Certified Money, Marketing and Soul® Coach Training Program

Training Call # 3

July 19, 2016

Kendall: This is Tuesday, July 19. This is our third CMMS Training Call.

I'm here with my new puppy. She's going to support us in the call today. Her name is Ruby. Suzie, I've got a new picture of her. I'll have to give that to you to post on Facebook. It's a little distracting. It's like having an infant.

Today, we're going to focus on Signature System®, and I also want to address two things that we saw in the Facebook group.

We'll start with hearing from you with celebrations, and I know there's just been a ton of them. You guys are absolutely on fire, which is fantastic.

We'll hear a couple of celebrations, then I want to address a couple of things and then we'll go into Signature System®.

What I'm going to cover with Signature System® is I want to teach a piece that we did not cover in the live training. Then I'm going to walk you through how to coach a client on the telephone, whether it's a group or an individual client. There are nine different tips or elements that I want to cover with you about that.

Then there's one more piece that we didn't cover in the live training. It has to do with marketing bullets, titles and handouts, so I want to teach that to you as well, and then give you your assignments.

Today is all about Signature System®. It's such a cool thing. All of our CMMS coaches just fall in love with Signature System®. It makes you look like an absolute total rock star genius with your clients, so I'm excited about the call today.

While we're waiting for successes, I'll do just a quick update. Our next call is next Tuesday, July 26. You guys are going to be really excited. We interspersed marketing pieces into the training and next week is one of those.

We've already given you quite a bit of marketing. We actually pre-released more marketing for you guys than we normally do. I'm excited about that and I see it's making a big difference for you.

In next week's call, I'm going to cover what we call our Marketing Blueprints and I'm going to cover a list-building presentation. We have that in detail to give you. It's an exact outline of how to give a presentation in a very particular way that will build your list. I'm famous for this particular method.

I always say you'll get 80% of your audience onto your list, but honestly, we usually see 90% and 95%. A portion of those people then book strategy or discovery sessions with you. There's a very particular reason why it happens and why that conversion is so incredibly high.

Obviously, if you're speaking to a list that's not a fit at all, it's not going to be like that, but generally it's a very high conversion. We'll give that to you. I know that some of you are giving presentations, so the timing of this is perfect.

What's great too is the topic that we have written up to show you as a demonstration is on How to Charge What You're Worth and Get It!®.

I know some of you are doing presentations on that topic and I saw from the Facebook posts that you're finding that topic is very appealing to the people who are booking presentations. It's a great topic. That title is fantastic.

Just as a quick reminder, always put the registered ®. No matter what country you're in, put that at the very end of it, because we do own that trademark for How to Charge What You're Worth and Get It!®. It ends with the exclamation point and then the ®.

Anyway, it's great timing. You don't have to do the presentation on that topic. There are other topics, but that one works really well. I know some of you are going to be excited about that and I just wanted to give you a heads up that that's what we'll be covering.

Suzie, do you have someone who wants to share a success?

Suzie: I sure do. I have someone calling in from Santa Monica.

Ungenita: Hi, Kendall.

Kendall: Hello. What's the success you want to share?

Ungenita I had to share this story. Do you remember the last day of the seminar you gave me some advice about my target audience?

Kendall: Yes, about up leveling them.

Ungenita: Yes. That was very startling to me.

Kendall: It hit you about five minutes later, I remember. About five minutes later you said, "Wow. My whole wiring just got short circuited."

Ungenita: This is what happened. I spoke to Jen. I really thought about this. I'd been on a call with LaDondra. We've been buddying up. It dawned on me that I put myself out there in a way to attract people that I thought should be my clients based on my level of experience, but when I looked at my clients, my clients are actually more successful than me.

There was a disconnect with my marketing because I thought I should just go after people that I'm more successful than. It was just a big revelation because after that, it just opened everything up.

I obviously felt that I'm qualified to coach people no matter what income level they're at. I don't have to work with this group of people who can't afford it and are very difficult to work with.

It was just really interesting and I really appreciate that you did that. That was an exercise and I just raised my hand to share. That was so enlightening and really transformed the way that I'm doing my business moving forward, so I just wanted to thank you for that.

Kendall: You are so welcome. I just want to comment or acknowledge to everybody that that insight you had about the success level of your clients compared to you is huge. That's a very insightful insight.

This is a really fascinating point and we've seen this come up year after year with the people that we train. It's this interesting place. I want you all to listen really listen to this. It's like what is your position? It's really a sense of identity.

What is your position or identity around coaching someone who is "more successful," whatever that means? They make more money, they've been in business longer or they have tons more experience. We define success different ways.

I want to really urge each of you and highly recommend that each of you gets crystal clear about your position or your sense of identity about this. Otherwise, it's going to mess you up.

Ungenita, you already saw how it was messing you up, but you're past that now, which is fantastic. Now that you're on the other side, it's great to be able to look back and say, "I'm not going back there."

I really want to acknowledge you specifically because I think it takes a lot of courage, expansive and self-respect to say, "I'm good. I'm confident. I'm okay with coaching people who may have more success than I do. That's okay with me. I can still show up powerfully for them. In fact, I know I can be an amazing coach for them." That's a level of personal mastery and I really want to acknowledge you for possessing that.

Ungenita: Thank you. I just have to acknowledge you for calling me out. It was interesting, but I'm grateful for it because I really took it in and I'm on the other side now.

Kendall: The other side is so much sweeter. I'll be honest with you. Some people just can't go there. They say, "No, if I haven't made six figures, I can't coach anybody that is making six figures, or I can't coach them to make six figures."

I understand that. I don't subscribe to it myself, but I do understand it. I just want you all to recognize that that's just a thought. It's not a fact. Thoughts are not facts. It's just a thought.

If you haven't made six figures yet, can you coach somebody that makes six figures? Absolutely. Why not? You know how to do it.

I know women don't necessarily relate to this, but I'll say it anyway. Top-notch basketball coaches aren't necessarily guys who are 6-foot-5 and over and yet they can be top coaches. It's about being an extraordinary coach.

I really want to encourage each of you to really step in and own your brilliance as a coach, because then you're going to be able to coach people not just who are more successful than you, but people who are in an area that's outside of your field of expertise, because that's a similar challenge. We talked about this in the last training call as well.

When you really own your brilliance as a coach, you can coach anybody. I have confidence in you that you can coach anybody. Well done, Ungenita.

Suzie, who else do we have that wants to share a success?

Suzie: We have Maryam on the line.

Kendall: Great. Hey, Maryam.

Maryam: Hi. I am celebrating that I went through all of my existing IP, of which there is way too much, and I chose something where I was thinking, "Oh my god. I have to do a new opt-in. My free opt-in really doesn't work anymore. I really have to redo it."

I actually chose a product that I'm proud to put out in the world. It's going to be a checklist of 100 ways to feel safe in the world that's now topsy turvy, especially at midlife and as you are revamping your business, with a focus on some of my material and just alluding to some of the CMMS material.

Then I'm going to bonus them this fantastic product I created a few years ago called Sanctuary. It's a PDF and an audio and that's going to be a nurture sequence.

Kendall: That sounds great.

Maryam: I'm totally jazzed.

Kendall: That's exciting. I have a very quick tip for you. You may already have this handled, but I just want to make sure I mention it. Make sure that the name of your free giveaway matches up with that other bonus piece so that it doesn't feel like a disconnect and they feel like one whole contiguous product or program.

Maryam: I have to do a little rebranding around the graphics, but otherwise, yes.

Kendall: The word sanctuary is a great word. Play with that. I realize you were explaining it here and you weren't giving us the exact title, but you want to make sure the title is very clear, succinct and positive. You're opening up a little scary area, so you want to make sure the title is really positive and creates that feeling of sanctuary.

You might want to do some hot or not and run that by the Facebook group.

Maryam: That's a great idea. Thank you. I will.

Kendall: You're welcome. Well done.

I want to be mindful of the time because I have a lot to cover today and I want to hear more successes. What a cool problem to have. It's like we don't have time to hear all the successes.

What I would encourage each of you to do, and actually I'll just make it a coaching request, is to post your successes online.

Am I doing that for self-serving reasons? Yes, of course. I'll be honest with you. I'm always going to be candid with you guys, but here's the real reason why I want you to do that. It's very easy to say, "I didn't get a chance to talk, so it's okay," or, "I don't know that that's a success. I just went out and did this thing like I've never done before and was totally terrified, but I did it."

It's really easy to discount what we're doing and I don't want you to do that. Success creates success. Success builds and builds, so when you go post that on Facebook, it anchors it for you.

It creates an energy for you and it also helps everybody else, because groups rise up. Sometimes it's for competition reasons and that's not always a bad thing, but a lot of times I think groups help each other rise because it creates a standard.

There's a standard of accomplishment. There's a standard of taking action when you're afraid. There are certain standards that a group can create.

I'm a girl of very high standards and I hold each of you guys to high standards. It doesn't mean you have to be perfect, but I expect you to try and I hold the standard of you trying. I really want you to post what you're doing, because then it gives other people courage.

Just note that that post anchors for you, it gives somebody else courage and then we might select it and use it as a little case study on our upcoming website changes. You never know.

Moving on with a couple things, we've seen a lot of activity in the Facebook group around two things.

One is about the Branding with Archetypes cards and the topic of when you give somebody the cards, whether it's electronically or the physical cards, whether you give just the cards of their top two archetypes or you give them the whole set.

I really want you guys to give the whole set. If you're giving physical cards, breaking up the sets just leaves you with a lot of broken sets and that's not going to help you. It's a pain and it's too hard to manage.

You will not be able to order single cards from us. We don't sell them that way, because we order them from the printer as sets. We don't stock individual cards. We stock complete sets.

Even digitally, some of you are giving the sample versions, which is great. That's why we provide them. Don't separate them out and only give the cards that were their top two.

People find such value in seeing all the cards. You'd be surprised that, first of all, people are very curious. They want to know, "What do the other ones look like?" Part of that curiosity stems from that they want some reassurance that theirs are really the best for them.

It can feel incomplete like they're missing something or they got cheated in some way. It just doesn't feel great for them not to get the rest of the cards. When you're doing it digitally, it costs you nothing. Give them the whole damn thing. Don't hold back.

It's not that you explain the other ones. You don't need to do that. That's not necessary unless you're doing a group, in which case you have people who could be any of the 12, but if you're just with an individual, you don't have to explain the rest.

You can say, "I've given you all the cards so you can just see them, but we're going to focus on your top two." They'll say, "Great," but they still like looking at the other ones.

The other thing is we've seen a lot of Facebook posts about the workbook. We have a post coming out later today that's going to really clear this up for you.

You guys need to keep this really simple. In this particular course, we don't give you individual files for each of the handouts. I can't even imagine doing it. It would be a nightmare to try to make sure all the links were correct.

Suzie, can you imagine doing that? You'd be the one having to do it.

This is actually very simple. Unfortunately, Microsoft Word does not behave 100% the same from computer to computer. It depends on your computer setup. It depends on the version of Word and your printer setup, too. That can change it. Word doesn't always behave identically across computer platforms. We wish it did.

This basically is very simple, and Suzie is typing up instructions. You don't need to do screenshots. Please don't do that. That's not going to look good and you're not going to be able to put your own branding on it. We'll come out with the instructions.

We did post something the other day, but we're going to post a very clear post about how to copy it and Save As.

Richard experimented and it passed the Richard test. If it passes the Richard test, anybody can do it. He's actually more technical than he lets on, but we're making sure he tests the instructions so that this is easy for you to take the workbook, delete the pages you don't want for a section and just keep the pages you do want to send to a client.

We don't separate it out either because some of you want to give no pages to a client, some of you want to give some pages and some of you want to give all the pages you can to a client. It's really individual preference and we can't pre-decide that for you.

Watch for that post. That should clear up that issue.

I want to move into Signature System®, so if everybody would just stand up, and I'm going to stand up with you, take a big breath in and go ahead and exhale. Turn your attention to Signature System®.

You'll remember how much fun it was to go through that. You'll remember the demonstration I did with Lisa [Polly 00:19:15] up on stage.

We've got a lot to cover here. As we're going through this, I will stop and ask for questions. You might want to wait just a few minutes here as we get started into this. I may answer some of your questions as we go through the material.

By the way, we will have calls that are purely Q&A. We have a tentative schedule here. Sometimes I change my mind and that's why we don't post it. In August, we'll definitely have a Q&A call. I think we do three Q&A calls all together.

First, a Signature System®, the way I always describe it, is how to transform that thing you do into a branded system that naturally makes people hungry to work with you. That's my definition.

If I were to sit down here for 10 minutes, I could come up with five other variations of this that pretty much say the same thing. I just might swap out some words for others, like instead of saying "people hungry," I'd say "people eager," "people clamoring," or, "people excited." You can play with it.

One of the things that you can do, and I'll give this as an assignment actually, is practice describing what a Signature System® is in one sentence.

I've just given you an example. I would create a description. You can use mine. That's fine. If you don't like this one, use it as an inspiration for one that you like better.

I would just practice it a bunch of times so that you can just say, "Here's what a Signature System® is. It's this." Between the name Signature System® and your one-sentence description that you can just say as easily as saying your name, it gives you a lot of confidence when you're speaking about it and people will naturally understand you. They will easily understand what you're talking about.

They won't know how to do it and they won't know what theirs looks like, but they'll get the concept and that's all you need.

By the way, we do own the registered trademark for Signature System®. It was just recently on that one, like in the last three weeks. We've used that name for years, but we've just trademarked it this spring. Actually, we started last fall.

By the way, these trademarks are very expensive for us to do and they're expensive to upkeep, so they're important and we take them seriously.

We're in a trademark battle with somebody with one of my trademarks right now that we should win because we own the trademark and they're infringing on it.

It's something we take really seriously, so use the ® wherever you can. It really helps support the validity of the trademark. Signature System® is one of those marks that we now own.

Here's a quick tip for you. In the workbook in the section on Signature System®, the template starts on Page 59 and goes to the end of the whole module. Those pages can be given to a client. The prior pages are for you. I would not give them to a client. They're not going to make sense. They're not worded to give to a client.

Before we get into the tips on how to walk a client through this on the phone, let's go ahead and turn to Page 49. There are two pieces we didn't cover in the live training and I want to cover them with you now. On Pages 49 and 50 is How to Inspire Your Coaching Client to Love Signature System®.

You'll notice in the workbook it just says ™ instead of the ®. That's because we didn't own the ® at the time of printing this.

Let me just run through this. I'm going to say a lot of what's printed on the page and add some pointers here and there.

By the way, there are a couple of ways to use these couple of pages. One is that you definitely want to study these two pages. Be very clear that you know the answers to these questions or statements. Memorize it, basically. Then you'll be prepared if a client asks you this question or brings up a concern.

The other way that I would recommend using the content on these two pages is the way I've used it a lot. If you're doing a live workshop, something on the phone or a group program, you can run through these.

You can be pre-emptive or proactive in running through and say, "A lot of people ask me, 'Can I have more than one Signature System®?' and the answer is yes." Then you say a little bit about that.

You can use this as content. Why don't you make a note? If you have your printed workbook or you've printed it out, make a note and say, "I can use these two pages as content."

Suzie: I know you mentioned if someone has a question. Can I put that through?

Kendall: Go ahead.

Suzie: It's from Denise.

Kendall: Hi, Denise.

Denise: Hi. I know you had mentioned making sure that we add the trademark symbol.

Kendall: It's the ®. The registered trademark is the ®.

Denise: There is a way to do that on the computer and I don't know how. Do you know what buttons to push?

Kendall: Yes. The way I do it in my version of Microsoft Word is I do an open parenthesis, the lowercase letter r and then a closed parenthesis. As soon as I hit the space bar, it automatically turns it into that.

Denise: Is it capital R or a little R? Does it matter?

Kendall: I just use the small r and it turns it into it magically.

Denise: Great.

Kendall: You can't do that in Facebook, so I just use the (r) and that indicates it on Facebook.

I don't know how to do it in an email. I'm sure there's a way. I've never bothered to figure it out. I just copy and paste it in there from a Word document, because once you have the ®, you can copy and paste.

Denise: It just adds a little picture.

Kendall: Exactly. The ™ means something different than the ®. The ™ is when you're in the process and ® is when it's all finalized. These things take between six and 12 months to obtain. It's a very long time.

Denise: Wow.

Kendall: Good question.

Denise: Thanks.

Kendall: The thing I was going to say on How to Inspire Coaching Clients to Love Signature System® was, when I'm taking an individual client through it, I don't necessarily run through everything on these two pages, but I hit the high points. You'll hear these high points as I go through this with you in just a second.

I do hit the high points actually of all six points here on these two pages. I touch on each of these every time I am taking somebody through Signature System®.

I love the phrase from my very first mentor. It was a woman named Lindagail Campbell that I took training from. She's not known in the internet world or anything. She's just an awesome trainer.

She used to always say, "An ounce of pre-framing is worth a pound of reframing," so I like to pre-frame a lot because it just cuts down on the time and energy that it takes to course correct later down the road.

On Pages 49 and 50, it says, "Can you have more than one Signature System®?" Yes.

When I say "you," I'm thinking about you coaches and each of you, but I'm also using it to mean your clients as well, so I'm using it to include everybody.

You really want to focus on a core Signature System® first. Start marketing it and see where or if having additional Signature Systems® may benefit you. You don't want to go wild on this. It will create a lot of confusion and complexity.

We recommend starting with a core Signature System® that represents your business as a whole. Then what we have found is that, not always, but often each step of a Signature System® could turn into its own Signature System®.

A quick example is How to Charge What You're Worth and Get It!®. I used to have a home-study course called How to Charge What You're Worth and Get It!®. In fact, it was one of my very first home-study courses. We pulled it and retired it a couple years ago.

That's an example of how it was part of this overall program, but it was also its own individual Signature System®. It had its own steps to it, and you'll see that when we go through How to Charge What You're Worth module later in our training.

If this feels mind boggling, don't worry about it. You want to have one core Signature System®. It will be obvious as time goes on if you or your clients need to have another one or if there's a benefit there. There may not be. Sometimes it just creates complexity and you don't need it.

The third bullet is how a client can go through your whole core sig system, or they can just get parts of it that you spin off or offer separately.

Remember, with CMMS, it's a lot of content. You don't have to take every client through every module of CMMS. You could, but you don't need to do that. You can have little sub groupings, so don't think you have to take everybody through everything.

I think the next piece is really important. The question says, "I don't know how I can get everything I know or everything I know my clients need into a Signature System®, so what do I do?"

This is where you reassure your client and say, "Of course you can't get it all in there. What you know is huge. It's vast. You have tons of experience, wisdom, training and all these things. That's okay. It doesn't have to include everything. All that's required is that it be a clear sequence of steps, which in just a minute I'm going to walk you through the creation of."

That's how I say it. I let them off the hook and then be very reassuring and say, "We're going to create this together."

I tell them it's important to only focus on the basics so they don't overwhelm themselves or their clients. I remind them again that they're an expert, so there's always more that they know how to do and more that they can then pull out to work with their clients on.

This is how I say it. I say, "One of the things that I've found is that my clients often discount things that they know that they feel are just no big deal. They say, 'It's no big deal,' or, 'Everybody knows how to do that.' The answer is no, they don't."

Coaches, this should sound a little familiar because I spoke like this in the live training. I remember it, because I say it so often. I think this is an important point to bring up with your clients because it happens. They do discount what they know and they may fail then to mention it when you are leading them through the Signature System® process.

I'm sorry. I was in the wrong point here. I apologize. I was answering a different issue. That's all right. It's a good answer.

For this issue on the bottom of Page 49 about every client being different, especially if you have clients who are really creative, like a lot of freedom and like a lot of variety, you're going to hear this concern from them.

You say, "That's no problem. I have confidence that there's actually a basic core system you take people through, whether you've been conscious of it or not, and we're going to discover what that is together."

Coaches, you can hear that my attitude is like "No big deal. I know it's there. We're going to find it out."

On the top of Page 50 is the thing about it being so simple and doesn't everybody know how to do this. I'm not going to run through these bullet points. They're self-explanatory.

The next one is "Am I going to get bored focusing on one Signature System® like this?" The answer is truly no and that's not marketing hype. It's really true.

It's not just that I believe it, but what I've seen is that, when you channel your creative energy into how to get better and better at marketing your Signature System® and delivering your Signature System®, the opportunity to make a ton more money and to grow your business is huge, because you become an expert at that. You become an expert speaking about it, marketing it and delivering it.

Some of you came into Clarity and got that bonus session with Kailash on the Money Transformation session. It was years ago when she and I created that.

I don't remember how long it used to take her to take people through it. Sometimes it could be an hour to an hour and a half. Now it's 30 minutes, and it's not just as powerful, but it's actually even more powerful.

What made the difference? We made zero changes to the system itself and that process she takes people through in that Money Transformation session.

The only thing that's different is her level of experience, because she's delivered that piece hundreds of times. It's been literally hundreds and hundreds of times, so she got so good at it that it takes less time.

Some of you are seeing that with Branding with Archetypes. It takes longer your first time through. Even when I hired a new housecleaner a couple of years ago, when she first started it took her seven and a half hours. Now it takes her five hours. That's just normal. Everything takes longer the first time, and then we get better, faster and deeper.

It's not just about the speed. It's about precision, depth and quality, so that's why I speak to that when I say, "No, you're not going to get bored. You're going to become extraordinary at this."

The last point is when people get bored it's actually the opposite, because you or your clients get really known for a particular piece of work that then becomes talked about.

Remember, we talked about this in the training and two weeks ago. People need to hear and see things multiple times most of the time before they will say yes.

When you become known for something, people then come to you. This is why we have such a high conversion rate. It's not just that we're extraordinary at what we do, because we are, but people come to us warmed up.

A lot of the conversations we have at the discovery sessions we have, people aren't just saying, "I heard about you yesterday and I decided to make a call." We do get a percentage of people like that and some of you may have been that person, but that's a small percentage.

Most of the time, people tell us, "I've been following Kendall for a while," "I took one of her other courses," or, "I heard her be interviewed." They've had exposure and experience, and the same is going to happen for you and for your clients.

The beauty of getting known for something is that people end up prequalifying themselves. That's going to really increase your conversion rate when you're making sales.

Are there any questions about what we've covered so far?

Suzie: I do have a question for you from someone from Denver, Colorado.

Participant: Kendall, you answered the question. I had raised my hand earlier and you've already answered it. Thanks.

Kendall: Yay. You're welcome. Did we have another question, Suzie?

Suzie: Not at this moment.

Kendall: Great. Let's go on. Oh my gosh. My puppy now thinks she can bite my feet.

Suzie: I have a question.

Kendall: Go ahead.

Suzie: Is that you, Tabitha?

Tabitha: It is.

Kendall: Hi, Tabitha.

Tabitha: Hey. It's wonderful to speak to you lovely ladies. The question I have is about these two pages of content. Do you recommend these be just at the beginning of the training, or is this something you could tweak to being a webinar to get people interested in the system?

Kendall: I would use them that way. I think that's great. Really, if you notice what they're doing, they're dealing with objections.

Here's what I would do if I were to use them in a webinar. I do think that's a great idea. I'm not sure I would use all of them. It may not be necessary, so I look at it filtered that way.

What I would do in a webinar situation is I would paint the picture of even more opportunity. In a webinar, you really want to open up a sense of possibility for people. It's not pie in the sky, but really chunking it down and grounding it into what this might look like for them.

For example, in the last piece I was just saying about what happens when you get known and how our discovery sessions have higher conversion, if I was using that piece in a webinar, I might give that example. I'd have to think about it.

What I would say is something like, "Imagine opening up your email for the day or checking your text messages and seeing somebody inquiring about hiring you because they'd heard about you because you had established this reputation as an expert in your Signature System®. Imagine what that would feel like."

You start to tell little stories or vignettes that get people stepping into it and thinking, "Oh my god. That would feel amazing." You could say, "How would that change your life to have business coming into you that feels effortless?"

Tabitha: I like that.

Kendall: With my languaging, I can get a little dreamy because I have a huge sense of possibility, so I have to chunk it down and get really specific and grounded. You can hear how it starts to allow people to step into "That could happen for me." That's how I would make sure to use this in a webinar.

Tabitha: That's perfect. Thank you.

Kendall: Great question. Let's keep motoring, because I've got more to cover here.

What I want to walk you through next are nine different tips on how to deliver Signature System® on the phone. I would ask you to write 1 through 9 down on a piece of paper so you can take notes as I go, because otherwise one of you is going to say, "Kendall, you missed Tip 6." They're typed in front of me, so we'll keep track of it together.

Before we get into the first one, here's the main thing to remember when you're delivering these types of experiential exercises on the telephone. You want to take your time to describe what you're doing. You have to paint the picture for people.

I'm going to give you an example in a moment. Actually, let me give you a quick example now.

When you're taking somebody through Signature System®, what's one of the things that they need? They need space to walk. They need to be able to take steps out in front of them.

I've learned the hard way, so you guys get the benefit of all my mistakes I've made. That's why it comes across so clear and easy, because I made the mistakes and I'm going to show you how not to make them.

What you don't realize is what somebody's physical environment looks like. I've learned the hard way to say, "You need to have a place where you can take 10 steps forward without anything blocking your way, such as a table, a chair, any stacks of anything, boxes or toys. You want to have a clear path in front of you."

I think this is written, but usually what I then say is, "Ideally, you can be looking out a window, a doorway or somewhere looking out where you feel a sense of space, or you can go into a hallway where you have a sense of space and clear room."

Let me push the pause button for a moment. Do you notice how detailed I was in that description about no table, no chairs, no boxes or no toys? Why do you think I can be that detailed?

It's because, years and years ago, I would take somebody through this and I would find out that they were trying to do their Signature System® while walking around a table, for crying out loud. That's not productive.

I'm laughing because I never thought of that. To me, it was a clear space in my mind. Didn't they read my mind? No, they don't read your mind, so you need to be very specific.

Any time you are taking someone through an experiential exercise, just assume that you need to really be very detailed. I'm a very visual person, so I like to make a picture in my mind and then I just describe that picture. That's how I do it.

Having said that, let's go through Tips 1 through 9 here.

Tip 1 is to get your client physically set up and ask them to have 10 pieces of paper and a pen ready. I have a couple of things here.

Why 10? We're guessing. What I usually say to them is, "We may not use all 10 pieces. It depends how many steps you have in your system. You may have only four or five steps. You may have six or seven, or nine or 10. It's not that common, but we're going to be prepared just in case."

The reason I like to say it like that is this. Remember, I've spoken several times about how much influence, sway and leadership you have as someone's coach. It can be easy for a client to think that they have to have 10 steps, because you told them they have 10 pieces of paper.

That's not useful. First of all, 10 is a lot of steps. It's not ideal and it's just not necessary. That's why I go back and I say, "You may not have 10. It's not that often we have that many steps." I normalize that they probably won't have that many.

I hope this is making sense. I say, "You may only have three or four, or five or six. You might have eight, nine or 10. We'll see when we get there."

I say it like that just to make it all okay. This is a subtle thing, but it's actually powerful. When I say, "You may have three or four," what have I just set? I've set a parameter. I didn't say, "You may only have one or two," because one or two is not a Signature System®. I don't know what that is, but it's not a Signature System®.

I'm setting a parameter with three or four and a boundary on the outside edge that 10 is a lot. I did it really subtly, but the message was clear.

The other thing on this tip is that you can ask them to have 10 pieces of paper, or you can give them what we call the Steps Sheet, which is on Page 58. You can just have them print that out 10 times.

By the way, any time you have questions, Suzie will patch you through to me.

Tip 2 is to get yourself a setup with the same 10 Steps Sheets, or 10 pieces of paper.

This is a really important point to write down with Tip 2. When I take anybody through Signature System®, I don't care if it's an individual in person, on the phone or a group, I walk through the steps with them. You are not a spectator as a coach. Coaching is not a spectator sport. You are actively doing this with them.

I'm actually curious. This is a bit of a test question. Who can tell me what your thought is as to why it's important that you walk through the steps with them? There's more than one right answer, by the way.

Suzie: We have a few. Let's start with Sandy.

Kendall: Great. Sandy, what's a reason?

Sandy: Energetically, you create a container. You set that template. You can say it a lot of ways, but energetically you set that up and it makes a huge difference.

Kendall: Yes. That's a coachy phrase, creating a container, but yes. It's like you're in it with them together. You define the space in a certain way. Absolutely. Great answer.

Let's hear from somebody else, Suzie.

Suzie: We have Maryam.

Maryam: Hi. For me, when I do this, I like to connect energetically, as the previous person said, with my client, and often when they are uncertain and say, "I don't know if I should include this or not," I can feel definitely that this is way too many steps or that you have it in Step 5 but it really needs to be Step 3.

Kendall: You're feeling it with them. That's great. Thank you.

Ladies, this is how you use your intuition in a really powerful way. This is using your intuition. It's putting your intuition to great use.

Intuition comes in different forms, but one of the forms is through empathy. When you are walking through it with somebody, you're giving yourself the ability to be in an empathetic state to take on some of their energy.

You've got to be a little careful about that sometimes, and I'll talk more about that in a different call, but you are taking on that and you can then feel what they're feeling.

Was there one more person, Suzie?

Suzie: Yes. There are a few more. I don't know how many you can get to.

Kendall: We'll just do one more and then we'll move on after that.

Suzie: We have Irene.

Kendall: Hi, Irene.

Irene: Mine is pretty basic. Just because I can get mixed up, I want to be able to keep track of the steps with a client so that I'm on the same page as they are exactly.

Kendall: That's a good idea. It's to keep yourself on track with the whole exercise.

Irene: Exactly. I know exactly what they're looking at. I'm looking at the same thing.

Kendall: Excellent. That's a great answer. Good. We'll stop there. Good work, you guys. That's great. You passed the impromptu test question.

Yes, you're walking through it. I tell the group or my client that. I always say, "I'm walking through this with you."

Tips 1 and 2 go together. I ask them, "Tell me what you're looking at. Are you in the hallway? Great. How much space do you have in front of you?" I want them to have a feeling of space, so that's why I ask them to put themselves in front of a window. It's not necessary, though.

Tip 3 is on the phone or in person, either way, remember to ask the person which side they prefer you to stand on. Remember how we demonstrated that?

On the phone, you've got them set up and you say, "I'm going to walk through this with you." Then I say, "It's as if I'm standing right there next to you as we go through this process together. Where would you prefer to have a sense of me standing next to you? Would you prefer that I'm on your left side or your right side?" That's how I ask it.

If I was coaching a guy or a little more corporate-type groups or people, I might say, "I know this sounds a little odd, but stay with me on this."

With my types of clients, I don't have to explain myself that way, but it's okay to say, "This is going to sound a little odd, but hang with me," or, "Stay with me on this."

Coaches, when you say something like that, you have so much confidence that you have incredible credibility. That's how you can do some of the stuff that's really energetically motivated with very conservative corporate-type people and they are just fine with it.

You've asked them which side, which is great. Then they say whatever side it is and I just imagine and turn my body a little bit. For instance, if they say, "I'd have you on my left," I just turn my shoulders a little bit to my right as if they're standing next to me there.

Tip 4 is getting into the process. I'm not going to go through the whole script and everything. We don't need to do that here. You guys have it. Just make sure that the client is clear about someone they've worked with and the results that they have achieved.

This is on Page 51 Part 1. It's on Page 51 on the whole bottom half of the page. I'm not going to go through this in detail. We've done a super job here describing this.

I just want to point out that the success of Signature System® really depends on that person being clear.

The only challenge you may have is somebody who is new and who really hasn't worked with any other clients. We went through that, and I give it to you in detail with these bullet points on Page 51.

There's always somebody that they can place out there at the end of the line that they can imagine to go through this exercise with. There's always somebody, so it's just a matter of discovering that.

There again, if somebody were saying, "Gosh, I don't know. I've never been paid," you go through these bullet points to help them identify somebody, or they make up somebody, which is fine. You're doing this with utter confidence and that gives them confidence.

I'm going to keep going.

For Tip 5, remember, Signature System® is there's a client or somebody they've worked with at the end of the line who got these results. Your client is at the beginning of the line. They're discovering literally step by step what the steps of their Signature System® are. You haven't taken the first step yet, so this is really critical.

Lisa, we did such a great job. We did actually almost too good of a job, because you didn't see any difficulties. That just was the quality of Lisa as a demonstration person and the quality of all of you guys as a group. Your clients may give you a little more trouble than that, so I want you to be prepared.

The thing that is critical here is that you don't find out what that step is standing where you're standing. The tip is, and write this one down, to remember to ask what the first step is and then step with them.

The discovery of what the step is, is one step ahead. They have to step into it. This is called psychogeography. This is a very special exercise.

We've taken thousands of people through this process at this point, so we know it works really well. Always find out.

You're on the phone. How do you know? If you're Skyping, it's awesome because you can see them. I've never done it on Skype, because I don't use Skype a lot.

How do you know? All you do is tell them that in just a moment they're going to physically take one step forward on the path.

The reason you set them up with that is, by telling them that, subconsciously they already start to project themselves forward. That's why you're always saying, "In just a moment, you're going to take a step forward." They start to think about doing that already.

Then what I say is right there in the script on Page 52. Toward the bottom, it says, "You're not going to answer from where you're standing now. You're going to step forward to discover the answer, and that's the magic of how this works." I'm reading right from the script on Page 52 at the bottom.

Then I say, "The question is what was the first thing you did with this client to help them achieve that outcome' What was that first step you took? Let's find out. Go ahead and take a step forward to discover the answer. Go ahead and step," and then I step.

How do you know if they took a step? Sometimes you can just ask them, "Did you take a step forward?" I wouldn't ask that right away. I would assume that they did.

I will share with you that often, when they haven't, you can tell because of what they say to you. They sound like they're coming from their head. There's no sense of discovery in their voice. Their voice just sounds totally different. That's what I can tell you.

They sound like they are just repeating something they've always done, so there are really a lot of clues that they give in the tone of their voice and the things that they say. I can't give you an exact example of it. You're going to know based on your client.

If that happens, you can say, "Did you actually take a step forward?" Half the time when I've had to ask, they say, "No, I didn't." Then I say, "Go ahead and take that step forward now and tell me when you've taken that step."

I would add on to Tip 5 here that you can add on to the script. You can say, "Go ahead and take a step forward and tell me when you've taken that step." That works too. Then they say, "Got it," "Did it," or, "I'm there." They'll say something.

Suzie: Kendall, I have a question for you from Puja.

Kendall: Great.

Puja: Hey, Kendall.

Kendall: Hi.

Puja: I have a question about this. Leslie and I met this week to do the Signature System®. It's very interesting, because I was saying, "Let's step," and I could feel that Leslie was thinking about the next step while she was still standing in the previous one. I didn't really know how to alert that the answer was when she took the step.

When I'm doing this over the phone, this will be something I would need to communicate very clearly. I was wondering what you thought about that.

Kendall: If I understood the situation correctly, here's what you can do. She was standing in the step. Was she starting to answer for the next step before she had actually moved?

Puja: She would think and then she would move.

Kendall: First of all, your clients are smart. After the first time of doing the very first step, they get the drill. They understand what we're doing here.

The other thing is that you quickly get attuned to your client's rhythm here. She wanted to think before she stepped.

You can do it one of two ways. You can say, "If you're already thinking about it, go ahead and step and let's find out," but get them to step. That doesn't make them wrong at all. We don't want to make them wrong.

So many of these processes that are part of CMMS, and I know I said this in live training but I'll say it again here, are where we're working with the subconscious. We want them to feel uninhibited. We want them to feel expressive, which means there has to be an absence of criticism and judgment.

It doesn't mean you don't have an opinion. You are the one controlling this process, but the person has to feel safe. That's why I like to say, "If you're already thinking it, let's go ahead and step," because it doesn't make them wrong for already thinking about it.

Puja: I really like that.

Kendall: Let me give you a different option here. Let's say that we weren't quite done yet and I needed to ask another question or two about that first step. Darn it, I'm not ready yet. They're ready, but I'm not ready. That can happen.

I'll say, "It sounds like you're already thinking of the next step. Great. Let's just take care of one other thing here first," and then I would repeat, "This first step is about XYZ." Then I would ask my question. In other words, I would re-anchor them.

Again, I'm not making them wrong. It's all good, but I re-anchor them by saying, "This step is about this," and then I ask my question. I get them refocused where I want them to be.

Signature System®, Positions of Empowerment and exercises like these are so wonderful. I want you as a coach to totally control the process, and there's no right or wrong. There's really no right or wrong. It's all good. You're going to get good stuff.

I love them because you can have such artistry and mastery with them. When I say "control," it's not about being dictatorial or anything like that. It's about really staying true to the process. You can do that in a really elegant, in-depth, connected way. I hope this is making sense to everybody.

Puja: It is to me.

Kendall: Great. Good question, Puja. Did that help you?

Puja: Yes, it did.

Kendall: Let's continue on to Tip 6. Ask them to write down their step. When they step into it, they're going to say something about it. Say, "Great. Go ahead and write that down on your Step Sheet." At the same time, you write it too. My note here for Tip 6 says, "Ask them to write down their step and you write it also."

Often, I ask my client, "Tell me what you wrote." I don't want us to run out of time today. Otherwise, I'd ask you another test question. The test question is why am I asking them to tell me what they wrote?

There's more than one answer, but I'll give you one answer. First of all, I want to make sure that I'm tracking with them and what I've got is what they've got. The second reason is I also want to be able to use their words. You're going to need to use their words, so I want to know what their words are.

Don't lose confidence if you have to ask them that. You can say, "I want to make sure I get the same words you're writing. Tell me what you wrote." For me, when I do it, it's a very collaborative type of feeling.

Tip 7 is to trust your instincts about needing to break out into more steps or the opposite of grouping things together. If something feels like it's got a lot in one step, trust that instinct. Question them. You don't need to say, "I think that needs to be more than one step." I would ask them questions first.

I would say, "That feels like a lot. Is everything there absolutely necessary? If it is, awesome. Let's talk about if there's some piece that needed to come before or a piece that's really after. Do you get a sense that this is really two steps in one?"

Again, it's a very collaborative feeling and I'm giving them a few options so that they can choose. They don't feel like they have to make me write just because I'm their coach.

They may have steps that feel too simple. Usually, that's not the problem. Usually, people are grouping too much together and they need to spread it out into more steps.

You heard me in the demonstration with Polly. If I remember correctly, I questioned her on that. We ended up not breaking it out into more steps, but I questioned her to be thorough.

Sometimes I'll say to a client, "I really want to be thorough here for you, so I'm going to ask you a few questions and let's see what happens." I tell them, "I want to be thorough for you." They love it.

Next is Tip 8. We're going through step by step. When they get to the end, how do you know it's the end? You're going to have a feeling, too. You're going to have a sense of, "Wow, does this feel like it's coming to a conclusion or does it feel like there's more?"

After about four steps, I'm starting to think, "How many are we going to have here? We're not going to have 12 or 16."

I'll say, "Do you feel like there are more steps or have we reached the end?" I wouldn't ask that if it's obvious we haven't reached the end, but especially if you're at about Step 6 or 7, you can ask if the next step is that they've actually achieved the result.

I'll test them a little bit that way. Actually, what I say is, "Is the next step that they've achieved the result, or was there something else that still needed to take place?"

At the end, when they say, "No, the next step is the result," I say, "Great. Go ahead and step into that result." Again, you guys, you have your script here.

Then you have them immediately turn around. What I say to them is, "Go ahead and turn around so you're looking back down the line that we just created."

I use the words "the line" a lot. I don't know that you heard me use it that often in the live demonstration because we were in person. On the phone, when I'm setting it up, I'll say, "You're imagining a path or a line out in front of you, so let's look at the next step on the line."

I might use the words "on the line" a few times so they quickly catch on that that's how I've identified this thing. It's a line.

I can say to them then, "Go ahead and turn around, look back down the line and look at each of these steps."

They're looking at them in reverse order, which isn't perfect, but it's okay. They're in a super-glowing state at that moment. I say, "Just look at these steps and really just enjoy this moment. Look at what you've created." I talk them up a little bit. It's fun.

Tip 8 is, at the end when they turn, ask them to look at the steps and bask in the glow. Make sure to complete Part 3 in your script on Page 54. I'm not going to go through that, but you want to make sure to complete this.

You might want to make a note here to say, "Review Part 3," because there are actually quite a few little things in there and they're really awesome. They're simple, but awesome.

Tip 9 is the last tip. At the very end of all this, you want to give your client an assignment. That assignment is to take their Step Sheets and transfer their notes onto their Signature System® template on Page 59. That's what you say. Say, "Go ahead and transfer this to the template so you have everything in one place."

If you look at the template, starting on Page 59, you'll notice there are three extra pieces in there: the handouts and materials, marketing bullets and title. I'm going to go through that in just a minute with you. I'm going to teach each of you coaches how to do this. Your client won't have that yet.

You can tell them, "Go ahead and transfer it onto your template with the step and the notes. In a different coaching call, I'm going to coach you on creating the other pieces."

In a VIP Day, you could do all of this. The next step would be the handouts, marketing bullets and title. In a coaching call, it's too much. I wouldn't do it. Energetically, you need a break.

Tip 9 is, at the end of the process, give your client the assignment to complete the template and to send it to you.

If you have a couple of minutes, what I like to do is to say, "For example, on Page 1 of your template where it says Step 1, that's where you'll fill in Step 1, which was ABC." That's where you're giving their words. That's one of the reasons why you need their words.

You give it to them to get them started and then ask them to finish it by the next coaching session.

I want to make sure we have time to cover the marketing bullets pages here in the workbook. Does anybody have a question about these tips or about delivering on the phone?

Actually, there is one more point I want to make. If you need to ask somebody to step off the line because they got confused, you say, "I'm going to actually ask you to step off the line. Go ahead and just step off, and I'll step off of it with you, so that, from right to left, you're looking at the line out in front of you. Where we started is on your right and the end result is on your left."

Coaches, do you notice how I described it? Lord knows what "stepping off the line" means to people. I want them to see it exactly how I just described it. Where we started is on the right. Where we're finishing is on the left. It's not extending from them, but crossing in front of them, if that makes sense.

That's the languaging I use when I ask them to step off the line. Then I do whatever coaching I need to do and I ask them to step back on the line maybe in the spot where they left off or maybe in a previous spot. It just depends on their answers where I need them to go.

Remember an important point. Always have them step back to a place where they were clear. If they're unclear, it's either step off the line or have them step back a step to the place where they were clear.

Remember, we have to preserve the integrity or the energy of each of these spots, and if we're in a place of confusion, we don't want to anchor confusion.

Suzie, did you have a question come up?

Suzie: I guess I did have a question about what's coming up next that you're going to be talking about, so I figured I'd ask it now so you can cover it when you're speaking about the marketing bullets.

It's from Marja. She just said, "Hello, Kendall. I love the Signature System®." It's made it very clear for her in her business. She did say that she's struggling a bit with making marketing bullets. You gave one great tip to start with a verb. Do you have more great tips to draft marketing bullet points?

Kendall: That's a great question. I don't know. Let's see what comes up in the next minute or two. Lord knows I love writing bullets and I write great marketing bullets, so let's see what I've got here.

Let's turn our attention to Pages 56 and 57. This is so cool. If your client isn't already telling you that you are a freaking genius, they're going to when you do this part.

I can't wait to hear back from you where you're going to say, "Kendall, you told me my client would think I was a genius and you were right. They said I was a genius." This is where it gets just incredibly exciting.

While this is self-explanatory on Pages 56 and 57, I want to run through it a little bit. First of all, at the very top of the page it says, “Coach,” in all capitals, and it says, “The ideal time to coach your client through this exercise is when your client has completed their core Signature System®.” Circle that page and make a note of it.

If you think about it, in a sense it’s a two-stage process. The first stage is to create the Signature System®. The second stage, phase or path, if you will, is to look at where they can create some materials where they can create the marketing bullets.

People love handouts and they love checklists. We know this. You can coach your client to create these for themselves to use in their marketing.

They don’t have to be other coaches. It could be an accountant or a CPA. If a CPA said, “To get started, I give you a six-step checklist that tells you how to do this, that and the other thing,” I would think that was amazing.

I love my CPA, but if a new CPA came along if I needed one, that would be amazing. They would stand out from the millions of other CPAs out there.

It doesn’t matter what business your client is in. Having some type of a handout, checklist or done-for-you material really makes a huge difference. I’m not going to get on my soapbox about handouts. I just think they’re fantastic.

What I would say is, when you are walking your client through the Signature System®, you may already get ideas on your own of a handout or a checklist.

Maybe your client is saying, “One of the first things that we do is such and such and I teach them how to do X.” I say, “Great. Do you have a checklist for that?” If they say, “No, I don’t have a checklist. It’s really easy. It’s just three simple things,” I say, “Great. I’m going to make a note and we’ll come back to it later. That sounds like a great checklist.”

In other words, coaches, don’t expect your client to think about creating these themselves. Some will, but most won’t. Why? They discount it. They don’t realize how valuable basic information put into a checklist or a handout can be.

Here’s a very quick example. I love to bake. I hate to cook, but I love to bake. All my baking, except for one thing, is gluten free because I’m really not very gluten tolerant. I bake every week. I find it really relaxing.

I love to use almond flour, so I bought this almond flour cookbook that I love. It has great recipes and I always fix them up and change them.

The thing that made this cookbook stand out for me was that, at the back of the book, she included a shopping list of basically how to stock your gluten-free baking pantry. Oh my gosh, I was in heaven.

It was all almond flour, but she gave a list of where to buy the almond flour. It wasn't just almond flour. She gave a list of three different places to order it from.

She gave a whole list of sweeteners and different things to stock. These recipes don't use butter. I'm vegetarian. I eat butter, eggs and cheese, but if I can avoid it, it's better. She said to buy the grape seed oil and buy coconut oil. I was in heaven.

My brother does all my shopping for me. I took a picture of that page and sent it to him as a text. I said, "Here's the stuff. Will you please buy this stuff for me?" and he got it all put together. I was in 7th heaven. It was so exciting.

I started baking gluten free about three years ago. I loved it.

That's what I'm talking about. Those simple things make such a difference for people.

Does every step need to have a handout? No, but it's nice. I would aim for it. Don't torture yourself or your client and make it an absolute, but I would aim that every step has something that, again, makes the service tangible.

Remember, we talked about *Selling the Invisible*, that great book I read a long time ago. This is about the idea of making our services have more tangibility to them. It increases value.

I wouldn't hold yourself accountable to being super creative about the handout piece. If that's not your forte, that's okay. You'll get the hang of it. Actually, it starts to become really easy, but you could definitely give your client the assignment.

I'd say, "Client, I bet you have a lot of little tip sheets and different things that you've created over the years, like different handouts or materials." If your client is not new in business, they're going to say, "Oh my gosh. I've created so much stuff."

Say, "Great. Your assignment this week is to pull out all the things relative to your Signature System®. See what's still relevant and create a list of what can be made into a checklist, a handout or a script, even if it feels really small or even if it feels like 'This is no big deal. Everybody knows it.'

“They actually probably don’t, or they’ve forgotten it and need to be reminded or they don’t want to think about it and they value you handing it to them in a downloadable list.

“Go ahead and put that list together with a few notes about it and send it to me for our next coaching call.”

Coaches, that’s how you can give it to your client as an assignment. You don’t have to be brilliant at creating it. You’re just brilliant at getting them to do it, because they know their material the best anyway.

Let’s talk about bullets. Ideally, you’re drafting with your client. You can get them started. You don’t need to be a marketing writer, but you’re drafting two to four marketing bullets for each step of the Signature System® that you’ll start using everywhere in the marketing.

To go back to Marja’s question, what I have written here is to brainstorm the outcome, so I would go back with my client and I’d say, “Let’s look at Step 1 again. Tell me what happens as a result of Step 1. What’s a problem that gets solved or what’s something that they can do that they couldn’t do before?”

Coaches, I’m asking it both in the negative and the positive, because great bullets address both. It’s not necessarily always in one bullet, but some bullets are of a negative slant and some are from a positive slant. You want to have both. I just get my client talking.

Starting with a verb is a great thing, or starting with a number or even “the number one.” I don’t always start with a verb, but something like “how to” or “discover how.”

Look at my bullets. Go to the CMMS page, which is still up, and you can see it. It’s at www.WomenInCoaching.com/cmms. Go look at that page. Go to www.SacredMoneyArchetypes.com. Look at the boxes of the modules and look at how I wrote the bullets.

When you look at someone’s sales copy that looks like they have great bullets, look at those for inspiration. I often write “the number one,” “the most important,” “the only,” “the top three,” or “the 10 best.” I tend to write those types of things.

All we’re looking for here is a draft. We are not looking for perfection. We are looking for a draft.

I think the biggest tip I can give you is hitting both positive and the negative of what they’re no longer struggling with or what’s no longer a problem for them.

The positive is what they are able to achieve or what's now possible for them. That will help you.

I have one last little piece and then we'll have time for some questions. This is on titling. If you notice in your template, each step of the Signature System® has its own title. Again, I love to start with verbs here.

Go look at www.SacredMoneyArchetypes.com or www.SacredMoneyTraining.com. They both go to the same page. I remember those module names, which are really Signature System®. They were really great names.

This is something you just play with, but you title each step of the Signature System®. Again, you don't need to be a copywriting expert to help your client with this. You can brainstorm together, ask them to go do it on their own and come back.

Good copy is obvious and bad copy is also obvious, so you can help them by saying, "Let's shorten this up," or, "This needs to be clearer."

I think that, if you start with a verb like "How to" or "Discover how" and those types of words, you're going to be in great shape on this.

Let's go ahead and open it up for questions and then I'll give you your assignment and your proof question.

Suzie: We have a written-in question from Maryam. It says, "When creating Signature System® and adding Branding with Archetypes and Profitable Niches, would you do them both as VIP Days within the package, or one as a VIP Day and one as a piece that is taught in several sessions within the six-month package? How many days would you teach each niche or Branding with Archetypes?"

Kendall: What were the modules? It was Branding with Archetypes.

Suzie: And Profitable Niches.

Kendall: Maryam, we pre-released for you guys some done-for-you VIP Day outlines. I think it was three and we'll have more coming for you. Go look there, because we've already broken this out for you in detail. I don't have it memorized, but I'm sure we have one that covers these three modules, so that's going to help a lot.

Not the last half of the question, Suzie, but the first half of the question was what? Whether to put it all in one VIP Day?

Suzie: Would you do them both as VIP Days within the package, or one as a VIP Day and one as a piece that is taught in several sessions within a six-month package?

Kendall: That's up to you how you want to do your package, but you do not need to do all this in a VIP Day. You can do a VIP Day. It depends if it's a shorter VIP Day or a longer one that's maybe just Branding with Archetypes, for example.

You guys need to go look at those VIP Day outlines. They're going to make more sense to you now because you have the modules. They're going to make a lot more sense, and we have more coming for you. We don't want to overload you with too many at once.

Anyway, you may do one of the modules and a VIP Day and the rest of it is your coaching. It's okay that you allow this to unfold over a series of several weeks or a few months.

I know people have a great need. When they hire you, they have a lot of pent-up need, but you can't solve it for them all at once. You can't just snap your fingers and do it all at once. It will overwhelm them. It's too much.

It depends if it's a group or an individual. In a group program, you may be delivering it more rapidly and they don't have as much time to work through it.

That's a great opportunity to create a little bit of frustration on the part of your participants. There's nothing wrong with that, because it creates some pent-up demand for you to offer a VIP Day for them as an up sell to work through this privately with you.

If you're working with somebody privately and they signed up for the six-month program, then you can do Signature System® in one session.

Signature System® in 30 minutes is a little tight. Richard composed this, but I think he usually plans about 45 minutes for that. That's a little easier and more comfortable.

Then you can do the part about the handouts in a different session. You can do handouts just in one session. You can do marketing bullets in another session. You don't have to combine them in one session.

You can spread this out so your clients don't get overwhelmed and they're actually getting the work done week by week as they coach with you, or every two weeks, depending on how often you're coaching. That has a lot of value.

Definitely keep reminding your clients and say, “On a scale of 1 to 10, how much are you loving that you’re getting to actually implement this as we go along?” They’re going to say, “Oh my god. It’s a 10. I love it.”

Is that a leading question? Yes, it is somewhat, but it’s okay to remind them of how valuable this is and that they’re making progress. They’re doing something important, which is implementing as they go.

People forget the good stuff. It’s not the way our brains are trained. Our brains notice bad stuff. It’s our survival mechanism. You have to remind them of the good stuff.

Suzie, do we have another question?

Suzie: We are good with questions right now.

Kendall: Good. That’s perfect timing, actually. Let me go ahead and do the assignment and the proof question.

For the assignment, there are two things. One was just a reminder that I gave an assignment earlier today, which was to practice describing in once sentence what a Signature System® is.

Your core assignment is to ask a buddy to take you through the Signature System® process. You get to be walked through it and you’re going to walk somebody else through it, so you’re going to do it both directions. You get to be the client and you get to be the coach.

Do that within the program. When you are being the client, you can either use your own content or you can use just CMMS content, which in a way is interesting because it’s already Signature System®, but it will really anchor it for you. You may use a combination of the two. It’s really useful, no matter which way you choose.

This is not a formal assignment, but I’ll just put it out there for you because this is already a lot for this week. As a bonus over the next couple of weeks, take someone outside of this program through the Signature System® process. You’re going to learn a ton.

Are you ready for your proof question? This is a good question. The question is when is the ideal time to coach your client through creating handouts, marketing bullets and titles for each step of a Signature System®? There’s only one right answer here.

Fabulous call, everybody. We are right on time. I want to be respectful of everybody's time. Thank you, Suzie. We'll see you next week. We're going to talk about marketing and giving a presentation. It's going to be awesome.

Thanks, everybody.

Participants: Bye, Kendall. Thank you.