



Certified Money, Marketing and Soul® Coach Training Program

Training Call # 1

June 28, 2016

Kendall: Welcome everybody. You made it back home. Thank you for all your beautiful posts about my video. That was great to do. Thank you for all of your posts. That was beautiful to see.

This is our first official training call. I love it. It comes soon after the training, but I think that's really good because it will be anchoring for each of you. It's not going to overwhelm you. It will clear up some questions and things.

If you want to go ahead and just take a deep breath and let it out, that would be great. Get yourselves really centered here. Let me just grab my pencil here and we're going to dive in.

This is Call 1 and today is Tuesday, June 28. Let me run through what today's call is going to be about. We did post some things. We posted one piece in the Client Center. There's a buddy information sheet there and there's also a buddy information sheet on the Facebook group. Renee was going to post it there just because that's super-fast and easy for you to access.

In today's call I'm going to go through a few announcements and then we're going to start with celebrations. I'm going to remind you guys a little bit about how the training schedule flows and the flow of calls. I will just bring you up to date on a few little pieces. I won't do this every time, but I will do this today to get you centered.

I want to touch base on where you want to be as of this week so that you know you're on track, there's no feeling of being behind or any of that kind of issue. It doesn't need to come up and it doesn't need to be part of our space here. It's all good. You guys are exactly where you need to be.

As far as training in today's call, I'm going to teach on the final piece of Branding with Archetypes, so Branding with Archetypes is our subject today. I'm going to teach the branding touchpoints. We also have the Branding with Archetypes Virtual Workshop outline and that's the piece that got uploaded today probably an hour or so ago in the Client Center.

I'm going to run through tips on delivering Branding with Archetypes, either live or virtually. Of course we'll take questions and that's going to be our call.

As far as announcements go, our next training call is Tuesday, July 5. All of the calls are on Tuesdays and they're all at the same time. Then we have a break the following week because I am on vacation with Richard, so you'll have a little break there. That's the schedule.

I want to remind you of certain information that you can find in the Client Center. The Client Center is really your go-to place. The whole training schedule is already posted there and any bonus materials are posted there. The link to the private Facebook group is posted there. Video recordings, your workbook and everything is there.

You want to be sure that you have logged on to the Client Center and you've just peaked around in there and given yourself a little tour. It's really pretty. It's really easy to navigate and to find things. If you have any questions, you can email us, but usually everything is pretty clearly set up there.

I have a couple other announcements. One is about ordering Branding with Archetypes cards. Thank you, for those of you livestream and during the live training who took advantage of the special savings. We do have added savings. It goes through July 6. I'm not sitting in front of a calendar, but I believe that should be next Wednesday. We'll give you another reminder or two about that.

You can save about 20% on one set and slightly less if you buy the sets with the assessment included. Basically, it's a 20% savings. This is our window of time when we do this, so it's a great chance to stock up.

As soon as you place your order, within a couple of days we get those shipped out to you. We ship every day during this period. My brother handles all of that and he gets things packaged up beautifully. Wherever you are in the world, we're expert at making sure things arrive in good condition as best we can. They're well packaged. Everything goes out to you basically as soon as you place your order.

Suzie, can you tell me as far as placing that order, to actually place the order, does everybody go to the Client Center for that?

Suzie: Yes, that's correct. You can access that link right in the Client Center.

Kendall: Okay. Is it really obvious? I haven't seen it.

Suzie: It is. It's pretty obvious. It's under the Training Workshop tab. Just scroll down a little bit. But if anybody has anyone has any issues, certainly feel free to post it on Facebook and I can get back to you or you can email Support@KendallSummerHawk.com.

Kendall: We're pretty good on stock. We ordered a lot prior to the training because we know that you guys like to order. However many sets you want, 5, 10, 15, 20 sets or whatever it is, I would encourage you to get these on sale now. Then we send

them out. For those of you who weren't at the live training and who were on livestream, we send it out along with your two complimentary sets.

I think the only other announcement I have is about the Clarity program. Thank you for those of you who jumped in. That's awesome.

As a note to live streamers, we do give you a few extra days because we know many of you on livestream aren't watching things actually live. You start it the next day or a few days later, so you have until July 3, which is the end of Sunday at midnight to take advantage of coming into Clarity and getting that bonus Money Transformation coaching session that we're bundling in with that.

The start date of the program is September 5, but you have until just this Sunday to come into Clarity and to get that bonus session. Again, that information is in the Client Center. There's information about the program there. We realize you may have more questions about it and we're happy to talk with you and answer your questions. Send us an email and we'll get your questions answered promptly.

The Money Transformation session you can book with Kailash starting next week. We've got it all set up and it's ready to go. That's available right away.

For those of you who didn't want to wait and wanted to get your private coaching started right away, we do have a 6-month option that would include Clarity. I'm not going to go through details here.

What I would recommend is if that's you and you say "Wow, that sounds great. I love Clarity, but I want to start right now," then send us an email and say, "I need info about Clarity." We'll get you set up to talk to either Richard or Lori about that and they'll get you the details on that so you can make your final decision. We just need to hear from you by July 3 to get that bonus session.

Let's go ahead and jump into hearing some celebrations. Who would like to be our first to share a celebration since the training?

Tabitha: Hi, it's Tabitha.

Kendall: Hi, Tabitha.

Tabitha: How are you today?

Kendall: I'm really great. Thanks for asking.

Tabitha: That's fantastic. I have a yummy, juicy celebration and there's lots of gratitude in line with that.

Kendall: Let's hear it. We want yummy and juicy, right?

Tabitha: Yummy, juicy is amazing. That's the way I do it. My celebration is that for the first time in four years I have made a choice to settle on an area of focus that actually leaves me feeling expansive and free instead of claustrophobic, which is what has kept me from really making the most of what I know I can offer for those last four years. Thank you.

Kendall: Congratulations. Boy, don't we all know that feeling, the difference between claustrophobic and hemmed in or contained versus expansive and free? Tabitha, if there was one thing — and we realize that it's always a confluence of different things — that really helped you create that expansive feeling, what would it be?

Tabitha: It was the Branding with Archetypes process.

Kendall: How cool. Well, then today's call is perfect for you as well.

Tabitha: It is. I'm excited.

Kendall: Congratulations and thank you for sharing with us. I love hearing that.

Tabitha: Thank you, Kendall.

Kendall: All right. Suzie, who's next to share in a celebration? We'll hear from one more.

Laura: Hey, Kendall.

Kendall: Hi, Laura. I was going to say "Which Laura is this?" It's Laura Newman.

Laura: Well, I'll tell you what. Even though I wanted to be there live, just being involved in what you were saying has really lit me on fire and given me new ideas with CMMS.

I've got to tell you that CK, my office assistant/program director and the real brains of our operations is going through the process of certification and is lit on fire. She's buzzing around this office and she's creating content to beat the band. She's smiling at me real big because she had no idea I was going to say this.

She has put together a program that adds to my coaching package for elder law attorneys and we're just pumped. We've got a speaking engagement and a booth with a group of elder law attorneys in September in Reno. We're just pumped.

Kendall: That's nice. Congratulations. Just so everybody understands, Laura took CMMS last year and then has been in Mastery for a couple of years now and had her person, with all of those titles, taking CMMS this year. That's great. I'm really glad.

I've seen some of your posts on the Mastery group, but I hope that it's given you clarity and is kind of reorienting your focus so that the second half of this year finishes really strongly for you.

Laura: Yes, it has in that my niche is transforming or has transformed, which caused a little imbalance for me. I'm gaining traction again, but yes, it has given me focus and some clarity.

Kendall: Especially around the niche, which is what my intention was for you. That's awesome.

Laura: Yes, and I'm talking to Richard about that after CMMS class.

Kendall: Okay, that's good. Let me just speak to that very briefly here for a moment, everybody. Especially at first, your niche is not necessarily a lifelong relationship with the same person. You don't necessarily marry your niche.

I've married my niche at this point, but I've been in business almost 16 years and I did not marry this niche for a very, very long time. I dated this niche and I dated other niches at the same time.

Especially if you're new, what I highly recommend — and I shared a little bit about my story at the live training — is that you pick a niche to focus on, but it's okay to have more than one niche at first. I can't remember how I put it in the training, but I said that you're honing your craft. You're finding your footing. You're getting practice and then you can start to refine as you go along.

Laura has a 6-figure business already and you can see that she's still in that refining process even at her level. Well done.

I want to be aware of the time here. We have a few things to cover today and a few housekeeping things that really will support you going forward in each of the calls each week. I want to take care of those right now and then we'll dive into Branding with Archetypes.

Let me just remind you that in these training calls, as I said during the live training, we're going to go through each of the topics. Today is Branding with Archetypes. I don't have my training notes in front of me. I don't know what next week is.

We're going to go through each of the topics. We're going to go through them in a lot more depth and from a different angle. There are just different things that I teach. You ask questions from a very different space. Remember that, everybody? I said on the first day that in these live calls you're going to ask questions from a very different space and I'll bet you're already feeling that right now.

It's a space of knowing more and your questions get more specific. Everything is just at a different level.

We also have some calls in the schedule that are just open Q&A calls, so it gives you a little bit of a breather and it gives you a chance to get coaching with me on your marketing or whatever it is that you bring to the call. You'll know ahead of time when those Q&A calls are, so you can come to the call with a question and that will be great.

We'll be working on your coaching as well. It's not just the content of the content modules of CMMS. It's also you getting coaching on your coaching and the business practices. There is a lot in here that we'll be going through over the next few months together.

Every call has an assignment. Every call has a proof question. Those of you who have been in past trainings with me know what the proof question is, but let me explain this very quickly. Every call has a proof question, which I usually give at the end.

Suzie, there's a proof question log sheet in the Client Center, isn't there, where they can log their answers to each proof question?

Suzie: It will be added.

Kendall: Okay, it will be added. I know we have it, so we'll make sure that gets in there today.

You'll just want to say, "Call 1: Proof question was this and the answer was . . ." and you answer the question. These questions sometimes have more than one right answer, but usually the answer is pretty specific.

It's designed this way to make certain that whether you're listening live or you're listening to this as a recording, that you're attentive and paying attention because you're not going to know until the end what the question is. The answer sometimes can be a little subtle. Today's is a little subtle, so you've got to pay attention.

Where this comes into play is at the final completion of the program, when you submit all of your materials for certification, it's all done online and we have you type in the answers to each of the proof questions there.

Suzie, doesn't the online place list what each question is, or do they have to type that in as well? I'm not sure if you were involved with that to see that. Do you know the answer to that?

Suzie: I'm not 100% certain. I believe the questions are there, but I'm not 100% certain, so I don't want to say for sure.

Kendall: That's what I think. I think that's how we've always done it. The question is there, but you'll have to supply the answer. That's why the proof question is really important.

Here's a "don't do." Don't wait until halfway through the program or towards the end and then say, "Oh yeah. What was that thing about proof questions?" Then you're scrambling.

Then you go to the very end of the transcript or the very end of each recording and listen to the question. Then you have to try and comb through and find the answer. That's a huge amount of chaos, drama and work that you don't need to do. Just be attentive during these calls, either live or on the recording, and the proof question will be obvious.

Write the answer down immediately at the end of the call and you'll be prepared there. I'm going to be reminding you probably almost every call. I will be reminding you of little things that help support you for the certification process.

We've done this many times in our different certification programs and we have this down pat. We want you to be prepared so that it's really easy when we open up the certification window at the end of the training.

Let me speak briefly about a couple other pieces of housekeeping and then we'll dive into Branding with Archetypes.

The next piece I want to cover with you is buddies. As a reminder, giving and receiving buddy coaching is part of your certification requirement. Just as a quick reminder too, the very last page in your workbook lists the certification requirements.

Delivering six buddy sessions and receiving six buddy sessions are two separate requirements that make up your certification. We do ask that you both give and

receive your first buddy session by July 11. This is a couple of weeks from now. It's plenty of time. It's easy to do.

This week, one of your assignments will be to choose a buddy. What we're doing differently this time than we've ever done before is we're letting you choose your buddy and you don't have to just choose one buddy. You can be a multi-buddy person.

The instructions on how to do that are in a buddy sheet somewhere in the Client Center and Renee also posted them just prior to the call on the Facebook group. We normally don't post very many documents on the Facebook group and there are reasons for that. On occasion there's an exception and this is one of them.

If you just want to quickly grab that, you can. It's a nice little set of instructions on how to get partnered up with a great buddy. Again, you can have multiple buddies, which gives you even more experience, both receiving and giving coaching, so we're happy to have you do that.

For the last piece of housekeeping I wrote down, "Where you want to be as of the end of this week." Where you want to be is you definitely have gotten into the Client Center so you know what the heck I'm talking about. You've logged in and you've poked around a little bit and gotten a little lay of the land there.

Second, you've chosen a buddy. You can do that this week.

Third is that you've put all the training calls into your schedule. If you can't attend live because of time zones or something, then you have an alternative time that you've put into your calendar. I went through this in the Kick Start call.

I recommend doing it a day or two later. Do it really quickly from when we do these live. We post the recording by the next day. Usually it's the same day so you can count on it within 24 hours. Get all of those into your calendar so that your calendar reflects your commitment to this course.

The last thing is that you want the Soul of Your Brand Guide completed. I'm going to use the page number today, and after this some of the pages sometimes change so I won't always reference by page number. It's page 12.

That's it. That's all where you need to be right now. Don't worry about overload, overwhelm or being behind. Just put that out of your mind.

Do we have any logistical questions before we dive into Branding? These calls are 90 minutes, by the way.

Suzie: We do have an online question. It's about the Branding with Archetypes cards. She wants to know about the shipping taxes for Europe.

Kendall: I forget how we do that, because we know that the VAT and the GST are very high. I'm going to say something, but we're going to double check. Suzie, can you email Laura or David to find out?

I'm going to say something I think is true, but we're going to double check and we will post it on the Facebook group and confirm it. What I think we do is that we say it's educational materials. We claim it as a very low dollar amount. I can't tell you the exact amount. It might be about \$10.

We're aware of what your tax liability is there. We say it's educational material and we give it an incredibly low dollar amount to help save you guys on the taxes. I'm pretty sure that's what we do. We'll find out for sure and we'll post that later today. That's a great question.

I'll keep going. Branding with Archetypes. Let's dive into some extra goodness here with this. This is going to be fun.

I want to run through the touchpoints, what those are and just walk you through the exercise. Then I want to talk about the virtual workshop and give you some ideas on how to use that. I'm going to refer to the only one exercise in Branding with Archetypes that we didn't do and that's on page 31. It says "Branding with Archetypes Touchpoints." I'm just going to talk about this for a few minutes.

Touchpoints is a branding/marketing phrase. I didn't make that up. You'll see on page 31 that we give you a 3-column list there of examples of touchpoints. I'm sure there are probably more that we didn't even think of to put on here, but this is a lot already.

Touchpoints are just those things that people can hear, see, hold in their hand, or experience in some way. They are those things that really make a brand come alive, because otherwise you'd have this great Soul of Your Brand Guide, but if you don't do anything with it, then the brand never gets fully formed. It doesn't become real and tangible.

The exercise here is really designed for you personally and also for you with your clients, because of course everything is for you and your clients. When you've completed the Branding with Archetypes process, people are super excited. We hear Tabitha being excited and we know a lot of you are excited.

The natural next question is, “Okay, so now what? What’s next?” The touchpoints give you a way to physically anchor what you’ve created with the Brand of Your Soul Guide.

The exercise here is pretty simple and self-explanatory on the sheet here. The idea here is to choose one of the touchpoints. I like to go for voicemail message because it’s free, it’s fast and it’s easy to do. Touchpoint 1, for example is voicemail message. Touchpoint 2 is email signature.

Touchpoint 3 could be a tagline. For me with our rebranding it was the title I put up for myself in my Facebook timeline banner. Suzie, you made that for me, right? It could be any one of these things. Do you hear how simple this is?

Then it’s like, “Well, what are the ideas?” For us, my idea was, “I want the new picture. Let me just jot down some ideas about what that line should say.” If it was number 1, voicemail message, the idea could be — this is not rocket science, ladies — to record a new voicemail message.

Under the ideas part it’s, “Okay, I want this voicemail message to include . . .” and you just start writing down some ideas. It can be that easy.

With your client, you can brainstorm this with them. They will love that. Or you could give it to them as an assignment and then they would bring it back. When I say “client,” this could be individually or a group.

Where it’s important to do it differently with a group versus individually I will do my absolute best — I’ll probably be about 100% on that — of pointing out the distinction of how to do it a little differently. If I don’t make a distinction, it’s because there really isn’t one.

In this case, whether it’s a group or individual, you could have them brainstorm on their own or just get them started a little bit and ask them to write it down. They can bring it to the next coaching call with you, or they can bring it to the next group call with you and then they can share what they’ve got. They can post it on a Facebook group. A lot of sharing and conversation around this works really well.

Let me point out the piece on the bottom. This is a really powerful piece where it says, “Is it on brand?” These are questions that for your own self you certainly want to filter anything you’re creating. You want to filter it through these questions.

Let me read them out to you. “Communicate the core essence of my brand archetypes” For example, we are not the Jester at all. In Branding with Archetypes, the Jester is my last archetype. It’s so far removed from who I am it’s not even funny. No pun intended.

For us to do something that would be really Jester like, does it communicate the core essence of my brand archetypes? Does it mean we couldn’t do some kind of a fun game or something like that or gamify something? Yes, we could. It doesn’t mean we can’t do it, but it’s unlikely we’re going to, because it’s not even where my brain is going to go.

If we did do it, is it being communicated in a way that is the core essence of my brand archetypes? I hope that makes sense. If not, ask me a question. It’s not saying you can’t do something, it’s just the way in which it’s done needs to be on brand.

Ladondra, you had asked a question at the live training that I said I would answer today about how to integrate your signature and your influencing archetypes. Asking these kinds of questions is how that integration starts to happen piece by piece by piece.

The next question is, “Does this deliver on my brand’s soul promise?” When you look at that brand promise, are you delivering on that promise?

Let me sidetrack just briefly to that. I would encourage you to post your brand promise. You can post it just by itself. You don’t need to do all the other pieces around it. You could post it just by itself on the Facebook group and start getting some coaching on it.

The brand promise is a really interesting statement that you don’t want it so high level and concepty that people don’t even understand what business you’re in. On the opposite end, you don’t want it so specific that it locks you in to only being able to do one thing.

I look for something that’s specific, but here’s what I’m always gauging a brand promise by. I’m gauging it by: Does this brand promise allow me, the business owner, or my customer to create or market different programs, different services, different products or different types of offers? If the answer is no, that’s a problem.

In other words, does it allow me to deliver my brilliance in a multitude of different ways and still stay absolutely true to the brand promise? Going back to, “Is it on brand,” does it deliver on my brand soul promise?

The next question is, “Does this reflect my brand soul values?” Here again, I would say most of the time the values don’t necessarily mean you can or cannot do something. Sometimes that’s true, but mostly what they do is they create a framework not so much as to what you do, but how you do it.

For instance, anybody could run a contest. We’ve run contests before. Anybody could run a contest. The contest is going to look a certain way, based on your brand values, than somebody else’s contest.

For example, with my brand values, when we have done contests in the past — we don’t do them really anymore — I disliked, because it wasn’t really on brand for me, where it created a lot of competition and created a winner. There’s nothing wrong with that. Lord knows, I’m competitive and love to win, but it wasn’t in harmony with my brand values.

My brand value was to give everybody an opportunity to win, so it changed the way the contests were done. It changed the prizes. If everybody won, then everybody could get the prize. You see, that’s an example. We didn’t not do a contest. We did it. We just did it differently.

The last question is, “Does this express the personality of my brand?” If you go back to page 12, you’ll see that it means that personality, the time, the font, the place, the song, the color or the texture, does it express that? Does the voicemail message express that?

I’m complete with the touchpoint piece. Does anyone have a question about this, or do you want to make a comment?

Suzie: We have a question from Chantelle. She says, “Hi. About the certification and the audios of the coaching, are they required?”

Kendall: We changed that for this year. We are not doing audios this year. We waived that this year, so the answer is no.

Suzie: Okay. Then we have another question from Konanie. “If we choose a buddy at the live session, do we still post to Facebook with the three qualities, etc.?”

Kendall: No. Konanie, if you already have your buddy and you know that’s who you want to buddy up at least for the next few weeks with, then no, you’re a done deal. It’s not a requirement that you post that on Facebook. It is a requirement that you get a buddy. By the way, the buddy needs to be somebody in the program, just to be clear to everybody.

Suzie: Okay. We have a call-in question from Quenby.

Kendall: Hey, Quenby.

Quenby: Hey Kendall. What is branding voice on the touchpoints?

Kendall: Yeah, I see that. Let me think. It's been a while since I typed up that list. Thank you for pointing that out. We can do a better job of making that clear.

"Voice" should be in quotes here. It doesn't mean literally your voice. But what it does mean is the types of words or phrases or the tone, the angle or the perspective that you come from.

For example, I was thinking about this, this morning, because I was reading somebody's promo email. It was from a girl and it was talking all about how it's popular these days to have lots of emails go out showing client successes. You make the email centered on a client success, which is great, but it was all about how her client crushed it and killed it.

Quenby: That's like my husband talking about sales.

Kendall: For you, would that be authentic?

Quenby: Uh, no.

Kendall: Would that be on brand for me? No. Is it on brand for the person who sent it? Yeah, it actually is on brand for her. It's marginal, but it is actually on brand. She's a pretty feminine-looking, masculine-energy type of marketer, so yeah, it's actually on brand for her. That's what branding voice means.

Quenby: Thank you, Kendall.

Kendall: You're welcome. Good question. Are there any other questions?

Suzie: Yes, we have a question from Tabitha.

Tabitha: It may have been answered a bit with Quenby's question, but when you say something like the tagline, the logo or really the voicemail intrigued me, like how would you communicate your brand through your voicemail? Would it be by using your tagline in your voicemail message?

Kendall: It could be. I'm sorry I don't have Richard on the line here today. I'm trying to remember what his is. The short answer is yes.

Richard's voicemail is something like, "This is Richard Shapiro with KendallSummerHawk.com, where we brand your brilliance." I'll have to ask him

to type it up and put it on the Facebook group. Suzie, could you send Richard an email asking him to do that?

Suzie: Sure.

Kendall: That would be great. I haven't listened to mine in a really long time, but I'll tell you something. I don't get a ton of phone calls just because of the way our business is set up. I just don't get a lot of calls, which is great. But when somebody new calls my phone number, 8 out of 10 times the message they leave starts with, "Wow, that's a really great voicemail message."

It's a little long, but I know I say something about being out with the horses. "I'm either helping you grow your business or I'm outside with the horses." It's something about that.

It's about really enjoying the freedom and the pleasure that this lifestyle can bring to somebody when you are growing your business in a way that's authentic and automated. It says something like that. So yes, you can absolutely put it in there.

Tabitha: Okay. That's awesome. Thank you.

Kendall: Good question. Who else has a question?

Suzie: We have a written-in question from Angela. "Kendall, if we have one buddy, but we want to get practice with a few others, how many do you recommend?"

Kendall: Oh golly, as many as you want. We are multi-buddy. It's like being multicultural. We are multi-buddy here. Actually, here's what I would recommend.

This is the first time we've formally allowed you to have multiple buddies, but here's the thing. There's an advantage to being coached by different people, and there's an advantage in you coaching a lot of different people. You're going to get a ton of experience in both directions and that's wonderful.

I don't want to see you not have the experience of creating a relationship with somebody. When you start to get to know somebody or when somebody starts to get to know you, either way, you're going to start to pick up clues about them. You have a history together. You start to build up that history.

You start to notice nuances in their voice tone, detecting their mood and where they're at. There's a deepening and a continuum that happens, and you won't get that if every single week you have a different buddy, so out of the 4 months of this program you have like 16 buddies. You will never get to experience that.

What I would recommend is that you could do it a couple of ways. You could choose a buddy and just coach with that one person for a month and then switch to somebody else. Or if you have the time and you want to get double coaching every week, choose two buddies and coach with them every week.

You could say, "I'm going to coach with a bunch of people over the next three weeks and then I'll settle on a buddy for a month." You could kind of do it however you want. However, I would definitely make sure you coach at least three times with the same person so that you do get that experience of a little deepening and that continuum.

That was a great question, Angela.

Do we have any other questions before we move on?

Suzie: Miriam has a question online. "Can you have too many touchpoints? I'm noticing I have over 10."

Kendall: No, you can't have too many touchpoints. Like I said, there are probably more than we've even typed up here.

There are a couple of things. It's a great question because remember that you never know how many times a potential client may need to hear, see or experience you in order to say yes to stepping into your world in a paid capacity. You just don't know.

For some people, it's instant. For some people it's three to four times. Other people want 7 or 10 times. You just don't know. So the more touchpoints you have, the greater opportunity you create to have somebody make a yes decision to contact you and work with you and join your program.

The other thing is that branding is one of those things that starts to create a life of its own in a really great way when you have a lot of touchpoints and you're consistent in how they're done. For example, you can look at our stuff and we've improved our stuff. Our graphics are better. Everything is just better than it used to be, but there's a consistency.

We are told this all of the time. People will say, "Oh, I was at a workshop where I saw somebody do something and I knew immediately that it was your work." They could identify my stuff at somebody else's event. It was a workbook or something they had seen and they knew it immediately. It was colors. It was shapes and types of fonts. There was a consistency there.

That's the kind of brand recognition that you really want. You really want that. We can have lots of different names of programs and every program has a different logo with a different color scheme, but there's a certain synergy to it that people recognize it as being ours and the same will happen for you. That's what I mean by consistency.

I just would be really mindful for all of you. You don't want to create brand confusion or a brand mess. We're cleaning up some of that now. We've retired some of the products, thank goodness. That's cleaned up some of it by default. We just upgraded VIP Day and we changed the logo on that because it looked old and dated and it wasn't on brand anymore.

You just want to be careful that you have enough variety that makes it fun and interesting but that you stay on brand. Here's a good test.

If you were to put printed materials or website materials up on your screen or printed materials on the table, or if you were to listen to messages — but let's take the visual aspect — if you were to stand back about six or eight feet so you can't necessarily read all the detail, but do those printed materials all look cohesive? Do they look like they came from the same company? The answer you want is a yes answer.

When you listen to different audio pieces, does it sound like it came from the same source? The answer needs to be yes. Otherwise, it just creates brand confusion and people don't know who you are and what you stand for.

That was a great question. Are there any other questions about touchpoints?

Suzie: Not specifically touchpoints, but this is Katie Albert. "I'm asking this on behalf of Emma Haag, who couldn't be on this call. She's wondering if there are any tips for how to communicate your brand through clothing."

Kendall: Oh yes, absolutely. The short answer is yes. The next answer is make sure that you have completed page 12. You can just lift that whole sheet up — really, it's the end piece more specifically — and say, "Okay, what kind of clothes does this mean that I would wear? How do I want to be known? What's like a signature piece?"

It's why I dress the way I dress. It's why I wear blue jeans and cowboy boots. I can't wear heels, because I'd probably fall off my shoes in a second. My stuff tends to be very lush and from another time because that's part of my brand.

Even though we're modernizing everything to have it look very now, we're still doing it in a way that has that rich, saturated color. Our colors are very rich and very saturated. We have feminine shapes and it has a feeling of a lot of depth and elegance to it. You can absolutely have it reflect in your clothing and I would recommend it.

Good questions, you guys. Let's continue on, because I've got some more things I want to cover with you and then we'll open it up for more Q&A as well at the end.

Let's talk about the Branding with Archetypes Virtual Workshop. We updated that again this year. If you've been in CMMS in the past, you definitely need to print this out today because we just posted the latest one that reflects this year's Branding with Archetypes. Every year we just keep tweaking it and improving things.

The Branding with Archetypes Virtual Workshop, I'm not going to go through this in great detail because it's pretty self-explanatory. What I want to do is spend a few minutes sharing some ways to use it and giving you a little sense of the flow of this outline so that then it will make complete sense to you when you print it out.

A virtual workshop is really just that. It's a workshop you deliver on the telephone, on Skype, Google Hangout or whatever the medium is you want to use — I still use the telephone — versus in person. This one is set up to be 4 hours and 20 minutes in total length and that's about right. It's a good length of time. If it's more than that, you're going to have a hard time keeping people.

You can use this very successfully. We've had lots of people do this. They use it as a bonus for a group program, because then you're taking the whole group through it together. You can modify it slightly, actually, and use it as a live workshop. You'd give it more time. It wouldn't just be 4 hours and 20 minutes. It would be a little bit more time, but you could modify it for that.

I would not include it in a program. I wouldn't just bury it as one of the modules. I would definitely pull this out and use it as a bonus. It has great value. It's really appealing to people, so you don't want to lose the oomph factor. You want to capitalize on the wow factor. Let's put it that way.

It works well with group programs. You can do it with an individual as well, but it would be a lot shorter. It's really then just Branding with Archetypes. It's a whole lot shorter because it's one person. Really the design of this virtual workshop is meant to be delivered as a group.

When you're looking at the outline we've given you, it's quite detailed. We picked a start time of 9:00 a.m. You don't have to do that, but that's what we used here. You can just modify that based on what time you start. It's divided into five telephone calls.

The structure is that you get on the phone. You're teaching, then you're sharing an exercise and giving instruction. Then you give them an assignment and you hang up the phone. They have a set amount of time to do the assignment. Then you come back on the phone together and talk about the assignment, do a little on-the-spot coaching and then move on to the next section.

You just keep doing that as you chunk through the different calls. There are five calls total. That's the basic flow of it.

There are a couple of details here. On the last call there is no assignment. You're finishing up, and that's where you can make an offer as well to come into a discovery session with you. That's a great opportunity to do that.

The other detail is just about timing it. I used to run these all of the time. I don't say, "Okay, we're going to come back at 10:20," because people can be in different time zones. So I say "We're going to come back at 20 after the hour."

I always feel like a newscaster. You know, Suzie, how the newscasters say, "Well, it's 10 minutes after the hour?" It's like that. I say, "We're going to come back at 20 after the hour." I use my smartphone and I always say, "Right now my smartphone says it's one minute after the hour. We're going to come back at 20 after the hour." You just do it that way so everybody is looking at the same time.

That's really it. I know this piece is a huge piece in terms of value, but I don't really need to go through it in detail here.

Oh, there is one piece I do want to say. Actually, I take that back. The one thing I will share with you is you will notice towards the bottom of page 3, under Creating the Stand and Expert section, it says in parentheses, "This virtual workshop does not use the Branding with Archetypes visualization."

Here's an important piece to note. Within the 10 steps of Branding with Archetypes, Step 3, which is visualization, you can actually skip that step entirely, not just with the virtual workshop, but when you're working with clients.

Now I don't tell you that in the live training because you just are learning it. I kept it a secret last week so that you could really be fully engaged and involved with the visualization. If you recall, that's the visualization we had on Day 1, I think it

was mid-afternoon. Then I had you start writing and you wrote by yourselves. You filled in a whole bunch of questions.

That whole Step 3 can be skipped and this process works just as well. In a workshop live setting, I like doing the visualization a lot, but it's not necessary.

I still want to share tips on delivering Branding with Archetypes, both live and virtually.

Are there any questions about the virtual workshop outline?

Suzie: We have a question from Tabitha.

Tabitha: I'm killing you today. I kind of asked it on Facebook if there was a separate area for the sheet that we knew we were supposed to give the client, but it kind of shifted a little bit. How do I actually blend the Branding with Soul with the other steps that go with it to someone? The PDF is not in a format where I can take the pages out.

Kendall: Let me go ahead and jump in and answer that question. I'm not sure when it was posted and it may just be going up today. I'm not 100% certain about the timing, but I can tell you that it should be by today if it's not already. You actually have the workbook in a Word version. It's done like that on purpose so that you can copy and paste these specific pages.

If you download it and mess it up, don't worry. Just get back online and re-download it. We do update little typos and things. Our workbook this year is pretty darn clean, but we did find a couple last week in the training.

You can excerpt that section, put your own logo at the top and brand it as your own. You can change the examples if you want. That's up to you. But with Branding with Archetypes, you're going to give them just about all of the sheets. It's a really nice packet to give them because it's helpful for people to see the examples. You can make a really nice packet.

Tabitha: Okay. That's beautiful. Thank you.

Kendall: The only two pieces that you can't brand as your own, that we don't give you as a Word document, is the assessment — I explained last week in the training that it's because it's so heavily designed that it doesn't hold together in Word and it becomes a mess — and the cards themselves.

We do give you a downloadable version of the cards that say "Sample." They have a sample watermark across them. You can download those and send those

to a client, but we really want you as much as possible to use the real cards. They're really stunning.

Obviously, I don't get rich selling these cards at \$22 a set, so they're really here for your benefit. We just want to really encourage you to make use of those cards because they're such a great value add for your clients.

Does anybody else have a question?

Suzie: We have a call from Alennie.

Kendall: Hey, Alennie. How are you?

Alennie: I am wonderful. Thank you, dear Kendall. Last week was awesome being with you all weekend.

Kendall: Yay. Alennie is somebody who is a CMMS alumnus, so it's great to have you back.

Alennie: I am certified all things Kendall.

Kendall: That's true. What's your question?

Alennie: I was just invited to do a 1-hour webinar for a group and I will be allowed to make an offer. It's going to be all about branding. Based on what you just said about the virtual, would you definitely not do the visualization, or do you think that would be a cool part of it?

Kendall: For a 1-hour webinar?

Alennie: Yes.

Kendall: I would not do the visualization on a 1-hour webinar where you want to sell something. Visualization is super cool, but you don't have their engagement at that moment. You have no idea what they're doing. They could be doing dishes or making dinner, and with visualization they're just going to get distracted and then they'll tune out. I would keep them really engaged with other pieces. Good question.

Alennie: Thank you.

Kendall: Are there any other questions?

Suzie: Yes. We have a written-in question from Sharon. "I always found the Branding with Archetypes visualization very powerful in virtual group workshops. Is there a

reason you're suggesting not adding it now, or is it just because of the time it adds?"

Kendall: Welcome, Sharon. So honored to have you retaking this.

Just to be clear, in the virtual workshop outline, we do not include the visualization. It's really just because of the amount of time and that's all.

Sharon, with the work that you do with people and who your audience can tend to be — Sharon does a very particular form of body work — this lends itself so beautifully to your audience that I can totally understand why you leave it in. It's fantastic.

I love it, personally. When I did Branding with Archetypes privately with clients, I did do the visualization because I knew that they were going to be attentive. I knew that if they kind of drifted off and fell asleep, which can happen during visualizations, that I was there to still support them and make sure they got the completion of the exercise properly.

Sharon, let me know if I did not answer your question.

Also, Richard just slipped me a note that the workbook in the Client Center is PDF only right now. That's temporary. You have the Word version. I believe Renee is putting it up today because we always give you the Word version.

Suzie: Are you ready for the next one, Kendall?

Kendall: Okay.

Suzie: I just wanted to make sure.

Kendall: I'd better get ready, right? I just wanted to make sure I took care of Sharon properly.

Suzie: Okay, great. Thank you. We have a call-in question from Frances.

Kendall: Hi, Frances. How are you, sweetie?

Frances: I'm hanging in. I'm almost 100%.

Kendall: Good. I'm glad to hear it.

Frances: It's nice to be back. I too am all things certified in Kendall World.

Kendall: What's your question today?

Frances: My question is, with the virtual, if beforehand you send out the assessments and you send out the cards with “Sample” on them, would you then ship them the real cards after the fact, like if they showed up, or would they just always have the ones with “Sample” on it?

Kendall: The answer is it depends. Obviously, I like people to have the cards. The answer is if they’re part of a program with you and this is a bonus piece of the program, I would be estimating up front how many people you want in your program. I would order the cards from us.

Now Frances, you’re in Canada and we can’t control how long things take to get to you outside of the U.S., unless you want to pay a ton extra for that kind of shipping, which we are happy to do. Anyway, I would order them ahead of time so that as people sign up for your program you can send them a set of the cards. Just leave them in the packaging and send them out.

I would actually do it in the opposite way, where you’re kind of sending people their cards. If people sign up last minute, then you have the downloadable version in case somebody didn’t get theirs, but I will still have already mailed everybody their card sets.

Frances: All right. If you were doing the virtual session as a live session, would it make sense to do it ahead of time as well just to save time so that when they come, they bring the cards with them?

Kendall: Yeah, it’s a great question. We do that. The way we always do it is with our welcome letter we include the assessment and the welcome letter had instructions on it. Now the hotel kind of messed up this time and didn’t hand out welcome letters. We were really super not happy about that.

We had already accounted for the fact that some people come late or they’re not staying at the hotel. If they’re not staying at our hotel, they don’t get the welcome letter. We had already planned in our schedule that folks could fill out the assessment during lunch.

If you’re starting a workshop with this and you don’t have that type of a little break, just right at your registration table, hand people the assessment. Then you have to allocate some time.

What I don’t like doing is when you start a workshop, it’s live, you want that energy high or really super connected and boom, you send people into immediately being by themselves for 15 minutes doing an assessment. That’s

not my preference because it just changes the energy. It puts the energy into a different place than what I want it to be in.

I try and make it to where it's not the very first thing the whole room is doing as a group.

Frances: I did that with an SMA and you're bang on. That's exactly what happened. It really brought down the energy.

Kendall: With Sacred Money Archetypes, when we were running Secret Energy of Money several times, we had to start it with that. I would do my opening and we would do a little something, and then boom they had to go and do the assessment. We kept it short. They only got 10 minutes. You just then bring the energy back up, so it's a little more work energetically.

Frances: Thank you.

Kendall: I hope these are all good ideas. You want to think through how you want this to flow.

Let me go on to some of the other tips that I want to teach and then we'll have time at the very end for some more questions. These are great questions. Do you see what I mean about the questions having a very different tone to them than they would have if you hadn't had all of this training already from last week?

These are tips on delivering Branding with Archetypes either live or virtually. This is just a collection of tips in random order.

First, have the client take the assessment ahead of time and send them the cards. That's what we've been talking about.

By the way, for all these tips, unless they're specific to a group or individual, it doesn't matter. The tip applies across the board for group or individual, live or virtually. It doesn't matter.

The tip is to explain that you're going to walk them through creating their Branding with Archetypes and that at the end it all comes together in this beautiful way, in this magical way, powerful way, amazing way or whatever is the right word there for you based on your brand archetype.

What I hold in my mind when I say that is page 12. That Soul of Your Brand Guide brings it all together. That's the hub of the wheel there.

The next tip is to get clients talking in each piece, because the gold is in their words. Let me be really clear about this. One of the mistakes that I see coaches that aren't trained in my world making is that they try and over-help the clients. I talked a little bit about this last week.

It happens for a lot of reasons, but they don't give the client a chance to talk. They'll ask a question and then they start answering the question on behalf of the client. Or they start making guesses and say, "Well, what about this?" or "What about that?"

First of all, it's not coaching. Second of all, it's exhausting. Third of all, it really shuts down a client.

I'm going to contrast this here, because this is the art of coaching. I guess there's a science to it. To me it's just all art. The art here is that if a client is struggling to come up with a thought, a suggestion for themselves or an idea, don't just let them sit there and struggle.

That's like somebody drowning and you say, "Well, just start lifting your arms up and swim." If they knew how to swim, they'd be doing it. Don't just let them do that.

You can say, "Let's brainstorm this together," or, "Let me throw out some ideas and let's see if any of this pops or resonates for you." The whole tone is not a tone of, "Oh, let me rush in and save you or rescue you or do it for you." The tone is, "There's an answer here. We're going to find it together. I'm here for you. Let's just see what we come up with."

That really impacts your energy and your tone of voice. One of the little tricks that I do when I do that is I tend to give two or three options. All I'm doing is creating a space of possibility. That's all I want to do. I don't care if they pick one of my options or not.

In fact, a lot of times, I know when I'm being coached — Richard and Kailash will tell you this all the time — I'm famous for when they give me two or three ideas, boom, what pops is none of that. I don't take any of their ideas, but something else pops for me because of hearing their ideas. They always laugh at me about that.

I'll say, "Well give me an idea." They'll say, "Why? You're not going to say yes to it." I say, "Yeah, but it sparks my thinking." That's why I like to give two or three options and I'll use language of possibility.

Language of possibility includes things like, “Well, what if it were this?” It’s like, “What if? “Could be,” “One possibility,” “A possibility,” or “Here’s an option.” Do you hear all these types of sentence starters? There’s nothing really committed or absolute.

Compare that to, “Here’s what you could do,” or “Here’s one way.” It just doesn’t have the same feel to it at all.

Get clients talking except for where they’re stuck or struggling and then help them out. But do it in this way that invites them and just sparks their creativity rather than you jumping in and trying to fix it for them.

The next tip is Unique Brilliance. Please make a note of this. Unique Brilliance could be done standalone with just the bonus Unique Brilliance exercise as one session.

For example, with a private coaching client, let’s say you’re doing Branding with Archetypes, but you didn’t set it up as a two and a half-hour kick start call. You’re just going to do it in an individual coaching session. That’s fine.

Maybe you want to do a two-part kick start. I don’t know if I’d do that. Anyway, you could do just the Unique Brilliance part and that wonderful Unique Brilliance bonus exercise, which is on page 19, “Embracing Your Unique Brilliance.” That’s a great little standalone piece and you can do that really nice and tidy in a session.

Then the next session, you can complete the whole remainder of their Branding with Archetypes, but not in 30 minutes. It’s going to take longer, obviously, but you could do it that way.

I already mentioned that the one step you can skip is the visualization, which is Step 3. I would encourage you in your practicing this next week not to skip it, because it’s great to practice delivering visualizations. I’d rather have you practice it in its entirety and then you can decide whether to leave it in or take it out.

The next tip, we did this at the end of Day 1 of the workshop. We didn’t do it again on Day 2. Remember you want to have somebody stand up and from the top say their whole soul of their brand guide. There’s a little instruction to this, if you’ll recall, and I’m going to remind you what it is.

You want the person to stand up. A lot of times you're doing this virtually, so you can't see them, but you want them to stand up. I just say, "Stand up, have your feet about hip-width apart and make sure you're standing evenly on both feet."

By the way, ladies, the reason I say that is because most women don't stand that way. We just don't. We tend to always cock a hip. We put a foot in front of us or we put a foot in back of us. We have all of this body language that lacks conviction and commitment. It's very approachable, but it doesn't create a lot of commitment. I want people in a body posture, body sense of commitment in this moment.

Then I tell them, "Just take a breath and when you're ready, without apology and without explaining it, because we know it's a work in progress . . ." Let me push pause here. Who has a guess as to why I'm saying that?

The reason I'm saying it that way is because I want to make it okay for them to not be perfect. It's okay. I just want them to have a run through, a first read, if you will. I say, "Take a breath, do those things and then just from the top tell me your whole soul of your brand guide piece by piece."

Then you're just listening. You're just listening all the way through. I usually applaud them at the end and say, "Great job." I then ask them how it felt because I want to know their experience.

I say, "How did it feel? Was there any point that felt particularly right on for you? Was there any point that felt like not quite there yet?" I ask them those three questions and then we start doing some dissecting, feedback and crafting.

I want to share something really important. Remember that a lot of what we're doing — and this is an undocumented aspect of The Intuitive Coaching Tool Kit — is giving people confidence. We're helping them find their voice. We're helping them find their path. We're helping them step into authenticity with power and conviction. We're holding people as powerful.

Especially women are very quick to feel criticized and shut down, so we're really wanting to speak to the unconscious. We're wanting to speak to that part of them that is exuberant, playful, creative and loves to be joyful, but that's a very young part that all of us possess and that young part can feel shut down very quickly.

That's why I always start with the good stuff and asking them about their experience. Remember the other tip, get them talking? Then I can use their words in the coaching and it's more personal. Before I just jump into starting to

craft this thing and help them with where it has some glitches, I need to get them into a good space.

I'll tell you a really quick story here. I was in Delmar for my birthday actually in early May. As my birthday present, my mom went with me to the Delmar National Horse Show. It was really cool and I got to see some great rides. It was an incredibly competitive environment and several of the people riding there are on the Olympic team, so a lot of it is like that caliber of riding and super competitive.

A young trainer from Tucson, who is about 28, was there with a few of her students and I acted as a groom. I'm happy to help before somebody goes into a horse show. I dust their boots off and unwrap their horse's legs and stuff like that.

I was helping groom and having fun and her student goes in. She's a woman about 33 years old and is really nervous. Her horse is not a great horse. She's an okay rider. You get the picture, right? She was totally out of her league in terms of what she was up against in competition, but still she traveled there and she wants to do her best.

It just brings tears to my eyes because her dressage test was mediocre. It didn't start out well, but it got better at the end. Her mother is there standing next to us and saying, "Oh, I don't know if that's good." I said, "No, she did this really well," and I was being encouraging.

The trainer made me so mad because this girl comes out of the class and she's literally five feet away from the exit gate. I see the trainer from Tucson — who I know somewhat because I've been around her a lot — jump on her and start telling her all the things she did wrong. "You did this, you didn't do that and right there was where you messed up."

She started basically just laying into her. She was not yelling, but just systematically, totally dismantling what this girl had just done. It just broke my heart. She took it, because a lot of horse trainers behave that way. It's not unusual.

I was so upset and I remember afterwards we went back to the stable. She was getting herself undressed and her horse was going to get washed off and stuff.

I just came up to her and I didn't say anything about the trainer, but I said, "You know, you ended that test really great." She said, "Oh, I thought so too. It was so much better than in the beginning." I said "Yeah, that was awesome. What part were you most pleased with?" We had a 3-minute interaction and then I walked away. It was done.

I wasn't trying to prove a point. I just wanted that girl to have a different experience and a different memory of what that show was like for herself and she was beaming when I walked away.

That's why it's so critical that we are direct with our clients and we don't hold back. If somebody is walking around with toilet paper stuck to their shoe, you have to tell them, "Look, you have toilet paper stuck to your shoe." Don't try and hide it. You've got to be direct, but you want to do it in a way that's fully supportive of that person. I hope that's helpful to hear.

I have a couple other quick tips and then we'll break for questions. I like to have them say their Unique Brilliance Statement out loud before I have them put the whole thing together. I want that to be absolutely spot on and you guys will remember how particular I was about it.

We did have this come up just once in training last week. Very often people will insert extra words. It's "My Unique Brilliance is verb _____. It isn't "My Unique Brilliance is that I _____. Don't insert extra words. People sometimes will do it.

I've had clients do it and I just let them finish it. Then I say, "Great. Let's take out the word 'that' and then I demonstrate it. They try it again and they put it in again and we start to laugh. It's like wow. I have them notice the difference because there is a difference. It feels very different.

There's a little less ownership and claiming of it if they put in extra words, so I am 100% picky about how it's done. I just get it to where they say it right and we don't stop until then. I don't grind them on it. We just laugh, but we don't stop until they do it.

The last tip is, Branding with Archetypes can be delivered as a sign-up bonus for a group program or an individual program. It's also a great bonus as a renewal bonus when you have existing clients who are coming up for renewal. You're excited about it. You can say, "Great. If you decide for us to work together for another six months or a year, I'd love to include this bonus for you." Then you talk a little bit about it.

We've had a lot of our CMMS participants get renewals on the strength of the bonus. It's not entirely because of the bonus, of course, it's because of their good work they were already doing. But the strength of the bonus just sends that customer over the edge to say yes.

I've got an assignment and a proof question I'll give you in a couple of minutes. We can take some questions now, Suzie.

Suzie: Okay. We have a written-in question from Puja. "Hi, Kendall. I might have the opportunity to do the Branding with Archetypes with a client's entire team. I'm unsure how to do this. Do I just do the assessment with everyone, or have them all create their Soul of Your Brand Guide work?"

Kendall: Gosh, Renee and I were just talking about this, this morning. I'm going to give you two answers.

One answer is that I would pop on the Facebook group and ask the question: "Those of you who are retaking CMMS, has anybody done it for a team and how did you do it?" Ask the question specifically. "Those of you retaking it, if you could share your experience, that would be great."

Somebody was asking on the chat last week "Could you use Branding with Archetypes when hiring people?" It's really not meant for that. Sacred Money Archetypes is meant for that. It's brilliant for hiring. I would not hire without it.

Branding with Archetypes is about the brand of the company. Now, for each of you, you may be a company of one and that's fine, but you're still a company.

Puja, with you going to do this work with the team, what you could do is have the assessment done with the lead people ahead of time. When they take the assessment, they would have to take it for the company that they want to build. It's one or two people taking it and they could pre-choose the signature and the influencing archetypes.

From there, you could lead the whole team through the creation of the Soul of the Brand Guide. I wouldn't give the whole team the assessment. If there are 10 people, you're going to come up with 10 different results. Maybe some of them have overlap. What are they going to do with that? At some point, somebody has to choose and it is the archetypes of the company.

That's how I would do it, but I would have the Soul of the Brand Guide. That is what you would be taking the team through is the creation of that together and that is phenomenally powerful. I would definitely budget enough time for discussion, for some disagreement and for decisions. Any time you have more people involved, everything takes longer.

Who else has a question?

Suzie: First I just want to let you know that Sharon got back and said, “Kendall, your response was awesome. It helped a lot and I’m delighted to be here.”

Kendall: That’s great.

Suzie: We have a written-in question from Katie. “Hi. I’ve been curious to know if you ever send the Branding with Archetypes assessment to a client without the last page and ask the client to send you their totals?”

Kendall: I haven’t, but you could. There’s nothing wrong with that. You could definitely do that. It creates some mystery. You could say, “Send me the totals and I’ll tell you what it means.” You could definitely do that.

One time I had a client who gave me her results. I knew her pretty well already and I thought, “This just doesn’t add up. This doesn’t make sense to me.”

Actually, I’ll add this as another tip. Always ask to see their last page. They can take a picture of it and send it to you on their phone or at least tell you the scores, becomes sometimes you’d be surprised how often people make mistakes in their math.

With this gal, it was like, “This just doesn’t make sense to me.” Well, it turns out she had done it wrong. I said, “What were your scores?” I don’t even know that she had any ties. I don’t she did. But her highest score was about 22. For somebody to not have ties and have a high score of 22, something is wrong. There was a mistake made in how the assessment was done.

As you guys know, the high score is usually in the 30s. Mine is in the 40s. She went through and gave me all of her scores. I think we kind of figured out where the mistake was, but the point is that it wasn’t done right, so the results weren’t accurate.

Especially when it’s a one-on-one, you have that opportunity. I like to see that last sheet. I want to see what the numbers are to make sure they just didn’t mess up.

Yeah, you could not send the last sheet. That’s fine.

We have time for one more question and then I’ll do the proof question and the assignment.

Suzie: Okay, we have a caller, Irene.

Kendall: Yes, Irene?

Irene: I was wondering about something you mentioned at the workshop. You said what your previous archetypes were and that now you're changing. I believe your signature was Explorer and then your influencing was Romantic, but you attracted Alchemist and Artist.

I'm thinking as far as for clients. They may have a certain brand but they want to attract a certain type of client. How does that happen? If you're branding as an Explorer with the Romantic influence, what was it that was attracting primarily or do you know?

Kendall: I do know and I got lucky in being able to know because I had done Branding with Archetypes so often and I could ask for a show of hands. That's how I was able to do these informal surveys and I see all these hands go up. You saw it in the room last week. How many were Alchemist in their top two? We saw it, right? It never varies.

I know what they were attracted to. I think I might have mentioned this last week. There are two things that attracted them. First of all, Artists and Alchemists love to explore. They love to get their hands on new things. There's a novelty appeal there. There's a novelty factor that's very appealing to them.

My work is very different in a lot of ways and my work has an incredibly creative aspect to it. It isn't just straight 100% dry business, so I think there was an aspect of that. I think the other thing is what Artists and Alchemists can often struggle with and yet desire at the same time? That is structure and systems.

Because my work is very structured in a system with lots of creative flair to it, meaning people coming to it can add their creative stamp and their own individual expression to it, that's very appealing and that is not changing at all going forward. In fact, I'll be able to get more into it with the new archetypes.

Having the systems and the structures, like here is a system, here is a structure and here is step by step that you can use and apply your own individual expression to, that is incredibly appealing to Artists and Alchemists. It's like honey to a bee.

I want to point something out that I mentioned briefly that's really important to understand. It's that these archetypes have some fluidity in their edges. They're not just linear and they're not hard edged.

What I mentioned at the workshop last week was that I would say every single archetype has another archetype that shares some similar qualities to it. Here's a quick example. Explorer is all about individual expression, uniqueness and

getting off the beaten path. “Don’t fence me in. Don’t tell me I can’t do something or that I have to do it one way. There’s no way I’m going to buy that or believe it.”

It very much overlaps with Artist, who’s about creative expression. It’s a different motivator internally, but they have some similarity there.

Explorer also overlaps a little bit with Maverick and a little bit with Hero. Hero can overlap a little bit with Humanitarian. Jester and Maverick definitely have overlap. Both of them are devious. They’re very clever and can have a deviant streak to them, whereas there’s nothing devious about the Innocent; no freaking way.

They all have these little bits of overlap, but the motivation behind the scenes for each one internally is a little different. That’s why and coaching as an industry attracts a lot of Alchemists and Artists. That’s the other reason why. It’s just the pool I chose to jump into. I jumped into a pool full of it.

Irene: Yes, you did.

Kendall: Exactly. Oh, I love it. I love you guys. It’s super juicy. Don’t overthink this at first. Don’t try and guess what your ideal clients are at this moment.

The other thing is that you catch people at different points in their life. If you’re a Ruler brand with a Maverick influence, you’re going to catch people at a time when they’re looking to break away. They want freedom and they want to create a new sense of freedom for themselves. They’re going to want to break the rules.

You could use the word “rules,” but it’s not about, “Here are some rules for you to follow.” It’s like, “It’s time for you to break the rules” and you’re going to catch people at that time in their life where they are fed up and that’s exactly what they want to do is break the rules.

Irene: That’s very helpful. Thank you.

Kendall: Good. Let me just give you your assignment and the proof question.

Write this down, everybody. The assignment is three parts. First is to choose a buddy. We’ve already gone through that. Second is to take one person through Branding with Archetypes, either a buddy or someone outside of the program. I’ll leave that up to you.

Sometimes I’m going to tell you to do something just for with a buddy or only with someone outside of the program. In this case, either one is fine.

Choose a buddy and then take one person through Branding with Archetypes. It's helpful if it's your buddy.

The third piece is to review the cards. Here's where you want to be. You want to know that you can recite all 12 names of the archetypes. You need to know what these 12 names are, so you want to memorize that.

The other piece is that you want to be able to describe each archetype in one to three sentences. What will help you is if you flip to the back of the card. I happen to be holding the Hero card. It's along the top purple banner.

To memorize these, use that section. You can say, "The Hero is all about taking courageous action. They're unwavering. They're inspiring. They're known as the heroine, the warrior, the rescuer, the champion or the protector." Just kind of memorize that to where you can say that easily and keep re-reading the front of the card with the description. That will really help you.

You want to be able to recite all 12 of these and be able to say a couple of sentences about each one that gives the essence of it and to really feel it. It's not just saying it like you're reciting something that you don't know what it means. You actually feel it.

Those are your assignments.

Here's the proof question. Are you ready? Which step of Branding with Archetypes can you skip? We need to know the step number. I said it about three times.

All right, everybody. Great job. I will see you at next week's training call. Be active on the Facebook group and my love to you.

Thank you so much, coaches. See you later. Bye-bye.

Participants: Bye, Kendall.