



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

## **Training Call #8**

August 30, 2016

Kendall: Welcome, everybody. Today is Tuesday, August 30. I don't usually say, "Wow, the time goes fast," because it always goes fast, but wow, August went really fast. This is our CMMS Training Call.

This is Call 8. As I was preparing for this call and looking at my notes yesterday, I was reflecting how Call 8 means it's been 9 weeks, so less than 90 days since the live training. I was marveling at how far each of you has come.

I was really feeling so much gratitude for how much you have poured yourself into this, going back to that word "marveling" and saying, "Wow." This is amazing how much content you've absorbed because this training has a lot in it.

You guys just keep soaking it up like sponges, so I really want to thank you and acknowledge you for your desire, first and foremost, but also then your ability to be a great learner and a great student. It's really awesome.

Today, what we're going to do is definitely hear some successes. Then we're going to dive in and finish up with a piece that we didn't get to on the last call. It's Page 140 of the workbook. It's "Secrets on Shortening Your Coaching Sessions and Ending on Time."

I'll go through that with you today and we'll start the call with that so that's taken care of and you can hear my insights on these tips. This is a problem that a lot of coaches struggle with and it definitely impacts pretty much everything in your business.

The ability for you to shorten your sessions and end on time, most of the time, is a great skill that actually lends itself well to charging what you're worth, so it's a great segue into How to Charge What You're Worth and Get It!®.

In years past, we've taken this content and pushed it all into one call, and this time we decided to not do that, so I split it up.

Today is going to be Part 1 of a two-part call. I've done a few two-part calls this summer, so it must be a thing now for me. Part 1 will be today and next week we'll have Part 2. We're going to be focused on How to Charge What You're Worth and Get It!® both today and next week.

We're going to go through exercises and steps in the process that were not covered in the training. I will give you some tips on how to approach How to Charge What You're Worth and Get It!® and, of course, I'll be happy to answer your questions.

By dividing it out into two parts like this, it should make it to where we have time for questions in each call.

That will be our call.

The next call is next week on Tuesday, September 6. Then we skip a week. I'm attending a live event, so I'll be gone. We come back together on Tuesday, September 20. Again, the calls are all listed in the Client Center for you.

Let's go ahead with hearing some successes. Suzie, do you have anyone in the queue?

Suzie: Yes. I have Quenby.

Kendall: Hi, Quenby.

Quenby: Hi, Kendall. Hi, Suzie. My success, along the lines of shortening things, is that I am so pleased I have a VIP Day tomorrow with a client and I'm all done.

Kendall: Yay.

Quenby: I implemented this new strategy of dedicating a little bit of time about two or maybe three days prior. It's like a brain dump on the first day, then the second day I come in, relook at everything and do some adjustments, and either the third day is the VIP Day or I get another day to just say, "This is it." This was just the second day and it's done. It's ready to go.

Kendall: Doesn't that feel fantastic and freeing?

Quenby: It really does. I'm realizing here's this upper-limiting problem here. I think, "Wait a minute. Shouldn't I?" and then I say, "No. It's done. It's awesome and now I can do some Profit Pyramid. I can do some other things."

Kendall: You can do some other things. That's great.

We have a joke where we say, "Don't over-backcomb it." You've heard me say that before. There's a whole story to it, everybody, but it has to with back in the '60s when they would backcomb hair, although they do that now again too. Anyway, don't over backcomb it. Just let it be.

First of all, congratulations on finding a strategy that really works for you. That's wonderful. What I hear Quenby speaking to, everybody, is adjusting to what it feels like to have some space and to not have everything be cramped, right?

Quenby: Yes, because that's what occurred last year. I had no space and this year I've had a whole lot more space. Kendall, you're spot on. I'm adjusting to that, because it's not something I'm yet comfortable with and it's not exactly familiar to me.

Kendall: Very well said. The place of mastery, and Quenby's in Mastery for her third year actually, is being willing to be in that space of not being entirely comfortable or familiar.

Let me contrast that to what a lot of people do that's really just unconscious behavior. They sabotage or they fill that space up. They do something to continually manifest the feelings that they're comfortable with, even though those feelings might suck, whether it's feeling rushed, crowded or whatever. They just fill that space to recreate those familiar feelings.

I really want to congratulate you, and you have my full strength and support behind you to be in this place of discomfort. It's temporary. It will pass. This is actually like a life-changing moment for you.

I bet you too that you can then start to see how to reach your income goals. Quenby makes good money. She's a six-figure coach and totally on track to be multi-six-figures this year. Doesn't it feel good to hear that said, Quenby?

Quenby: I've said this to you before. It's like you're so tapped into my brain because I was just sitting here thinking, "It is so cool when you say I'm a six-figure coach, and on tap to be multi-six-figures." It was just like, "That's me."

Kendall, it feels really spectacular and awesome to just have the space and room to take it in, feel it and say, "That's me and my business."

Kendall: You're stepping into that identity and owning that identity. Just to finish up, you can start to see with this space how reaching your income goal for the year becomes entirely possible.

Thank you for sharing. Yay. Well done.

Quenby: Thank you, Kendall.

Kendall: I want to be clear here too, especially for a lot of you who are in the earlier stage of your business, and I'm sure Quenby will agree. In the earlier stages, you actually have to turn on the hustle. There's no doubt about it. You have to hustle.

Keep in mind that this may not be reflective of where you are now, but it may be reflective of where your clients are. Initially, that hustle is just to figure out who

you're supposed to be working with and really honing in on what your specialty is.

Just know that there are stages here, but you cannot hustle all the time, forever. You just can't do it. Nobody has the energy or the stamina to do it.

Again, congratulations Quenby, for being at this stage of creating space. This becomes your new standard that you have going forward as well.

Quenby: Thank you, Kendall.

Kendall: You're welcome. Suzie, who else do we have?

Suzie: We have Meriam.

Kendall: Hi, Meriam.

Meriam: Hi. I have an announcement in case anybody didn't see it in the forum. My kitty died Sunday. She was my daughter in all respects, so I'm just trying to get through things without my voice breaking, but I appreciate you all understanding.

However, I have a business celebration and also a lesson that came out of this that I'd like to share. I'll share the lesson first.

Her last week of life, I didn't know it. I didn't know she was going down. I was in my device and I put her off. I said, "Don't climb on my lap now. I'm busy."

My lesson out of this is heavy. Just put the fucking device down and pay attention to that child, that animal or whoever it is who wants to give you love.

It's a hard lesson to learn, but there that is and I wanted to share that because it's huge. We're too much in our devices and I know I'm addicted, so I'm taking steps about that.

Anyway, my business celebration is that I have booked a retreat for January. I'm speaking at the Sacred Healthcare Retreat in Lafayette, California, and I'm being given a two-hour slot.

Kendall: That's really nice.

Meriam: I know the retreat owner and facilitator and we were talking about the changes in my business. I called her up. Kailash challenged me to call people on the phone.

I was talking to her and I said, “I know you’re doing a retreat and I would like to speak.” She said, “Absolutely. Fantastic.” I’ve spoken at this retreat before, but it’s been a couple of years.

This is business owners in small business, brick-and-mortar business in Oakland, California. I’ve been thinking, “What do I want to give them in two hours that can really provide value and also provide discovery sessions?” I’m playing with that.

Kendall: By the way, congratulations on getting that from calling. You guys, so much happens when you just pick up the phone and ask. It really does, so I appreciate Kailash challenging you to do that.

Because you’re in Clarity, if you haven’t watched it already, Meriam, you can watch the Creating Your Signature Talk video.

Meriam: I’m in the middle of that.

Kendall: That will relate to CMMS, so it all jives together really well.

Right now, I’m creating a new webinar that we’re going to be launching the opt-in for tomorrow. Then the webinar will play next week.

Very briefly, let me share a tip with you on when I create content, because it’s definitely a process. The finished product looks and sounds fantastic and definitely serves the intentions that I want it to serve.

The intention is to provide valuable content, to have people feel that they receive something of value and it wasn’t just fluff or a sales job and to produce conversations or sales.

I know that I make it look easy, but behind the scenes, and Kailash will tell you, it isn’t easy for me. I work really hard at it.

My natural tendency is to just teach and provide great content. People are excited, they’re happy, they say, “Thank you. You’re awesome,” and it’s a done deal. That’s the end of it.

I’ve really disciplined myself to figure out how to position the content such that it does produce the conversation to the sales. I keep getting better and better at it, and we are actually quite good at it.

One of the tips that I’ll share with you here, and I think this is the hardest piece for me now at this stage in my business, is to not make it perfect on the first draft.

Let your first draft be a first draft. It's going to be rough, rugged and awkward, and this is true whether it's a webinar or a presentation. It doesn't matter. It's all the same thing.

After that, it's questioning everything. I try not to be an editor in the first round, because if you start to edit early, you just cramp your own style and it shuts down the creative process.

Then I go through it and I'm always looking for, "Does this piece of content serve giving them great value? Yes or no? Does this piece of content serve opening up a need or loop that will only be resolved by them hiring us, booking a conversation or purchasing the product?" It has to be a yes answer. Both of those questions have to be yes answers in order to stay in. Otherwise, the content gets pulled.

Meriam: Could you say that second one again?

Kendall: They call it an open loop in marketing and copywriting, but it's creating a need or surfacing a problem or desire that can only be answered by stepping into my world. Then I give them the vehicle for stepping into my world, which is to book a conversation or purchase a product.

This sounds very grand and kind of general, but what it really boils down to is very specific.

A quick example is that a lot of you came to us for conversations through the CMMS webinar, which was an outstanding webinar. It performed extremely well for us last year and this year. We tweaked it this year and improved it.

For example, I remember I gave away the Six-Step Coaching Template. That's a big piece to give away, what those six steps are, but I didn't go into any explanation. I just said, "Here are the six steps."

I talked a little bit about why they need a template, because without it they're going to over deliver, their sessions go too long and clients don't get value. I went through all the reasons why having a template makes sense. It's an important thing.

I said, "Here are the six pieces, Pieces 1, 2, 3, 4, 5 and 6." Then I said something like, "This is a piece that we love to train our students on and how to implement it in their coaching businesses," so I seeded this as something we train our students on.

Throughout the entire webinar, I was seeding stuff we train our students on, because that webinar in particular, at the beginning, isn't clear that it's going to be offering a certification program. I come at it through a different side door.

I would encourage you guys to watch the webinar. I don't know how it's going to perform yet, but the webinar we're doing, which is Coaching Secrets Masterclass, will be playing next week. Definitely sign up for that and watch it.

Just look for the places specifically where I'm opening a loop or creating a need that can be solved later on by saying yes to our offer, which will be for a conversation.

Meriam: Kendall, I have a brief question. At such a retreat where you've given a two-hour piece of content, is it okay to do a basic upsell to a conversation?

Also, I was going to do a VIP Day and say, "If you want to get started right now, sign up for this. We'll have a conversation about it. If you don't know what you want yet, let's have a conversation anyway."

Kendall: First of all, you need to clear it with the event organizer, your friend that you know. It's absolutely okay to make an offer for a conversation.

Follow the template that I've already trained you guys on. Don't do it at the very end. Do it in the middle. Do it exactly like how I trained you guys on it.

It's up to you. We've had people be successful with offering both the conversation and a VIP Day in the same offer. I will tell you that tried and true is a conversation offer only.

Remember, you're already doing a list-building offer. The way that we teach it, you're doing a list-building offer and the conversation offer, so you're already doing two things.

Adding a VIP Day on, that is three things. That's a lot of choices for people. I'm not much of a gambler. I like to go with a sure thing and get people into a conversation.

The primary reason is that, very often at these types of things, you're not allowed to "sell," so the free discovery session totally bypasses that issue and you're clean on that.

The other reason is that people may say, "I don't know what a VIP Day is." All of a sudden, you open up all of these things that are questions for people.



They're not used to our language, everybody, so they don't know what it is or how it works, so you've lost your chance potentially because then they say, "That's not going to work for me. I'm really busy right now," and they don't even sign up for the conversation.

I'd rather get people into a conversation, because out of that you can upsell into maybe even a choice of things. That's why I like to go with the tried and true.

Great question, by the way.

Meriam: Thank you. I appreciate it.

Kendall: You're welcome.

I'm going to keep us moving because I want to make sure we cover everything today.

Yay for the celebrations. Anybody in the queue who didn't get a chance to speak, post them online.

My Facebook is set up to where I don't know that I see every single post, but any time somebody starts a new thread, I always see that post. It triggers and comes into my inbox, so definitely do those. I love to see them.

Success creates success. We're anchoring the feeling of accomplishment, achievement and breakthrough.

Let's look at Page 140. I hope that's the same page number for everybody. It may be different by one or two pages, plus or minus, just because my book is the original from June and I know we've updated it a little bit.

This is "Secrets on Shortening Your Coaching Sessions and Ending on Time." I'm going to run through these and you can make notes next to each one with the extra tidbits that I share with you.

First of all, you need to let clients know in advance how long the sessions are. It sounds obvious, but you'd be surprised. I would do it in different places. If you have an agreement, you could do it there. Having it in a few places is fine.

I wouldn't make a big deal about it. Don't say, "They're only 30 minutes," or something like that. Just say, "Sessions are 30 minutes. Please make sure you arrive on time," and just be really friendly.

The next thing is to set a timer to go off five minutes before the end of the session. I don't do this anymore, but I did do this for a long time, because my habit was to always go over. I still go over sometimes.

I don't have a lot of private clients right now at this stage in my business development. They're still back to back, but I have a 15-minute window in between each one.

In the early days, when I had 10 and 15 private clients and was doing just one group, I think I would do two back to back and there was no 15-minute break. It was just on the hour and the half hour.

Actually, I think I did three of those and then I took a half-hour break, because I didn't want to start time at 15 or 45 minutes after the hour.

It's ironic, Suzie, because you see my schedule and one of my Diamond clients is on the half hour and one is at quarter after the hour, so there is 15 minute in there.

I go over a little bit there, but I tell them in the beginning of our relationship. I'll say, "Technically, these sessions are 30 minutes, but I do allocate a little extra time in there so if we need to go over, we have the freedom to do that."

Sometimes I tell them that today is not a day I can go over because I'm teaching a class or whatever it is and they're good with it. I just really let them know up front. That is the main thing.

Setting the timer to go off, by the way, if you do that, let your client know. You can say, "I know being on time is important for both of us, so I'm going to go ahead and set a timer that will go off five minutes before the end of the session so we can make sure to have ample time to wrap up."

I let them know I do it. When I used to use a timer, I always let them know so that they would hear the ding.

I'll tell you who this works super well with: clients who blow through your boundaries. This works really well, because they hear the ding.

This was before iPhones were quite as nifty as they are now. I used to use a kitchen timer that made the big ding sound. They would hear it and it would definitely help trigger them to not introduce a brand new topic 28 minutes into a 30-minute session.

The next thing you can do is to say, “We have five more minutes,” and then you want to go into a wrap-up type of question. I’ll ask, “What’s the number one action you could take?” That’s the place to start to wrap it up.

It’s not on this list, but let me just speak to it here. It’s not about technique as much as it is about understanding that going over on sessions often is over-caretaking and over-nurturing. I’m speaking about us as coaches here, not the client.

It can come from a place of needing to be needed, proving energy or proving oneself, looking for approval or never enough. If any of this resonates for you, understand and have compassion for that part of you.

Understand that, at first, ending on time is going to feel uncomfortable. I know it was really uncomfortable for me. You’ll get over that.

Actually, I call running over “feeding the beast.” It feeds the beast of those unsupported needs that never will be satisfied anyway. Running over on your session certainly isn’t going to help you feel validated.

When you step into honoring your time and honoring the client’s time, what happens then is that it creates self-worth. It creates self-respect and it definitely creates respect in the eyes of your client.

One of the things that I was taught in terms of presentations was to start and end on time. Those of you who noticed, especially if you were in the room live with us, we start and end on time. I think there was one day we started five minutes late. It was probably on Day 3. I tend to get a little tired by Day 3.

We are known for starting and ending on time. We run like clockwork, and that’s my unspoken contract to the participants in my workshops.

The same is true with your coaching clients. It’s your unspoken agreement to respect their time and to respect your own time.

Let’s go on to the fourth bullet. If a client brings up something toward the end of the call that feels big, you have some choices here. You’ll see that I give you a sample script here. Let me model it for you.

Say, “We have five minutes left today. Is this something you’d like to jump into or save for our next coaching call?” The other option here is to say, “We have five minutes left today. Let’s see what we can do to get started on this today, okay?”

I'll tell you I've gone 50-50 between these. I have thought, "This is really big," and I might say, "This is big and it may deserve more than just the five minutes we have left here. If you're willing, though, let's jump in and see."

A lot of times, when I've made that choice, I think that I've made it from a place of even though this feels big, I'm not going to give it a lot of energy. We're going to keep it light and simple and just get it taken care of. I almost use it as a little challenge for myself just to be an awesome coach in five minutes or less.

I'm not sure I would have done that 10 years ago. These days, I can do it. None of these is right or wrong. I just want you to have the script and have the option.

What do you notice that each of these scripts starts with? "We have five more minutes." What is that doing? That is putting your client on alert. It's setting a boundary.

The other thing that I really want to point out here is the energy that you have with this, because it will absolutely greatly impact the tone of your voice.

I'm going to try to model this the wrong way and it's going to be a little hard for me, because it's not natural.

If you have concern, anxiety, anxiousness, worry or guilt, then it's going to come through in your voice. Let me try to model this.

"Oh, gosh. I'm so sorry. We only have five minutes left today. Um, let's see what we can do to get started on this though, okay?" I tried my best, but I'm not a professional actress. I tried my best for you to hear the difference in the voice.

This is always about the energy of giving. To me, it's always yes energy. My thought process is, "We have a full, magnificent, rich, juicy, five minutes left." It's always the spirit of giving. It keeps you positive, upbeat and breathing and it makes it all okay.

The next bullet is don't you bring up a topic. This is the one I used to do all the time. As the words would come out of my mouth, I would be thinking, "Kendall, what are you doing?" Don't bring up a big topic toward the end of the call and expect to coach on it.

I give you the language, and I will model it for you. Instead, you can say, "One of the things it sounds like we need or we can coach on is X. I'm going to write that down on our coaching focus list or on our coaching next-steps list," and then they say, "That's great." Actually, these days, I would ask the client to write it down as well.

I used to do this. Twenty-five minutes into a call, I'd bring up something big and just kick myself.

Be willing to interrupt your client. I showed you how to do this in the live training. The easiest way is to just say their name. Say, "Sue, I'm going to jump in here," "Sue, I'm going to stop you here," "Sue, I have a question," or, "Sue, I want to take this in a different direction." This is you as a coach being incredibly directive.

What follows next is whatever follows next. It could be a question. It just depends. If they're telling a lot of story, I often then say, "Can you bottom-line this for me in just one or two sentences? What's the main thing you want me to hear?" That's how I usually ask them to bottom-line it. I say, "What is the main thing you want me to hear or that you want me to get?"

Don't agree to take on assignments for after the call, such as sending links, doing research, sending documents or providing resources. Oh my god, I used to do this all the time.

Again, it speaks to a need to be needed, wanting to be overly helpful, being validated and all this stuff. It's all about trying to be a good girl. That's where this behavior comes from.

I'm not saying don't ever do it. On occasion, I'll say, "There's a resource I want to give you. Let me go ahead and find that for you."

Ladies, my Diamond clients pay me very close to six figures for their coaching with me for a year. It's a hefty amount that they invest.

I probably go out and search for a resource for them or find something for them maybe three or four times a year, but out of the four times, three of the times I'm sending an email to Suzie or Renee to get it. I'll say, "Can you send me the link for such and such?"

For instance, they might want to look at an opt-in page of mine that we don't have live anymore or stuff like that. I don't go looking for it. It's just not what I'm going to spend time on.

I learned this from a friend of mine years ago. Actually, I think her name was Sue. She was working for a company where she coached 200 people every month. I said, "Oh my god. How did you do that?"

First of all, she hated it, but she learned some amazing strategies. One of them was this strategy, so that's where I got this strategy from. She said with that number of people, they hang up and they can't have anything left to do.

I take notes right there on the call and I say, “Hang on a second while I write this down.”

Richard and Kailash are a little different. I know Richard makes notes during the call. Richard will also, depending on the schedule, either between calls or at the end of the day, go back through and make some more notes. He’s always been a very big note taker, so he takes a little bit more time.

I don’t take a lot of notes, personally. I find it distracting. We all have to go with what works best. I have a great memory, so I can get away without taking a lot of notes.

Instead, take care of it right when you’re in the coaching session. There are a lot of times with my Diamonds when I’ll say, “There’s a great article I just saw that I’d love for you to see. Hang on a second and let me find it for you really quick.”

I search on Google really quickly and I say, “Great. Let me get you the link,” and I copy and paste the link into an email and send it right there.

I tell them on the phone, “I’m just going to put the link in the subject line. I’m not putting any other message in there.” I get it done. That’s how that works. It’s very collaborative.

I put in here, “Your clients are the ones getting accountability assignments, not you.”

If there’s a document you want your clients to have, have the link handy while you’re still on the call.

If you find yourself giving something multiple times, then you can create a password-protected page on your site just for your clients and give that to them, or you might have a folder with links handy that you give out often so it’s really easy. They’ll think you’re a super awesome genius.

The last tip is, on those days when you decide to go over time, let your client know that you have extra time today and they will be really appreciative, because they value your time.

When my clients and I go over time, they’re so grateful. They’re more grateful than they need to be, quite truthfully, but I’m happy to do it for them. They’re just super grateful and that’s how it should be. They’re being respectful of your time.

This is a shift that I had to make. I'd rather be respected than liked. I learned that from the horses, actually. That changed a whole lot of my behavior that was not conducive for charging higher fees.

I'll tell you something. When you have higher-level clients, they are really busy, and if you plan on going over all the time and it's no big deal for you, a lot of them don't like it. They already have something else booked. It lowers you in their eyes, so it actually has the opposite effect of what you're trying to achieve.

Then there are the clients who are boundary breakers. They want to just push and say, "Give me more. Give me more."

Really quickly I'll tell you this and then we'll take any questions that you have about these tips.

I had a Diamond client who constantly, every session, as part of my asking, "What's the breakthrough you want to get?" had a laundry list of about four or five things. After a couple of times of this, I thought, "This is how she rolls. It's not how I'm going to roll though."

She was never satisfied with anybody or anything, including herself, and she was pulling me into that. I knew that, at some point, that was going to boomerang back on me and be a problem in our relationship.

I addressed it in the beginning by just laughing and saying, "That's a big list. That's awesome. What's your number one? Great. If we have time to get to number two, what is that?" I set the tone and the frame.

She did this without fail. Twenty-five minutes into the session, she would bring up some big topic and I would laugh and say, "That's a big topic," and I would do one of the techniques I've just taught you here.

It kept happening, so then I took a portion of a coaching session and said, "I want to address this with you. It's something I've noticed that's a pattern."

Remember, you're there as their coach to help reflect for them the, pardon my language, shit they're doing that doesn't work well and talk to her about it.

It wasn't super effective with her. She wasn't necessarily willing to look at it. She changed her behavior, but she wasn't really happy about it and that's just the way it goes.

You don't always know how it's going to turn out, but as her coach, I needed to say, "This is a pattern and I see it also showing up for you in other parts of your

business.” She was always moaning about money. There was never enough money no matter how much she made. How you do one thing is how you do everything.

Let’s see if we have any questions here, Suzie. I’ll take care of that and then we’ll go onto How to Charge.

Suzie: We do have someone. Tabitha is on the line.

Kendall: Hi, Tabitha.

Tabitha: Hello, my dear. I have a quick question. I’ll just use myself as an example.

I’m working with trying to figure out how to time my sessions. When I’ve written up my offer, we’re reviewing copy and different problems and I’m figuring out what we’re going to do next. I’ve got it set to be 40 to 60 minutes until I figure out how long it really takes me to get the information from people.

Do you recommend that I say it’s going to be a 40- to 60-minute session, or should I just say it’s 40 minutes and if we need a few extra minutes, then we do it?

Kendall: Yes, do it that way, especially with the work you’re doing. I used to do it even more, but I do a ton of copy review and helping people with their writing. It’ll take as much time as you give it. It could take hours.

Tabitha: It will.

Kendall: One of the things that I changed and started doing was, if you give it 40 minutes, then you’re going to make it fit into 40 minutes.

I’m basically copywriting with people on the phone. I used to do a lot of that, so I’m really great at it, but over the last few years I found myself feeling resentful doing that much writing for people.

Yes, it’s easy. Yes, I can rip it out. That’s not the point. I do a lot of writing for my business. I don’t want to have to write for somebody else’s business, and I don’t think it really helps the client.

Again, an ounce of preframing is worth a pound of reframing, so what I would do was take their copy, which quite honestly a lot of it was really bad, I’d look at it and think, “Oh my god. This is a mess.”



I knew I could sit down and whip it into shape, but again, that's not the point. What I did was this. I would say, "Here are some of the issues here," and I would just quickly give them a mini lesson. I said, "See how it does this and does that? What you want is for it to do this and that instead."

Then I would rewrite with them or maybe ahead of the session I would do a little bit of writing. I would rewrite one paragraph.

Sometimes people have great writing, but it's just all in the wrong order. Reordering copy can make all the difference in the world.

I would rewrite one paragraph so they could see the difference and they were super grateful. They'd say, "Oh my god. That's amazing," and I'd say, "Great."

Then I'd give it to them as an assignment to finish the writing on their own. Otherwise, I'm turning into their copywriter and that's not who I want to be in my life. I've been there, done that and got the T-shirt. I'm not doing it again.

Does that help you, Tabitha?

Tabitha: That did a lot. Thank you.

Kendall: Any of you doing something where you're incorporating your subject matter expertise, you'll find your way through this. I want to keep giving you examples. My example happens to be copywriting, because that's a subject matter expertise that I have, but I want to keep giving you examples of how to set boundaries and how to empower your client instead of creating this co-dependency.

In her package, if Tabitha says, "We're going to co-create your website up to five pages," then that doesn't mean she has to do all the writing. The client can still do the writing. Co-create can have many definitions to it.

Tabitha, I would encourage you to, every couple of months, take a fresh look at the promise you're making and see if you can peel back on your obligation in that promise.

Tabitha: I like it.

Kendall: It's going to elevate you to a higher level, very often create a better caliber of client and free your energy and time so that you can have more clients, higher-level clients and other projects. You'll just have more freedom.

Tabitha: Great. I like that. Thank you.

Kendall: You're welcome. Does anybody else have a quickie question about shortening the sessions?

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

Kendall: Big breath. Boy, I get on a roll on that because we're talking about shortening sessions and then copywriting. Oh my gosh, it's a topic that's near and dear to my heart.

Let's go ahead and flip forward into your workbook. We're going to be focusing on How to Charge What You're Worth and Get It!®. In my workbook, it's Page 102. It's the list of steps and there are seven steps.

Let me just set the frame here. You'll want to jot these things down.

First of all, understand that How to Charge What You're Worth and Get It!®, and these seven steps, is its own signature system actually. This is actually one of the very first topics I started teaching. I've been teaching How to Charge for a million years and it's gone through a lot of evolutions over that timeframe.

This is for you to understand so that you have your head on straight when you are working with clients. At the end of the day, two things are true. One is that the client is going to have to pick a number. At the end of the day, they are going to have to pick a number.

The second thing is that How to Charge is an art and a science together and it's a set of steps. It's actually not a formula. There is no formula to How to Charge, not that I've ever seen. I've never discovered it, it's never been divinely downloaded and I've never seen anybody else do it.

Nobody teaches How to Charge like what I teach. It's just super thorough and it really covers the practical, the emotional blocks and the energetic spiritual connection. You're going to see that in the remaining exercises we're going to cover today and next week.

There is an art and a science to it, and the art is they have to finally pick a number. The science is that there are steps. While it's not a formula of one plus one equals two, if you take a client through these steps, they will arrive at a number that is most likely very different than where they started if you didn't take them through these steps. It's usually higher.

It's a number that they feel confident about. They may still be scared and have some trepidation about speaking it. Of course, you guys know the antidote to

that, which is to practice. It's like "pass the salt." You just practice saying your number about 100 times in a day and then you're fine.

I will say that these steps lead someone to feel confident about their number. They believe in their own number and that makes a world of difference.

It's interesting, because when Quenby was talking earlier today, I remember that three years ago, when she was first starting with us, her rates were all over the map and they were very low.

There were a lot of reasons for that. Quenby, I'm speaking with a great amount of pride in you here to look at the contrast to where you are now with how you come up with your pricing.

There just wasn't the level of confidence. She just didn't have that, and as a consequence her business wasn't at six figures. It was much less than that.

When you start to work this process and template, I'm telling you, it becomes part of who you are. Yes, we all still may have some fear around the first time we say the number, but that's okay. You get over it. I'll just leave it at that. It is a system.

One of the pieces that's important, coaches, for you to understand is that you do not have to do every exercise in each of these steps. This is a lot of content. It's a lot of different exercises.

I'll be honest. Every year we look at it and say, "Can we trim it down?" We actually did take one piece out of it this year, but I don't want to trim it down any more than it is because I just love the variety here and how each piece serves a different purpose.

We're going to go through the 30 Results exercise here in a minute, but I look at under Step 2, Values, and these two exercises, Standing in the Truth and 30 Results, create the same result for the client of understanding the value. They just go about it a little differently, so I love the flexibility of these exercises.

If you end up in a workshop, a group program or with a one-on-one client, you can choose one exercise from each step and that's fine. You'll see in a minute that Step 4 doesn't work that way, but basically you could choose one exercise and that would totally make sense.

You're going to make your choice depending on the client or on the workshop. In other words, how much time do you have?

Another tip I want to share before we get into the juice of this is that if you absolutely must skip some of the steps, then at a very bare minimum, I recommend taking your clients through Steps 1, 2 and 4.

The next tip is that some of the sheets in this workbook in this section are not meant to hand out to clients. They're just meant for you.

I'm going to flip through the workbook as we go through this and I'm going to let you know which ones are just for you and you can write "Not for Clients" or "Just for Me" on that, whichever way you want to write it.

The last tip here before we dive into the exercises is that any one exercise can bring up a lot of resistance in your clients. We're talking money here. Money and resistance seem to go hand in hand.

You want to make sure when that happens that it's not a big deal. You expect it. You're trained as a coach and you can handle this. You've got the Courageous Coaching Model that you use to work through it. You guys are golden and are totally prepared for this. You're ready, so you can breathe and be at ease with it.

What's important here that I have found in coaching a million people through this is that, where there's resistance, where you ultimately want to have your client land is in a place of feeling aligned and congruent.

They may not always be a 100% believer yet, but you're seeing evidence of feeling aligned and congruent. Your evidence is the tone of voice and the words they're saying.

You can just ask them, "On a scale of 1 to 10, how aligned do you feel?" I always give them the range on a scale of 1 to 10, with 10 being super awesome, congruent, aligned and powerful, and 1 being not at all, not even close.

You're listening for an 8 and above. If I don't get an 8, I want to know what would have to happen or what would have to be true to have it be an 8 or above.

I'm just going to flip through the pages in the workbook so I can tell you which sheets are just for you. The Empowered Pricing Paradigm Visualization Script is just for you, so write "Just for Me." Don't give them the script.

I want you to flip through to the 30 Results My Clients Experience from Working with Me. Let me train you in this exercise.

What we're going to do is I'm going to train you in an exercise, we'll flip some more pages and I'll make sure you know exactly which are not for clients, so we'll do this in an integrated way.

The 30 Results looks deceptively simple. I remember when I created this exercise probably 10 years ago. It's not the easiest of exercises.

It's 30 Results My Clients Experience from Working with Me. The first eight, nine or 10 are pretty easy. Twelve and 14 you can do, but after that it starts to get hard. The client has to stretch.

What I love about this exercise and the reason I created it was because it causes a client to have to really get granular and drill down into specifics.

Most people stay too general. They stay too overarching and sweeping. You've got 30 here. You've got to get down to nitty-gritty.

I hold them to it. I say, "It's not 15. It's not 20. I don't care if you hate me in this process. Stick with it until you get the 30 results."

We'll do this very quickly and then we'll move on. There are a few ways I use this. Here's how I don't use it. I usually do not go through and brainstorm all 30 with my client. I just don't do it. It takes too much time. I just find it drags the energy down, so I wouldn't even do it in a VIP day.

Given that, it's a great exercise to get a client started with and then ask them to finish on their own and give it to you. It can be a great exercise to give at a workshop, have them complete in the evening and then come in the next day and debrief about it. I would definitely have them work with a partner on it.

Basically, you're hearing to give the client some time with it and tell them in the instructions, "Don't stop short of 30." Tell them that you want them to stretch, you want them to reach and that they're going to feel amazing on the other side of this.

That's the thing I will tell you, coaches. The clients feel amazing. They have such an incredible aha or appreciation of the results their clients get. The value of that is mind blowing for your client to be on the other side of this exercise. It really shifts their confidence level in what they're going to charge.

I'm flipping forward to the next exercise, Is the Juice Worth the Squeeze? I always laugh when I say this title. I made this title up and I just love it. In other words, how much is your time worth?

This exercise in and of itself has been out there a very long time, so let me run you through it quickly and give you a big warning about it.

What this exercise does is have your client calculate the value of their time.

The warning is this. You are not recommending or advocating that someone charge by the hour. When I take a workshop group through this, a participant group or a one-on-one client, I am really crystal clear about that.

I say, "Let me be crystal clear. I do not recommend charging by the hour ever. You need to know the value of your time because it's going to influence the decisions you make. It will influence the projects you say yes to, how much time you might give something and the things you say no to."

The key thing here, as you can see in the instructions on the sheet, is the amount of money that they want to pay themselves in one total year.

I like them to think ahead, so maybe make a note on this. It's thinking ahead. Given where we are in the calendar, it's always a little bit awkward at the beginning of September, but I would say, "Over the next 12 months."

It's important to say "over the next 12 months," because otherwise a lot of people will think back as to what they've been paid. That's not forward thinking and it's not progressive.

Right there, on this one little piece on the money, when they tell you the amount, you may do some coaching just on the amount. This is one you can work through in a VIP Day or you can do it in a workshop setting.

Maybe they pick a number that's super grandiose. They've never made more than \$30,000 and then next year they want to make \$500,000.

Is it doable? Is it possible? Sure. Is it likely? Probably not, so that's where you're coaching them similar to Bold Money Goal. It's the same type of coaching that you're doing here.

The number of hours that they want to work in one year, you can do easily. That's why I put in parentheses "The number of hours per week times 50 weeks per year." That was allocating two weeks of vacation, so you can do that however you want.

Just so you know, we're not employees or advocating employee mentality, but to give you a frame of reference, in the United States, and this is certainly not true in Europe, human resource departments always use the number of 2080 for

2,080 hours that a full-time employee works. Then you just do the math to calculate how much your time is worth per hour.

You finish up this exercise by asking them, “Now that I know what my time is worth, one project I can let go of is X, so that instead I can focus on my offer of X.”

I’ll tell you something. When I’ve used this exercise with myself, and I used it a lot in the early days of my business, I remember it stopping me a couple of different times from doing projects where I was going to put in a lot of time and effort to make an information product. I used to make a ton of information products.

I was going to sell it for about \$97 and then I said, “Wait a second. I’m going to put all this time and energy into this, and at best I’m going to make X amount of money.” When I looked at the value of my time for the amount of time I was putting into that project, I could never sell enough of it to make it worthwhile.

I didn’t understand about creating a backend back then, but I don’t think it even had backend potential, meaning upselling to higher-end clients, so I didn’t do the project. I cleared the slate really nice and clean.

There are two more exercises I’m going to take you through today and then the rest of them we’ll do next week.

The next one is The Cost-Planning Workshop. This is really helpful, actually. I know it can seem boring, but I used to use it all the time in planning out the cost of any particular project.

I’m not going to go through all those examples there, but as best as you can estimate, in delivery what are the fixed costs and what are variable costs?

For example, let’s say it’s a workshop or a group coaching program. Whether you have one person or you have 100 people, fixed cost is the same no matter what. You can see some examples there.

Variable costs tend to vary depending on the number of people. There, what I would do was always estimate the number of people.

For example, back in the early days, in my first real workshops, 50 people was the maximum number of people I wanted, so I estimated the cost with a full house of 50 people because that’s a worse case as far as cost. In other words, it’s the highest cost.

This is a single sheet and it's really helpful just to get it out of your head and onto paper. I'm not a spreadsheet type person. This kind of thing is not easy for me personally. You can tell I don't make a big deal about it, but it's not complicated.

Some of you might say, "This could be so much better." That's great. Run with it.

We have a past CMMS graduate who is a former Chief Financial Officer. She's actually a CPA. We've had a lot of CPAs. She ended up being a Chief Financial Officer in the mining industry, so really somebody with vast experience and that's great.

She loves this stuff and would have her clients do this to a great degree of detail. That's wonderful. It's not my strength, but having a basic look at it and having your clients really look at it can help make the difference in choosing whether to spend time on a project or not, or to realize, "Wow, I'm going to have to charge a minimum of X per person just to break even."

You start to look at it and say, "Is this really worth it? Can I charge more? What can I do to increase the value? Maybe this isn't the right time right now," or, "It's okay to break even because the backend upsell is so valuable."

There are a lot of different questions that can be asked, but you can't do that if you don't know the numbers. One of the things I always say is, "Numbers tell a story and it's up to you to decide what that story is."

This is the last piece for today and then we'll open it up for questions. Let's look at the Easy Pricing Guide. If you notice, the next three pages go together. I can say it's true that, when we give out one of these pages, we give out all three.

I love this guide. We didn't used to do this and I just love it because it explains for your client what you're after. The template is a fill-in-the-blanks template and then the example is just like it says, an example.

By the way, the example here is meant to be for us and the coaching we do. It's really focused on VIP Day pricing. Depending on who your clients are, this may not represent VIP Day pricing. It may represent a 90-day program or a six-month program.

What I like to do is make the pricing example be something that feels like a stretch, but feels doable for people. I like to give the example so they can see the math. People make math mistakes and it happens and I like it. I think it works well, especially in a workshop setting, for them to see how the math plays out.



What I'm going to do is go through the guide. I want to walk through the guide because there are a couple of pieces here I really want to point out.

I know it's a lot of me talking today, but we should have some time for questions here in just a couple minutes, so stay with me on this.

By the way, this looks neat and tidy. This came after years of trial and error and making mistakes, so I wouldn't fool with the order of this Easy Pricing Guide at all. It works well and flows really smoothly.

The first piece is "What is your full-pay investment?" Then "What is the quick-decision savings?" Do you have to have a quick-decision savings? No, you don't. Do we recommend it? Yes, we do.

You want to make the quick-decision savings big enough that it inspires action. Just understand that it will vary. It could go from \$300 to \$3,000. Who knows? It could go more.

In my Diamond program, we don't always do quick decision. It's just the way we enroll Diamonds a little differently, but when we talked about it, the quick decision has been \$5,000. Because the investment is so high, it's in harmony with itself.

For a quick example, let's flip over to the example page. You can see that, on a \$2,497 full-pay investment, quick decision could be \$500. That's significant enough that it's going to inspire somebody to take action.

With a \$2,497 quick-decision savings of \$100, nobody is going to be inspired to take action on that and make a decision quickly.

Let's go back to the guide to Step 3. I call this your reality-check amount. This is the full pay, minus the quick-decision savings. This is the lowest amount you will receive, so is it acceptable to you?

A big mistake I made was the first time I ever launched and filled a Platinum group. I was super excited and I made this mistake. I screwed up on the math, so the quick decision, when it was subtracted, was too low. When I looked at it I said, "Darn it. I made a mistake and messed up."

I wasn't happy about it, but I couldn't do anything. I had already made a commitment, but it cost me at least \$12,000 out of my pocket.

That's a place to really stop and just have a reality check if you and your client are walking through this. If that amount is not acceptable to you, then you need

to go back and make a different decision. Either up the full pay or decrease the quick decision. Usually, you're upping the full pay.

Step 4 is "What's the additional amount for a payment plan?" I do recommend offering payment plans.

By the way, one of the things that I'm always surprised about is how often, when I start asking people about their pricing, especially people in our industry, I come across clients who either only do full pays and never do payment plans, or it's the opposite. They only do payment plans and never do full pays. Isn't that fascinating? It says a lot about them and their money mindset.

Don't make an assumption there. I always ask them to tell me about their pricing currently.

If you offer a payment plan, obviously I recommend that there is an upcharge, a carrying charge or a courtesy cost, because you are waiting to be paid and you're going at risk.

"It's the time value of money," Richard would always say. When you have to wait, you should get more, and this is a concept that's not foreign to people. They understand this concept.

Often, it's 15% to 25%, so it's not insignificant. There's definitely a little bit of a bite to it. The reason is because you're going at risk and because, obviously, you want to incentivize full pay. What's the additional amount for a payment plan?

By the way, write these amounts down, especially from Step 4 on down. I'm writing them in a draft mode. This is pencil work. It's not pen work, because you may change some of these numbers a little bit. I'll tell you why in just a moment.

Step 5 is "What is your payment plan deposit and payment schedule?" Here is a critical piece.

I'm going to make this mathematically super easy. Let's say it's \$5,000 and they're going to do five payments, so they say, "It's five payments of \$1,000 each." That is a mistake.

What you want to do instead is always have a one-time, nonrefundable deposit. I recommend the deposit usually be between 30% to 50% of that total amount.

Instead of five payments of \$1,000 each, what we do is \$1,500 and then we have a \$3,500 balance. We decide how many months we want to carry somebody and then we just do the math. I give you the math here on this page.

We fiddle with this sometimes. I like the numbers to look good, so sometimes if I want the number to be under \$1,000 for each payment, I might up the deposit, or I might extend the number of payments, so I fiddle with it a little bit.

For instance, if a payment comes out to be \$1,050, I know it's more palatable to people if that number is under \$1,000, which is a three-digit number.

I'm looking at the numbers and just deciding on the feel of it and I might fiddle with the amounts. This is the reason why I might go back and fiddle with the percentage or the upcharge for the payment plan.

Lastly, you want to review your pricing, so when you've done these first five steps, let it sit for a day. Get coaching on it. Obviously, you guys are coaches, so you'll coach your clients on it.

Always have someone check your math. I always have Richard check the math. He's super good at that, because I tend to make the mistakes with it.

Always just run through it and say, "How do I feel about it?" Ask your client, "How do you feel about it?"

Here's a great thing. Just pencil this in as an extra piece. When your client is at this stage, you can have them stand up and just say, "My full-pay investment is X. My full-pay with quick decision is X. The payment-plan investment is X, and the payment plan with quick-decision savings is X," and ask them how they feel about it and how it resonates.

Let me point out one thing. This is a choice point for you and you can certainly give this choice point for your clients. It's whether you allow the quick-decision savings to be applied to or come off the payment plan. We do this.

By the way, quick decision is not a week from now. Quick decision is today or tomorrow. Some people are really hard about it and they'll say, "By the end of this phone call," or, "By the end of today."

We usually do by end of day or, depending on time zones and some extenuating circumstances, we'll give to the end of the next day.

I remember my first private Diamond client. It was a \$45,000 investment. Actually, I think it was \$47,000 or \$48,000 on payments and then \$42,000 on a full pay and she chose the full pay.

Her husband was traveling and he was out of the country. We were speaking on a Friday morning and he wasn't going to get home until Sunday. She wanted until

Monday and I said, “Absolutely. Go ahead and take that time.” She was a yes. She just needed to clear it with him.

We do apply the quick-decision savings. If somebody makes a decision immediately and they’re on payment plan, we still give them the savings.

For me, my philosophy is that the quick-decision savings is to honor somebody being decisive. I’m not going to penalize them and not give it to them if they’re being decisive and they need to go on payments.

There are other people out there at my level that don’t do it that way. If you’re not full pay, you don’t get any savings. There’s nothing wrong with it, but it’s not my style.

For your own business, you do want to choose what works for you, and with your clients, make sure they choose what works for them.

Let me stop for questions here. I do want to go through the Pricing Dos and Don’ts really quickly, so I want to make sure we have time for that, but let’s stop for a couple of questions and give me a breather. Who has a question so far?

Suzie: We have a written-in question from Marja. She says, “I have a question about The Juice Worth the Squeeze. Is the amount of money you want to pay yourself in one year your goal for the year, your income, or really the number you pay to yourself on your bank account?”

Kendall: I think I understand the question. Is it gross or net, with gross being the overall amount coming in and net being after taxes and expense? I’m going to assume that that’s the question.

You could do it either way, actually. I’m just thinking about it, because it serves a different purpose to have it be net.

When I look at it, I personally use gross, so the overall amount of the business coming in before taxes, expenses or any of that kind of thing. It’s a different energy to look at how much you want to pay yourself.

It could be really interesting to do it how much you want to pay yourself out of the business. It’s going to be a lower amount. My only concern is that it’s a lower amount. I’m going to have to think about it some more.

I think the answer I’m going to say here is that you can do it either way. I would first practice it yourself and do it in the way that’s going to make you feel inspired and respectful of your time, so the way that’s going to help pull you forward.

Do we have another question, Suzie?

Suzie: We have another one, but we may need clarification on it. It's from Odia. It says, "Paying myself equals my total income?" Maybe she's saying, "Does paying myself equal my total income?"

Kendall: No, they're not the same thing. I do understand the question. This gets into a little bit of semantics around words.

People talk about income and they throw the word income out there a lot. Really, what does that mean? Does that mean the gross amount that comes into your business, or does it mean the amount of profit that's left? I think that, for any of us, you have to decide what you want the word to mean.

Here's what the numbers boil down to in your business. There's the gross amount. I know a lot of you are not English-speaking natively, so gross in this case means the overall amount.

You charge a client \$5,000 and they pay you \$5,000. You have some expenses out of that, but the gross amount is \$5,000. Do you want to call that income or not?

I'll be really honest with you guys. In my marketing, I use the word income a lot. In my business, to me personally income always means the gross amount coming into the business.

Then there's the amount you pay yourself and then there's profit.

In the early days of my business, and for a lot of people, the amount they pay themselves and profit are the same number. As you get a little more advance, or if you want to start out a little more advanced, they're not the same number.

You decide how much you want to pay yourself, so you are, in a certain way, an expense to your business. It's just like paying for a transcription, a bridge line, printing or any other expense.

What happens is that, for women especially, if they don't prioritize paying themselves, they won't pay themselves. They'll allow the business to eat up every dime that comes in.

The business can do that. A business is a very hungry wolf that wants to be fed and there's always something to spend the money on.

Most women are not comfortable having an excess of money, so it's easy for them to avoid that discomfort by spending a ton of money in their business. There's a lot of psychology there in what I just said. I hope all of you followed that.

One of the most challenging things you can ever do for yourself and with a client is insist that they pay themselves, even if the amount changes.

I think we talked about this in a prior call. The amount may not be the same. It may have to go down. You might have to work into it, but I'll tell you, it's a life-changing thing to pay yourself first and then have the business have profit.

What do you do with that profit? You can invest it back in the business. You can save it for a rainy day. You can pay yourself some more, but it's profit. It's not your basic salary. It's not how much money you want to make out of your business. It's extra above and beyond that.

Do we have another question, Suzie?

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

Kendall: Don't get yourselves in a tangle about this, because it can be challenging. I know that. It's a lot of different numbers, but just keep it really simple.

I'm going to make up some numbers here. Say, "I want my business to gross \$100,000. I want to pay myself \$65,000. I want the business to have a \$5,000 profit, which means that then there's \$30,000 for expenses."

That's it. It can be that simple. Making that happen is another story, but the numbers can be that simple.

Let me run through these Dos and Don'ts very quickly. There are a couple of pages. By the way, on the Dos and Don'ts page, this is not meant for clients. This is just for you.

Don't use words like price, cost, buy or discount. Instead, you always want to say invest or investment. Instead of discount, I use savings.

Don't discuss the investment until you are sure that client is a fit. Don't do it. I've given you language in how to handle that and how to keep control of that. The script is there in the debuting section.

Do get clear about the type of person you want in your program and listen to your intuition for who is and who is not a fit.

Every time I have overridden my intuition or allowed myself to be talked into allowing somebody into a program, I have regretted it every single time.

We don't have time for me to tell you all the horror stories that I could tell. I've done it more than once and every time it was the wrong thing to do.

Do not allow a client to renegotiate or negotiate their deposit. How you handle payments sets the tone for your credibility throughout the program.

I made one exception to this and I'll tell you the story really quickly. I regretted it, just so you know the ending of the story.

I had somebody sign up for CMMS about three years ago and they wanted to make payments on the deposit. It was a \$1,500 deposit and they wanted to make \$500 payments on the deposit. The answer is no. We don't do that.

I had a colleague, somebody at my level, personally email me. It's somebody with a very big, well-known name and she said, "This person is my client. I know she wants to sign up for this program."

This is a person, by the way, who puts themselves out as being a real toughie, and they are tough, so I was really shocked to get this email.

Basically, she asked me to go ahead and do a kindness by this person and allow her to make payments on the deposit, so I said yes.

It was a mistake. She made her \$500 payment and then she totally bailed. She disappeared and flaked out. She wouldn't make payments. She wouldn't return phone calls and I was really pissed off.

I think I was mostly pissed at myself, because I caved in on my basic rule. We don't do this with deposits. The deposit is nonnegotiable and it's nonrefundable. We just don't give it back.

Don't undercharge, for obvious reasons.

Do remember your clients aren't investing in you. This is really important to understand, especially those of you who like to take on a lot of responsibility. They are investing in themselves through you. This isn't just marketing hyperbole. It's really true.

Don't base your pricing on time. In fact, I would say that this is the number one most important rule of pricing.

Have your clients sign simple agreements.

Don't decide ahead of time what someone can or cannot afford. You have no idea how powerfully someone can step up when it's something they really want.

I've had so many examples of this both in this business and for me personally where there was something I really wanted and I had to find the money. I had to save. I hustled. I did what it took to get the money.

The thing that I wanted, could I buy it that day or sign up for it that day? No, I couldn't, but it lit a fire under me. It gave me motivation, excitement and a purpose. Don't rob somebody of that by deciding, "They can't afford it, so I'm going to lower my prices." Don't do that.

You can work with people. Kailash does that. For those of you in our Clarity coaching program, you can certainly get coaching with Kailash or Richard either one on this. They're both outstanding at it.

You may work out a special payment arrangement. You may do something like that, and that's fine. There's nothing wrong with that. We do make special arrangements with people, but not on the deposit. That's different than lowering your fee.

You'll see on the next page that the bullet is all in bold. Adopt the mindset of holding your client as powerful no matter what, even when they want to drop out of a program or delay their payments.

We have a strict rule that, if somebody's in trouble with their payments, we will work with them. They can't just not pay. They can't just say, "I'll pay you when I have some money."

I will tell you something. We have a woman who was in a coaching program several years ago. She ran into problems for a lot of reasons. She had a history of bankruptcy and just a lot of money stuff.

She is on a payment program with us. She makes a \$25 payment twice a month and I see it come in. Every two weeks, there's the \$25 payment coming in.

I just asked Laura recently, "How much longer does she have?" because it's been two or three years and every two weeks it comes through. There she is making it. She owes us whatever else she owes us, but there it is.



I can only imagine that, while she wishes she didn't have to make the payment, it increases her self-esteem knowing she's making good on her word, and I feel fine about it.

Don't always post your fees on your website. There's a time and a place to do that. If you want, you can ask me questions about that next week and I'll go into more detail.

Obviously, consider offering a payment plan. A payment plan is not investing month to month. It's a payment plan. They're investing in a whole program.

We do certain things. You guys on payment plans know, depending on the timing of where you signed up, your payments will extend beyond the conclusion of CMMS. I'm willing to do that. I'm willing to go at risk for that. Some of you may not be willing to and that's totally fine. Don't think just because I do it, you have to do it.

I have friends who there's no way they would do that. I'm okay with it. I trust people that they're going to make good on it, and most people do.

Obviously, accept all four major credit cards, Visa, MasterCard, American Express and Discover.

Let your merchant provider know when big changes are coming. Keeping them informed will help you avoid situations of going over monthly limits.

Believe it or not, merchant accounts have a limit to how much they're going to allow you to process. What will happen is that they will hold back your money.

This won't happen with DirectPay. If you sign up through [www.KendallMerchant.com](http://www.KendallMerchant.com), it won't happen.

Let's say you have a workshop. You sell \$30,000 worth of coaching and they're used to you selling \$1,000 and \$2,000. You've charged the client, the client is paying their Visa or MasterCard bill and you have to deliver service, but you don't have the money because the merchant account is holding your money. They can hold it for months.

I've had a lot of people have this happen to them. It's never happened to me, thank goodness, because I've always used DirectPay.

Let them know ahead of time when you expect a big payday to happen. You're better off having some wiggle room in there.

Do consider not accepting credit cards for higher-package investments. My Diamond clients pay a \$10,000 deposit. We accept a credit card for that, and then the balance is a wire transfer or cashier's check. Usually, they do a wire transfer.

We don't take the credit card for two reasons. I don't ever want an issue with a chargeback for that amount of money. It should never happen, but you just never know.

In a chargeback situation, especially with Visa or MasterCard, they take the money right out of your bank account and then you get a letter a week later. That kind of money I don't want to have come as a surprise out of my bank account.

The other reason is just the merchant processing fee. I don't want to pay it on that much of an investment.

Do put a time limit on when the package must be completed.

One final do is to expect your clients to get into action quickly once they invest in your program, because investing is scary. It scares the crap out of people. It does me. Take advantage of that adrenaline. Get them into action and they're going to feel awesome.

There's also a lot of excitement happening, so capitalize on that energy and that momentum. It doesn't happen that often, so make use of it while you have it.

Wow, this was a big call. We have time for one question and then I'm going to give you the proof question and the assignment.

Suzie: We have a question from Sharon. She says, "Hi, Kendall. I'm curious about how you distinguish between what you call a package and what you call a program."

Kendall: Great question. I tend to use the words interchangeably. I don't make a big distinction. If I were to draw a clear distinction, and this is just a personal distinction so it's really up to you, for me personally a package has more of a feel for one on one. I tend to use the word program more often, even with one on one, like my Diamond program.

I think program sounds really cool. I like the way it sounds most of the time. Sometimes I don't.

Actually, there's a time, and it's going to be in this webinar coming up, where I'm going to avoid using the word program because people are programmed out. They don't want another freaking program.

I don't want to use the word because I want to set what we're offering apart and be distinctly different. I'm not going to use the word program if I can at all possibly help it.

Package, to me, has a little bit more of a personal feel, maybe a customized or one-on-one feel. Program, to me, sounds a little more formal, structured and that type of thing.

Having said that, you can say, "We can customize your program." You can use it interchangeably, so there you have it clear as mud.

Let me go through the proof question and the assignment. The proof question is "What is the number one most important rule for charging what you're worth?" I made a big point of pointing this out, so you can't miss it.

There are five pieces to your assignment, but they are easy. First, practice one of the Keeping Your Sessions Short tips or techniques. Pick one and practice it.

The second assignment is to do the 30 Results exercise for yourself. It's just going to be awesome.

The third assignment is to do The Juice is Worth the Squeeze exercise for yourself.

Fourth, coach your buddy through the pricing template. Take somebody internal to this program through the pricing template.

Lastly, post on the Facebook group what one thing is that you will let go of because of knowing the value of your time. I'm going to do it too, because I haven't done the Juice exercise in a while and it's time, so I'm going to do this with you.

This was a big call. Next week, we'll have fun. We'll have more time for more questions and we'll do more pricing. Thank you so much.

Participants: Thank you, Kendall

Kendall: Take care. Bye.

Participants: Bye.