

Coaching TeleSummit 2007

Supplemental Notes for Practice Building Panel Discussion

“Which business decision made you go from 5 to 6 figures?” (3 Minutes)

It was really a three-part, doable decision:

Part 1: Who to serve.

Pick a hive, a group of people who have a problem they have already decided they are willing to pay to solve, and they are already talking to one another about it.

4 Focusing Questions for Picking Your Six-Figure Niche:

- Is the industry growing?
- Have they organized themselves to succeed?
- Is there a major trend happening?
- Do they have any money?

Part 2: How to serve them. (This is decision about how to structure my business.)

When I got started in 1986, my first coaching offer was a group program. Later, in the early 90s, when I got involved with my first coaching community, they emphasized one-on-one coaching. Up until that time, my business was 80% coaching clubs, mastermind groups and product-based coaching with 20% one-on-one in a Platinum level. When I tried to make the shift to 80% one-on-one, my income actually went down. Today, my business is 90% group coaching, 10% one-on-one.

4 Steps to Strategic Coaching

- Picking a business model;
- Recognizing what I do best and doing only that;
- Creating systems;
- Involving others in the delivery;

Part 3: What to offer.

This was about asking people what they want, and offer various levels of access to me based on what they want. For me, this is a 5-part introduction to coaching which points to my coaching programs which points to coaching products which points to...

Part 3.5: That six figures is possible (for **ME**).

“Branding question: how do you use multiple websites?”

For example, how do you know when to expand your existing one vs. creating a new one, and how do you link them together?

Which one do you include on your business cards, which ones do you announce at presentations?”

(4 Minutes)

Six Kinds of Coaching Sites

Keyword-Based Sites for Traffic Generation

Example: article, blog, or a directory type site

List Building and Lead Generation Sites (“Pink Spoon” Sites)

Example: www.coachingnewsletters.com

Niche, Product and Program Specific Sites for Enrollment & Sales

Example: www.wealthyretailer.com (a new niche I’m testing with a partner)

Personal Branding / Proof Site

Example: www.ramonwilliamson.com

Fulfillment, Support & Team Sites

Example: www.coachinghelpdesk.com

Branding, Networking & Reputation Management Sites

Example: your “space” at social networking sites, hosted blogs, directories, etc.

I don’t have a business card, but if I did, I would include my main site, ramonwilliamson.com 😊