

Deep Coaching part 2 - with Rich Litvin

*If people knew how hard I worked to get my mastery,
it wouldn't seem so wonderful at all.*
- Michelangelo

Last year I had the privilege of coaching a very authentic and vulnerable man. He is a speaker and a coach and an amazing salesman. He sold over a million dollars of furniture in a single year in a previous career. But as a coach and a speaker he was struggling to Create Clients and he was in real pain.

He was extremely courageous to share himself and his fears openly and vulnerably. And early on in the audio you can feel his pain, as he says *“I do all these interviews and coaching and training – and nothing changes. And I get to the point of saying, What is this all for? I work hard; I put a lot of energy and thought into it. But for some reason, there’s no payout... I just want my coaching to provide for my family – so we don’t have to worry about gas money or food money or anything else...”*

Neither Nick or I had any idea where this coaching conversation would go before we began. It turned out to be an extremely powerful conversation that ran for an hour and a quarter. He shared his deepest fears and his greatest desires. And over the course of the session, I demonstrated a number of extremely powerful distinctions.

In the coaching Masterclass in Los Angeles, I dived into some of the principles behind Deep Coaching. But in my experience, to become highly successful as a coach, it is not sufficient to master Deep Coaching skills. It is essential to also master the game of Creating Clients (in fact, to be a highly successful coach, you need to LOVE *creating clients* as much as you love *coaching clients*).

As you listen to the audio, follow the discussion by reading my detailed notes on the next page.

In addition, here are some of the questions I send to my Apprentices to review a coaching call like this:

1. What did you like about the coaching session?
2. What would you do differently?
(Coaching is an art not a science – there are always ways to do things differently)
3. If you were his coach, what would you do in your very next session together?
4. What was I doing with him?
5. What coaching skills was I using?
6. What did I miss?
7. What did I catch that you may have missed, yourself?
8. What is holding the client back the most, right now?
9. Which distinctions and principles did you hear me refer to?
10. Which one distinction would be most useful to you in creating your next client?
11. Which distinctions or principles would you like to know more about?

Principles & Distinctions: Coaching A Coach

0:00	In the intro you hear Nick own that even as a coach himself, he is not able to see his own blocks. And then I have to work hard (and use humor!) to bring him back to the question, “What would make this an amazing conversation for you?” <i>Plus, you can even hear I’m a little nervous at the start of the call!</i>
3:40	Notice how Nick struggles to focus on his clients’ successes. He acknowledges one client for doing what others are not willing to do. That’s Nick’s very own edge and he doesn’t yet see it.
15:16	Listen to Nick’s energy: its really hard for him to receive my acknowledgments. And notice how he feels heard when I really ‘get’ his frustration.
16:40	Nick begins to really open up about his world. And he is EXHAUSTED. “It sucks...” he says.
19:35	<i>“...the reason most coaches are not successful is that they spend more and more time doing what they love: coaching. And less and less time doing what they find challenging: selling coaching. And the truth is that if we don’t sell what we do, then no one will buy what we do. Which is the reason that 80% of coaches make \$20,000 a year or less.”</i>
20:40	A powerful distinction between selling yourself vs selling what your clients really, really, really want...
23:00	Nick comes alive as he describes how he sells WITHOUT SELLING! Important distinction: selling coaching as an experience vs selling coaching as a concept.
24:42	Steve Chandler’s TWO BOXES MODEL for creating a successful coaching practice
27:40	The Power of a Conversation: How do YOU sell a car, Nick? <i>“I don’t really know much about selling cars! And what’s funny is the less I know about cars, the more, I sell...”</i>
29:10	Make it a GAME! And the secret formula for Creating Clients: Invitations >> Conversations >> Proposals
31:40	The Boom–Bust Cycle that most coaches don’t even know about
36:44	Nick was doing a million dollars a year in sales. So why is he struggling as a coach?
37:17	Nick asks for High Flame Coaching! And I point out where he is putting all of his attention on himself, when people around him are desperate for support.
43:11	How I created my first ever \$25,000 year–long client.
46:40	White Space: Why I slow it all down, and take a step back and resist my urge to have him creating clients right now. And how we are amused to discover that the best way for Nick to create clients, is to say NO to a coaching client.
49:41	Have Your Fee Be The NO. And double your rates – and watch your clients’ commitment double, too.
51:45	Notice how Nick is still thinking that his fees are about HIM. And why I am currently creating \$150,000 to pay my next coach for a year of coaching – and what a \$150,000 fee has done for MY level of commitment.
54:50	Nick gets EXPOSED: “Have you ever had a coach?” <i>If you don’t believe in coaching enough to invest in your own coach, why would anyone ever invest in YOU?</i>
60:30	The power of the question: “What’s the first TINY step you’d take?”
63:00	A Life–Changing Exercise: “What ENERGIZES You? What DRAINS you of energy?”
64:42	The Power of Silence: I think we’re done. But we’re not! And why a 2 hour conversation is a such powerful way to create clients.
67:35	The Old Fashioned Approach – and why humor and curiosity are your two greatest gifts when you are ready to create clients.
70:27	SLOW DOWN TO SPEED UP. And why I was like a puppy on a slippery tile floor!
74:36	I thought we’d stopped recording. But we decided to leave it in. Listen to the impact of the call on Nick.



Coaching A Coach: The Update

A few months ago I coached an amazing man called Nick Smith. Nick is a master at Sales. And yet he was in total fear around his coaching practice. Actually he was in pain.

Well, in the weeks and months following the call, I often wondered what would happen next for Nick - and whether or not he was truly able to hear my deepest message: **Slow Down to Speed Up...**

Well, a few months later I got my answer because Nick sent me this email:

I haven't been promoting my business for about one month. Tonight I got a taste of how the best promotion a person can get is the promotion others give on their behalf.

Tonight my good friend and client Jonas Otsuji hosted an event called Chef War. Nearly 200 people packed the event. There were local celebrities in the audience, business owners and tons of couples and friends out to have a good time. Jonas mentioned that he was going to plug me and what my coaching had done for him.

About halfway through the show he did a give away. In his hand he had five of my coaching certificates. Before he shared them, **he told everyone in the audience what my coaching had done for him**; how that show came about and how my coaching helped him get onto Survivor, the popular reality TV show. At the end of his awesome testimonial, he told the audience he had 5 certificates for a free coaching session with me that would go to the first five people to raise their hands. Within seconds, people were jumping up to grab them. I was giddy inside as I tried to remain composed while watching the people jumping for a chance to coach with me.

Jonas came up to me a little later in the show and said people were complaining about not getting a session and asked if I would give a few more away. I said that would be fine. He made the announcement and again, people were telling stories of why they should have those tickets. I was moved. These people really believe my coaching can help them; I know it can!

I was impressed and inspired that people in that room saw value in what I did. Not from my own mouth, but from the mouth of one of my clients. It was powerful.

I had a lot more fun when my client did the promoting, and the results were phenomenal.

Nick called me a few months after this to hire me as his coach. I taught him a principle that really serves me, when it comes to Client Creation: **Money is The Most Perfect Expression Of My Creativity**. I love that because it means that if my bank account is low, I don't have to judge myself. It means I wasn't very creative last month. And if my bank account is low, I don't have to go into fear mode. I just need to get creative!

And I introduced Nick to Michael Neill's 90 Day Money Game. Well, he got creative! He decided to teach others whilst he played the game himself and on top of his day job, he created an additional \$25,822 from coaching. And the team of 7 people he coached, created \$234,361 between them, in less than 6 weeks.

What a change since that very first recording of me coaching a man in very real pain...