Certified Money, Marketing and Soul® Coach Training Program

Training Call # 4

July 26, 2016

Kendall: We have a great call that's going to be really exciting for you here today. This is Tuesday, July 26. This is our fourth training call. It feels like more, but it's just our fourth training call.

What we're going to do is I'll share a few announcements with you just to make sure we're on the same page with our calendar and things, and then we'd love to have a couple of you share successes.

Then we're going to dive right into our topic, which is marketing. We have two calls primarily focused on marketing and today is one of them. I have a lot to cover, so I want to dive right in so we have as much time as possible to answer your questions. I'm just really excited with what you guys get today.

Let me look at our announcements. Our next call is next week on Tuesday, August 2.

The following week, we do not have a call. We're actually doing something we've never done before. Suzie, you were the instigator of this. We're closing for a few days as a company and going on a company holiday.

Suzie was our inspiration, or really our instigation, on this, and that's going to be fantastic, so we'll be closed for that week.

The call after August 2, do you have it there in front of you, Suzie? I don't have the calendar in front of me. Is it on Tuesday, August 16?

Suzie: Yes, it's August 16.

Kendall: I hope you were laughing when I was teasing you.

Suzie: I was.

Kendall: That's our call schedule going forward. Again, this is all posted in the Client Center, so if you have any questions, the whole course schedule is posted there.

Today's topic is marketing and then next week we'll be focused on Profit Pyramid and teaching you a couple of the tools in the workbook that we did not cover in the live training, so that will be great.

I'll be teaching them differently than I've taught before. I've changed some of the guidelines and rules around them, so that's going to be a great call as well.

The only other thing I have here to mention is about certification. I want to start reminding you pretty much in every call from here forward about certification and just making certain that you are aware of where you would want to ideally be in regards to your certification in terms of certification process so by the end of this training you don't have a lot of work to do. It's actually already taken care of and you're ready to go.

There are a few things here you want to make sure that you have already completed. You might want to jot these down. You want to make sure that you have watched all of the livestream videos. If you were there in person, obviously you don't need to do that.

For those of you participating via livestream, which is most of you, you want to make sure you have watched at this point all of the videos. If you haven't, then that's something you want to get taken care of here in the next couple weeks.

You want to make sure you've delivered a practice session from the livestream training. This isn't just a buddy session. This is a special practice session that you do during the live training.

It's done on the second evening. That should make sense to you. If not, it means you haven't watched the videos, so you want to make sure you have done that.

It's different than a buddy session and it's a very particular way of doing a session that is really quite powerful and impactful for you.

If you have questions, you can email and ask us, but I would have you make sure you watch the videos, because I explain exactly how to do it in Day 2 at the end of that day's video.

You want to make sure that you've delivered a buddy-coaching session and received a buddy-coaching session. You guys have been hot on the buddy thing, so I don't think that's an issue.

Lastly, where you want to be at this point is you want to have attended or have listened to all of the training calls and that you're keeping your proof question sheet updated. We've had three calls, and today is the fourth.

It's not very fun to have to go through at the end and say, "What were all those proof questions?" and then get the question and find the answer. That defeats the purpose of how we created this.

Really, week by week, with each training call, make a note of the proof question and the answer. If you don't know the answer immediately, you're going to need to go back and listen to the recording or look at the transcript and find it.

These proof questions are designed to make sure that you are really engaged and participating. Also, the proof questions focus on a particular point that's really important in that particular week's training.

You want to update it on your proof-of-attendance sheet so you're creating this as you go. At the end, you'll have it all done.

By the way, we saw some of you want to be super helpful and post what the proof question and the answer is on the Facebook group. Actually, don't do that. You can post the question if you want, but don't post the answer. That's like sharing your notes with somebody on a test. Don't do that.

We want each of you to think about the answer and know the answer. That's going to really make sure that you are learning what you need to learn and increasing your confidence.

That's really it. That's what's needed to ensure a smooth certification process.

We'll take a couple minutes here to hear a couple of successes. Who do you have in the queue, Suzie?

Suzie: Right now, actually, I have Kailash on the line.

Kendall: Oh my gosh. Hey, Mom.

Kailash: I just wanted to say that for any participants that are participating in other coaching groups, even though the office will be closed, we are still coaching, or at least I am.

Kendall: You are. Richard and I are going up to the mountain to get cool.

Kailash: I'll be here in hot Tucson and will be more than happy to have coaching appointments with you. That's what I just wanted to make clear.

Kendall: Great.

Kailash: I already had my holiday. I was gone for a month.

Kendall: Yes, in Europe this spring. Great. Who else do we have? I feel like that was a public service announcement.

Suzie: Thank you, Kailash. Right now we have Denise on the line.

Kendall: Go ahead, Denise.

Denise: Hi. I wasn't going to raise my hand because I'm in an open, public office here and I didn't know if I'd be disturbing everybody, but I thought since it's a celebration, they probably would enjoy being disturbed at noon time with a celebration.

I went to a party at my brother's house and what I want to celebrate is that I ended up having two conversations with people that wound up being the way that they are in their lives where they're working and don't have their own business, but I can see so clearly it's like I'm naturally attracting people. It's like a beacon where they can be so much more than what they're actually doing.

One of them has the most amazing singing voice. He works in plays and whatnot and has done superbly, but he's making a small living at what he's doing. He's doing all the right things, yet I can see him powerfully in the world. Things are just falling into my lap and I'm getting to see where it's absolutely crazy.

I went actually into that party thinking, "I don't want to be bothering my brother's friends," and recognizing, "Oh my god, what an absolute blessing to be not a bother, but a blessing to them to be saying, 'Wow, you could be doing what you're already doing right now and serving in an amazing way with the fun that you bring to the world already in a huge and magnificent way.'"

Kendall: That sounds like you were really present in a way that's very different for you, so congratulations on that. I want to just speak to this very briefly here. Thank you, Denise.

I remember when I first started coaching. You feel this potential and possibility in people, and that's what Denise is relaying. I wanted to help everybody. I'd say, "Let me just make over your life for you." It turned a lot of people off, actually, because they weren't necessarily in a space of wanting to make over their life.

I remember the joy of what that felt like to be able to see that possibility and to be able to hear. Remember, in the live training, I said, "You want to see what needs to be seen, hear what needs to be heard, feel what needs to be felt and say what needs to be said."

The gift of coaching is a skill, obviously. It's a skill that you go from basic beginning to wonderful competency and then into this place of mastery and art, but it's more than just a skill. It really becomes the lens through which you see the world.

It becomes the way in which you walk in the world. I'm not saying that we're all saints or perfect and always know the right thing to say. It isn't that, but it is that you start to have a very different set of interactions with people. It's very different.

People you meet casually at a party, friends of relatives or the store clerk, it doesn't matter who it is, the quality can really change because you have changed.

I haven't yet come up with a branded little phrase. I love to brand everything and I haven't come up with a branded phrase yet to describe that experience, but I do think that you all understand what I'm talking about.

Congratulations, Denise, on that. For all of you, the more richly you step into this coaching way of being, the more magnetic you are.

I think it's both energetic and practical. The practical part is because you are attentive, you're present, you listen, you ask questions and you're genuinely curious.

Obviously, those are qualities that were already inherent in you, but now you have structure. You have the Courageous Coaching Method and you have these different modules. You have The Positions of Empowerment.

You have different tools available to you, and the more you practice with those tools, the more they become just part of who you are.

Again, it changes even casual conversations. You're not necessarily coaching them on niche or Profit Pyramid in a casual conversation, but you can be pulling some of the essence of those pieces out into a casual conversation.

Enjoy that moment for all of you. Enjoy what it feels like. This is you shifting who you're being.

Suzie, do we have anybody else who wants to share a success, or shall I continue on?

Suzie: Yes. I believe it's Tabitha.

Kendall: Hi, Tabitha.

Tabitha: Thank you, ladies, for having me on the phone. I hope you're doing well.

Kendall: You are welcome. I'm doing super well. I'm super excited. We leave to teach Mastery retreat starting in a couple of hours, so I'm giddy. I'm really excited. What's your celebration?

Tabitha: My celebration is a couple fun pieces. One, I'm blown away by everybody in the Facebook group. This has been one of the most supportive, fun-loving and vibrant groups that I've been in. I and just want to thank everybody in there.

It's been so fun to see how everybody's taking action and it keeps me inspired to keep taking action and to keep sharing, so thank you everybody for that one.

I'm also celebrating that I'm doing it. I'm taking the action. It's been uncomfortable to shed all of my old identities of being the jack-of-all-trades coach, letting those go and really focusing on owning being a business coach.

It feels really good, really vulnerable and really scary, but fantastic, and I'm proud of myself for doing it. That's my celebration.

Kendall: Yay. There's so much gratification, anchoring and power when we say, "I'm making this change. I'm in the middle of it and I'm making it," and just verbalizing it. Doesn't it feel great just to be able to say, "I'm doing this"?

Tabitha: It really does.

Kendall: It's really exciting, so congratulations for really stepping into you being an amazing, fantastic business coach. All that jack-of-all-trades stuff, my god, that gave you so much experience that you're going to pull from.

Tabitha: It really did.

Kendall: There's nothing like a lot of variety. It's like people would say to me, "Kendall, you know so much about so many different things." I'd say, "I'm a curious person who loves to learn and have done a lot of different things in my life."

It all will serve you beautifully, Tabitha, as you have this new place that you jumped into so deeply, so congratulations.

Tabitha: Thank you.

Kendall: As to Tabitha's comment about the Facebook group, I've been blown away by this group of CMMS, and I'm not just saying that to blow smoke up your skirts. I really mean it. You guys are incredibly on fire. You're incredibly focused. You're keeping me on my toes.

I really believe that I, as a spiritual teacher and leader, came to you at this time in your life for an important reason and I believe that each of you individually and collectively as a group came into my life at this time for a very important reason.

We are connecting at the perfect, right timing for all of us. I really believe that. I'm just blown away by the level of engagement and support each of you are displaying, so thank you for that.

We're going to talk about marketing. I'm just going to touch on a couple of pieces here that you already have that I'm going to remind you of, and then we're going to dive deeply into these Marketing Blueprints and also about how to give a powerful presentation.

Actually, I have a question for you, Suzie. I forgot to get this taken care of. I'm not clear. Does everybody have access to the blueprints and to the speaking script? Do they have that already?

Suzie: I will double check. I believe it's in the Client Center at the moment, but I'll double check to make sure that everything's in there.

Kendall: Thank you so much. It all should be there.

I want to spend as much time as possible on the script, because I know you guys are going to have a lot of questions. I want to role play it for you so you can really hear some of the distinctions. That's why we take time in our call to go through it.

It's not just giving you a script, which you can read. The devil's in the distinctions. I want you to hear me modeling this for you and point out quite a few little detailed pieces that will really make two things happen when you give a presentation.

First, you're going to have people paying a lot of attention to you, which is what you want when you take the stage, and the presentations you give result in discovery sessions, which would then result in clients. It's also that you build your list.

What I'm going to teach you today as the methodology I've been teaching for a really long time that works just phenomenally well over and over again to get 80% or more of your speaking audience onto your list every time you talk. That's going to be exciting. That's going to be our call today.

Suzie: Kendall, I just wanted to point out the blueprints are in the Client Center under the Bonus tab in Marketing.

Kendall: Great. Thank you, Suzie. I appreciate that.

Suzie: Sure.

Kendall: My team is on it.

I have three things. We've already delivered for you three pieces, so you already have them, and I just want to point that out.

One is the social media posts that are pre-written for you. I personally wrote those. Use them, don't use them, use them as a starting place or whatever you want. They're just there for you to help give you a jumping-off place.

It's been a while since I wrote them. I don't know that they cover all the modules in CMMS. They cover ones that are most likely to get the most attention and interest in people.

The second thing is the pre-written website copy. Again, that's already delivered to you, I believe, as a Word document. There are placeholders in there where we mark out where you'd want to put in testimonials or where you might want to put in some graphics. Again, I want you to feel free to modify that copy so that it really makes it your own.

I used to copy write for people. I have written about 70 different websites for 70 different clients because I did a lot of that in the early part of my business.

I can tell you that when you take website copy from a Word document and you put it into a template, and these days that's what everybody uses, it looks really different. All of a sudden, not too much copy can look like a lot of copy.

If anything, I probably overwrote it a little bit, so just be aware. In other words, don't say, "Kendall wrote it, therefore it must be perfect and I don't want to touch it or disturb it." Don't do that.

You have to make this your own. When you add graphics to it, you may say, "This needs to be shorter," or you may move some pieces around. Really make that your own. We give that to you as a bonus and as a jumping-off place.

Please don't go to our CMMS page and take those graphics. It violates the license.

We buy our images mostly off of Shutterstock. I forget now if we do mostly Shutterstock these days, Suzie, or is it iStock? I always forget. It's Shutterstock. We buy them and we're not allowed to give them away to other people. Most of them are very inexpensive, so you can find your own images.

The other piece you already have is a list. I believe it's "15 Different Ways to Integrate CMMS into Your Business." I would take a look at that. There are lot of great ideas in there.

I don't think any of them are like, "Oh my gosh, I never would have thought of that," but they're the kinds of things where, if they're not pointed out to you, you might not think about it. We get stuck in our own groove.

In other words, those ideas are fairly simple and straightforward. All of them are, but they're ones you may not think of on your own because you're in your own groove. They're all very doable for you, especially at this point, so take a look at that for inspiration ideas.

Let's jump into the blueprints. I'll spend a few minutes here, take questions and then we'll go into the presentation script.

There are two blueprints. On Blueprint 1, I want you to understand the strategy here so that then the mechanics may be a little fluid or you want to change something on the mechanics, but you understand the strategy.

The strategy is to do something, and here we've given you four different somethings, that all drive to a conversation. We call them discovery sessions. Other people call them strategy sessions or breakthrough sessions. It's whatever you want to call them. That's a super simple strategy.

The reason we love this strategy is because you don't have to have a list, you don't have to do a very big, complicated launch and it serves a number of purposes. It serves the purpose of getting you clients, which is first and foremost, and it serves the purpose of getting you comfortable and confident with enrolling conversations.

In our second marketing call, we're going to go through discovery sessions and some tips on integrating CMMS into that discovery session outline. You don't need to wait though. You need to start having conversations.

Honestly, ladies, I used to do all the selling in my business. It was all me. I was self-taught in how to sell. I worked on it really hard for a number of years, and I really loved it because it's fun. It's fun to have a client enroll, and it's necessary financially.

I loved it because it was an opportunity for me to actually practice coaching without giving away free coaching.

A discovery session is very much like a coaching conversation, only you're not giving away free coaching, you're coaching someone to make a decision. That decision is yes or no. Are you the right fit for them and are they the right fit for you?

I'm not going to get into that here. We'll save it for the next marketing call.

I wanted to give you that nugget or pearl, because it will help you approach an enrolling conversation with the same mindset, desire for connection and intention to create connection that you have in a coaching session. It's the same thing. That's the strategy.

Then in that enrolling conversation, you have a choice of what you can offer. You can offer a VIP Day. That's our tried and true. They're easy to sell, people like them, they're fast and they're usually an easy price point for someone, especially who has just met you, to say yes to. They're a quick win for everybody: for you, your client and your bank account.

You can also offer a high-end program. If you remember the Profit Pyramid, which we're going to talk about more next week, we focus on the high-end first because you don't need very many clients to have cash. It may not be steady cash at first, but it's cash. Chunks of cash coming in is great and then you get it steadier and steadier.

Then you'll see on this blueprint that, at the end of the VIP Day, you can offer a high-end program as well. There are different nuances that go into that and I will be teaching you some of that.

That's a strategy. It's really simple.

I just want to speak for a moment about online. I know I spoke to this a little bit in the live training. Online is great. Lord knows, I love it. I am an online geek.

For some of you, going online makes sense for you right now. Maybe you don't have steady leads coming in through speaking or networking.

Networking is okay. It's a lot of time. I quit networking in my business pretty early on, I'll be honest with you. I really switched to speaking, because for the same amount of time and effort, I could be in front of an audience of 10, 15 or even 20 people instead of just one person.

However, I will say, through networking, if it's the right group, I usually would go to a networking meeting and come back with a client.

Were they a client in that moment? No. Did I have an appointment for a discovery session? Yes, and then that person turned into a client. Speaking is definitely more leverage.

What I want to have you avoid is if you're not set up with online yet, like you don't have an auto responder setup or you don't publish regularly, meaning every couple of weeks publishing a newsletter of some kind, you're probably not ready for online yet. That can take up a huge amount of your time and attention. Meanwhile, are you getting clients? Probably not.

I know the online is super sexy. I'll get off my soapbox about this. Online is super sexy and exciting. I get it totally. What's even better is steady money coming in.

When you have that steady money coming in, then you have time and financial affordability to be able to start doing the online thing and get that going for you as opposed to needing it to work.

Does anybody have a question about that or this blueprint? Let me just pause for a moment.

Suzie: It looks like we're good at the moment, Kendall.

Kendall: Thank you. One more thing on this blueprint is you'll see at the top we point out four different things you can do, such as speaking, networking, a free webinar or teleseminar or an email campaign.

You can do an email campaign. Let me speak to this one just briefly. Technically, doing an email campaign doesn't necessarily mean you're going the whole online route, so I'm not contradicting what I was just saying a moment ago.

Email can be as simple as you having a list of maybe 20 or 30 people. Maybe you don't have them in an auto responder piece of software. That's fine.

Some of you I know are just beginning, and that's fine. This is what I did when I first started. I made a list of people that I wanted to connect with about coaching, whether I wanted them as a client or I thought they might be a good referral source. I needed to get out there.

I think one of the things I did that turned out to be brilliant, though I didn't know it at the time, is actually a two-part thing. I really got out there consistently, every single day, and I did it because I wanted as much volume as possible.

I didn't realize at the time what a great decision that was. It was a decision born of desperation, I'll be honest with you. I really needed to make some money, so it wasn't like I sat there and had this big, juicy strategy worked out at the time.

I want to contrast that to what I see a lot of women doing that is a huge mistake. They say, "I'm going to call this one person." Wow. Really? One person? You don't even have time to get warmed up with one person. I want you to have a list of 10 or 20 people and then it's just the first person.

In fact, the first couple of people I would call, I knew they weren't my best connections, because I knew intuitively that I needed some warming up. I was nervous. I wasn't sure what I was going to say.

I needed to work out the kinks and get into a flow with this, so I didn't want to have the first couple of people I speak to be my main people I wanted to speak to. I did warm up people first.

The big mistake is not reaching out to enough people and not doing it in a condensed time period. One person a day is better than one person every other day, but it's not going to get you the momentum that you want compared to three or five people a day, or if you have a list of 20, contacting all 20 people in three days.

Outgoing sales calls, by the way, I know sounds crass, but just from a basic, mechanical standpoint, understand that you can do between 30 and 50 in a day every day. I just want to give you a perspective there on numbers. When I'm talking about three a day or five a day, it's pretty small.

When you do that, what's going to happen is you're going to get over the nervousness. You're not going to feel it anymore and it's going to be like, "Done there, been there. Not doing that again."

You're going to get better. You're going to find your confidence and your voice. You're going to get experience. All of that is going to come forward in a really big way.

That's why it's such a mistake to do onesies, twosies here and there and to quit on that. I encourage volume and condensing the time period.

Suzie, do we have anybody with a question?

Suzie: Yes, we do. We have Tabitha on the line.

Kendall: Great. Go ahead, Tabitha.

Tabitha: Could you clarify a bit more on the difference between what you mean by online versus email campaigns or something like that? Are you saying not to start online by launching a Facebook ad that shoots to your website that invites them for a consultation? I'm not sure what you mean by online.

Kendall: That's a great question. Online can mean a lot of different things these days. When I think of online, I think of an orchestrated campaign with multiple-part emails, an opt-in page and the whole thing. What you just described is online and it's super casual.

I know you're on Facebook a lot. It's a great medium and it's a medium that you're very comfortable with, so I wouldn't say don't do that for you, Tabitha, because you're used to it. That's your playground and where you play. That's your sandbox, so go for it.

Tabitha is not the only one. A lot of you guys are on Facebook a lot. You can definitely get clients from Facebook and say, "I've got this thing." Just put it out there. That's great.

If you want to do an ad, that's wonderful. I wouldn't spend a ton of money on it. You have to test it and see what works.

The main question is where are you sending people from that ad? You need to send them somewhere.

It's hard for me, because I always think of doing things the "right" way, so I always want to send them to an opt-in because I don't want to lose the lead.

I don't mean you specifically, Tabitha, but if one of you isn't used to doing an opt-in and you don't have the mechanics set up for that, I wouldn't make a big freaking project out of this. Don't do it that way. Just tell them to private message you. Keep it simple.

If you want to do a little bit with Facebook advertising and putting it out there about conversations, don't just say, "Do you want to have a discovery session with me about your business?" That's probably not going to sell well or be enticing.

What you really want to do is give them a reason. Give them a reason to respond to you. Say, "Wow, are you struggling with packaging and your pricing? I'd love to help you with that. Let's hop on the phone together. Go ahead and PM me," or that kind of thing.

In other words, you have to speak in the language of that media. Facebook is a very particular way of dialoging with each other. Stick with that. Don't divert from that.

Did you hear how specific I was?

Tabitha: Yes.

Kendall: You could say, "If you're selling your time by the hour," because a lot of people sell their time by the hour. It's a big mistake. We know that. You say, "There's a better way that you can make more money."

You have to be careful. Some of the stuff on money can start to sound like you're selling a multi-level marketing program pretty easily, at least the way I write the copy. It's like, "That sounds like an MLM." Just tweak it and play with it, but go ahead and do that.

I would consider that online, but it's not a big launch. It's a soft launch.

Let me speak to the emails. I got off on a worthy tangent about a list, but it's still a tangent, so let's go back to the main point.

With email, you can do a simple sending out an email. We've had so many people be really successful with this. You send out an email inviting people to have a conversation with you about XYZ, and XYZ is the distinction. It has to be really specific.

What's getting attention these days is really drilling down into a very specific issue, and not just saying, "Do you need help growing your business?" There's nothing exciting about that. Nobody cares. That's where you have to get creative.

Here's the easiest thing in the world. Use Positions of Empowerment. Step into Other. Say, "As my ideal client, what might I be struggling with right now? As my ideal client or as this person, what would really get my attention? What do I need to hear or be asked to say, 'I want to talk to her'?"

Remember, you guys, when you ask a question, the way our brain works is we automatically create an answer. That's why in a lot of my copy I ask questions. Sometimes the answer is "I don't know," but we're trained to answer the question, so it's an engagement device.

Too many questions will come off like an interrogation and nobody wants that. That's why you'll see in my promos and stuff, I ask questions frequently.

The email can be a very simple mini campaign that just has them respond back to you via email. They don't have to go to a page. They don't have to do anything fancy, but just send you back an email.

Just like where I was saying if there's no momentum in talking with one person every few days, the same is true with even doing a little mini email campaign or a little mini soft-launch Facebook thing like what Tabitha just said. Don't just do it once, say, "That didn't work," and don't ever do it again. That's a mistake. That's a defeatist attitude.

Many of you will get response, but I'm saying if you don't, it's okay. It's just your first time. It's not the only time.

You say, "Did I get response? No. What might I tweak? If I stepped into Other and looked at that Facebook ad, what might appeal to me or what turned me off? Was I clear in my direction? What happened?"

You look at all the little pieces, diagnose it, make changes and do it again. You just keep doing it again. It's like a little kid who's learning to walk. They fall down. They laugh. Everybody laughs. They get back up and they take two steps. They fall down, do it again, everybody laughs and they take three steps. It's like that.

You guys have me in my marketing mode. You get the marketing version of Kendall today, which is like "Let's plan this out and get 'er done."

The second blueprint is pretty much the same. It doesn't work as well with networking as the one piece here, but in the second blueprint you see in the middle that, instead of a discovery session, you're basically offering a short-term CMMS coaching program, like a 90-day program. You're doing that by sending them to a sales page. That's the call to action.

We don't have time to get into it here today. Those of you in our Clarity program or Vision, we obviously can help you with this in a lot more detail, but there's a lot that goes into this as well. Does it mean you don't have any private conversations? No, it doesn't mean that.

I think you guys would certainly be surprised, if not shocked, at how many sales, even in these big, fancy online launches that you all see, are made from a private conversation.

A good general guideline that I follow is if anything is over a $2,000 price point, we do not put it on a Buy Now button. It needs to be $1,997 or less to have a Buy

Now button on that sales page. Otherwise, the call to action is always a conversation.

It is really difficult and takes a huge amount of marketing, orchestration and clarity of message. It takes a lot to be able to sell more than $2,000 on a Buy Now button.

I wouldn't do a conversation to sell a $497 product. That's a waste of your time. You can sell that adequately on a Buy Now button easily.

For $997, it would depend on where I was in my business. For me now where I am, I'm going to do it on a Buy Now button. If I was newer in my business, I would probably do it in a conversation because I trust conversation.

Alternatively, I would do a combination where it is a Buy Now button and then we're also really encouraging people to come into a conversation by saying, "If you're not sure or if you have questions, let's talk." I might do a hybrid.

There's a short-term program in Blueprint too. In that program, not just at the end, but in it, you can also offer a VIP Day. We can talk more about that another time.

Are there any questions?

Suzie: Kendall, I do have a question.

Kendall: I'm starting to feel your question energy now, Suzie.

Suzie: Are you? Good. I love it. We have a caller from Westchester, New York.

Kendall: Great. Hi. You're on.

Angela: Hi. I have a question on going back to what you said earlier about just making phone calls. The people that are on my list I don't generally ask for a phone call unless they've been a previous client. I'm wondering, did you just pick up the phone and call going down the list randomly? I feel a little uncomfortable with that.

Kendall: Let me help you out here. When I first started, I had a website. Actually, August is my 15th or 16th anniversary of being in business, so this was way back when. I'm like a grandma now, it feels like, in the online world. Online just didn't look like what it looks like at all today.

Everybody had a website and I had a website, but we didn't even have an auto responder. Setting that up was a huge amount of work. They called them listservs.

When I talk about creating a list, I'm talking about who do I know? They were people I knew locally, so it wasn't like an email list. I had emails for them, but this was a list of people I had personally met. That's the list I'm talking about.

Angela; That makes more sense.

Kendall: It was very manual. I had their phone number or I could get it easily. They knew me and I could call them up.

I think I told this story in the live training, but I'll tell it again really quickly. At that time, I hadn't really claimed being a business coach. I danced around it for a while because I didn't think I'd like it. How hysterical. I didn't think I'd like it for a variety of reasons. I was totally off my cork. I was wrong.

I woke up one day in August and out loud I said to myself, "Get a grip, girl. You love this." I really claimed that moment literally that August morning of being a coach and specifically being a business coach. I thought, "I've got to get clients, so let me call people I know."

It was easy because they didn't know I was doing business coaching, because I hadn't claimed it before that day. I was teaching presentation skills and teaching some other personal-change work.

I thought of three people that I felt comfortable calling. I just felt comfortable with them. My goal at that time was for them to be confident in referring people to me.

In the back of my mind, I actually also wanted them as clients, but that was really in the back of my mind. In the front of my mind, my clear intention was that I just wanted them to feel comfortable referring me.

I called them up and I said, "Hi, it's Kendall. How are you doing? The reason I'm connecting with you today is because I don't know if you know this, but I do business coaching." They said, "No, I didn't know that you did that." Of course they didn't know.

I don't remember what I said next, but I actually offered them a complimentary session. I said, "So that you can feel comfortable and confident referring people to me." They said, "That would be great."

We set that up and all three ended up hiring me for $200 a month. That's what I charged. It was awesome. That's how I got started with my first real coaching clients.

I've done a very similar thing over the years. I'm about to do the very same strategy for a high-level group that I want to launch this autumn, where I'm going to call people and say, "I've got something new that I'm doing. I designed it with you in mind and I wanted to have a chance to talk to you about it. Is this a good time to talk?"

I used to do that with other programs too and people would say, "Sure. Tell me about it." When you say, "I've designed this with you in mind," and it's true, they say, "Gosh, I'd love to hear that," because it feels so personal.

We're going to have to move on. I could talk to you guys for a long time about selling skills.

Again, for those of you in our coaching programs, get coaching with Richard or Kailash. Both of them are outstanding at discovery sessions. They're both different, but they're both outstanding at it and very experienced at coaching you to be successful with it.

The thing I was going to say is that I'm a person that likes to practice. I get a little nervous. Once I'm in the conversation, it's all fine, so I practice just the beginning part. If you like to practice, that's great.

Here's my recommendation. Practice out loud. Don't just practice silently to yourself for two reasons. One is you want to have your body physically have the experience of saying those words. I wanted my mouth to practice saying different things like that. Then it becomes very comfortable.

The other reason is for me, personally, I would then notice, because you can feel and hear it, where it sounded inauthentic or fake-y. It's where my nervousness was coming through is what was going on.

I was never salesy, but in my nervousness I could get a little inauthentic, so it gave me a chance to recognize, "That didn't come out the way it sounded in my mind when I said it silently to myself." That's why I encourage you to practice out loud. You'll be awesome.

I want to go through this presentation outline. By the way, you guys can coach each other on discovery sessions. You don't have to be a subject-matter expert in it at this time to coach somebody effectively. I'm going to give that to you as both a confidence booster and as a bit of a challenge.

Let's turn our attention to the speaking script, because I really want to have time to go through this and I know you'll have questions. I'll stop and ask for questions. I'd like to go through each section. You can see it's got Opening, Content, Offer and then Wrap-Up.

If you have a question, go ahead and jot it down and I'll stop for questions at the end of each section.

By the way, this speaking script I'm giving you is worth so much money because you're going to get clients from it. It is the same template, or the same script, you can use whether you're giving a three-minute, 10-minute or three-hour presentation. It's exactly the same.

Obviously, in three or five minutes, you have way less time, so everything has to be fewer words, but the outline is identical.

There's an important piece in that. Don't skip any of these pieces in here. Don't skip the sections. In a shorter timeframe, you just need to condense it.

I used to practice it long and get really good at it. Then when you know it really well, you're able to be extemporaneous and much more natural and authentic.

If somebody says, "I know we had you scheduled for 30 minutes, but our other speaker ran over, so you just have 10 minutes. Is that okay with you?" you're going to say, "No problem," because you know your presentation so well you can just pull some things out.

You're opening with impact. I love questions. I'll give you a tip here. It's not in this, so you'll want to jot it down. I like to open with two questions normally.

Here's the important piece. I actually like to start with a negative question and then a positive question, but the trick is both questions are designed to get a yes answer.

Let me think of a quick example. I always start with "how many of you." I'll say, "How many of you here feel like you're working a whole lot harder in your business than you'd want to be?" That's not the greatest question, but you guys get the idea. Most of the people in the audience are going to say, "Yes, that's true."

Then you follow it up with a positive question. Say, “How many of you here would really find it valuable to have a way of packaging and pricing your services so that it does free up your time, you could spend more time with your family and have more freedom in your business?” That’s a great question, by the way. You could use it off the transcript from this training call.

The thing that I find personally irritating as an audience member is when speakers ask really obvious questions. It just irritates the heck out of me. They’re questions like “How many of you here want to grow your business?” No kidding. We all want to grow the business.

Don’t ask kindergarten questions. You can ask a thoughtful question or a fun question, whatever your style is, but the main point here is not to ask a question that’s really contrived.

I’m trying to think of an example and, honestly, my brain just doesn’t go there, but I see speakers asking these very contrived questions.

They’re contrived because I know damn well they’re trying to get me to say yes, and it’s irritating. I feel manipulated in a not very sophisticated way. That’s just my own little pet peeve here.

Ask a thoughtful question. Make the question count and you will get people’s attention.

Then I like to follow with giving the reason you’re here today. You can see throughout this script that we’re not subtle about it. We say, “The reason I’m here today is because.” In other words, don’t try to hide what it is you’re saying. Just say it.

There are four pieces to this. Let me run through these. By the way, I created this whole script to use How to Charge What You’re Worth and Get It!® as the topic, so you’re getting two awesome things in one. You’re getting a template that uses as an example a topic you guys can actually use.

When you’re giving the reason you’re here today, here’s the format I like to frame. I like to start with the problem, including very specific situations that those people tend to find themselves in.

Again, I’m going to model this. I’m going to read it exactly as I wrote it. I want you to hear how it sounds so you can just get a flair for it or get a feel for it.

“The reason I’m here today is because many women in business really struggle with what to charge. They’re often afraid they’re charging too much, so then they set their fees really low. They're often uncomfortable talking about money so then they hesitate to ask for the sale, they apologize for their fees or they include way too much in their packages."

I want to just pause there. I hope you guys can hear how much I'm using vocal inflection. I'm using pausing. It's like my whole mindset when I'm speaking is "I am with you. I so totally understand your pain. In fact, I understand your pain so well, let me tell you about your pain." That's the mindset I have.

Next is to describe why this is a problem. Say, "The reason this is a problem is because if their fees are too low, they'll have a difficult time making enough money to sustain their business. To make up for those low fees, women in business often end up working way too many hours and then they get burned out.

"Another reason this is a problem is because it undermines their credibility by charging too little. People do feel that things that are more expensive must be better quality."

Let me push pause again, because there's something important here. If you notice, this is all in third person. I don't have time to go into all the detail with you here, but the reason is because I am painting a big set of problems.

I'm not saying I would never do this in first person, but you're always safe doing it in third person. You're not necessarily saying that they are the ones with all these problems, but it's other people. It's somebody else, so it deflects a little bit.

What it does is allow the listener, your audience member, to decide if that's true for them or not. It completely bypasses people getting defensive. That's why it's done in third person.

If I was speaking to you guys, I would probably change it to first person. I'd say, "You ladies know what I'm talking about, right? You do this and then it's too low and you lose credibility. You don't want that, do you?"

I can do that with you guys, because I know you well and it's a different relationship. To a cold audience, I wouldn't risk it necessarily.

Let me go back to the role play and then we'll stop for some questions.

Then you describe what happens when this problem is solved. Let me model this.

Say, "The good news is, once a woman business owner has a strategy for knowing how to value her services, she has a system for setting her fees and she knows how to confidently discuss her fees. Then she can immediately begin to charge what she's worth."

The next piece is you briefly share what they're going to learn, and I'll model this.

Say, "If giving away your services, undercharging or under earning sound familiar to you, then you're going to learn tips today to help you begin charging what you're worth. Because we only have a limited amount of time, I promise that, before we end, I'll share with you a way that you can take this further with me."

The last piece is you briefly tell your Signature Story. I'm not going to go through this. It's pretty clear here. If you're not sure, you can ask us questions about this, but I go through what the Signature Story needs to demonstrate.

Again, the point of the Signature Story is to make you relatable and also credible at the same time.

Let's go ahead and see if anybody has a question about your opening.

Suzie: I think we're good at the moment, Kendall.

Kendall: If we don't have anybody in the queue, what I'd love to know with a show of hands is if you are loving this. Is this helpful for you? What are we seeing here, Suzie?

Suzie: A great amount. It keeps going. It's all good.

Kendall: If it's all silent then I've got to know because I can't see you guys.

Suzie: No, it's all good.

Kendall: Great. Thanks, Suzie.

That's your opening. It's pretty cool. You can hear how much rapport and credibility it builds. Oh my gosh. It's amazing.

Let's go onto the content piece. I usually focus on three pieces of content, so I think this is three little sections. Three is just a really fun number. It's a great number.

Two is weird and four starts to feel like a lot. Three works really well. Three works great for certain with a presentation of 15 or 20 minutes and up to three hours. Three is awesome.

Less than 15 or 20 minutes, can you do three? Yes, but you're going to have to really be on your game. It's going to be a lot, so that's where knowing your content is important.

If somebody said to me, "You were supposed to speak for 20 minutes and I'm so sorry, but we just have time to do 10," I already know I'm going to lop off one or two pieces of that main content. That's where I'm going to grab it from and get that time back.

I'm going to shorten my story and speak faster. My body language is going to say, "We're moving, folks." That's a tip on how to handle that.

As far as the content, let me just briefly describe this because it's pretty cool. Once you get used to this flow that we just did in the opening, you get to use the same flow in your content pieces and it makes it become so natural for you.

For each point, you follow the same sequence. You describe the problem, be really specific, describe why it's a problem, what gets to happen when it's solved and then briefly share a tip or idea or walk them through an exercise.

There are a couple of points here I want to make. One is that you you're not trying to turn people into an expert here.

I think what is always a reminder for me is to give credit or don't underestimate the value of someone having a new awareness. They may not know how to do something yet or how exactly how to solve it, but they have a new awareness. That can be huge.

They may have a checklist of three things they can do. They may not know how to do those things, but they have the checklist of what those things are. I believe I said that in the live training as well.

That has huge value, and it's appropriate. It's an appropriate amount of content for this type of a presentation usually being given in a short amount of time.

I'm going to give you an example. I don't have this scripted or anything and it's a little generic, but I want you to hear this as an example.

You could say, "For those of you who want to have more freedom in your business and more time off to spend with the people you really love," and really paint that picture for them, "here are the five basic steps that you need to take.

"Step 1, you've got to get clear on your brand and what makes it unique out in the marketplace, because it's crowded out there. Does anybody notice how crowded it is? It's really crowded.

"Step 2, you've got to get clear on who you serve, because who you serve can make or break the difference in what's in your bank account."

I'm going to pause there. I'm making this up as I go along, but do you hear Branding with Archetypes and Niche? I'm really giving them a reason why they want this.

You can give somebody a three-, four- or five-point checklist and they're going to say, "Oh my god. She's so right. I need that."

The reason I'm giving you this tip here is because it's so easy for many women in a presentation to treat it like a little mini workshop. It's not a workshop. It's a presentation. There's a vast difference between the two.

Your job is to illuminate, inspire, definitely educate as to what's possible, give a lot of examples and invite. Wow, I just created a little Signature System there, Suzie.

Are there any questions about content before we move on to offer?

Suzie: I just wanted to address some questions in the chat. The Client Center is experiencing some tech issues right now. We have reached out to support and we will get those fixed. For some reason, there's some trouble downloading the material, so I just wanted to let everyone know that we are on it.

We also have a question from Marja. She says, "Hi, Kendall. Is there also a script for webinars like you did in your last webinar last week for selling your VIP package?"

Kendall: No, there isn't. I'm just thinking if you could use basically the same outline. In the absence of anything else, I would actually use this same outline here. It won't steer you wrong. Let's put it that way. It's really pretty much the same thing with the webinar.

The VIP Day is a nice one too because it has a lot of engagement. We just redid that webinar two or three months ago. There are some exercises and some different things in there.

Also, there's the CMMS webinar, which performed extremely well for us. The VIP Day webinar also performed extremely well for us. We gave access to that to our list and then we market Facebook traffic to it every day.

I would say to use this script outline here as a starting place, but I don't have something prepared on webinars. Maybe I will in a few months. We'll see.

Are there any other questions, Suzie, before I move on?

Suzie: We're good at the moment. Thank you.

Kendall: That's too bad about the Client Center being down, but we'll get it fixed for you guys. It's because we were talking about the Client Center this morning, Suzie. It heard us. We love you, Client Center.

Let's talk about the offer. You're going to see in the script, when you can download it, that the first sentence under "Offer" says, "Always, always, always make your offer between one of your main points."

In other words, it's between Points 1 and 2 or between Points 2 and 3. Do not make it at the very end. This is different on a webinar. In a webinar, you do make it at the end.

When you're presenting, at the end of a presentation, what is everybody expecting? They're expecting either an offer or they're expecting Q&A.

I always loved it when I would do a lot of speaking and people would say, "We've allocated 20 minutes for your presentation and then 10 minutes for Q&A."

I always think that's so cute that they do that. I think, "That's so cute. They're telling me how I'm going to present." That's not the way it works.

I normally in presentations didn't do Q&A because Q&A most of the time will totally tank your offer. It will completely tank your offer. I'm going to come back to how you handle that in just a moment.

The whole thing is 30 minutes. I don't divide it out the way that most organizers want you to divide it out.

At the end of the presentation, people are expecting Q&A. Their energy and attention are elsewhere. They're checking their phone. They're getting their keys and doing other things. You have lost them, so if that's where you're going to make your offer, it's not going to do as well.

That's why this technique to do it between Points 1 and 2 or Points 2 and 3 is so powerful. Which one is better? It really depends on the flow of your talk.

Typically, what I did was planned it at a certain point. Then if the energy and the flow of the group was such that I felt it would be better earlier, then I did it earlier, but I had it planned for a particular place.

Let's say I had it planned between Points 2 and 3, which is typically where I want to make the offer, but if there was a certain dynamic happening with the group and it felt like there was a choice moment, I'd think, "The moment's really ripe for this. Let me go ahead and do it between Points 1 and 2." I didn't want to lose the opportunity of a golden moment.

Let me run through what this says here in your script and outline. It says, "Think of your offer as 'just another tip.'" This is so important, because it will help you feel relaxed and confident so that the transition is seamless.

I'm going to run through this exactly, but I want you to understand ahead of time that it's an offer to, first and foremost, join your list. That's the main thing because that's gold. That's how you build your list rapidly with really high quality, highly-qualified people.

The second piece of it is inviting them into a discovery session. If you do it the way that I'm going to teach you here in a second, I always say you can expect 80% of your audience to come onto your list. Typically, it's even more than that.

Usually, between 30% to 40% of the people in the audience will take you up on a discovery session invitation. That's huge.

Let me give you an example. I'm going to read from the script. "How many of you struggle with answering the question, 'So what do you charge?'"

By the way, make a note, everybody. I pause, I raise my hand and I'm raising my hand like I want them to raise their hands.

When you're speaking, if you want the audience to do something, model it for them. You're the one at the front of the room. You're the one with the microphone or on stage, and I don't mean a big stage.

I've given so many presentations in people's living rooms, for crying out loud, and I handled it the same way. Did I raise my hand up big? No, it would have looked ridiculous standing in someone's living room with five people lined up on the couch in their home.

I would raise my hand a little bit casually and say, “How many of you struggle with answering the question, ‘So what do you charge?’” I look at them and they nod their heads.

In a bigger audience, not everybody is going to be paying attention, but I raise my hand and some of them raise their hands. I say, “Great, it’s quite a few of you.”

Then I ask the next question. “Would you find having a word-for-word script useful? Yes? Great.” By the way, on that one, I also raise my hand.

I need them engaged. I need them paying attention. I want them to move their body. Especially these days, people are so attention deficit. I want them moving their body so they don’t zone out and do other things.

Let’s get back to the script. I say, “Great. I have a free, downloadable, word-for-word script that tells you exactly how to answer this question. Now the reason this is critical is because how you answer the question can make or break you getting a new client. How many of you would like this script? It’s totally free.”

Let me pause here. I raise my hand again. If you notice here, I say, “The reason this is critical.” I give them a reason to want this thing.

I see with a show of hands and then you tell them what is about to happen. I’m going to model this for you and it’s going to feel repetitive. It’s okay.

Here’s my intention and my mindset when I’m doing this in an audience and any time I’m making an offer. I always think of it as how I would help a 5-year-old brush their teeth. It’s not to be demeaning. That’s not what I mean.

The reason I have to think of it that way is it forces me to get very clear, very specific, to slow down a little bit and to enjoy the process. It’s not that I’m thinking everybody’s a 5-year-old.

Otherwise, I’m going to make assumptions, I’m going to speak too quickly and I’m going to have an image in my mind, and they can’t read my mind. People will get lost, my offer is going to tank and they’re confused. I don’t want to create confusion in people. That’s why I have that intention.

Suzie, you’ve got four children. You probably trained them earlier than 5 years old to brush their teeth, but does this make sense with kids too?

Suzie: Yes, for sure.

Kendall: With that in mind, let me model this for you, ladies. I'll say, "My assistant is going to pass out a form to you. All you need to do is fill in your contact information and check off the box that says, 'Yes, I want your free script.' Be sure to write so I can read your information. Otherwise, you won't get this free script.

"You'll also get my free weekly marketing articles delivered via email every Tuesday. These articles are award winning and will help you solve many of the most common problems that you face every day growing your business." Then you pause.

My articles were award winning. I applied for APEX awards and we won in a couple of categories, so I could legitimately say that. I'll come back in a moment about the whole assistant piece and help you with that.

This is letting them know "You're going to be on my list and you're going to get emails from me." You may need to change the wording a little bit there, but that's how you introduce it and it's all good. Then you pause.

By the way, it's being handed out to everybody, not just people who put their hand up.

Then say, "How many of you would like a private, one-on-one, complimentary discovery-session call with me on How to Charge What You're Worth and Get It!®?" You'll see a show of hands. It may not be a lot of hands that go up. Don't let that throw you. It's totally fine. Just keep going.

You say, "Great. I've opened up my schedule for just three of these complimentary discovery session calls. In this session, you're going to discover what is unconsciously sabotaging you from raising your fees, we're going to create a clear plan that describes in detail the steps that you can take to create more income from your services and you'll learn one simple step that you can take immediately to get into action.

"Here's the only problem. I only have room in my schedule for five of these How to Charge What You're Worth and Get It!® calls and there are a lot more than five of you in the room here today who are going to want to take me up on this offer, which is valued at $397.

"What you need to do is check off the box on the form that says, 'Yes, Kendall, I want a complimentary discovery session with you,' and then hand the form in to my assistant.

"We'll send you an email with a few simple questions, and once we get your email response back, we'll let you know if there's a spot open for you. Because space is so limited, I recommend making a note right now to get that email back to us the same day we send it to you.

"Go ahead and check off if you want that free script and if you want the complimentary discovery session call with me. Go ahead and complete your contact information and pass the form down to the end of the row."

Let me pause. I have a couple of points here. I often repeat "Go ahead and check that off. That's great." I just pause, I look and I repeat it two or three times. You can see the note here on the script that says, "Let them write while you stand in your power."

When people are writing on a form, guess what they're not doing? They're not paying attention to you, so don't go on with your presentation yet. That's why I either stand there quietly or I just repeat the instructions.

If somebody raises their hand for a question, I may or may not take it. It's always risky to take a question. I'll tell you that, because you never know what someone's going to ask. You just have no idea.

I'm super confident in front of a room. I'm at my best coaching from the stage. If we're running on time and there's no time issue, I may take the question and say, "Do you have a question about what we're talking about here so far?" Then they ask their question.

If I'm in a bigger group or the organizers need me to move it along, I'll say, "I know some of you have questions. I'll be available afterwards to answer your questions." I acknowledge they have a question and I tell them when it's going to happen, but I don't stop. I would recommend that you guys do it that way initially.

Here's what I want to point out. If you're standing in front of a group of 10 people and you say, "I have five spots open," there's no scarcity in that at all. If I was in front of a group of 10 people, I'd probably say that I have two. Maybe I'd say three because two is always an odd number.

If I was in front of a group of 50 people, five is appropriate. I can't give the exact mathematical distinction here, but it just needs to feel scarce.

If you have 10 people apply, will you do all 10? Of course you will. You're not lying. You do have five sessions open and then you decided based on demand to open five more. It's totally legitimate and it's not hurting anybody. Nobody misses out.

I think the part where you're saying, "In this session, you're going to," you're telling them what's going to happen. I would probably rewrite this differently today to be even more specific about the problems these people are having with charging what they're worth, so be creative there and just be really clear.

Let me repeat something I said quite a while ago in this call today. A discovery session is not giving away free coaching. It's a discovery session. It's coaching them to a decision.

I'm going to give you some training on how to authentically and with full integrity fulfill your promise that they're going to get these things you've promised them and still coach them to a decision.

For example, the one simple step that you can take immediately to get into action, which is the last bullet I share with them that they're going to get, is to work with you. The simple step is to jump into a program with you or a VIP Day.

I'm not trying to be sneaky or subversive. It's just about great marketing and always being in integrity and honoring your promises.

I think the last point I'll make on this is that the discovery session process, when done well, creates enormous clarity for the potential client. It creates huge clarity about what's happening for them, what can shift for them and what they stand to gain by making a different choice than they've been making so far.

Let's go ahead into the wrap-up and then I'll stop for questions.

Clearly direct them for a minute or two to pass in the form. You're not going to be able to wait for everybody. It's going to take too long. Once you see most of them have been passed in, then you just pick up where you left off.

Say, "Great. Go ahead and finish that up, pass it down and let's go on to the next point here, which is X." That's how you do it. This thing is so seamless, it's like art.

You deliver your remaining point and then in your closing, if allowed, tell people that you'll be at the back of the room to answer questions. You want to point to exactly where you'll be.

Here's what I say, and I do this at the end. Again, I say, "For those of you." I don't say, "If any of you." The reason is that "If any of you" is a closed-ended statement. "For those of you" invites possibility.

I say, "For those of you who have a question and want to talk to me, I'll be happy to spend an extra few minutes with you. I will be at the back of the room, underneath the such-and-such sign," or "next to the flowers," or wherever it is.

By the way, ladies, don't stand next to the tray where everybody is putting their dirty glasses. Don't do that.

I tell people, "Everybody, go ahead and turn around. See over there?" I point and I look where I'm going to be standing. I ask them to turn around and look and then I say, "I'll be there at the end."

Then with energy I thank them. I tell them, "Again, everyone who has a question just follow me to the back of the room." I leave the stage with energy and excitement and I go to the back of the room.

I have a couple more things really quickly and then we'll open it up for questions.

At a lot of these networking types of presentations, the host wants to thank you with a gift. You don't ever want this stuff to be a surprise, so prior to the presentation, you can say to the host, "I'm going to use up all of my time with my presentation and at the very end I'll ask for questions, not from the stage, but from the back of the room.

"When I'm done and I say thank you, I'm going to leave the stage immediately and go to the back of the room. Okay?" That's their opportunity to say, "We have a thank you gift," or, "We'd like to acknowledge you." Then you can say, "Great. We'll do that and then I'll go to the back of the room."

The host is always very clear about what you're going to do. That's how you handle it without saying, "No, I'm not going to accept your gift."

The other thing is about the assistant. You really want to have somebody there to help you. I'm lucky my mom has seen me present. I think, except for one time, my mother has seen me present every single time I've presented. It's crazy wonderful, so she's always been my helper.

If you don't have your mom to help you, which a lot of you probably don't, if you can have a friend, a colleague or anybody go with you, that's great.

Here's the mindset. The mindset is you need to have somebody help you. Then the question is who's that going to be? Who can you tap?

I've done it where ahead of time I let the organizer or the host know that I was going to have a piece of paper passed out during the presentation and I asked if they had somebody there that could do that for me. Nine times out of 10, they said they had somebody.

There was only maybe one time where they didn't have anybody and I found somebody. I don't remember who it was, but I think it was somebody from the audience. I just found somebody who would help me. I said, "Could you do me a favor? When I am at this part in my presentation, do you mind just handing this form out?"

Honestly, that wasn't the most ideal situation, but the point is I found somebody to help me do it. If I had to do it by myself, I could. It doesn't ruin credibility. It's just not ideal.

If you have to do it by yourself, walk through the room, keep speaking about the form and the discovery session and just stay on your game while you hand forms to the beginning of a row and ask them to pass it down for you. Just stay on your game.

The last tip here is that, with networking events, often the organizer will say, "We'll just take those forms now and we'll put them on everybody's chair for you," or, "We'll put them on the table for you." Ladies, do not let them do that ever. I have never let somebody do that.

That's not true. I think one time I had to, or otherwise it was going to cause a big fight, but I stand my ground. I say, "Thank you so much. That's really kind of you. Actually, the way this works is I do this in the middle of my presentation, not at the end. It doesn't work to do it at the end," and then I just go back to letting them know I need some help. I just stick to my guns.

I've had to stick to my guns pretty fiercely about it. I don't remember the situation, but the one time I had to acquiesce, from what I remember, there was some technical reason why they had to do it that way. It was their charter mandate or something, but other than that, I don't let them change my game. I stay on my game.

We just have a few minutes here and I want to be able to answer some questions.

Suzie: Hi, Kendall. We have some written-in questions. What if no one raises their hand for a discovery session, shy-group syndrome?

Kendall: Don't worry about it. Remember, when you're asking, "How many of you would find that valuable?" you might only get a couple of hands. It doesn't mean you won't get a whole lot more people filling out the form. Don't take the show of hands as a sign of anything. Don't attach any meaning to it.

People are distracted or they're thinking about it. You have no idea what's going on for them. Just act as if all the hands got raised and say, "Great. I'm happy to see the interest here."

You just keep moving or don't say anything and keep moving. Don't deviate. Don't let it get you off your game.

Remember, response is filling out the form. I actually don't care how many people raise their hands. I want them filling out the forms. The hand doesn't do me any good. I have no contact information. The form is what matters.

The only time I've had clients not get a response or not get a very good response is because of two things. First, the discovery session title was not good. It was not clear. It was convoluted, really concept-y and didn't spell out a clear "What am I going to get from this time?" It deviated from the main talk. It was off in left field when they were talking about right field.

The other thing is that what they're going to get from the session is not clearly articulated. In other words, it's too vague, has too many concepts, is hard to grasp and they don't quite understand it, so they just don't sign up for it. That's the only time I've had somebody not get a response.

Is there another quick question, Suzie?

Suzie: We have another written question from Valarie. What if your host insists on doing a Q&A? Can you herd the questions you will take?

Kendall: Can you do what?

Suzie: She said, "Can you herd," which I'm assuming means can you select the questions that you will take or have an idea of what kinds of questions you'll answer?

Kendall: This is a bigger conversation. This has to do with pre-framing. Remember, ladies, an ounce of pre-framing is worth a pound of reframing.

You can say, “Who has a question about what we’ve discussed?” or “Who has a question about how to raise your fees?” Point them in the right direction with how you ask them.

Don’t say, “Who has a question for me?” Say, “Who has a question about raising your fees?” Be specific.

This is a whole other thing of how to handle coaching from the stage, so I’m trying to think in one minute how I can make this really succinct.

If you absolutely have to do it, remember this. Here’s the most important point. You are the one with the microphone. You have no idea what somebody’s going to ask you and you don’t have to answer the question.

You can say, “That’s a great question and that’s beyond the scope of what we have time here for today. Why don’t you see me in the back of the room afterwards?”

Say, “That’s a great question. It’s outside of what we’re talking about here today,” or, “That’s a big question. That’s going to take more time than we have here today and I want to give you and your question the proper time and attention. Come see me at the back of the room.”

I’m the best there is at coaching from the stage and handling questions from the stage and I can tell you all kinds of horror stories about stuff that’s happened.

You can hear in those examples that you stay on your game. You’re the one with the microphone. Be relaxed. It’s always the energy of giving, so it’s never this pulling back and saying, “I can’t answer that question.”

I’ve said before, “That’s a great question. We are so not going there here today.” People laugh.

When you stay on your game and you stay in control that way and relaxed about it, the audience will love you. Your credibility goes through the roof. That was like a 90-second answer there. I hope that helps.

I know we’re two minutes over, but are there any other quick questions that we have, Suzie?

Suzie: I think we’re good at the moment, Kendall. Thank you.

Kendall: Great. Let me give you guys the proof question and assignment really quickly.

The proof question is when is the best time to make your offer during a presentation?

The assignment is to go through this presentation outline, tweak it how you want and then practice it out loud five times. The practicing out loud is golden. It is worth so much for you.

Complete the presentation outline in your own words, practice it out loud five times and, if you have a speaking engagement, go use it, which I know some of you do.

Awesome call. Thank you for staying on a few extra minutes with me. Thank you, everybody.

Participants: Thank you, Kendall. Bye.

Kendall: Bye.