

How To Make Money As A Coach

All right. Let's get started. We're probably going to have like I said earlier probably have a smaller group, smaller live group because of the reschedule. If you're watching this live or recorded, I apologize for the reschedule. Sometimes that happens. Doesn't happen very often. We've done over 100 webinars and I think this is out of a 100 plus webinars, live webinar trainings we've done like this I think this is the second time ever we had to reschedule one. My flights got changed and then Billie was going to do it and then Billie got sick, like really sick. She could have done it but I said you know what? No. The guys paid for this, this should be like when we're 100%. Billie and I will both be doing this. Billie will be a few minutes late. She'll be joining us in a few minutes. This is how busy we are. I'm in Paraguay right now as you can tell from the background and Billie's actually at the airport so she'll actually be doing this joining us on her phone while she's at the airport waiting for a flight because she's actually flying to Peru and then to here. That's how busy we are.

I'm going to be read my notes. If I look this way that's what that means. You'll get a copy of the notes. If you're live you'll be getting a copy of the video. If you are watching the recording, you'll get the audio and the transcript. The transcript may take an extra week if you actually applied for the live session. If you purchase this later, you'll get the transcript all as a package. What I'll do is I'll go through my content and then Billie and I will handle the Q and A at the end. We'll stay for as long as we can. We don't have any appointments after this. We can stay long and let me double check the technology here make sure we're still good and live. Everything's looking good. Okay cool. If now I'm in Paraguay so the internet here is not bad but it's not great. If I freeze or anything let me know in the chat and just wait. Just relax and wait and I'll be back. Don't worry. All right.

Background

First, we got to define coaching and that's a challenge. We'll firstly back up. Let me give you my background in this and Billie's background. If you add up all the money that I have made as a coach it's in the seven figures. Billie is also, that is also Billie. As a matter of fact, Billie probably has made more than me in terms of coaching than I have but both her and I are both are seven figure earners. I don't mean seven figures in a year from coaching but if you add up all the money we've made individually from coaching or any variation of coaching it's in the seven figures. We have both done very, we're getting two people who have done very well coaching as coaches. I've been coaching publicly let's see, since 2010-ish and then privately since when do I actually start coaching my consulting practice and I'll cover there's a consulting a coaching in a minute. Boy, when did I start doing that? Around 2002. I've been coaching in some form or fashion for over 20 years. We kind of know what we're doing here.

In this training I'm going to show you exactly how you can get from zero to the money fast as a coach. We have a program called the 90 Day business Builder. In that program we have several different tracks that people follow. One of those coaching and we have found that the people who are successful in that program, the majority of them are doing either coaching or consulting in terms of getting money from zero to ninety days. Coaching is one of the fastest, easiest way to get from zero to the money quickly and then get to the big money quickly. It really is provided you do what I'm going to talk about in this session. That's why I'm a big fan of coaching especially if you niche and everything we're talking about.

Coaching versus consulting

What's the difference between coaching and consulting. Coaching is when you're working one-on-one with an individual. A subset of coaching is doing one on a group, a small group, if you have four or five, six people maybe either live or over Zoom, a small group. You could consider that coaching. If it's a large group, that's more presentation stuff. That's not coaching to me. Coaching is you're getting one-on-one feedback. You're having a back-and-forth real discussion, one-on-one with someone or in a very tiny group. I would say less than four people. That's the difference with consulting. Consulting when you're hired as a consultant, you're working with a firm that you're working with a company or an entity or an association. You're not working with an individual. You can be a business coach working with business people in the business sector but doing one-on-one coaching. Does that make sense? There are various people who call themselves coaches or coaching programs but it's a giant group. That's more of a coaching program.

Coaching programs is when you're dealing with a group larger than four people. I don't consider that coaching. I consider that coaching program. For example, I've been parts of coaching programs that were very expensive but it was a group of like 30 people. Coaching, the way we're discussing it here is something that is one-on-one or very close to it. The goal of coaching is to and this is important, I have this in italics in my notes. Anyway, here's the goal of coaching. To quantifiably improve your clients' condition so that means that your client is coming to you with a specific objective or a specific problem. Through your coaching you are assisting that client to achieve that thing. For example, I'll just brag for a minute. In the last two weeks, I've talked to someone just yesterday who was able to quit his job. He now makes a six-figure location dependent income and he's traveling all over Asia. That was directly through my coaching. He said it. I was emailing someone about four or five days ago who actually got to seven figures through my coaching. I'm not saying this. They're telling me this. Caleb, it's because of your coaching. That means you're achieving actual results with your clients if that makes sense. That's also by the way those of you who are curious about consulting. That is also the objective of consulting. Improving the client, just the client in a consulting scenario is an entity is a business. The client in a coaching scenario is an individual.

Niche

I'm talking about niching. If you are familiar with any of my business content, you already know I'm about to say but I'm going to give you specific coaching examples. The only way in my opinion to make money as a coach today is if you niche and you niche as narrow as you can. Let me give you some examples of coaches that are not niched and these people get slaughtered and they never make any money. I've heard a lot of these people. This is my favorite as life coach. Now thank God this is not as popular as it was about 10 years ago. Everyone wanted to be a life coach. God damn. I would get emails from guys saying I want to be a life coach. I'd be like aren't you 25 years old? Yeah. Number one, you shouldn't be a life coach at all. Number two, life coach is not niched. Life coach, what does that mean? If I hear a life coach that doesn't mean anything. You cannot be a life coach. That's stupid. That is the opposite of being niched.

Identify a specific problem people have in life and be a coach on that. For example a guy who coaches men on how to overcome porn addiction. That makes sense. That's a niche. You'll make money with that. That's awesome. That's not a life coach. It might be a life coach category but that's a niche. Now you can actually help people. Now you can actually make money with your clients. Make sense? Another one business coach. I've been guilty of using this term. I'm a business coach. That doesn't mean anything. What do you mean you're a business coach? What is the specific result that you help people get in their businesses or in their careers and nail that instead of just saying I'm a business coach.

Now, if you go around and people ask what you do, you can say I'm a business coach. I do that. That's fine. I was saying is if you if you tell people at a party what you do for living in business that's fine but in your marketing and your branding, you're not going to be a business coach. That doesn't mean anything. Do not do this. If you're a business coach, what specific result in that person's business are you trying to approve. Are you a productivity coach? Are you a marketing coach? Are you a sales coach? Are you a customer service coach? Are you an operational coach? Billie is several different kinds of coaches. As you get better you can actually do several different aspects of this but what type of coaching are you doing and narrow, narrow, narrow as you can.

I'm here in Paraguay and I'm going to hire a coach in July through one of my attorneys. This guy is a land acquisition coach for South America and Paraguay. What he does is he knows the area and he can help you figure out what land is the best for the type of farm or cattle or whatever you want to raise and what parts of the country are the safest. He's a coach. Talk about niched. This guy does just fine even though he lives in Paraguay. There you go. That's a niche. Fitness coach, that's my ultimate favorite. That's probably worse than life coach. I'm a fitness coach. Doesn't mean anything, what do you do? Do you help people gain muscle mass? Do you help people lose body fat? Who do you help? I've gave this example many times. Instead of saying I help people lose weight you would do something like I help women over 40 lose fat after having a baby. Boom, that's niched and now you'll make money. Even dating coach. That doesn't mean anything. I get a lot of you in my audience. You will come here and say I'm a dating coach. I'll be a dating coaching. What does that mean? Are you a day game coach? Are you a

relationship coach? Are you a sex coach? Are you a get her back coach? Dating doesn't mean anything. I've given you four examples. That's my point.

Examples

Let me give you some real examples here. You want to niche as narrow, narrow, narrow as you can. The more you niche, the easier it is to get clients, the more money you can charge and the more referrals you'll get. Let me give you some real examples. Instead of a life coach, mindfulness coach, depression coach, post-divorce coach, time management coach. Those are all good. Instead of a business coach marketing coach, team building coach, scaling coach, financial coach or finance coach or cash flow coach. Those are good given the business coach.

Fitness coach, instead of fitness coach, mass gainer coach, naturopathic nutrition coach. That works. Being sexy over 50 coach. I met one of those once. Perfect, that's excellent. For men or women, pick one. I wouldn't do both. Lean into one or two. Dating coach so instead of that older man/younger woman coach. Coaching young older men on how to date much younger women and that's all you do. Great. Indian guys living in the west coach. Helping Indian guys live in the west date and get laid instead of just being a dating coach. Get her back. I talked about that. Another good coach by the way is I'm helping post-divorce men, especially post divorced men over 40 because that was me although I was 35. That makes sense. Narrow niche.

Develop USP

We talked a lot about this in the Business Builder program. USP is unique selling proposition. Here's what that is. That is how you are uniquely different from everyone else not just other coaches but everyone else. What is unique about you, about the offering that you have and it cannot be price, quality, service. If it has anything to do with I'm cheaper or you do not want to be cheap if you are a coach but I'm cheaper. That's not on USP. I'm really good at this and I really know my topic. All coaches should know their topic. That doesn't make you different. I really care about my clients. I really care about my customers. That is not a USP. Everyone says this and that's why it's not a USP. I'm really good at coaching. There are millions of coaches who sell like this. I'm really good at coaching. I love my clients. It's awful. No.

Here's the question you ask yourself when you're developing your USP. Why should I hire you versus any other option I have available to me including doing nothing because that's also an option? Other coaches, other programs or doing nothing. Why should I hire you? If all you've got is I'm really good at coaching. I love my clients. I'm less expensive. You're fucked. What that is for a coach is the specific deliverable you're going to help that person get. If you've already niched that should be very easy. If you say I'm a business coach or a life coach, what's the deliverable you don't know. I'm going to help you. That's not a deliverable. You're narrowing down the niche to narrow down the deliverable. Now your

marketing actually works. Now when people see you on Instagram or LinkedIn or however you're marketing now that works. People go oh shit. You may say well a lot of people aren't going to use my service. That's right. You don't want the whole world using your service. You want your niche using your service. That's why you can charge more money.

A lot of the coaching I've done within the past 15 years is how men can date multiple women all at the same time without cheating and without lying. I've done a lot of coaching on men in monogamous marriages converting their monogamous marriages to open marriages and keeping the wife. Who else coaches on that? Who else in the world coaches on that topic? Nobody. I'm the man. Okay so there you go. I'm niche as fucked. I was able to charge these guys. I don't coach a lot these days one on one. I just don't have the time anymore. I'm at a different income bracket and things like that but I charge a lot of money for that when I coach with guys. I charge a lot of money. Why would someone charge a lot of money? A, I know how to do it and B, I'm the only guy teaching it. Who else? If you have a monogamous marriage and you want to have sex with other women and you want to keep your wife and you want to convince your wife to do it. Who else are you going to hire in the world besides me? This is what niching does. You see how niched that is instead of saying I'm a relationships coach or God forbid, I'm a marriage coach. There are marriage coaches out there. Not marriage counselors, marriage coaches. Stupid, I mean it's a little better than relationship. It's not much. You see my point. You see how niched you got to get. That solves 80% of the problem in terms of your marketing and in terms of you being perceived as an expert, in terms of you charging a lot of money for your coaching services.

How to price?

First, we talk about how to position yourself. Now we're going to talk about how to price your products, your services. Charging hourly is okay to get started but it is not the best long term. Charging hourly and I've talked a lot about this when I train consultants and I also have a Consulting course. It's very similar to this. The problem is what happens if you get popular? What happens if you get a lot of clients? All that means is you fill up your week and now you're working harder. The problem with selling hours for dollars if it's your time, the problem with that is there's a cap on your income. I guess you could raise your rates but then it gets complicated. Now if you have coaches under you, you have a coaching firm like Billie does, that's different but if you yourself are charging hourly. I generally don't recommend it. It's okay to if you want to start it but I'm going to give you some better models.

Another problem with charging hourly is often when we charge hourly, we charge after the service not before the service. Now these days online payments that's less than the case but that's just another issue. Here's a better model that I would recommend is that you come up with two or three, I would probably come up with three. Three is better canned coaching services where you say Level A, Level B, Level C. Level A is the cheapest. Level B is more expensive. Level C is a lot more expensive. Under each level service you get these bullet lists. You get me for one hour plus you get this plus you get that. That's Level A. Level B is everything in Level A but this you would get me for two hours plus I'll do an

assessment plus I'll give you a worksheet plus this, plus that. Then Level C is you can see me for five hours plus this plus this plus this plus this. Maybe the first one is, don't copy these prices. That's off top of my head. Maybe the first one is 297 whenever you're selling on the internet always and your prices in a seven. You'll notice that everything I do is priced you have end it in a seven. Why is that? Because when you price things at a seven you're more likely to sell. Why is that? We don't know. Well, we've testing for decades and seven is the magic number. Maybe 297 is option A, 497 is option b and 997 is option C. Here's a little trick to this. You can make the third option really expensive like exorbitantly expensive which helps sell option B.

For example, you could do 297, 497, 1997. Suddenly the 497 doesn't seem very expensive anymore. People will go out and approximately anywhere from 18% to 30% of your market would prefer to choose one of the better options. If you only have one option, you're losing money. It's stupid and it doesn't necessarily have to be just more hours but it could be so it's a flat fee. They pay online. You get the money first. They schedule the call with accounting or something like that and then you're in. It's a flat. Even better in my opinion, another model is to use a flat fee that doesn't have an hourly thing. For example, a single use or monthly retainer.

So, when I did coaching over the last few years, I don't really do this anymore. I technically do this if someone wants to pay the fees but they're exorbitant. You charge a flat fee for an X amount of time. You charge a flat fee for let's say 30 days. In that 30 days, I'm just giving you an example. This is just food for thought to get you percolating. Come up with some ideas on your own. I've done this. I will charge for a few thousand dollars for a coaching package where you coach with me for 30 days. In those 30 days you get unlimited email support from me. You can email me whenever you want within reason. I'll cover that in a second. Then you get as many one-on-one meanings Zoom meetings as is needed. We'll talk about that in a second. Well, what if they want it every day. We'll talk about that in a second. I do not attach a time frame or you get X number of hours because then I got to track my hours like an attorney.

Let's say I said I'm going to charge you \$3000 and you get four meetings with me that are 90 minutes each plus that means I have to time the hours and limit the time. Maybe the person isn't done in 90 minutes and they need more help. Instead I follow the Allen Weiss model where I try whenever I can and I certainly do this with my consulting but I do this with my coaching as much as I can too to remove this hourly model to just say as needed. What I will say in the materials is that I will say email as needed within reason. You can't email me every hour of every day. You can't do that. 99% of the audience won't do that. 99% of your customers will respect your time especially if you branded yourself correctly. They won't do that. As a matter of fact in my coaching I've only had one or two of all the coachees I've had with my life I think I have one or two people who email me a ton. It's very rare.

Then meetings as needed. It would be like we would have a meeting as needed. Am I going to meet with you every day or four or five or six times a week? No, I'm not going to do that. You probably don't need a meeting. Do you really need a daily meeting every day to accomplish some tasks in your life? Do you really? No so that's excessive. You wouldn't do that. You can even put that in your website or whatever. Hey within reason. I'm not going to see you every day but what you need. If you need one a week, we'll do one a week. If you need two a week, that's fine. If you need two week, 20 minutes, fine. If you need one long like hour and a half thing per week on a Monday, great. I'm very flexible. Whatever you want Mr. Client. In that way, I like that better. In that way it's less structured. Here's a secret to that. You can charge more money. If I say you get one hour of my time plus this and plus this 197. You're locked in to the guy has this mind or the prospect, if it's a woman okay, I have one hour. One hour is worth this whereas if you say 30 days or 45 days or two weeks, all the email support you want or all the WhatsApp support you want or all the support on Telegram or Discord plus meetings whenever you want. What's the perceived value of that? Very high. You can charge a few thousand bucks. Pretty nice. It works. I've done this. That's another model. I prefer that vastly over per hour. If you want to start with per hour because I realized what I just said requires a lot of balls especially if you're a brand-new business owner. You might be a little nervous to do something like that so that's fine. Start with hourly if you want and then as soon as you can break out of hourly into these other models.

This is standard advice for all business owners but this is doubly important if you are a consultant or a coach. You need to charge as much as you can. Here's the rule of thumb. What you charge for your coaching services needs to make you at least a little uncomfortable. If you're perfectly comfortable with your price, you're charging too low. Raise the price. If you're like oh my God that would never work. That's probably too high. Your price needs to make you a little uncomfortable like I guess, I don't know but I get. That's perfect. That's the price you want. Again, remember this is one of the most important components of this training. If your price is something a 100% comfortable to you, you're charging too low. I do this especially last few years. We've all been bad at this; all business owners are bad at this to some degree but certainly last three years. When I designed something new and I charge it, I want to be a little uncomfortable. I want to read that price and go ugh then when I feel that way I know I'm there. If I read the price and go yes, that's exactly right. That's exactly right for my audience. That's exactly right for my niche. That's not good. The price is too low. Raise it.

If you're spending your time coaching because coaching is what they call, is it asynchronous? If you hire me for coaching, one-on-one coaching and I'm coaching with you over a Zoom call, I can't do anything else. You're taking 100% of my time. That means I got to charge a lot of money for this a lot because I can't do anything else. It's not like I'm talking like right now, I'm talking one on many. I'm talking to all of you live and the many of you who are going to watch this recording. I could charge less for this because I can scale this. I can scale this hour I'm spending here but if I'm coaching one on one, I can't do that. That's true with you. You got to be very cognizant of how much time this is taking you.

Payments

You need to, when you are a coach in the modern era, you need to take as many forms of payments as you possibly can. When you don't take certain forms of payments, a percentage of your audience who would pay you is now not going to pay you. Here's a quick list. PayPal, Stripe, if you're in North America Venmo or CashApp. That's not available in all countries but if you're North America definitely or if you are outside of North America, the equivalent for those. A lot of countries have their own versions of Venmo. These are like transfer money apps on your phone. Whatever is popular in your region or whatever is popular with your niche. Maybe you live in Mongolia and we actually got a guy in one of our programs who lived in Mongolia. Maybe you live in Mongolia and you're going to work with people in the UK. Whatever is a payment system, software app, what have you that is popular in the UK, you better set that up so you can receive payments with that.

Wire transfer, if you have higher numbers. If you're just charging \$100, \$200, \$300 here and there, wire transfer probably isn't necessary but if you're charging more than a thousand dollars and your niche is to the entire world like mine you're going to have to get a system where you know if someone sends you an email saying hey, can I pay with wire transfer and you go ugh. Let me call my bank. No, you need to figure that out in advance. Call your bank, get all the information you need from a wire transfer. Have a friend send you \$10 as a test to make sure it works. Have that in place. There are people all the world like wire transfers. As a matter of fact, that's how I pay Billie. I pay Billie once a month. I send her a big amount of money with wire transfers. This is very normal. You need to be comfortable with this model of receiving money.

What I have is a little document that I have for my American corporation. I have several corporations but my American one, I have DCS International wire transfer info. Anytime I have a client, now this is a higher end client paying several thousands of dollars or more. They want to send me a wire I said no problem. I just click it as an attachment and send it. It's all the account numbers, the SWIFT Code, the ABA number, you have to have the name of the bank, the state of the bank, the address the bank, all those bullshit. Okay you send it off and you're good and I can receive the money. Very important. Again, if you're just charging below a thousand dollars I wouldn't worry about wire transfers but if you're charging above a thousand you want that. Bank transfer, if appropriate for your area. I live in Dubai and the really cool things about Dubai is all the banks are tied together in Dubai, the UAE. If you have a banking app with your bank in Dubai you can within like two buttons, within two clicks you can send anyone else in Dubai, any bank account. No matter what bank using in Dubai, you just send the money for no fee and they get it instantly. It's awesome. If you have that kind of system in place with your niche, you need to have that in place.

Crypto, that's big with people who hire coach who utilize coaches and with certain niches, it's more important. If your niche is men under 40, definitely want crypto. If it's women over 50, probably not. It depends on the niche but if it is at all compatible with the niche you need to have it. I take seven, eight,

nine forms of cryptocurrency. Figure it out. The easiest way to do this, if you want a little cheat code for the crypto is an app called Exodus. It's a desktop app and a phone app. It gives you up to like 40 wallets. It's awesome. The separate wallets, you just click the cryptos you want to receive. Just turn them on and then you have those wallets and just copy and paste those wallets and put them on your website or put them in your emails. You're good to go and receive funds that way. It's great. Then if you receive like Tron or you see if like Monero, right in the app you can convert it to bitcoin or what have you. Again, take that kind of payment. Don't be stingy about this. You will lose money if you're not going to receive these payments especially for coaching. This isn't like selling stuff on Amazon. You need to be as flexible as you can in terms of receiving money.

Scaling

Scale pricing upwards once you get a few clients. This is big. This is something I wish I knew like 25 years ago. If you're brand new, this doesn't apply to you but you need to have this in your head as you're brand new. Once you get a few clients, five, six, seven, however many clients is a few for you. Four, five, six, ten, whatever, probably less than 10. That means that you are a real commodity in the marketplace now and what that means is you need to start thinking of other coaching packages that you can design for your current clients or new clients who have yet that are higher ticket. Maybe a six month package that costs \$8000 or something like that or \$25,000. Once you have a few clients you say to people I've helped these people. You know also subconsciously and emotionally you have a client base. Now you're not uncomfortable charging that amount of money but you want to get there as soon as you can. You don't want to have a \$200, \$300, \$400, \$500, \$600 coaching service and just sell that to a bunch of people over the next three or four or five years. Oh no, no, no.

Once you get some clients and you have the confidence make some new programs. I'm talking about ABC, do a D over here. That's a lot of money and with a lot of engagement like six months or a year or three months or maybe a 60-day intensive where they can text you on your personal phone number. They can bug you whatever they want. Things like that. You'll be shocked in every niche or in most niches. There are whales. There are people who are just insane and will pay you mountains of money. I can't give you names because I signed NDAs. I have worked with and in some cases potentially work with, interview but never worked with them celebrities with my relationship coaching stuff. Um these people pay me a lot of money. I've worked with people who are celebrities in the sports world too. I got a lot of money from these people. I've dealt with people who are multi-millionaires. I've worked with many multi-millionaires in my consulting and business coaching but I've worked with people in my business side, my relationship side where I was giving just relationship coaching for guys with girlfriends and stuff. They pay shitloads of money.

Trying to think I can give you an example that's without saying who the person is. A while back, a little bit ago I was working with a guy in my Alpha Male 2.0 business. This is pure relationship coaching. This is a man in his 40s. He was worth over 400 million dollars and he is famous at least on the internet. I can't

say his name but if I said his name right now, the vast majority of you, probably all of you would know who this person is. This was a guy with a dating problem. He liked a girl and he met a girl in Hawaii. Then he had to fly back to such and such. What do I do? This is a good looking guy in his 40s with hundreds of millions of dollars and you'd think wow, those guys have problems with girls. Oh, they do. That's my point. You don't want to cut yourself off to those people if all you sell are \$200 or \$300 packages. What are you doing? You're cutting off that audience. Don't do that. You want to have a higher ticket coaching package. Maybe not right off the bat but as soon as you get some clients you have that confidence.

One to several

Next thing is to scale. Scale to something like this where this isn't coaching. This is more presentation but once you have a few clients scale a one to several. Maybe you have a group of, a mastermind group of like four people on Zoom or even better in real life. You fly out to somewhere. You go to a city. You got four clients. They sit and they talk to you. Billie and I do masterminds. I do masterminds all the time. Billie and I just did one in Vegas. That's coaching. Billie and I, two weeks ago we're in Vegas with a small room full of guys and we did coaching all day. We've got these guys live. It was great. I was able to charge \$2000 a head for that. That's cheap for me. You do stuff like that. Scale not only the size and scope of the coaching packages but one-to-many coaching. Again, in my opinion I would keep it under three or four unless you want to build a business where you're doing training and stuff. Then it'll be groups larger than four like the Business Builder program, the 500k program. Those are groups. Actually, the 500K program is one-on-one coaching.

Here's an example of that. Perfect example. We have a program called the 500K Business Accelerator. Billie kicks ass. She runs this program. This is a program that retails for about \$23,000. As soon as you sign up, you get every course, every book, everything I've ever done, every webinar ever. You get it all for free. We hand you that and then for the next year you get over 30 one-on-one coaching appointments with a menu of different coaches. It's all one-on-one coaching for an entire year. We're able to charge \$23,000 for this. That's what happens sometimes with my coaching programs. We sold more of this than I thought we would. I thought we get a few guys. We got a bunch of guys. Actually, we're launching it again. As of today, the YouTube video goes up. Anyways, think about how to do things like that once you get a few clients, once you get confident. Don't just stick in this.

The reason I say this is I know a lot of coaches who they view themselves almost as like therapists. They just charge by the hour and they do these little hourly appointments. Think bigger than that. You can make so much Goddamn money with coaching. It's crazy. Something else is not in my notes. I've had guys say well you make more money as a consultant than a coach right? You can't make millions of dollars as a coach. You can A, by doing everything I just said, B, by niching to people who have a lot of money. You only coach with CEOs of companies that do at least 10 million dollars. If you have the confidence to do that right now, fine. Work up to that. Your lowest product is \$25,000. Fine.

Marketing

A must if you're going to be a coach in my opinion. This is my opinion but I'm right. You need to do massive organic marketing. You need to build the brand. Unless you're able to do what Billie did and Billie's a genius at this and just completely ride on word of mouth which Billie did. Most of you aren't able to do this. Some of you might. That's great. Most of you aren't especially if you're an online coach. I'm going to go through this. You'll get a copy of these notes. You must be all over relevant social media for your niche. This is the only way to demonstrate expertise to the audience. Regular posting on all relevant platforms. Ideally daily, a few times a week at least. Let me explain that. Wherever your niche is in terms of social media, you need to be there. If your niche is women in their 20s, you need to be on Snapchat. I don't care what you think about Snapchat, you need to be on there. You should be posting Snapchats every day. You also need to be on Pinterest if that's your niche. If your niche is business people, where do you need to be? LinkedIn. You need to be on LinkedIn. Do not just sit on LinkedIn. You're posting content on LinkedIn ideally every day. If you can't do every day three, four times a week. Caleb, my God what do I post? It could be a paragraph, instead of a blog or an article, it could be a paragraph, a paragraph of useful information.

Write 30 paragraphs for 30 days of content. For example, quick little videos, 30 second long videos, videos are better than writing but if you're brave enough do video, do video. Get that on LinkedIn every day. If your niche is kind of normal people Facebook, maybe, definitely Instagram, maybe Twitter. Depends on your niche. Wherever your niche is in terms of your social media, you need to be there. It's not just to get clients. It is to demonstrate expertise. When someone hires you as a coach or as interested in you as a coach and they can see you've been posting on LinkedIn for a year, you have all this content in LinkedIn, that's an easy sale. It does the sales for you. It's a DHV as I used to call this back of the PUA days. It's relevant information. It's part of your brand. It gets you business. People will find you that way, be interested, follow your stuff and eventually hire you. Maybe people will follow you for six months before they hire you, fine. Happens to me all the time. Perfectly fine. You've got to be on there. Social media is critical if you are a niched coach especially if you're starting from zero and there's no way around this. I'm sorry. You've got to do this.

Let me say a quick thing about video versus audio versus text. Best way to present content online in terms of getting clicks and making money is video. If you're terrified of being on video, I have very strong opinions about this but I'm very alpha and I'm very confident and I'm very outcome independent. I don't care what people think about me but I understand people aren't like that. I got it. If you have, even if you're nervous, if you have the balls to be on video, get on video. You will make money. I'm also talking about TikTok. TikTok's not just for little kids anymore. Everyone's on TikTok. Video is the best. If you absolutely just cannot do video because you're terrified next best is audio, podcasts, things like that. If you won't be on video you better have a podcast. I would have multiple podcasts. You can put clips on

LinkedIn, whatever. Last is text. Text is still good but it's not as good as video and audio. Ideally you want a combination of all three of those things. I have a combination of all three of those things.

The next thing in my notes is you must be on video. In my opinion you're losing money if you're not on video. I could do a whole rant and tirade about if you're scared to be on video, if you're scared to see how people look, if you're scared for haters to make fun of how you look, if you're scared of what your mom thinks, your grandma or your boss, you're being a pussy and you need to man up. I won't do that today but that is how I feel and I'm right. You must be on video, YouTube and Instagram for warm prospects. TikTok and possibly Snapchat for cold prospects. YouTube and Instagram are for the warm people. This is how I do it, are for cultivating your audience. Places like TikTok are when you post a TikTok video that goes to a cold audience. TikTok videos are a very different vibe from my YouTube videos usually. If you want me to go in more detail about that in the Q and A.

Repurposing

You can use client meetings for video and podcasts if appropriate. I have done this. I have actually recorded coaching client meetings when I had one-on-one with someone and I turned it into a podcast. Get permission from the person beforehand of course. If you can't do that, you can use video or you can use snippets. You can repurpose your coaching content. Consider everything you do as content. Here's what I'm doing with this. Every time I do a live webinar, a live training like this where I charge money, we take this. We take the audio, the video, the notes. We repurpose this into a mini course and then we sell it again. We sell for a little more money because we give you a break if you do the actual live session. Repurpose everything you do. Also, you get testimonials too when you're on Zoom with someone. You say hey, can you make a quick video testimonial for me. If it's not a controversial topic, if it's about how to get pussy while you're married that probably won't work but if it's like a business thing you got a testimonial. Just have them say a few things. You can tell them what to say and then you could clip that out. There's a testimony for a website. Repurpose everything you do including your coaching.

Website

Decent, clean website that clearly describes the benefit to the client. I'm going to talk about this. Without a lot of too smart language so let me talk about this. A few things. Number one, website needs to be clean and clutter free. Lots of white space, easy to read, not too much text. That used to be a big problem several years ago. People got a lot better about this. Benefits to the client. Your website should not talk about you. We don't care about you. If I'm a prospect who's possibly interested in hiring you as a coach, I don't really give a fuck about you too much. I care about me and my problems. You can say hey, I'm Joe. I'm a consultant. Here's what I'm going to do for you boom. Benefit, benefit, benefit, benefit, benefit, benefit, benefit, benefit, benefit. At the very bottom you can say I've been a coach for 22 years. I have an IT background at the bottom but the main thrust of the text of all your websites, all your emails is the benefit to the customer. Coaches are really bad at this because coaches are smart.

Coaches want to talk about themselves. They say I can help you in this way and I can help you that way. I'm really good at this. I have this experience. No. The only time you talk about yourself is testimonials.

I helped Joe. Joe got divorced. Joe is fat and a beta male and a big pussy. He was out of practice getting laid. I worked with Joe and now six months later Joe has three hot 22-year-olds as girlfriends. That's fine. That's actually really good but that's not talking about you. That's talking about Joe. See how this works. Focus all of your marketing materials on the benefits to your client. Not you. The temptation is going to be overwhelming to talk about you and your accomplishments and your techniques. No, no, no. You can mention that shit but that's not what you focus on. That's what marketing is about. No one cares about you. They care about themselves. What's in it for me?

Without a lot of too smart language. I would imagine that you watching this training, odds are good you have a higher than average IQ. I mean I know my market and I know the kind of people who are interested in these topics. The problem with smart people like you is they talk smart and they use big words. They use big, long complicated sentences they learn in college. Much, if not most of their paying audience gets turned off. There's an old saying it's true. A confused mind always says no. Write on your websites at a fifth, sixth grade level. Fifth, sixth grade level. If you write beyond that you will lose money. I'm sorry.

Well, that's I'm very smart not you know I went to college and I have an MBA. I don't give a fuck. Use that knowledge when you're helping your client one-on-one and you're doing a coaching not when you're selling. Very clear, simple language that a sixth grader could easily understand. Very important. Again, hard if you have an engineering background, ugh, if you have an IT background, if you have an academic background this can be harder for you. You're going to want to sound smart. Don't sound smart. You will notice on my websites I don't necessarily sound smart. I demonstrate that I'm intelligent but I don't sound smart. Even the way I'm communicating right now. I'm communicating in a very simple fashion. A lot of that is how I am. I have an above average IQ too but I know how to communicate at a lower level to get business and to get clients.

If you're doing anything business related, decent LinkedIn page that demonstrates your expertise. That's where you brag about yourself. Your main LinkedIn page is a glorified resume. That's where you brag. You should go in and brag about how awesome you are and all the things you've done. My LinkedIn page is okay. It really needs to be updated. I'm very guilty about my LinkedIn but I am on lots of other social media platforms to make me money. That's my excuse but your LinkedIn page, if you're starting from the scratch and you have anything to do with business, even if you're not business, you're in the fitness realm or anything outside of maybe dating or drug, cannabis type stuff should probably be on LinkedIn depending on your niche, international stuff. You should probably be on LinkedIn. That's where you brag about yourself, your LinkedIn page. That should look good and should really pump you up.

Again, on your LinkedIn Page by the way this is the same thing for resumes by the way although I don't teach this. You don't say I worked with this company and I did this. Instead, you say here's what I accomplished for my employer. Here's what I accomplished for my biggest clients. Accomplishment, accomplishment, benefit, benefit, benefit. It's a sales document.

Go on YouTube channels and or other podcasts in your niche. I am guilty of not doing this. This is one of the things I am weak on but this is the fastest way to make money if you start from zero is find other people in your niche who sell to people in your niche who sell some that is non-competing from you. Go on their YouTube videos, go on their podcasts. Even if they have 2000 YouTube followers, it doesn't matter. Go on there. Just do it. Very easy way to make money and very easy way to get exposure. I am not good at this. I've done some of this but I should be doing a lot more but again I'm doing 14 other things that make me money so that's my excuse. I'm able to give you a bullshit excuse.

Marketing funnel

This is actually the how-to of marketing in terms of how to do marketing for your coaching. This is big. Have a free information widget. It's an old Dan Kennedy term and to this day it still works. I still do this. Come up with something for free that is informational and actual, real quality, really good stuff that actually helps. Not bullshit fluff. Not your worst stuff. Some of your best stuff and you give it away for free. It could be a PDF. It could be a very short eBook with like 15 pages. It could be a video. It could be an audio. It could be a little mini course of like four or five ten-minute videos. It could be that but with podcasts and audio. Right now, if you're on my mailing list and most of you are going to start getting tomorrow my business accelerator challenge to market the 500K program. That is about nine videos I did with a whiteboard with real content with no sales toward the very like the last two have some sales. Real content.

Well, why would I do that? Because that is a way to get clients. Come up with something you can give away people for free. Then make it good. This is not a marketing thing. Real content. At the end you have what they call CTA, call to action. The call to actually be send me an email for or click this link to schedule a free consultation with me. That'd be better. Use a system like calendar or something like that. Free consultation for 10 minutes or 20 minutes or 45 minutes, whatever you want to do. You get on the phone and then you try to sell them on the phone. That's what you do. On your website, you should have an opt-in where they opt in on their email and they get their free thing. They give you the email address. They give you their name. They get the free thing. They watch the free thing or read the free thing. At the end of the free thing there's a call to action to schedule a call with you. Really effective. Do that.

Mailing list

Have a mailing list to set up to capture all the names. I've talked about this. Once you have it, you should develop an email list as a coach. The most successful coaches I know and consultants have email lists. As you developed your email list give them something every week. I have a Q and A newsletter in my email list plus another newsletter we just resurrected the other day. Give them something free. Keep them engaged because a lot of people will consume your content and like I said, it might be six months before they actually hire you. It could be three months. It could be a year. It could be a year and a half of them seeing you on LinkedIn and occasionally getting an email from you before they actually hire you and pay you \$20,000. Happens all the time. There's the short game. There's a long game. There's getting those initial clients and there's building up your relevancy for the long-term clients. Both. There's money now and money later. Let's get to a big business topic we don't have time for but you get my point.

Testimonials

These are huge when you're a coach, especially when you're a coach or consultant. You have to demand testimonials when you're new. You need to literally demand them. You say at the beginning of the coaching engagement here's the deal. At the end of this, I need a testimonial from you. Not like can I have a testimonial. You're going to give me a testimonial. I just hired someone in my business for some marketing stuff. Good for him, he said what I teach. When I made the decision to hire him and we're talking. He's like so here's the deal. You're going to pay me this and you're going to give me a testimonial. Not will you please give me a testimonial or maybe you'll give me a testimonial. No, you're going to give me a testimonial. Now what the testimonial is, the modality of the testimonial depends on your niche. If it's not controversial, it should be a video testimonial. Hi, my name is you know Jason Johnson. I live in Denver, Colorado. I run a tire business and I hired Joe to help me and blah, blah, blah. Here's the best testimonials. I started here and now I'm here. Show the improvement. The guy tells them the improvement testimonial. Those are the best ones. If you can't show an improvement. Sometimes you can't like a lot of events say I enjoyed this event and it was great and it changed my life. That's okay too. Those are good. Those aren't the best.

The best ones are I hired Joe. I made this much money and at the end of blah I made this much money or whatever. Whatever the Improvement you're trying to make. If you cannot do a video testimonial because it's something controversial or whatever and I know about this. I have a business that's somewhat controversial where no one wants to give me testimonials because they're scared. Fine, get something in writing. Get audio. I have several audio testimonials. Get something in audio and they just say it. Then they say just don't use my real name. Fine. That's better than nothing. You've got to collect testimonials especially when you're offering a personal service like coaching. It's so important. It's so critical. You just mandate that as part of your clients. You're going to pay me this and you're going to give me a testimony just so you know. If you're scared doing a video, do it on audio. If you're scared on audio write me a paragraph. If you don't want to write me a paragraph and I've done this in my consulting practice I will write your testimonial, you approve it and just put your name on it. Fine. Okay, I've written entire whole page letters in my consulting practice recommending me and the CEO of the company who I work with just approved it and signed it. Fine. When they approve it, it's real. Really

important. You need these. That's your biggest weakness, one of the biggest weakness when you first get started you have no testimonials.

Lastly some coaches do this, some don't. I've done this. Historically, I haven't been good at this. I'm just giving you all the techniques here. Have a refer a friend's service. If someone refers them to you and they get paid pay them. Give them 10%, 20%. If you're selling something higher ticket, make a big deal. You can make a thousand dollars. You can make a hundred bucks. If you don't want to give them money then they get a gift card for their favorite expensive restaurant or something. Have that as a system in place and talk about your other clients especially if you're doing something that's very friendly like a meditation coach or something that is easily referable to anyone who could if you're more of in the life coach area. If you're a very niche business coach then maybe less people but still those two.

Questions

- I missed out this entire webinar. Will there be a recording.

Yes, there'll be a recording. You will get the recording. If you're live on this you will get the recording in the next 48 hours. Don't worry. Perfectly fine. Here's the deal, you guys live you'll get the recording, the audio and video recording in the notes in the next 48 hours. In the next seven days, you'll get the transcript because that takes about seven days to do so yes. Don't worry.

- Caleb, can you talk about your coaching structure, process and methodology?

That is a very general question. You could narrow that down. I would be happy to answer that question. That is a very open ended and general question. I just did a lot of that.

- How would you screen for clients who are better to work with, less needy, not dramatic, etc.?

You interview them. You talk to them. You have a brief conversation on the phone. You mandate that as part of your sales funnel process even if it's a five-minute discussion and you just talk to them. You'll get an idea and here's the deal, no matter how well you screen, when you coach a lot of people, I've coached a lot of people. You're going to get some psychos. You're going to get them. I'll tell you my brief experience with psychos. In my Alpha 2.0 business I coach men. This is many years ago now. Every once while I would get a woman who would say I want to hire you as a coach. I would say no, my niche is men. I coach men. I don't coach women. My entire vibe, content, structure is very masculine. It doesn't appeal to women. I'm very sorry. I don't do that. I would have women who say no, I understand. I love your stuff. I love your blog. I love your videos. I love you. You're great. I'm a tough bitch. I grew up with six brothers. I'm so badass and masculine. I can take the tough talk. I can do it. I let myself be talked into it. I let a woman actually pay me money thousands of dollars to coach. I interviewed her and she sounded great. She was a business chick, wonderful, loved her for a few minutes.

This blew up in my face. She became a psychopath. She started emailing me every day. One of the things she was talking about dating men and I told her she had to lose some weight. She was like okay and then she sent me 14 emails about how horrified she was that I said she had to lose five pounds or whatever the fuck. It was an absolute number. I had to kill the contract and refund some of her money. She went on my blogs and started bad-mouthing everywhere. This is what happens when you go outside your niche. I said okay. That's it. I was right. I'm not coaching with any other women. Then I did it again. Several years later, I did it again. I had another woman convince me. I like money. I'm like okay. She offered me a lot of money and she did. It wasn't as bad but it was still a problem. It was bad.

Now to be fair, in our coaching programs, our focus program, six figure where I mentioned which we don't have anymore. It's been replaced with 500K Business Builder. We've had some women in those programs who have been great. I have coached women who have been amazing. I'm just saying no matter how careful you are, sometimes you get fucked and if you go outside your niche, you get screwed. That was my experience. Just be aware of this but just have a conversation even if five minutes.

➤ Best way to handle refund requests.

Here's the deal on refunds. You need to specify your refund policy up front so they know exactly what it is before they buy. If your refund policy is no refunds. That's fine. State that up front. That's not ideal but sometimes as the coach you have to do this. Maybe your refund policy is what Jay Abraham used to do for those of you who know he is. Maybe your policy is you get me for one hour. In the first 15 minutes, I will stop and pause and say is this a value? Would you like a refund? We can cancel this right now. If they say yes, you refund the money and end the call. After that no refunds. You can do that. You could say you get your money back within 30 days of the first session. You don't want to be in a scenario where you put hours and hours into a person's life and then they ask for a refund. They expect that you can't do that. You have to state your refund policy up front. They understand it. You can even when they sign up, have them sign a Google form. We do this for the Business Builder Program where they have to check a box saying you understand the refund policy is this. That's it and that way if they ask a refund later. Sorry, you understood the refund policy and they can be as mad as they want. Now, obviously if you have multiple people asking for refunds above and beyond your refund policy. That says something about you. You're fucking up. You have to ask yourself what you're doing wrong. You would probably give them refunds anyway if you're really fucking it up. That's the answer. Good question.

➤ How to transition from mid-tier coaching packages to high-end premium packages?

You just do it. You just start offering it. That's it. You don't need anyone to give permission from. Good book to read is one of my favorite books of all time Winning Through Intimidation by Robert Ringer. In

that book he talks about you just do it. You don't need an affirmation from anyone. You don't need anyone's permission. You just start offering it. That's it. You don't transition. You just do it.

- I've been coaching for free for the last seven months or so because I had no experience of wanting to get good. I do about two or three calls per week coming from very niche YouTube channel. I'm now far more confident. Should I keep doing these free calls then try to sell everyone at the end or should I skip the free calls?

I think you're done coaching for free if it's been seven months. Start charging for God's sakes. Here's what I would. There's a lot of ways to handle this. This is what I would do. You start charging for all new customers as of like tomorrow or next week. You start charging. For your free people who've been working with you for a while, be honest with them. You tell them look, I've given you seven months or whatever you've given them. Can't do this anymore. I have to justify my time now. I've given you a lot of free stuff. You're very lucky. You're welcome. I say this about my free content. You're welcome motherfuckers. Don't say it like me. Say it like you. You're welcome. On this date I'm going to start charging and maybe put the date 30 days out. If today is March 9th, you say on April 1st or April 15th or April 10th or whatever I'm starting to charge. That's it. That's how you do it or you could say I'm going to start charging in a week but I will give you a 50% discount for the next 60 days. I'm charging \$500 for everyone else, for cold people because I love you and I've been working with you. I'm going to charge you 250 per blank for the next 60 days. That's another way you can handle it. Something like that.

- I missed most of the webinar. Did you start talking about finding your niche?

Yes, I did an entire thing on niche. Watch the recording that you'll get in 48 hours. I do a whole thing on niche.

- Would helping junior developers get AWS certifications be a good niche or is that too broad?

AWS, I don't know what that is but that sounds pretty niched to me. It sounds great. I'm going to coach you on how to get this specific certification. I worked with a guy for years, a guy in Canada who did that. It wasn't an AWS certification. Some other certification for like was it for teachers? I forgot. This guy was making good money. Location dependent, that's all he was doing is helping people prepare for a certification exam. That's great.

- Best resources to get really good at coaching and get my clients best results. This is different from the business stuff like this webinar.

It depends on your niche. I can't answer that question. I don't know what your niche is so whatever those are. Yes, you want to get good at whatever you're coaching. I don't know what your niche is so whatever that is. You should be knowledgeable in the area in which you're teaching. Now again, if you're narrowly niched like I talk about there's not that much information you need to consume.

- Can you talk about how to use paid traffic and cold messaging, cold calls, cold emails for your coaching service?

What I said earlier. If you're doing paid traffic on the internet you have to give them something. You've got to give them something for free, an information widget, a free little course, a free video, a few videos, audios, an eBook, a few eBooks. You've got to give them something. Here's what you don't want to do. Boy, a lot of people make this mistake. It's the dumbest mistake on Earth. It's logical but it's wrong. You don't have a website, your coaching website. Do a bunch of paid ads and point people at your website. No, what you do is you point them at a squeeze page where the only thing they can click is to type in their email address to get that thing. All it talks about; all it advertises is that thing. You don't even mention coaching. Is this weird? You're going to advertise on how to grow tomatoes in your backyard if you are a gardening coach. I don't know. I'm making this up. You're not going to say on your ad hire a gardening coach. You're not going to say that. You're going to say how to grow tomatoes. Big, nice, fat tomatoes perfectly in your backyard. Click here. They click there. They go to a squeeze page that talks about I have this free video course where I demo, I show you exactly how to plant those tomatoes see the biggest, most yummiest, awesomest, fattest tomatoes you've ever seen in your life. All you have to do put your email in here and you'll get it in your inbox in 10 seconds. Have you mentioned coaching? No, you haven't. They plug it in. They get the videos. Now they're on your mailing list. Now you follow up. By the way, I can work with you directly one-on-one and do your whole garden. Here are my fees. Here are the rates. I'm going to do this for you. You're going to get this, this, this, this, this. That's how cold advertising works in a coaching model. There's a lot of other ways to do it but that's the gist.

- In regard to my earlier question about process, structure, methodology. Do you have a specific Q and A format or framework you follow in your coaching sessions or do you just freestyle it?
Thanks.

I do have a structure that I follow but I don't have anything written out. This is more of a personality thing. Billie is very different. Billie will sit down and do prep. She'll actually prep for like a half an hour on the specific targets, the specific questions, the specific things because that's her personality. That might be your personality. I don't have that kind of personality. I'm the kind of guy you can give a one sentence topic to me. As long as I know it, I can stand for a group of 10,000 people and do a 30 minute seminar on it with no prep because that's just how my brain works. That's how I work however yes, I do follow a methodology. It's a very good question. Here's the methodology that I follow. If we can get Billie on here, she can tell you her methodology.

I need a brief background, if this is a new client now. Brief background. Not 25 minutes because some people talk. By the way, if you get talkers, you got to interrupt them and get back to the point. Be comfortable doing that if you're a coach especially if you have an hour with you because sometimes they'll just talk and talk and talk. They'll just talk for the whole hour and you won't get anything done.

Brief background and then I ask questions very similar to consulting. I find the pain points. Where is the pain point? Where does it hurt. Well, this hurts. Why does that hurt? In what ways does that hurt? Give me the specifics. If it's a business scenario give me the numbers, describe the pain. I want to get a very clear picture of the problem and it might take me 10 minutes of asking questions, get a very clear picture of the problem. Then I might ask what have you done in the past to solve this problem. I might ask that question that has failed. Then I get into the solution. Okay, here's the solution. Here's what you need to do. You do this, this, this, this, this. Stop doing this. For the love of God stop doing that. This, this, this, this, this. That's a very simplified version of my methodology. By the way, expand that and make it a little more complicated. That's how I do that. Consulting as well, same thing.

Where does it hurt or maybe it doesn't hurt. Depends on your coaching offering. Maybe it doesn't hurt. What do you want to accomplish maybe everything's going great. If I hired a coach, nothing hurts in my life. Everything's going great but I want these specific achievables, outcomes I don't have yet. The coach should ask me what do you want? Where are you? I'm here. I'm here. I'm here. What do you want? I want to be here. I want to be here. I want to look like this. Now, we have a gap. We focus on that gap. Okay good question.

- Are you aware of any specific legal restrictions regarding coaching in specific areas like legal manners or medical problems and maybe a fine line between coaching and practicing law, medicine without a license?

Thank you for that question. Good question. You have to specify that you are not giving legal advice or medical advice. This is how attorneys can become coaches because attorneys are very limited. There's a lot of restrictions on what they can teach and what they can do. What the attorneys do is they say I'm not operating as an attorney. It's not legal advice. I'm an advisor. You say that up front. You say that on your website. You say it verbally to your coaching people. This is not medical advice. I am not a doctor. I do this in YouTube videos. Whenever I talk about taxes, I have to say I am not an accountant. This is not tax advice. Please consult with a qualified tax professional in your city. Just give those disclaimers and you're fine. State them on your website. Medical, legal, accounting, financial advice like if you're doing anything in terms of investments, that kind of stuff. I am not a certified financial planner. This is not investment advice. When I talk about Bitcoin and shit, I say that. Just give those disclaimers in writing on the website. You can put in the fine print if you want. That covers you legally and then verbally. Do you understand this is not legal advice? Yes. All right, let's proceed.

- I think you misunderstood my previous question. I was asking if you should offer free calls as a funnel then sell on the call or should you charge for the very first call.

It's up to you. There's no right or wrong answer to that question. It's up to you. It's up to the service you offer. It's up to your niche. If you have concerns about if they're going to be psychos or if they qualify then you can make that a consultation, a free consultation. There's no right or wrong answer to that

question. It's up to you. It really depends on your niche. Now my default thing is you're going to pay me. I'm a hardcore capitalist asshole. I'm not going to give you a free consultation but that's me. That may not be you and that's my niche. My niche tends to be men, even in my business content. They tend to be men who are accustomed to my blunt delivery style. That is not a shock when I say you're talking to me, you're paying me money. That's not a surprise so that may not apply to you so it really is up to you. Really depends. If you want more detail on that, you can ask more questions on that.

- Packages and programs with the best practice three months, six months or 12 months? Do you meet once a month or twice a month or weekly?

Great question. Just like the last question there is no right or wrong answer to that question. That is totally up to you. If you have no idea where to get started, start with the customer, start with the clients. Steve Jobs start with a client in mind. What would be the best for your client to help them get that result? What will be the best? Do they need 12 months of coaching with you? They might then that's probably the best. If they really don't then you don't need 12 months, maybe three months is plenty. Depends what you're doing. Start with your client and the problem you're trying to solve with the client. I have two expensive fitness coaches and I promise you, I hired them for six months. Was it three months and then six? Six months, about a six month package but I knew when I bought it. I said I'm going to need them for a lot more than six months because of my issues and what I want to accomplish. I have also hired coaches where I didn't need them more than 30 days. They had six-month packages or three-month packages. I'm like I'm not going to need them. 30 days, I'm good. As a matter of fact, I bought a coaching package once for 30 days and I needed it only for 20 days. It depends. There's no right or wrong answer. Do what you want? Do what makes sense to you. Again, as I talked about earlier in this training charge as much as you can to what makes you uncomfortable but again, if it's a service where they don't legitimately need you for 12 months. That gardener, that hypothetical gardener consultant. Do you need to work with a gardening consultant for 12 months? Probably not but maybe it'd be one hour versus 60 days. You could have A, B, C and a D like I talked about earlier.

- I want to offer a coaching class for people seeking Salesforce admin certificate. It will take them six months. I'm not clear what my very next step should be. Please help. Thank you.

A class is not coaching unless it's less than four people, less than five people. You need to develop a website that sells this, that is very explicit about what it sells. Come up with an information widget and you start getting all the social media like I talked about. That's it. You can start with that and again a class is not coaching. Coaching means you're working with these students one-on-one. Are you doing that? The answer is no. It's not coaching. Don't call it coaching. Call it a training or a preparatory package or something. Come up with a cool name for it.

- I joined 40 minutes in. Did you cover these three things yet? Five simple steps how to get actual paying clients, how to properly create coaching packages.

Yes. Sort of.

- Number three best way to price and charge your clients.

Yes.

- Coaching and consulting are the two fastest way to go from zero the money that I know of in terms of what to sell because it requires very little prep work. It's very inexpensive to start. The margins are very high. If you're niched, there's a strong value. It's awesome. Coaching is the shit.

It's awesome. I mean it really is. I think consulting is the shit too because it's a little more complex. Coaching is the shit though.

- Is this is a good niche walking people through the steps of building a custom home and how to do it the most cost effective way?

Yes, however I would add what kind of custom home, what style or what type. Is it a little home instead of saying any house you want to build. Narrow it down to a certain type of home and then yes, that's a good niche if you do that.

DM I already answered your question about I want to do seeking Salesforce admin certificate. I already answered that question. I meant coaching. Their training will be online. I don't understand what your question is DM.

- Thanks for thoroughly answering all of my questions. Your authenticity and credibility is real deal. Thanks again.

That's a very nice compliment. Thank you very much. That's awesome. Cool.

I mean at some point what I would like to do I think in terms of coaching is reconfigure the Business Builder program or have a version of the Business Builder to just be about coaching. We could bring on people who want to be coaches and for a flat fee we set them up as coaches. I think that'd be awesome because I know they make money. We've already seen it.

- I need to start again. I want to be a coach for people getting their SF certifications but I want to coach not teach.

Got it. Okay, that's fine. Then that's what you would do. It would not be classes. It would be one-on-one coaching on how to get through the exam. Perfectly fine. That's perfectly fine. Frankly, for ideas like

that, for you those who watching or listening you can branch that out. You can do a coaching service on how to pass a certain exam or what have you. Once you get a few clients, you can develop a course, a coaching program where you take in 20 people and do a one-on-many thing in addition to your one-on-ones. Your one on one's a little more expensive. This one's a little less expensive. You can scale it to more people. You can do different models. So, within coaching, it's kind of an umbrella. You can do all kinds of stuff with that stuff. That's great. That's awesome.

- Actually, starting online but I will hold them accountable.

Great, that's wonderful. Accountability coaching is another great thing. I've done a lot of that. Billie's done a lot of that because some people need accountability these days but people suck in terms of their ability to like follow through and shit like that.

I'll have Billie do a quick addition to this we'll combine it to one video or maybe two different videos. Any last minute questions? Got it.

- You're the best.

You're very welcome. Thank you.

- I teach men how to quit so-called sissy porn. It's fucking great. I'm a niche of one. Some people are catching on and asking if they can collab with me in the videos. Should I ruthlessly not help my future competitors or take them on a collaborative frame and help them out? Owen Cook talks about at least publicly a lot about how greats be collaborative with other people in your industry. I'd assume you don't.

The answer is you should collab with them but not if they're direct competitors per se. Here's what I said earlier. If they sell to your niche but they sell a complimentary service that is not directly competing, you collaborate the fuck out of them. Yes, you want to sell your thing to their audience. Now, if they're selling your exact same service no. There are ways to collab with people who are selling the exact same service but it's complicated. I don't want to get into it. I don't want to confuse you guys. That gets very complex but as long as they're selling to your niche but they're selling something different that is complementary but not directly competing yes collab. I said this earlier in this training. That's one of the things I have not done well. I could be making a lot more money now if I was going on a lot more podcasts and videos. I just don't have time and I don't like it. I'm going to do more of it this year trust me. I'm hiring someone to do nothing but that so the answer is yes but not if they're directly competing.

- Is the tap water safe to drink in Paraguay?

I don't drink tap water anywhere in the world so I don't know. I wouldn't drink it. I wouldn't drink it anywhere though. Probably safer than in like Los Angeles.

- How many months does it usually take of making content before you build an audience? I'm sure this varies but on average what do you see among your clients in the 90-Day Business Builder Program.

Building an organic audience completely free takes a long time, way more than 90 days. In the 90 Day Business Builder, we teach you how to make money in 90 days not build an audience. You can make money with a billion audience. That takes much longer. You got to be really patient with that. It's not about building an audience. Again, get your first new clients while building your audience both. Not one of the other. You don't build an audience for a year and then maybe start to get clients. You have to be a little more aggressive than that although you need to do that as well if that makes sense.

- What are your three best marketing strategies?

Two general questions. Depends on what you're marketing. Depends on the niche. Depends on lots of factors. There's about 17 of them that are good. One of my favorites is joint ventures. What I said earlier. You go to someone who already has the audience you like and the niche you like that sells something that does not compete with you. You go to that person. You say I want to sell my coaching to your audience. I charge this. I will pay you 40% of every customer I get. Work with me and we can market my stuff. Put me on your podcast, your videos. Send some emails out selling my duh, duh, duh and they'll get a free duh, duh, duh. Remember your free information widget and I'll give you 40% or 10% or 25% or 80%. Negotiate whatever you want. The problem is most people will say no if you're new but one person who says yes that has a decent sized audience can make a mountain of money for you in like over a weekend. You can have a \$30,000 weekend starting from zero but you got to call a lot of people. Most people go, who the fuck are you? You're new. Click. That's one of my favorites but it's brutal. There's a lot of them. Two general questions.

Let's do one more question then I'll wrap it up if there is one. I'll wait for one more question. Good questions guys. Really good questions. Maybe you guys don't have one. Maybe you're good. Owen Cook makes me laugh. He's hilarious. Are we good? I'll wait 10 more seconds.

- Around coaching and courses.

I answered that earlier. Watch the replay.

All right, I'm going to let you guys go. You will have the replay of this in the next 48 hours, both the audio and the video. I will have Billie record a 10-minute thingy or maybe longer. I don't know. It's up to her. I don't know if you'll have that in 48 hours because she's in transit right now but I'll add that to the

stack of stuff that you guys get. I will see you guys very soon. Have fun. I hope this is helpful. Do this. This is a really easy way to make money. I'm not kidding. The easy way to make money including big money. Do this and you'll get the copy of the notes too. Cool. Cool. All right. Bye guys.

~Caleb Jones.