



# **Certified Money, Marketing and Soul® Coach Training Program**

## **Training Call # 2 Part 2**

July 5, 2016

Kendall: Hello CMMSers. This is Kendall with the second part of our niche training call, the CMMS Training Call 2, that got interrupted with technical issues. This is going to be the second part of the call.

What I want to do is pick up where we left off at the end of the other recording and finish going through the tips. Then I want to show you how to use Positions of Empowerment in a really cool way.

I want to talk about reframes and breakthrough coaching questions and end with the Six Ways to Profit with Niche Breakthrough Coaching. Of course, I'll have your assignment and your proof question.

Here's where we left off. We're on Tip 4.

Just as a quick recap, Tip 1 was to give the Venn diagram as a handout to your clients.

Tip 2 was to use the niche mantra as a great way of setting the frame and helping to dispel objections. Always have clients stand when you deliver that.

Tip 3 was to ask your clients, "Do you have any questions or concerns about choosing a niche?" being careful to keep your voice curious, and then to ask questions to help them create a new way of thinking.

Tip 4 is to use bonus breakthrough questions to coach your client. I'm going to come back to those in just a moment.

Tip 5 is to use reframing to support your client making a decision about their niche. I will come back to that in a moment. Those two pieces are used when there's enough resistance that some things need to be cleared up prior to actually going through the Niche Breakthrough sequence.

The next tip is you don't need a breakthrough here. We covered this actually quite a bit through the questions you guys were asking. You don't need a breakthrough in your client's clear decision that they're willing to decide on a niche, so you may end up just asking your client to keep an open mind and to see what happens as you go through the coaching process.

The next tip is that niche is a creative, exploratory process. I think in the first part of the call, with the questions that you were asking, in my answers I gave you a lot of good examples of how to word a response to a client and what tone of voice to use. You're really just saying, "Let's try this out and we can come back and change things and let's see what happens."

The next tip is that the best niches are either ones that someone hasn't thought of before in that they are a unique combination of Step 1 in combination with that person's expertise, or the best niches are ones that are incredibly obvious. It's a polarized thing here. Let me explain.

When I say the best niches are either ones someone hasn't thought of before, what I don't mean is doing something that's clearly swimming upstream and it's going to be a tough mountain to climb. I don't mean that.

What I mean is that your client hasn't thought of it before because they've been thinking about a niche in a very traditional way or in a long, habitual way. They haven't looked at some interesting pairings.

Again, I'll go back to Kailash taking her Color Essence work and focusing it on women entrepreneurs instead of just regular women. It was such a vast difference in the quality of experience she was able to provide, the fulfillment she felt and the money she was able to make. That's how she started creating six figures in her business. That's an example.

The second half of where the best niches are, are ones that can be incredibly obvious. Very often, a client will completely ignore and not tell you, because they're internally discounting their past experience.

Where I see this happen most is in women who have had some kind of life-altering experience and how they got through that experience was so profound for them that then they want to start making that their whole business.

Quite honestly, I would have to guess at a percentage, but I would say that it's only successful about 30% of the time. It's not a high percentage of success for a lot of reasons.

When women go down that track, they tend to discount and completely ignore and discard all their past experience, such as their training, their education or the wisdom they've had in past jobs or past businesses.

You couldn't have paid me any amount of money to go back into healthcare. There was no way I was going to do that, but that's an exception.

I think that what's important is to really question your client to find out what their past experience is, which is actually the next tip. Ask questions about prior experiences so that you can really understand all of the different aspects that a person has that they can bring to the table in creating their niche.

I would say that about 7 out of 10 times I ended up helping a client create the perfect niche only by asking about their history and their background and using Steps 1 and 2, especially, to see new and interesting ways of utilizing that background that they hadn't thought of before. That really lights them up. That's when they can start making money as well.

That was the next tip, to ask questions about prior experience.

Let me just go back to those niches. In other words, don't make any assumptions that just because a client says, "I want to do XYZ," that they actually will end up doing XYZ.

It could be because they're ignoring ABC and there's a different way of doing ABC that will be very fulfilling for them and help them make the income that they really want to make.

XYZ can be their passion and hobby. It can be their give-back project. It can still be part of their life. It just doesn't have to be their business.

The next tip is to trust your intuition. If a niche sounds vague or too focused on process, then it probably is.

In the early days of my coaching, I often would think, "I don't want to rain on somebody's parade. I'm not going to tell them this isn't a good niche." But inside I was thinking, "I don't know how they're going to make money at this. Who's going to buy this?"

I'll tell you something. Ninety-nine percent of the time, that instinct was absolutely correct. There have only been a few exceptions where somebody could actually make money doing something that I thought was wasn't going to happen, so trust your intuition.

The key here is in how you coach it. You don't say, "Gee, I don't think that's a good idea," but you can say, "Let's check this out," and start using the niche process to check it out, especially the Hot or Not. You're really putting them to the test. Don't make any allowances. That's all I'll say on that.

Let's go on to the next two tips. You can ask why this niche is important to them. It's the whole piece about who they serve, the problem they solve and the combination of their expertise. Why is that important to them? This needs to light somebody up. Business is hard enough and it's miserable if you don't have passion.

I have one more tip. Ask why they don't want to focus on a particular niche if they're saying, "No, I don't want to go there."

Again, it's not to try and talk them into it. You can say, "I'm not going to try to talk you into it. I want to understand you more, what motivates you and what excites you." That's why I like to hear why they don't want to focus on a particular niche.

Coaches, I'll give you an insight here. About 80% of the time, when someone does not want to focus and they're adamant about not focusing on a particular niche, that is often because they are making an assumption about how they have to be in their niche or who they have to be, and they're making an assumption about the kind of work that they're going to have to do.

They're often painting themselves into a corner where they feel they have to do things a certain way. It's a lot of "should" type of energy, so they don't have a lot of creativity about it.

That's why I like to know why they don't want to, because then I can dispel some of that assumption without making them wrong.

You can say, "What if that were not true?" Not always, but sometimes they'll say, "If that weren't true, that would be great and I would actually be really excited about this." That happens sometimes, so definitely explore why they don't want to focus on a particular niche.

The key to this is your tone of voice. If your tone of voice is judgmental or like an interrogation, that's not going to work. You have to be in a place of grace and curiosity with no attachment.

Remember, practice passionate detachment. You care deeply, but you have no attachment to it. You're just super curious.

Those are our tips. Let me walk you through a really fun way that you can use positions of empowerment. I'm changing the order on you here. You can use this for you to help your client find a niche.

This is for you. These are positions of empowerment that you can place yourself into. You can get creative and have a client go through this as well, but this was really designed for you. It is in that new handout we're giving you.

When you think about the four positions of empowerment, which are Self, Other, Observer and Spirit, each of those positions can actually support you. They can aid you in helping your client discover a great niche.

Each position has a little different significance to it, so let me just run through this. It's also in the handout.

You can step into Other as our client's customer or as their potential client. You're not stepping into Other as your client. Let's say your client's name is Sue. You're not stepping into Other as Sue. You're stepping into Other as Sue's client.

I've used this a lot where I can just step into Other and say, "If I was to be a client of Sue's, who would I be?" That's how I've done it.

You can step into Observer to be able to see or observe what may be a block to your client choosing a niche that's going to be profitable, or stepping into Observer to understand their resistance.

Observer has that ability to see, so you're stepping out of your own shoes and your own needs, thoughts and desires as their coach and you're going into Observer to be in this dispassionate place to really start to see what their block might be or what kind of insight about resistance you can gain by stepping into Observer.

You can step into Self as your client. Back to my example of your client's name being Sue, you can step into Self as your client to get a feel for resistance. It's saying, "Let me step into Self and become Sue."

Remember, Other is Sue's customer, so that position is already marked out that way.

You'll be surprised or actually amazed at what kind of information you get. I know this sounds really wacky, but this exercise works so well.

Then the last one is Spirit. With Spirit, you're not stepping into anyone. You're just being yourself. You step into Spirit to find inspiration and ideas.

I know for me when I step into Spirit when I've done this exercise, which I do every time I do Niche, I feel like I'm at the center of this beautiful convergence. You might think of it as a vortex.

I think of it as a convergence where I've got Observer behind me, Self on one side, Other on the other side and it's all being pulled together in this beautiful connection to Spirit.

It's a fascinating place to be. It's a very light energy. Let's put it that way. I just allow what wants to come to me to come to me.

You can use this exercise while you are coaching and you can do it silently. You can move around, especially if you're on the phone. You can move into the different spots and you can say to your client, "Let me just try this on for a moment."

Once you get really good at this, you can do it while you're still coaching. If you're doing this in person, and you could also do this on the phone, you could ask your client to move into these spaces with you.

You would need a little bit of set-up for that, but you could ask them to move into these spaces with you. That could be really fascinating. I would do it in the order that I've outlined it here for you today.

To be clear, this is really for you as a coach to get insight and information. Remember, positions of empowerment aren't just for your client. It's for you as well.

Let's go through reframes and breakthrough coaching questions. This is on your new handout. These are reframes that can help a client who may have fears about choosing a niche.

When you first check in with them and they have a lot of resistance or concerns, let me just run through a few reframes with you. These are taken from my teaching notes of when we teach the live training. I thought they would help you.

The first one is don't confuse your business with your charity. The second is marketing to everyone is like marketing to no one.

By the way, these are things I say to my client and I say them just to see how they land. You just never know what somebody needs to hear or what's going to be that tipping point for them. They may not relate to most of these and yet there may be one where they say, "I get it."

That's why I say, "Let me share with you some insights and thoughts about niche. One is don't confuse your business with your charity." That one I only say if it sounds like that's what they're doing, but I do always say, "Marketing to everyone is like marketing to no one."

I tell them, "The opportunities you're going to gain by having a clear, lucrative niche are going to astonish you. As you make more money, you have the means to help the people and the causes that you want."

The next one is when you go deep into your niche, you open up a world of possibility that is creative, exciting and full of opportunities.

The last one is you're not going to feel you're leaving anyone behind or missing opportunities because you're going to be busy helping people and growing your business.

I just run through these. These are all fairly logical. If somebody has a lot of emotional resistance, these aren't going to really shift them dramatically, so don't expect that. People do like to have a logical reason why to change their mind. This provides that logical reason. The niche mantra helps on the emotional side.

By the way, if you were teaching niche in a group setting, either live or on a teleseminar, you could just run through these in a group as well. You have no idea where each person is in the group, so this can help everybody.

Let's talk about the breakthrough coaching questions to ask your client if they're having resistance to choosing a niche. They're going to say something. They're giving you a validation. They're giving you an excuse or a reason why they feel the way they feel.

You can ask them, "What if that weren't true? What if, by being clear on your niche, you can make sure people are taken care of even better? What if there was no way anyone could be left behind because, no matter what, there are resources for them?" That one works especially well if somebody is saying, "I don't want to leave anybody behind," or, "Not everybody can afford this."

You guys know that, with Profit Pyramid, they have options to create different levels in their business to be able to have people come in at different price points. Knowing that, you can ask this question.

I love this question and I've used it very successfully many times because people say, "That would be great." Then you can say, "Great. We're not doing it today, because we're focused on niche, but I have something else that's really going to help you create opportunities for people at all levels. First, we have to actually get clear on who you're serving."

The next breakthrough question is "What if you weren't solely responsible for everyone?" That's a good one. If somebody doesn't want to leave anybody behind or if they feel they're going to be cutting people out, that one works great.

The last one is "What if there was a way to make sure your current clients are taken care of?" I gave you this one, coaches, because sometimes when you're working with somebody who's more established in their business, and I know I've experienced this one personally myself, often people will hesitate to make a



sharp right turn or go into a new direction because they are afraid of what happens to their current clients.

They're letting the current clients or even the past clients hold them back, and that's not fair to the clients. It's not fair to them or their future clients. That's why I love that question.

That gives you some great questions. The last piece before your assignment and the proof question is Six Ways to Profit with Niche Breakthrough Coaching. I'll run through these very quickly.

These are just different ways that you can offer this content. By the way, this is not in any priority order. It's just six and we had to put them in some order.

Option 1 is you can offer a virtual VIP Day, either group or private. The group can also be as a bonus for a group program. That makes a great bonus. I would not put it as a regular module of a group program. I would save it out for a bonus.

Option 2 is you can offer a live VIP Day, group or private. The first was virtual. The second option is live.

Option 3 is Niche Breakthrough Secrets can be part of a multi-day workshop. It works extremely well. We usually plan the whole day. We schedule out the whole day to work on niche.

Option 4 is you can offer it as a single-day workshop. I have done this before with large events. It works great.

Option 5 is you can offer it as a teleseminar course or a webinar course. I would include a private session with it as a follow-up in part to enroll people into a higher-end program with you and also to get feedback, but to help people in a more individualized way.

Option 6 is to offer it as part of a group coaching program, either a virtual group VIP Day or part of a group retreat. If you have a group retreat where people are coming together, you can offer it that way.

Option 6 is similar to Options 1 and 2 with just a slightly different twist.

Those are Six Different Ways to Profit with Niche Breakthrough Coaching.

Here is your assignment and your proof question. Your assignment is to coach someone outside of the program through the six steps of Niche Breakthrough Secrets.

You can do some inside as well, but I would definitely coach somebody outside of the program. I know you're going to find yourself so much more confident doing this than you realize.

I just want to point this out. This is going to help a lot of you. All of you are being amazing students. Thank you. When you are a student and learning something, you're in student mode and you're questioning. You might even be doubting. You're asking a lot of questions, tearing things apart, wondering how they fit together and wondering how you find your way through the content. That's a normal part of being an awesome student.

When you go out into the world and you bring this work forward, I guarantee you that it's going to come together so much more powerfully than you realize, because in that moment, you're not a student. You're the coach.

It pulls you up. It's like you've got to put on your big-girl pants here and it just pulls you up to be extraordinary in your coaching even from the beginning. Then you just get better and better from there on forward.

I'm going to give you a hint on this proof question. The answer was in the first half of this call, not in the second part of this recording, but in the first half before we had our technology glitch.

The proof question is, in Step 4, which is the Hot or Not, how many questions have to get a yes answer?

You are amazing, my lovely ladies. I am so proud of you. I will see you on the next call. Thanks. Bye.