



COACHING

ALIGNMENT ASSESSMENT

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not."

Oprah Winfrey

"Get yourself into a state of service and abundance before each alignment assessment. Stay true to your heart, and do the right thing."

Jenn Walker

Watch ALIGNMENT ASSESSMENT Video (28 minutes):

<https://youtu.be/GPfvdmTUrxk>

1) BEFORE THE CALL:

- Get yourself into a state of Abundance, Service, and Love.
- Have your intention set: To listen fully, and to have the person on the phone feel fully heard. To be fully expressed and have yourself be fully heard. Make a decision together whether it's aligned to work together or not.
- Prepare by reading the answers to intake questions, review social media profile and/or person's website to get a sense of who they are and what's important to them.

2) CONNECT AND BUILD RAPPORT:

- Take time at the beginning of call to build rapport, this connection is very important to assess if it's a good fit for a 90 day program
- Touch on mutual friends and/or interests, what happened in the day or week, location where they live, etc.

3) "DID YOU READ MY ABOUT PAGE AND TESTIMONALS?"

- If no, don't waste their 45 minutes call, or your time. Explain that questions answered in those two documents will save time, so that the 45 minutes can be really focused on them, and reschedule the call with them.
- If yes, awesome! And continue on...

4) "I READ OVER THE ANSWERS OF YOUR INTAKE QUESTIONS, AND GIVE ME A BIRDSEYE VIEW OF WHAT'S GOING ON."

- This is a time to actively listen and take notes.
- Ask for any clarification that you need to understand.

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5) TACKLE EACH CHALLENGE THEY HAVE AT A TIME. LOOP BACK AND FOCUS ON THE TOP CHALLENGE FIRST AND REPEAT WHAT THEY SAID AND THEN ASK “DID I GET IT?”

- Can start with “What I heard was...”
- Repeat back in accuracy what they said, and ask “Did I get it?”
- Allow them to clarify any misunderstanding or fill in any gaps you missed
- Repeat back again, and again ask “Did I get it?”
- Repeat this until it’s a “yes” and the person is fully expressed

6) ADD THE SECRET SAUCE “IS THERE ANYTHING MORE ABOUT THAT?”

- This is a beautiful process that takes the person from the superficial issue to their subconscious – where the problem really needs to be addressed
- Repeat back what they said, and “Did I get it?” as many times needed

7) HIT THE PAIN BUTTON: “IF NOTHING WERE TO CHANGE, BY (GIVE A TIME IN THE FUTURE), HOW WOULD THAT FEEL?”

- This stuff sucks, people will feel pain. Be there for them. They need to feel this future pain, in order to make change now.

8) BRING THEM TO THE POSSIBILITY OF WORKING WITH YOU: “WHAT WOULD YOU LIKE IN 30, 60, 90 DAYS OF WORKING TOGETHER?”

- Let them be heard, fully expressed

9) LET THEM KNOW IF YOU CAN HELP: “I CAN HELP YOU WITH THAT!!”

- Explain how your program and systems help with the exact need the person described

10) REPEAT PROCESS FOR EACH CHALLENGE THE PERSON IS HAVING:

- MIRROR: “Now about (new challenge discusses), what I heard was...”
Repeat with accuracy the challenge.
- ASK: “Did I get it?”
- SECRET SAUCE: “Anything more about that?”
- HIT PAIN BUTTON: “If nothing were to change in (timeline) how would you feel about that?”
- FUTURE PLEASURE WORKING WITH YOU: “What would you like to achieve in 30, 60, 90 days of working together?”
- LET THEM KNOW IF YOU CAN HELP TO OVERCOME THEIR PAIN, AND TAKE THEM TO THEIR DREAMS/DESIRES: “I can help you!!” My program does just that, (explain program results/benefits).”

11) BE HEARD:

- Explain your WHY, your BELIEFS, your VALUES and your BOUNDARIES of working together.
- Let them know WHAT your program is: 90 days, 9 x 1 hour calls, and the results they’ll get

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- Let them know who would be a good fit:
 - READY
 - DECISIVE
 - COACHABLE
 - COMMITTED
 - RESOURCEFUL
- ASK: “Why should I work with you?”
- ASK: “Why do you want to work with me?”

12) IF IT'S ALIGNED, THEN WALK THEM THROUGH THE INVESTMENT OPTIONS:

- Example: “The investment for the program is \$5000, and I reward action-taker, so if you sign-up right now it's \$3500”
- I would do an installment option of two payments, but only mention this if they ask: “Two payment of \$2000, one taken now, and another in 6 weeks.”

13) OBJECTIONS: KNOW THAT IF IT'S ALIGNED AND IF THERE'S OBJECTIONS IT'S JUST RESISTENCE AND FEAR, HELP THEM THROUGH IT.

- Call them out on their BS with Kindness.
- Anyone can get resourceful when they want something – time/energy/money
- Ask “How can I help?”
- Ask “What's there for you?”
- Get to the root of the objection
- Take Deposit of \$500 to \$1000 (non-refundable) if they want to start at a later time – you're holding a space for them.
- Need to talk to partner? Is it resistance/BS or truth? Call out BS and help, and/or coach what to say to partner/spouse.
- It usually has nothing to do with what the objection is about. See what's really there for them, and help them through it. Reiterate what they told you, about the importance of this, the pain they have about it.
- If they need a week to get the money together, or a night to talk to their partner, give them that time, but with a deadline!! “You have 72 hours for the \$3500 price.” And book a time for a follow up call.”

14) YUP! LET'S DO IT!!

- Watch TAKING PAYMENT AND SETTING UP EXPECTATIONS Video (24 minutes): <https://youtu.be/z8CoKeaieaQ>
- Be prepared to take payment
 - I don't recommend Invoice or Etransfer – A lot can happen to the mind, when you get off the call with this person
 - Set up Virtual Terminal with PayPal (\$35/month) or Sign up for Squareup: www.squareup.com

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- Order Square Reader to be able to take payments at workshops
- Send them their invoice
- Book their next appointment www.zoom.us
- Send a Coaching/Consulting Agreement
 - If you want to set up Adobe Sign: <https://adobe.ly/2SitvR2>
- Send a Welcome Package (view my WELCOME EMAIL as a template)
 - I recommend:
 - CHECKLIST: TO DO BEFORE FIRST CALL
 - KEYS TO KINGDOM/HOW TO BE SUCCESSFUL IN THIS PROGRAM
 - GOALS FOR THIS PROGRAM
 - SOME FRAMING PRE-HOMEWORK
- Start creating your resources: PDF, videos, etc.
- Start creating your systems of organization: excel documents, bookmarked urls, etc.

15) YOU'RE READY TO ROCK!!

- Watch YOU'RE READY TO ROCK Video (5 minutes):
https://youtu.be/vF_Gu-MppYs
- You're ready!! Keep going on your 30 Day Video Challenge! Share yourself everywhere you go. Remember, in every video and in every conversation: BE VISIBLE – ADD VALUE – MAKE OFFERS!! Share bit.ly link for FREE Call. Take people through the ALIGNMENT ASSESSMENT, and if it's aligned, take them through the investment options, and what to expect that's coming next.

BADDA BOOM BADDA BING!

Get into action with this BIG TIME!! Get out there with your Voice, and Serve People that are looking for you right NOW!!