CERTIFIED MONEY, MARKETING AND SOUL® COACH

TRAINING PROGRAM with Kendall SummerHawk

Certified Money, Marketing and Soul® Coach Training Program

Training Call # 2

July 5, 2016

Kendall: Hello and welcome, everybody.

Participants: Hi, Kendall.

Kendall: Welcome, everybody. Today is Tuesday, July 5. It feels like Monday because we had a holiday yesterday. Welcome. This is our second CMMS training call.

You guys are on fire. Suzie, I swear, and pardon my language, this is the most kick-ass CMMS group I've ever seen. I just love it.

Kailash has been reporting in. I actually get notifications from Facebook when you guys post on Facebook, so I've been seeing all of the posts and that's fantastic. I'm really proud of you guys. Thank you for being so on it.

Here's what we're going to do today. I will take care of a couple of announcements and then we will hear from you. I would love to hear a couple of people share successes.

Then we will dive into our content today, which is going to be going through niche, so you'll want to go ahead and pull out your workbook from the training or if you re-downloaded the workbook online.

We just made a few tiny typo corrections in the online version, so it's really not any different. Page numbers are different though, because we inserted a page. It was a separate handout before in the training, so we inserted it in the downloadable workbook. I won't be able to say page numbers anymore because they may not match with what you have.

You'll want to go ahead and get that section for niche opened up or ready so you have that with you.

I'm excited because I'm going to get to share with you about niche. There are some tips per step, and also I created something this morning. Renee will make it into a handout for you. We'll have it for you later today.

I pulled some notes out from the live training and teaching notes from the past and we created a new handout for you, which you don't have yet, but I'll reference it in just a little while and show you how to use it.

There are some things that I think you're going to really like and I wanted to pull it out and create a separate handout for you so that you have it all in one place. That will be our call today.

I know at this time of day we don't have our Aussie girls on with us, because it's about 3:00 or 4:00 in the morning for them, but go ahead and put that success in and we'll check for successes in just a moment.

While you're doing that, let me give you a couple of updates. Wow, Suzie, we have a lot of updates today on the prep sheet, don't we?

The sale on the Branding with Archetype cards, where you get free standard shipping and 20% off, is for orders placed by end of day, tomorrow, Wednesday, July 6, US.

You can go to the Order Cards tab in the CMMS Client Center to place your order. Definitely get in on that, because that's free shipping and 20% off each card set.

Another piece of information in my call prep is just a reminder of some of the things you can find in the CMMS Client Center. Of course, the link to get into that Client Center is www.WomenInCoachingSuccess.com. That will take you to the log-in page.

That's where you will find your training videos and calls from the live training and any type of downloadable information. It's where you find your bonus information and your Facebook and buddy information.

Also, there's a Certification tab and that has the proof form which you can find there.

Of course, there will be any new training material that we add throughout the training. We don't always add something every week, but we often do add extra handouts, exercises or anything that we create.

Every year, we're always improving. Anything we think that is going to help you put it all into one place and give you an easy reference, if we've made a new exercise or something like that, we do that for you throughout the training.

I have two more updates here. As a reminder, we have a vacation break next week, so our next call will be on Tuesday, July 19.

Again, we do have a few breaks sprinkled throughout the training. It gives you a little rest or a chance to catch up. It's to accommodate my travel. Richard and I are going on holiday next week. I'm super excited about that.

He's so cute, Suzie. He's checking the weather every day of where we're going and reports to me. He's really trying to make this trip extra special. He's just darling about it.

The last update is about our Clarity Coaching Program. Because of the holiday, we decided to extend the cutoff for that to July 9. You can sign up for it after that, however you will lose out on the Bonus Money Transformation Coaching Call with Kailash. Her schedule is open as of this week to take those calls. We know some of you have already booked, which is fantastic.

The program's official start date is September 5.

If Clarity isn't quite the right choice for you and yet you still want private coaching with us, we have another option, which we're happy to share with you, that's a little different in the way it's set up.

Either way, July 9 is the cutoff that's coming up. We will send you a couple of email reminders about that, but I can tell you right now that the easiest thing is to sign up to speak with Lori or Richard about the program and they'll give you the information. There's no hard sell. It's an easy conversation.

Our number one priority is to make sure that anything we offer is a fit for you. We want people to be successful with the things they invest in with us, so that conversation is not hard sell or anything like that. It's definitely focused on if this is a right fit for you, answering your questions and being clear on what the program's about.

To reach out to us, you can contact Support@KendallSummerHawk.com. We will send you a link to the calendar that we use and you can book that time to talk to Lori or Richard.

You have to reach out by July 9 to qualify for the bonus, to be clear. You don't have to talk to us by July 9, but you have to book the appointment by July 9.

We have a lot of updates, Suzie. Man, you loaded me up today. By the way, for those of you who lead calls like this, we create what's called a Call Prep Sheet. I used to do it myself many years ago, and then as soon as I started adding team I had my team start doing it for me. It's very plain and not super pretty, right, Suzie?

Suzie: It's very simple.

Kendall: It's very simple and very clear. It tells me everything I need to know about a call and I just love it. I've taught about a billion calls, and this way I don't have to scramble for information.

I would encourage you guys to make a similar template like that, that has the information so you're prepared when you're leading a call. It's really a confidence booster.

Let's hear from you. I want to hear some successes. Suzie, who do you want to patch through here?

Suzie: We have a caller from San Francisco, California.

Maryam: Hi. This is Maryam Webster.

Kendall: Hi.

Maryam: I wanted to celebrate that I had to recover the entire last week. That's just my speed from all of the stuff that downloaded during the CMMS event and some other stuff that was going on in my life. I was seeing that people were getting clients and doing everything and I thought, "Wow, I really need to be in action."

I want to just rah-rah Coach Kailash. We had an awesome call this morning. It was my Money Breakthrough call. I have an awesome new Money Power Statement and I can literally feel the energy from that crackling and sizzling like Pop Rocks in my blood.

Kendall: I don't think our non-Americans are going to know what Pop Rocks are. They're little fizzy candies that you put in your mouth. They just fizz in your mouth and they're really fun. It's like having sparklers and champagne in your mouth at the same time.

Maryam: The breakthrough was worth the price of admission, I've just got to say. That was fantastic work and I'm a connoisseur of such work, so if I like it, it's got to be brilliant and it is. I just feel completely fired up and ready to ride out and get them.

My one last question was that I really have this question about niche, so I'm glad we're doing the niche call today. I'm celebrating all of that.

Kendall: It's perfect timing.

Maryam: Thank you.

Kendall: Thank you and congratulations. Did I tell you that the Money Transformation session is pretty awesome?

Maryam: Definitely.

Kendall: Thank you. I appreciate hearing that about Kailash rocking it. She is phenomenal at that. Congratulations, Maryam.

It's going to be interesting to see as you go forward, and you can certainly report back to us either here or on Facebook, which would be ideal because then we all get to see it, how that unfolds for you.

Today's session was fantastic, but you can tell that it's going to permeate and integrate as you go forward, right?

Maryam: I actually have a tip for everybody. I know that Kailash suggested that I repeat this. I do morning meditations, so in my morning meditations and right before bed, because I go to the bathroom a million and five times a day, I cue all of this stuff while I'm just sitting there doing nothing and doing my business. I do my affirmations.

Kendall: We're bordering on TMI here, by the way, just so you know.

Maryam: When you brush your teeth, when you go to the bathroom or when you're doing something normal in your day, it's a great thing to cue off of.

Kendall: That actually is a really great tip because when you're doing those types of routine things, they're habits, and when you're doing anything that's a habit, you don't think. Because it's a habit, you don't have to think. You're not making decisions. You're just doing it.

That's a really neat opportunity to install some new learning and some new ways of thinking, so you're absolutely right. That's a great thing. Congratulations.

By the way, one of my favorite books of last year, and I might re-read it again this year because I just love this book, is called *Better Than Before*: *Mastering the Habits of Our Everyday Lives*. It is by Gretchen Rubin.

I highly recommend this book. It's fantastic. She's got 21 different ways to create new habits because not everybody is the same.

Suzie, who else do we have?

Suzie: We have a written-in question from Marcia from Holland. It says, "Hi Kendall. This week I'll have my first client for my new coaching program. It's a new program based on my expertise and the CMMS materials. Yay. I'm very proud."

Kendall: We're proud of you, because you signed up for CMMS. I can't remember exactly when, Marcia, but it was right before we started the live training or right during live training. It was very close to it. Plus, it was watching the training videos and not being here live, so congratulations. That is fantastic.

I admire all of you greatly, but those of you learning through the training videos takes a little special effort and I really want to acknowledge you ladies for that. I really want to commend you and presence that that shows your level of commitment to yourself and to this investment you've made.

Even better, it shows your commitment to bringing this work out into the world and making a difference in people's lives, so yay on you. Congratulations, Marcia.

I want to go on to niche here because it's a big topic and you might have some different questions on it, so I want to make sure to leave time for that. I'm going to dive into it right now.

We'll keep this pretty organic, folks, in just allowing you to ask questions as we go along and then we'll have time at the end too.

I think niche is the only module of CMMS that we actually teach in its entirety during the live training. There are no extra pieces. I have specific tips to give you on each of the niche steps, so I'm going to share that. Then I have 10 or 12 different tips to share with you.

I know you guys love Positions of Empowerment, and I do too. It's just the best. It's so versatile. It's like a piece of clothing or a piece of jewelry you can wear with anything. Positions of Empowerment goes with everything.

I have a really neat simple way for you as the coach to use Positions of Empowerment to help get more clarity and understanding with your clients.

Then I have a list of six ways to profit with Niche Breakthrough coaching and a couple other things here. I've got quite a bit that I want to cover that's really going to help deepen your understanding and enjoyment of this topic.

I'm going to start and as you have a question, go ahead and ask it and Suzie will interrupt me. Then I'll break a couple of times and we'll take some ahas and insights that I want to hear from you as well.

I'm going to the niche section of the workbook. For me, that's Page 33. It's going to be around Page 34 for you in your workbook. It's the Venn diagram with the three circles. We're starting there.

Just a reminder that I like to give this as a handout to my clients. I like it because it's visual and it clearly defines how we look at what a niche is.

It also does something at the bottom there where it has the three phases of the niche. You can give the second page as well, which describes the three phases.

It's nice because two things happen. It preframes for your client that this isn't just something they check off their list and then they're done forever. It helps create a realistic expectation about niche. That's two things already.

The third thing I would say that it does, and why I like giving it to clients, is it eases a person's mind. People can get their knickers in a twist about niche pretty easily and they don't need to do that.

Richard and I especially have worked so much with people on niche over the years. He was the co-developer of this module with me. Either he or Kailash co-develop all of the material with me and this one was one of Richard's specialties.

I don't even know how many people we've coached, thousands, actually, through our group programs and our workshops. We used to sell this as a home-study course. We retired it so as to not be competitive with you guys in CMMS.

One of the things that I would say is that people get their knickers in a twist. If they start to see that there are phases to this, it starts to let them exhale a little bit.

I want to flip past the mindset exercise and the What Your Clients May Fear, because my notes just aren't in that order, so we're going to go ahead to Step 1. Let me share with you tips about the six steps in Niche and then we'll come back to the mindset a little bit.

Step 1 is so easy. It takes about two minutes, or five minutes at the most, if you remember from the exercise. They just pick something. I'm not suggesting somebody pick something blindly, but when you're coaching it with your client, I would always tell them that they can go back and change this at any time.

The other piece that I think is critical is to not make any assumptions. We spent some time on this in the live training. We used Kailash actually as the model, because she's a great role model for this.

Don't make any assumptions that, just because somebody is a marketing coach, they're going to choose a marketing and sales category. They may not. They may be a marketing coach and choose health, wellness and beauty because they want to work with salons or different kinds of businesses like that.

I wouldn't try to get it perfect, because you can come back and change it, but I would spend a few minutes here. Here's the key piece, everybody. Already begin to explore some different combinations.

As you explore them with your client, you can just say, "Let's explore this for a few moments. This can be interesting when we start to put what you do as a specialty in a category that might not be initially so obvious, so let's take a few minutes to explore that."

This is a really important tip, coaches. I would not expect at this moment to have your client getting super excited and jumping up and down with a sense of possibility when they choose a category that might be very different than they've thought of before. In other words, don't take that as a sign that it's not the right category.

The reason why they may not be jumping up and down with excitement is because it can be a very different way for them to think about their work and their brain just needs time to process that. They need time just to get new pictures or a new image of what that looks like, or to get a feel for it, so I wouldn't take it as a sign.

If they say, "No, I hate that," I'm interested why. It doesn't mean I'm going to talk them into it, but I'm interested why they hate it. I'll say, "Tell me what you hate about it," and if it's legitimate just say, "Great. That's good to know. We have other categories to choose from."

Don't expect them to necessarily say, "Oh my god. That's so fantastic. I never thought of it. That's it." You're not going to get that response very often.

What you're looking for is a response of, "I never thought about that," or, "Wow. That could be interesting. I could consider that." You're looking for responses like that.

The last tip on Step 1 is to ask yourself, "What types of communities or special topic focus might be possible within this category?" Remember, we're talking about your client. We're not talking about you now, but you're getting your own creativity going. What might be possible? This is in essence starting Step 2, but that's okay.

For example, if I in my own business, and Richard and I have talked about it periodically over the years, chose a category of executive or corporate, I could still do my work in a corporate environment.

What's an example of communities or special topic focus that might be possible, given my interest and expertise applied to the corporate space? For example, it could be creating programs to help make teams act like what's called an intrapreneur. That was a buzz word a while back.

That's where somebody is an employee and they're not an entrepreneur, but they act like an intrapraneur. It's an entrepreneurial aspect within a corporate environment. A lot of corporations really like that.

If I was interested, which I'm not, I could focus on corporate and take my work into there doing that type of a specialty.

That's an example of saying, "That's a possibility that I wouldn't even put any time into thinking about if I hadn't selected the executive and corporate category." That's an example.

I'm going to keep going unless we have a question.

I think you guys did the best job I've ever seen a group do in the live training on Step 2, by the way, and I'm not just flattering you. That's not my style. I'm really being honest. You guys did the best at being specific. That's the key for Step 2.

I said this in the training and I'm going to say it again here. At any one of these steps, if you as the coach allow the client to stay in a very vague or general way, at whatever step that is, the process is going to diminish from that step forward. In other words, it's not going to get better. You want to really be mindful and rigorous about being specific at each step.

The key here is to be specific. If you remember, this is brainstorming potential communities of ideal clients that might be in this category.

There is no magic number here. I'd like to go for three. I think that's a nice number to go for. It gives enough to choose from that I can tell we're being creative and already starting to think outside the box. I aim for three, but I'm not too worked up about it.

The last tip on this step, and I did not say this in the live training, is that you can actually go through Steps 1 and 2 a couple of times by choosing a different category. I've done this with clients and it's worked really well. Here's what that looks like.

They're not sure what category. They're seeing different possibilities. I say, "No problem. You don't have to choose right now." That's a really important piece here, coaches, because clients get their knickers in a twist about choosing.

If they start to feel hampered or constrained early in the process, then they shut down, and we don't want that. I want them to stay open to possibility and let some great possibilities emerge.

The process is designed to do that. It's designed to create those different possibilities and then the person can choose.

In other words, it's a fancy way of saying, "I don't want them to shut down, close off and say no too early in the process."

What I've done when somebody said, "I could do this. It could be that category or this one. I'm not sure," was I said, "Great. You don't have to decide right now. Let's do this.

"Let's pick one right now and we'll go through a step or two, and then we'll come back and choose the other one and go through the same steps. It will start to be clear which one is going to be really a great fit for you."

Suzie: Are you ready for a question?

Kendall: I sure am. Go ahead, Suzie.

Suzie: Great. We have Angela.

Kendall: Hi, Angela.

Angela: Hi, Kendall. Thanks for taking my question. I just find it a little bit confusing in Step 1 and Step 2. I can't seem to get my head to process the difference between a lucrative category of highest potential people to work with versus identifying specific tribes of potential ideal clients.

I'm seeing it as all one. I know there must be something you can tell me that will help me break this down, but I'm stuck.

Kendall: Is it in your mind that they blend and seem like the same thing between Steps 1 and 2?

Angela: Yes.

Kendall: Let me just pause for a moment. From here on out, coaches, I will absolutely answer your questions, but it's also an opportunity for me to show you what I'm doing in terms of coaching somebody. I'm going to say, "I'm going to push the pause button," or, "take the pause button off," meaning it will be back to you, Angela.

I want to push the pause button for a moment and I want you all to notice that I'm not going to just jump in and teach her the answer. I'm not 100% sure what answer is going to help her, so I'm going to ask her more questions at this moment.

Pause button off and back to you, Angela. You're seeing them as blended. Can you give me an example? Have you taken somebody through this yet, either in the program or outside of the program?

Angela: No.

Kendall: Guess what your assignment is going to be this week? That's going to help you a lot. It sounds like it's easier for you to go straight to brainstorming specific communities of people. I'm guessing, but it sounded like that.

Angela: I was thinking that if for me my ideal client is a holistic entrepreneur, meaning they have some sort of a craft like the practice of healing or attending to people with some kind of a modality, I would call that my ideal client.

Kendall: Let's back it up for a second. I can understand why it's a little unclear for you at this moment.

Let me point something out that's going to be of service to everybody. That particular example you gave me is actually in the murky middle ground in terms of being specific.

It's not quite specific enough to be a Step 2 community and it's not clear which category. Is it under the category of business/entrepreneurs or health, wellness and beauty on Step 1?

I would encourage you, if you want to take yourself through this process, that's fine. Niche isn't always the easiest thing to do for ourselves. I think it's really best to have somebody coach you through it.

You may want to have a CMMS coach in training here coach you through this process. I would encourage you to do that. Go through Steps 1 and 2 for both the business/entrepreneurs category and for the health, wellness and beauty category. That's what I would suggest.

Let's go back to the example that you gave me. Actually, I'm going to stop there. I'm going to keep going on because I was about to start coaching you through the process, but I'm going to resist the temptation.

Angela: Thank you.

Kendall: Does that help you, though?

Angela: Yes. Maybe that's what was making me say, "Wait. I'm stuck." Yes, that's very helpful. Thank you.

Kendall: Great. I just want everybody else to notice something there about what I did. Let's take just a moment to unpack this. I mostly asked her questions. I don't remember what I asked her exactly, but one of the early questions I asked her was to give me an example.

One of the things that will cause you to burn out, get very tired and not feel super successful as a coach is if you try to directly give advice and answer questions with direct information all of the time or frequently. It's exhausting and it will keep you in the mode of falsely believing that you have to be a subject-matter expert.

I don't think I said this at all during the live training, so this is brand new, but it's a hallmark of my coaching. Something I gave myself permission to do early in my coaching is to not know. You might want to write that down. "I give myself permission to not know."

I love to know. I love to be an expert, but what that allowed me to do early on was it got me off the hook of feeling this relentless pressure to have to have all the answers.

This was actually a technique I practiced before I was a coach. When I was back in healthcare information systems, I practiced this same thing. It allowed me to attend meetings and be in a relationship with people with a beginner's mind.

It actually gave me tremendous confidence, because I was really confident that I was not going to make any assumptions. It unhooks you from making assumptions, because making a lot of assumptions is not good coaching at all.

What I found was that, when you give yourself permission to not know and you have a lot of confidence in that, you don't feel stupid and you don't feel, "Oh my god, what are they going to think of me?" You just don't get engaged in any of that because you're so confident in the asking of the questions. Believe me, that confidence radiates through. It's just magnetic how powerful it is.

No one thinks you're stupid. No one thinks, "Oh my gosh, she doesn't know what she's talking about." None of that happens. They think, "Wow. Those are great questions," because it creates insight.

Thank you so much, Angela, for asking your question. It allowed me to explain something that had not come up before in the training, so I'm really happy. Thank you.

With niche especially, don't make assumptions. Keep asking. Remember, I said about five minutes ago we're looking for specificity. If a person isn't specific at one step, it's not going to improve from there.

You want to get as clear as you need to be in the step and let the process unfold as you move down the line through the other steps.

Are there any questions or comments about what we just talked about before I go on?

Suzie: I have two. One was written in. She just wants to be reminded where we are in the workbook.

Kendall: We are in the Niche Breakthrough Secrets section. I'm looking at Step 1 on my workbook, which is from the live training. It's Page 38. The page numbers may have adjusted one higher or one lower, because we added another handout.

Suzie: We do have a caller. It's Sandy.

Kendall: Hi, Sandy.

Sandy: Hi, Kendall. In the part about asking questions, I totally get what you're saying and I see it in me. This happened this morning with a client where I'm seeing these gaps and I start jumping in with helping to bridge it instead of asking questions. My mind understands what you're saying, I have experienced that and I still do it.

Kendall: Do you want to know how to help change the habit?

Sandy: Change the habit.

Kendall: This is what I did for myself. I started to pay a lot of attention to my body posture when I was coaching. Just in the interest of time, Sandy, I'm going to run through this quickly. You can take notes and then do your self-examination.

I suspect and I'm willing to bet that, when you are jumping in and filling that gap, your body posture is different than when you are asking a lot of questions.

For me personally, when I was jumping in and being, in a certain way, impatient, I tended to lean forward in my chair. I pitch forward. It's like the body posture of impatience or "Hurry up. Let's go." It's insertion type of energy.

When I would get like that, I noticed that distinction and I would literally sit back in my chair and put my back against the chair, or I'd stand up, walk around and get my breathing going because usually I was holding my breath as well. That was one thing. I would look at the body posture.

Another thing I used to do a long time ago was I would just make a note card or a Post-It. You could just write, "Am I asking questions?" and stick it up where you can see it while you're coaching just to remind yourself to ask questions.

Then notice how you feel when you ask questions. When I ask a lot of questions, I feel differently during the process and also after the session. I'm really hooked on feeling certain ways, so I get addicted to feeling that way.

As human beings, our whole bodies are designed to go toward what's familiar, so I start really noticing, craving and seeking out that familiar feeling of being relaxed and powerful in my coaching, which happens when I ask a lot of questions. Does that give you some tips?

Sandy: Yes.

Kendall: I want to be clear, everybody. The way that I teach to be a coach is different than "traditional" coach training, which is that paradigm that the client has all the answers. I already said in the live training that I don't think that's true. The client doesn't always have the answers.

Fundamentally, in their heart, I believe the client knows what's best for them for their own self, but I don't think they always have all the answers.

I'm not suggesting that you always just ask tons of questions, because at some point, your client just wants you to either tell them what to do or how you see it.

Remember, one of our fundamental principles is to see what needs to be seen, hear what needs to be heard, say what needs to be said and to feel what needs to be felt.

It's not just always asking endless questions. It's sometimes saying, "Why not do this?" which is actually technically a question, or, "What about X?" or, "What if you didn't? What if you did?"

Actually, I'm trying to find a statement, but I keep saying all of these questions. My own personal style is I often ask a question and I frame it as a statement. That's just a stylistic thing.

It's okay to jump in and tell a client, "Look, it's time to do X. It's time to get a client. It's time to stop overthinking it. It's time to get on the telephone."

You can tell your client things. Don't think you always just have to ask questions.

Suzie, do we have another one?

Suzie: We have one more.

Kendall: We'll do that really quick.

Suzie: Maryam, go ahead.

Maryam: Hi. I had a question about the thinking-outside-the-box piece, where we're delving into niches and working with clients we may not have worked with before necessarily.

What do we say when they ask, "Do you have expertise in coaching owners of automobile shops?" or whatever that thing is and I don't necessarily? How do you answer that?

Kendall: I usually answer it with a question. I just had this happen yesterday. I had a prospective Diamond-level client that I spoke with yesterday. Even though we were on holiday, she was in Australia so it was the next day.

She sells to corporate and she specifically asked, and in fact, she did it in an email later, "Have you had success coaching people who sell to corporate?" The answer there is a straightforward yes, I do.

If I'm not 100% clear about that person's business, like if somebody says, "Do you have experience working with auto body or car repair shops?" and you're not clear that they are a car shop owner, I would say, "I'm happy to answer that question. I'm curious if you are an auto body car shop repair business."

It's similar to answering the question about how much you charge. I always say, "I'm happy to answer that question," and then I ask them a question.

If I know they're an auto body car shop repair place, I'll say, "Great question. I'm happy to answer it. I'm curious, though, are you looking specifically for somebody who has direct expertise in that, or is it really that you want to make sure that your needs are going to be met and you're going to get the results you want?"

The answer is probably going to be no, you don't have experience in that specialty. By and large, it doesn't matter. You can be an outstanding coach to people in industries that you don't yet have experience in. I want you guys to really hear that.

Most coaches, when faced with that question, this is what they do. Let me see if I can model this for you. They answer with something like, "No, I haven't yet, but I know I could help you." They do something like that and it sounds pitiful. There's no confidence there.

I don't like hearing no and I don't like saying no, so rather than just starting out with a no, let me just restate the framework. I say, "Yes, I'll be happy to answer that question." I'm giving them a positive answer and I'm super confident about the answer. Then I say, "I'm curious, though, is this because..."

What I'm asking there is getting them to get specific about their shopping criteria or their evaluation criteria. Say, "Are you looking for somebody with specific expertise in your industry, or is it that you want to make sure that you're going to get the return on investment that you expect and you're going to get the results you want?"

Most of the time, when you phrase it that way, people are going to say, "I want to make sure I'm going to get the results," and I say, "Great. I actually haven't coached anybody in the auto body repair shop industry before. I think it's a fabulous industry and I'd be excited to work with you on it. What I can tell you is that I've definitely worked with your specific needs, issues and challenges before."

Maryam: Got it. Thank you.

Kendall: Remember, too, that these calls are recorded and transcribed. I know from the questions that each of you are asking and knowing myself as a trainer, because I am masterful at the languaging piece and always have been, I'm going to give you a lot of examples and you can always pick it back up off the transcript or the audio. If you ask me to say it again, I may not remember what I said.

Maryam: Thank you, Kendall.

Kendall: Great question.

Let's go back to the tips. Let's look at Step 3. I'm on Page 41, which is Brainstorming Outside of the Box.

These are very simple tips here. Remember to go through this for a complete row. You guys did that brilliantly in the training. You don't go by columns. You go one complete row across the page.

Remember that you're going to go through each row for each of the communities in Step 2 that you brainstormed, so this can take a little bit of time.

Another tip I can share with you here is that, in your coaching with a private client or a group, either way, you can coach them through a complete row in the call in your coaching session and then you can give them a homework assignment to go do the other rows by themselves.

Don't feel obligated that you have to hold their hand through every single row. Good Lord, it could take you two or three coaching sessions to do that. You can give it to them as an assignment, they can send it to you and then in the next session you review it.

The last tip is to be specific here. Again, the modeling we saw in the live training was excellent. You guys were very specific.

Let's go on to Step 4, which is Testing for Hot or Not. I'm going to give you an extra test question that I use that isn't written in here. It's just a little extra one that I often use. Here's the test question: Can a profit pyramid be created from this niche? Just write down the question and then I'll explain.

What I mean is that, when I'm evaluating, if I've gotten all yes answers and an 8 or higher on the scaling question here, it's like a bonus test question.

What I mean by "Can a profit pyramid be created?" is can I see this niche has possibility for my clients to create programs, home-study courses or workshops? Those are the types of offers that my world lives in, so I'm looking for that.

For things like the auto body repair shop, you're not going to create a home-study course, but do they have an opportunity to create a high-end offer?

Every business on the planet has the opportunity to create a high-end offer. I will prove that to you when I teach that in an upcoming call. I've got a great story you're going to love.

With an auto body repair, do they have an opportunity to create a high-end offer? Yes. Do they have an opportunity to create a free giveaway that would help people come into their door? Absolutely. I'm just testing the waters with a very basic pyramid to see if this works.

I know that sometimes I just didn't see it. I just didn't see how that profit pyramid was going to come out of it. To be honest with you ladies, I don't have an example in my head. It's so rare that the answer is no and I just didn't write it down, but just be mindful of it.

Let me go on to the last two steps and then we'll take a little breather and have questions. Step 5 is where they're putting it all together and they're creating their marketing message. It's so cool. I love that, because it's like magic how it comes together.

Here's the tip. Is it specific enough? That's going to be a tip on everything. The other tip is that I like to have the client stand up, even on the telephone. By then, you've talked about it and they're pretty clear how it's Row 3 or Row 2.

You ask them to go ahead and write their pieces of information on Step 5 and then I say, "Let's hear what it sounds like all put together. Go ahead and stand up. Stand evenly on both feet and don't cock your hip or anything like that." I don't say, "Don't cock your hip," to guys. They don't tend to stand that way, but I always say it to girls.

I say, "Don't cock your hip. Just stand up, read it through out loud and notice how you feel as you read each piece." Those are the instructions that I give them.

When they read it, I am testing it myself for if it makes sense. What I'm listening for is a bit of a test. The way that this is put together in Step 5 is, is it clear enough that if I were at a party or a networking group, would I recognize this person's ideal client? Is this description clear enough that I would recognize them and say, "Oh my gosh, you should talk to so and so. You are her ideal client"?

I wouldn't say that, but that's what I'm looking for. That's a great way to test it out.

I want to go back to Step 4 on the testing. I want to make sure I'm very clear about something on the Hot or Not. All of these questions, Questions 1 through 5, have to get a yes answer. If one of them gets a no, it's not going to be a super-hot niche. They all have to get a yes answer, except for Question 3, which has to be an 8, 9 or 10 on the rating scale.

Flip forward to Step 6 and then we'll take some questions. I want to be clear about something, and this is the tip on Step 6. This is like a bonus piece to give your clients. You don't have to do this. I like to, because I think it really anchors and makes tangible the niche work you've done with a client or a group.

You can make these into action steps. Each one of these can be an action step that you assign to your client. You don't have to assign all of them. I wouldn't do that, but you can assign a couple of them. They don't have to be in the order listed. It can be any order.

I would assign two of them right away and then maybe the next couple of times you coach, assign one more piece to them. This is really going to help your clients make their new niche tangible, get them to start being known and feel anchored in it.

Let me go ahead and pause and just see if we have any questions that have come in from the queue.

Suzie: We're good at the moment, Kendall.

Kendall: Great.

Suzie: Actually, I talked too soon. We have a call from Fort Worth, Texas. I'm not sure of the name.

Kendall: Is it from LaDondra?

LaDondra: Hello. Yes, it's LaDondra. How are you?

Kendall: I'm super. Thank you.

LaDondra: Good. I'm just trying to wrap my mind around some things. I'm probably the client that gets my knickers in a twist about all of this stuff, but I wrote down what you said. I give myself permission not to know.

Then when I get up there to part where it says Step 6, say for instance I said that to a client since I'm struggling with it too and I say, "List five places where you can connect with your new niche," what if I decided that I'm not really clear? How would you position it?

Kendall: Let me jump in here. By the way, coaches, when somebody is lost in their own muddle, don't let them just suffer. Stop them.

LaDondra: Thank you.

Kendall: You're welcome. All they're doing at that moment, coaches, is anchoring the muddle and we don't want to do that.

LaDondra, I want to make sure we're being realistic here and you're not just over worrying. I know you're a person who cares deeply and you want to get it right. I want you to trust the process and to trust yourself. At this point in Step 6, what would you not be clear about?

LaDondra: Wow. That's a good question. I think it mostly is coaches, consulting and solopreneurs. I don't even know if, at this point when I got to Step 6, I would even be clear enough to say, "I'm going to pick five places to connect with them." To get someone out of overwhelm or get clarity there, how would that work?

Kendall: Here's what I'm going to say. I'll just put it bluntly. I think you're over worrying about it, and I know that comes from a place of wanting to really do well and do right by your clients.

I'm going to go back to what I said a moment ago. I want you to trust this process and to trust yourself.

Have you taken somebody, not in the live training, but somebody else yet, besides that practice time, through this whole process?

LaDondra: No.

Kendall: Probably none of you have necessarily because it hasn't been assigned to you and it's only been two weeks since the training, so that's okay. No is a fine answer.

You're going to have a different experience of it when you walk somebody through it.

You guys learned this, and I'll be really honest with all of you. Teaching niche in CMMS is tricky for me and we improve it every year. I'm really happy with how we've taught it this year and last year, but it's an artificial environment.

We teach it in a very specific way to really get you guys to get out of your own way and not think so much about your own niche. Instead, you need to focus on somebody else, because it's easier to do for somebody else.

It's a bit of an artificial environment. I'm being very candid with you. It's set up that way to make the training really clear for you so you understand the process. I think all of you do understand the process. I have confidence in that.

What I would say, LaDondra, and for all of you, is you're going to have a different experience when you lead somebody through it. Whether that person is somebody in this program or outside the program, it doesn't really matter. I think you know it a lot better than you realize.

I've had so many times with a client where I say, "I'm confused." I pay attention. I always say I'm not the smartest person on the planet, but I'm really quick and I pay attention, so if I'm confused, that's probably because the client is being confusing. There's good reason for being confused. They are being confusing.

I'll say to them, "I'm confused." Then I go back. Here's the trick when you're confused. You start asking other questions or you go back to the point where you weren't confused.

You might have to back up a step or you might have to back up three steps. Maybe you weren't 100% back on Step 2 and now you're paying the price for it. Do you know what I mean?

LaDondra: Yes.

Kendall: You can say, "Let's just go back for a second because I think we weren't clear enough here. Let's take a new look at that."

LaDondra: That makes sense.

Kendall: My experience has been that when you are collaborative and confident, even in confusion, you never lose credibility. You just don't.

Just when I said that to you a second ago, LaDondra, wouldn't you feel relieved if I said, "I think we weren't clear enough here. Let's go back and take a new look at that"? You'd be okay with that as a client, wouldn't you?

LaDondra: Yes.

Kendall: Did that help?

LaDondra: It did help. I just need to back up.

Kendall: Don't jump into the worry pit before you need to. You may never need to. Don't worry in advance of something.

For those of you who have been in other trainings with me, I always say, "Trust the process," and then you guys say, "Wow. She was actually right. I can trust the process."

The process of these exercises does half the coaching for you. That's why you invested in this program, to get that type of training and this caliber and quality of training.

Was there another question?

Suzie: There are two more questions. One is from Chantal in Paris. She said, "Hi. Is it possible to have several niches?"

Kendall: It is. Let me speak to that. I'll tell you when it actually can be a good thing, and I'm going to explain when it's not a good thing or when it's just an excuse to really not stand up and shine, really be seen and claim some territory.

Where it can be a good thing is when somebody is new in their business. If you're coaching somebody who's new in their business, that client having two or three different micro niches or micro communities can be very good because your client is just finding out who they are and what works. They're putting their toe in the water, getting their feet wet and trying things out.

I shared the story in the live training of how I did professional organizers, professional chefs, resume writers and re-designers, which were like home real estate stagers. They go in and make the place look pretty for resale, or just to make your house look better. It's a great service.

Those were four tiny micro niches. I would never have created a multi-seven-figure business serving any one of those niches. The reason I wouldn't have done it is because they were just too tiny. There wasn't enough opportunity, especially at that time, with my level of knowledge.

Knowing what I know now, I could probably create a seven-figure business for any one of those. Actually, I could pretty easily because I know how to do it, but at the time I didn't have that level of expertise and sense of possibility. They were perfect because they allowed me to continue to practice.

I want to clarify something though. If you go back to the page that has the circles with the Venn diagram, which for me is Page 33, the two circles on the right, "the situationally specific problem I helped them solve" and the one on the bottom, "your specially branded signature system," stayed constant. I didn't change what I was doing with that.

The only thing that changed was the top left, the people I served. In essence, my niche actually wasn't different. I just had four different little micro communities that I was serving. The niche itself was helping service-based businesses get more clients. That was the niche. It was helping women in home-based, service-based businesses get more clients.

I want you to really take that in, everybody. The niche isn't just the people you serve. It's the combination. It's the intersection of those three pieces in that Venn diagram.

This is where there's always a small percentage, but it's a consistent percentage, of people who don't have two niches but two different businesses. I can't think of an example off the top of my head, but they really in essence have two businesses.

When I was newer in my coaching business, I would go along with that because I just would talk myself into going along with it. Truthfully, I never saw it be successful ever. I've tried it in the past with my own business and it was successful to a degree, but not really and I think it held me back.

Having multiple businesses is not an easy task, so really listen if somebody says, "I do this and I do that." You have to pick a lane. People say that about a lane on a freeway. Pick a lane. Chantal, I hope that answers the question for you.

Suzie: Are we ready for another one?

Kendall: Yes, we are.

Suzie: Great. We have Denise calling in.

Kendall: This is challenging because you have to interrupt me a lot and I know you don't like that.

Suzie: I know.

Kendall: I just totally got it. Hi, Denise.

Denise: Hi, Kendall. You had given us some numbers very quickly a few moments ago. I think it might have been for Step 4, the Hot or Not, and I didn't get those. They kind of went by so quickly that my brain froze and said, "What?"

Kendall: Let me just restate it. Hot or Not has five questions. Questions 1, 2, 4 and 5 must have yes answers. Question 3 is a scale, so there is no yes or no answer. It's a scale of 1 through 10 and they must have an 8 or higher.

Denise: Great. Thank you.

Kendall: I'm going to keep going because we still have a lot more to cover and then we'll take more questions in just a few minutes.

Tips for delivering are just a collection of different tips. One of them I've already covered, which is give out that Venn diagram as a handout at the start of your niche coaching to get your client on the same page as you.

Some of this is just a reminder, because you hear it differently today than two weeks ago. The next tip is about the niche mantra. It's that exercise on Page 35. Use the niche mantra as a great way of what's called setting the frame and helping to dispel objections. Always have clients stand when you deliver this.

The instructions are there. I'm not going to go through them again because they're right there at the top of the page. In my workbook, it's Page 35. It says, "Niche Mindset Exercise." The instructions are there at the top. I like to always have them stand.

The next tip is you can ask your clients, "Do you have any questions or concerns about choosing a niche?" Be careful not to create a problem. I keep my voice curious. Then if they say yes, I start using questions to coach them into a new way of thinking about that concern.

I usually ask this at the beginning. In a group program, I might say, "I'm just curious if anyone here might have a question or a concern about choosing a niche."

Coaches, let me push the pause button for a moment. Let me go back and show you what I just said. When I said, "I'm curious if anyone here," that already means there might not be anybody. I'm framing it very specifically. I don't say, "Who here has a question or concern?" or, "Who here has a concern?" That's just creating a problem.

Instead, I say, "If anyone here has a question or a concern." My whole languaging is like "may be" or "may not be." It's no big deal. I'm just a little curious and that's all.

When they answer, you say, "Great. Good to know. We're going to take care of that."

Whether you coach on their concern immediately or not is really up to you. Here's what I do. If a client has a very strong resistance, like they say, "I just hate the idea of having a niche. I don't want one because such and such," that's a pretty strong resistance. I'm not going to say, "Good to know. Let's go on with the exercise." That would be stupid. It would be a rapport breaker.

What I do then is say, "Let's talk about that." If they have a strong resistance, I'm going to deal with it and handle it on the spot to a certain extent.

I'm not looking to completely get them on board. All I'm after is a little bit of an opening in their perspective and in their frame of mind. That's all I want.

If you ignore that great of resistance and continue on, they're not listening. They've got a closed mind, so everything is getting filtered through a no.

The second thing is when you start to ask some questions, say, "Let's take a look at that for just a minute." If you are greedy and want a breakthrough, you're probably not going to get it. All you're going to get into is a power struggle with your client and then both of you lose. Nobody wins in client/coach power struggles.

All of my work is about avoiding power struggles, I guess you could say. It's not that I'm afraid of them. They're just not useful and there's no reason for them.

With great coaching, you just don't need to get into power struggles. That's why I'm not looking for them to be convinced or to have a quick breakthrough.

Because I have that mindset, I will often say to that person, "I'm not looking for a breakthrough right now. All I want is a little opening. I want an opening or a sense of possibility. Is that something you think you can step into?"

I'm asking that type of a closed-end question very purposefully, because if they say no, then we have a little bit of work to do. I'm not going to go forward with this process.

On occasion, when I've had somebody who's super resistant, I'll say, "I'll tell you what. I want to take you through this process and then let's check back in and see what's changed as a result of it. Would that work for you?" They say yes.

That works really well because it comes across as that I'm not trying to convince them and I'm not trying to get them to see my way. It's saying, "Let's just go through this and then come back and revisit it."

Again, it takes the charge out of it and creates space and possibility. I'm still in control of what's happening and I'm not caving into their resistance.

Before I go on, does anybody have a question or a comment about that? Let's do a quick check-in.

Suzie: We have a call from Angela.

Kendall: Yes, Angela?

Angela: I have a client right now who came to me for what is my signature system, which is helping people become really confident at selling. This client has been a coach since 1995 and spent hundreds of thousands of dollars, from what they say, on being coached in different programs by different big, well-known gurus.

This person refuses to pick a niche. They want to be a generalist. I was going to ask you how I get them to, but I put my hand up before you said, "Don't get into a power struggle with a client."

I don't want to get into a power struggle. I've made the suggestion numerous times. My process is not about niche. It's about teaching them to sell.

I keep saying, "The problem, I think, is that you're not specific. You're not solving a specific, painful, excruciating, urgent problem," and this person says, "I know, but I don't like doing that. That's not how I like to work." I'm stuck as to what to say.

Kendall: First of all, understand this client has been there and done that. My intuitive hit is that this person is a bit of a know it all.

Angela: Yes.

Kendall: I was going to say that I could be totally wrong, but you just said emphatically yes.

Angela: No, you are on the money.

Kendall: That kind of a person, without knowing more about them, typically my approach with them is very firm, because they're smart. This is a very smart person.

Angela: They have a Ph.D. from MIT.

Kendall: Great. It gets better and better. It's even worse or better, depending on how you look at it. They have a Ph.D. from MIT and they've been coaching since 1995.

This is a great client. I have no idea what your success rate for this client will be, but I'll tell you why this person is a gift for you, Angela. This person is a gift for you because you can practice doing whatever you damn well feel like, get better yourself and see what happens.

Here's how to coach this person and then we're going to go into this next piece on the tips list, which is going to help you a lot. I would show up very firm. It's both firm and deferential. Deferential isn't quite the right word, but it's both of those things together. It's saying, "Yes, and."

I'm just going to make this up because I'm not in a coaching conversation with them. I might say something like, "You've been at this game a long time." I would say things that I know to be true about them, like, "I know that you love this."

Very quickly here to finish up, what I was saying is that I would be very strong and direct in coaching this person. You have to match her energy.

Then the other thing is that I would be saying to her, "You're smart and you're a savvy coach. What is it that you want from me? Why did you hire me and what is it that you want exactly?"

In everything with her, I would be very direct. Keep throwing it back at her. I wouldn't try to convince her of anything. You're just not going to be able to.

I'm going to do something a little unusual, everybody, because I'm just concerned that this line is going to go dead again and it starts to be a waste of everybody's time.

Here's what I have left to cover for you. I want to give you the rest of these tips. They're awesome tips. They're Six Ways to Profit with Niche Breakthrough Coaching.

I want to give you some great reframes. Reframing means a different perspective that can help a client who may have fears about choosing a niche.

I want to run through some great breakthrough coaching questions to ask a client if they're having resistance with choosing a niche, and then there's a great exercise.

I have quite a bit here and we've been interrupted enough that we've lost a fair amount of time for this exercise with the Positions of Empowerment, so what I'm going to do is this. We're going to complete early right now. I'm going to record this separately.

I'm going to record the rest of this and we'll post it for you so that you have it by tomorrow morning. This particular call will be in a couple of pieces. It will be in two sections and cover everything that way. I think that would be a better bet, Suzie.

Suzie: That sounds like a plan.

Kendall: I have zero confidence in this technology today, so that's what I'm going to do.

We'll just miss out on a little bit of Q&A and that's okay. I'm going to be very thorough in how I teach it, everybody. You can post questions on the Facebook group and we'll be together in two weeks again, so you'll have a chance to ask questions then.

Let's just do a mini completion here. I'd like to hear from somebody. Tell me an aha or an insight that you already got from the time we've had together today.

Suzie: We have Puja on the line.

Kendall: Hi, Puja.

Puja: Hello, Kendall.

Kendall: What's an insight or an aha you have?

Puja: There were a few things that really jumped at me. One was when you said not to get into a power struggle with the client. I thought that was very powerful, because sometimes we have an idea of maybe what category they want to pick or we have an assumption and to hold ourselves from that. I thought it was so subtle, but it's very powerful.

I also loved your aha about the extra question in Step 4, "Can a profit pyramid be created from this niche?" because then we are looking at different income streams and a more sustainable business model for this client. Those two were big ahas for me.

Kendall: Great. Thank you.

To be clear, especially with this particular topic, there are a lot of times where I'm negotiating with my client. I just want them to try something.

For example, even back on Step 1, I'll say, "Let's try it this way, see what happens and then we can always go back and try it with a different category. Then you can compare and choose."

There's a lot of feeling of comfort that it's all going to be taken care of. There's no power struggle. There have been times where I've asked the client, "Would you be willing to just try this?" Very often, I'll see a niche they don't even see for themselves yet, and that's one of the tips I'm going to explain in more detail when I make the recording.

They just don't see it and I'll say, "For the next 30 minutes, would you be willing to trust me and see how this plays out? Then you can decide or you can always change your mind. Does that sound fair?" Then they say yes. I've never had anybody say no to that.

It really creates a nice dynamic, because it gets them on board with trying something new, looking at something in a new way and it makes it to where I'm not trying to convince them.

I'm saying to them, "You have the final decision, but would you be willing to play with me on this for a little while?" They say "Yes, I could do that," and I say, "Great."

Good insight. Thank you, Puja.

Puja: Thank you.

Suzie: We have Denise with an insight.

Kendall: Go ahead, Denise.

Denise: I got a great insight in terms of the posture that I hold when I want to answer questions. As soon as you mentioned posture, it was clear to me that I lean into it and I'm so eager and think, "I've got this one." I'm very eager. I feel like I'm successful if I can answer it or have all the answers. That was huge for me.

I just really can imagine myself sitting back, relaxing into it and waiting. Take a deep breath, sit back and let them have their space. It's so much more successful.

Kendall: I'm excited to have you try it. We'll just finish up on this. When I figured that out years ago, it really changed my coaching dramatically and it helped me get rid of a lot of proving energy and stay more patient. It actually created a sense of expansiveness. Ultimately, what happened was that it allowed me to start accessing my intuition more.

When you think about positions of empowerment, it actually allows you to shift in your mind's eye or with your body a little bit into the different positions of empowerment.

When you're leaning forward or pitched forward, it's that insertion sort of energy. When I think about when I do that, it's when I'm mad and want to prove a point. Just ask Richard. If we're having an argument, I'm probably in that posture.

For me, it means I'm not listening. It's like I'm going to get my say in there and I'm really not listening to the other person because there's no space for it. I'm taking up all the space.

I think there's a lot to it. Even though it's such a subtle thing of lean forward and lean back, the prescription is simple, but the change in dynamic that it creates is quite big and profound. Thank you for pointing that out. That's great.

We'll complete here while I still have the luck of technology on my side. I will do that recording for you later this afternoon and we'll get it posted for you by the morning.

Great call, everybody. Thank you so much. We'll see you later. Bye.