up for you?

Cindy: Just a little anxiety! You know, I've gone out there and done some tele-seminars before and they're not always well attended, and I forget that with marketing you have to put your message out there over and over and over again so obviously I feel a little less confident. You know, it's scary to put yourself out there - like having a party and no one comes.

Debs: Absolutely. It is scary to put yourself out there. So you said with the marketing, you have to kind of repetitively tell people about it - is 2 weeks enough time to get the marketing done to get the people you want, and also considering you have 6 hours of writing to do, is that date a little bit too much pressure, or is that good for you to put a date, and you can always do another one after it.



Cindy: Yeah you know, it's free, so I think I want to try for the 25th, and you know, I can do it again in 2 weeks after that, right?

Debs: Absolutely.

Cindy: I'll already have the material, already have it set, maybe that's something I do on a monthly basis. Once I have the template, I can write more free ones and see what happens. I can do it, I get that. I can do it.

Debs: Excellent, I love your confidence. Sounds much more confident than you did a minute ago. So you can do it. So what do you want to do, Cindy? What really needs to happen now?

Cindy: Well, I have to get the script and the PowerPoint and the handout finished, completed, and reviewed. Just because I'm not such a good editor on my own work. But I think I can do this. Actually I think I can do this this week, looking at my schedule. I have time this week.

Debs: Okay, so that could be completed by when? The PowerPoint, the script and handout?

Cindy: By - I'm gonna say Saturday.

Debs: Saturday? Okay. And so is there anything you need to consider? You said it takes about 6 hours, is there anything you need to consider to make sure that happens?

Cindy: No, I just have to...what I need to do is I will have to probably do it, you know, over the course of what is this....four days, five days,? I can't do it in one 6 hour sitting. Just not possible. I get too many interruptions.

Debs: Okay. So how would you like to schedule it?

Cindy: Um, well, I have time on Wednesday, so I think I can schedule a couple hours on Wednesday, and an hour tomorrow, an hour on Friday, and then Saturday I should be able to wrap it up.



Debs: Okay. So is that an hour Tuesday, 2 hours Wednesday, an hour Friday, wrap up on Saturday?

Cindy: Right.

Debs: Did you write that down?

Cindy: Yes, I'm looking at my calendar.

Debs: Okay. How's that feel?

Cindy: It feels ambitious - but not overly ambitious.

Debs: If you were to use a scale of 1-10, 1 being low, 10 being totally sure, what would you rate your commitment to making that happen?

Cindy: 8.

Debs: 8. Lucky, if it was any lower, I wouldn't be buying it. Anything you can do to make it higher than 8?

Cindy: I don't see any distractions over the next 4 or 5 days. I do have one client who's an HR client, and I have to be out of their place on Thursday, and sometimes they don't always get along, I have a lot of work to do with them, but it should only be on Thursday.

Debs: Okay, you haven't scheduled this for Thursday anyway.

Cindy: Right, I'm hoping nothing will come up unexpectedly.

Debs: So that's sounding like you've got a plan for the PowerPoint, script and handout. What about the marketing?



Cindy: So I'm going to...um, Friday, I'm going to start the marketing if I'm feeling really good about my stuff.

Debs: If, did you say?

Cindy: If, yeah. I'm confident I can do it. But I don't want to put it out there unless I actually have something in my hand. I don't feel good about that. You know what I mean?

Debs: So Cindy, if you had a client in your position what would you ask them or advise them right now?

Cindy: I'd say why are you making that distinction?

Debs: Really? Okay.

Cindy: And I don't know. Probably because I'm afraid that I won't get it done. I'm just thinking. I don't know. I've kind of gone blank.

Debs: So tell me why you want to do it again - the benefit of doing it?

Cindy: Clients. Helping people. You know, I like doing it, I don't like creating it. It's not for me, that's not the sweet spot. Ironically, I have my masters in English, so I should be able to write, but it's not always fun for me to write. So I guess in a sense, it can be wearisome, but sometimes when I start doing it, I do get in a flow. And the part that bothers me the most, and may be I am babbling on here, but it is starting from scratch, if I had a template it would be easy, but I don't so I'm starting from scratch.

Debs: Okay, so you say you don't have a template, is there anywhere to get one from?

Cindy: Well, maybe, I have a friend who's an instructional designer, she might have a template.



Debs: What's her name?

Cindy: Allie. I'll ask Allie if she has a template.

Debs: What else could you do to make this simpler and more fun for you, Cindy?

Cindy: Well, this part of it is not gonna be a whole lot of fun, but I think I scheduled it in a small amount and if I knew I had to sit down for 6 hours and work on this on Wednesday, I wouldn't get out of bed, so....that's not true, I would. I'm actually a really hard worker, so I think I'm being hard on myself.

Debs: Yeah.

Cindy: So you know what? Part of me I want to go back to the marketing for a second, because I think we left that hanging, and part of me, I want to make sure of the content, I don't have the outline done, so I don't want to set up marketing without any content. I need to be concrete in what's going to be involved in it. I'm happy with starting the marketing on Friday. Because that way I have a better idea of the agenda of my tele-seminar, like I said, it's only an hour. but I don't have....like, it's not written yet.

Debs: May I challenge you, Cindy? I want to challenge you?

Cindy: Yeah?

Debs: Okay, we don't have a lot of time left, I think I'm very close to 20 minutes, however, I'd like to challenge you on, is potentially do it in reverse. Think about the marketing, the benefits to them. That way you're focused on your customer, what is it they're going to get from the seminar. Do the marketing first, and then you'll have the deadline and you'll have to prepare something, it may not take you as long as you think, you don't need. You could probably do it off the cuff if you really had to. To prepare, but you're making the preparation the big thing, which isn't fun or



exciting to you, and that's what's stopping you. Get help from people, Allie and anyone else, there are people who have done it before. Get the marketing done first and then you'll know what you're preparing for.

Cindy: Right.

Debs: How's that land?

Cindy: I can do that. I wouldn't obviously, I've done it other ways, and it didn't work out, so I'm willing to try something different.

Debs: Cool, okay. And if your best friend was in your exact position Cindy, what would you advise to them?

Cindy: Well, I would probably say let me help you. So honestly, I'd say get it done.

Debs: Okay, great.

Cindy: I mean, I'm a coach, I'm not a marketing expert, and it's taking me a long time to learn marketing, and I know the features, advantages, and benefits now, and stuff like that, and I want to feel like I know what I'm doing, and I guess I already know what I'm doing. And I could do it off the cuff, but it wouldn't be as organized, so I'm willing to do the marketing earlier, I just had this thought that I don't want to be distracted by whether people are signing up or not.

Debs: Well, the thing is okay, you and I are going a couple minutes over, but we'll really close off, are you cool with that Cindy?

Cindy: Yeah.

Debs: So remembering that like you said the free tele-seminar, people need to hear about it, and even if you get it started, you'll get better at them, even if you had one person on the teleseminar,



you can get feedback from them, potentially they'll tell someone for the next one, if you let go of the result of the marketing, get as much help from other people as you can, so you stay in with the bit that you love, and like you say, get on with it and do it.

Cindy: I can't wimp out here!

Debs: But I would love to help you, I would love to support you beyond this little chat we're having here in any way that I can, I have a couple of ideas for you, so what specifically are you going to commit to today?

Cindy: So what we talked about, spending time on the script, handouts, and PowerPoint, and putting together my marketing, and the next 48 hours.

Debs: Hey, that's the way. Fantastic. And I invite if you would like to send it to me, and I'll give you feedback if you like and we can chat again.

Cindy: Thank you, I appreciate that offer.

Debs: Beautiful, are you happy to close with those actions and where we are today?

Cindy: Yes.

Debs: Ok, fantastic. Thank you so much Cindy, really excited to support you and congratulations.

Cindy: Thanks Deb, I appreciate it.

