



Certified Money, Marketing and Soul® Coach Training Program

Training Call #9

September 6, 2016

Kendall: Welcome, everybody. Today is Tuesday, September 6, and this is CMMS Training Call 9. Our topic today is How to Charge What You're Worth and Get it!® Part 2.

This is cool because we're going to finish with the How to Charge topic, obviously, and one of the exercises in particular is going to benefit you directly immensely and you're going to love it, so I'm very excited about that today.

I have a few announcements and then we'll hear celebrations. In the meantime, let me just take care of a couple of announcements.

We don't have a call next week because it's an integration week. Our next call will be on Tuesday, September 20.

I think that's it for our announcements. Let's go ahead and do some celebrations. Suzie, who do we have in the queue?

Suzie: We have a caller from Fort Worth, Texas. I'm not sure who it is though.

Kendall: It's probably LaDondra.

LaDondra: Yes, it is. Hi, Kendall. Hi, Suzie.

Kendall: Hi. What's your success?

LaDondra: I wanted to celebrate my newfound clarity. I finally went through my Bold Money Goal and I did my Profit Pyramid and my Marketing Calendar.

After completing all of that, I got a renewed sense of confidence in marketing the CMMS program and actually making the type of money and charging what I'm worth and things like that

Just peeling the onion and actually putting a structure together really boosted my confidence in delivering the program. That's my celebration.

Kendall: Nice. Well done. Now you can imagine what that would do for the people you work with.

LaDondra: Absolutely. My light bulb when off when I did the Profit Pyramid. I thought, "Lord, I can make this much?" I see that happening for my clients. I was just doing it, as we said on the call, putting the sticky notes and doing all of this stuff and then I thought, "Wow, this is a lot."

Kendall: Congratulations. Having a plan is a beautiful thing. That's what I think.

LaDondra: Absolutely. I appreciate you putting that all together for us and giving us the structures to move our business forward in a major way.

Kendall: You're welcome so much for that. Suzie, who else do we have to share a celebration?

Suzie: We have Lora on the line.

Lora: Hi, Kendall.

Kendall: Hi.

Lora: This is my second year in CMMS and what I'm noticing is the more I teach the material and use it with my clients, it goes deep. I'm finding that I can pull pieces and use it in my speaking and my presentations in ways that I hadn't even thought before.

It's obvious in this material how you want to use it, but once you decide you really want to get in deep, wow. I just love this.

Kendall: I'm so glad to hear that, because sometimes I know you're up and down with it. I really appreciate what you're saying. Just for everybody's benefit, I think it comes from using it and from having the experience, wouldn't you say, Lora?

Lora: Absolutely. I really believe that because you'll catch yourself working with someone and then it's like the Circles of Impact makes so much sense when you're working with people in so many different levels.

Obviously, in a sales conversation, I'm writing a presentation on getting the most out of an event and the Circles of Impact makes so much sense.

Kendall: That's fabulous. I want to make sure that all of you know you should register for the webinar I have playing tomorrow. It's quite on my mind because I've been working on it a lot the last few weeks. Go to www.PricingSecretsMasterclass.com and definitely register for that. I'm really happy with this webinar.

The reason I'm mentioning it is because I think that you'll see in it a higher-level mindset. It happens to be about pricing, which is what we've been training on last week and this week. There's also how you can deliver what can feel like a very small strategy or a tip and frame it in a way to make a big impact.

I'm thinking this based off of what you were just saying, Lora, and thinking that you guys know so much more than you realize, even if you're new. LaDondra, I know it's new for you to be in business and several of you are quite new. You know more than you realize and you absolutely know more than the people that you're coaching.

It doesn't mean they're stupid or anything like that. That isn't what I'm inferring. What I'm saying is that even the basics of what you're learning here is light years ahead of what most people understand and know. On top of that, it is so incredibly difficult to have clarity about oneself. Lora, you know it's almost impossible, right?

You have to have somebody. Even I have to have this. We all need somebody to reflect this for us. Even if intellectually we already know what they're telling us, it's really hard to see it for ourselves and that's the beauty of hiring each of you as a coach.

Lora, thank you for saying that and thank you for falling back in love with the material. That means a lot to me.

Lora: Thanks.

Kendall: I'm not giving you guys permission to copy my webinar. Like I said, I put a lot of time and energy into crafting the content and the structure of that content in this particular webinar and we'll see how it converts. The proof is in the pudding.

Does it create conversations? That is the offer in this webinar. I think that it should create conversations.

It's a really well constructed webinar to give content, still create a need and to seed as well, so definitely sign up for it and listen to it.

There's a replay as well, so that will be up for a week. I think it's just a week that the replay is up. Get signed up for that. I think you'll learn a lot from listening to that.

I want to dive into our content today. We have a lot to cover. We covered a lot last week and we have a lot to cover this week as well with How to Charge.

I really love this topic. How to Price Services is one of the very first business topics that I really sunk my teeth into and started working with people on.

The reason I love it so much is because it is both an art and a science. I don't even think it's 50/50. I think it weighs more heavily on the art side than the

science side. It's one of those topics that clients at all levels need help with, and always need help with.

For example, I just got off the phone with a Diamond client. She's worked with me for either three or four years at the Diamond level, so we've worked together a number of years. Before that, she was in Mastery and before that she was in CMMS, so she's been in our world a long time, and yet we still talk about how much to charge for certain offers that come up.

I give that as an example not about her specifically, but because it's a great modeling of at every level with every new offer, your clients need help with pricing because pricing isn't just picking a number out of thin air. That's the worst technique in the world to use for creating pricing.

The secondary reason I'm saying this is that I see people that we train as business coaches and I see women saying, "How can I coach somebody to create six figures when I haven't done it myself? How can I coach somebody to charge X when I haven't done it myself?"

At first blush, that makes logical sense. There is some legitimacy to that, but is it really true? No.

Let me put it a different way. Can you effectively coach someone to create six figures even before you've done it yourself? I'm telling you the answer is yes. The only difference in the answer being yes or it being no is your decision to make it be true.

I'm not trying to bullshit you or puff you up in any way. I'm being really honest here. It doesn't have to be \$100,000. It could be \$200,000, \$500,000 or \$1 million. Lora, you've worked with high-end law firms that make tons of money.

The reason that I know this is true is because of what I was saying a few moments ago, which is that you know more than you realize and it's very difficult for a client to see their own stuff. It's really tough.

They need someone else who will call them out on their shit, pardon my language, and help them step into that bigger number, step into the leadership, step into the confidence or whatever it is that they need in order to charge more.

The other thing is that, when you start coaching people who make more than you do, it ups your game. Your boat rises at the same time, because you start realizing, "Oh my gosh, I better charge more, otherwise I'm not going to be seen

credible,” or, “Wow, I’m coaching my client to do this. I need to do this for myself.” It calls you out and calls you up as well, and that’s okay.

My clients call me up all the time. I don’t even think they realize it, because they think I know everything about everything, which is, of course, not true. My clients call me up to play my A game and my A game keeps improving all the time.

Don’t hold yourself back because of some arbitrary measurement that you may or may not have quite reached yet. Don’t make it about you. Focus on your client and how you can help them.

The other reason I love pricing so much is because it’s such a fabulous integration of mindset, money blocks and just practical coaching. Practical as in “Here’s how you put a package together. Here’s how you can structure a quick-decision savings.”

It has a lot of practical mechanics to it, but there’s so much that’s about the emotional aspect, which you guys have The Courageous Coaching Model to support you in that. It’s so much about the money breakthroughs, which we give you some tools here to use for that.

Obviously, those of you in Sacred Money Archetypes have the whole world of the Archetypes to help you. I just love it for that reason, because it’s so freaking juicy.

It’s a problem that people struggle with and continue to struggle with and it’s easy to market.

People always want help with their pricing, because they all walk around knowing that they don’t charge enough. They’re pretty clear about this, so it’s not a problem you have to educate people on. They already know they have the problem. You just have to talk about it in a way that they say, “Oh, yes, she understands me.”

Let me just see with a show of hands if the last few minutes of me sharing this mindset with you is helpful for you. Is this encouraging or inspiring? Does it give you courage? Let’s just see with a show of hands here.

Suzie: There are a lot of hands being raised.

Kendall: Great. With that, let’s dive in. Let’s do it this way. As you have questions, jot them down. We’ll take questions every section or two. I just want to make sure we have enough time to get through everything.

Folks, don't hesitate to ask your question. Suzie will time it when to release the question to me, and that way we'll take care of my agenda and your questions.

Where we left off was we finished up with the dos and don'ts. You definitely need your workbook for this, by the way. Then we were on the next page, which is Anchoring Your Pricing.

I'm going to make sure as we go through this page by page, even if we already covered it in the live workshop, I'm letting you know which pages are really not meant for your clients' eyes but are just for you.

Anchoring Your Pricing has the Double It exercise and The Mirror Test. That is not for your client. This page is really just for you. I do believe I covered this in the training. I just want to touch on it briefly here.

In the doubling exercise, I want to give you some extra notes here that you'll want to jot down in the margin. The exercise is self-explanatory, so I don't need to go through that.

One of the things that I've done though is I've used this exercise in workshops. It's fabulous for that. I've used it when doing free presentations, and it's fabulous for that.

I will tell you, though, in a free presentation, don't be surprised if you have somebody who is resistant or negative or may get a little belligerent about it. I've had that happen, because this is a challenging piece for people.

That doesn't bother me. If I have somebody who challenges me in an audience, I say, "Bring it on." I love it. I eat it up with a spoon because I'm at my best when I'm coaching from the stage, so it doesn't bother me.

Some of you may not have that level of confidence yet, so just understand that this may challenge some people and that's okay. It's not about you. It's about them. It's really nothing to do about you.

When I do it in a workshop, I just say, "Go ahead and jot down the number." By the way, coaches, you need to be aware that people can be embarrassed, have a lot of shame or feel very secretive about their pricing, so be aware of that.

Especially in a free presentation, I do not say to people, "Jot down your number and share it with the person next to you." I don't do that, because it's probably not going to go over well.

In a workshop where they've paid to be there, that's a different story. You have a different level of permission with that type of an audience than you do when you're just being asked to come into a networking group or something like that and speak.

I just ask them to jot down the number that they currently charge and then I ask them to double it. The other one I've done is I ask them to add a zero to it and that really freaks people out, which I actually love.

After they write down that new number, you wait, you pause, because sometimes you'll hear people gasp. People will have a reaction and it's totally okay. You're easy with it. You expect it.

Then you can ask them, "What's something that would have to be true for you to charge that amount?"

In a workshop setting or a presentation setting, this is where I would ask them to raise their hand and share. You're not asking for the number. You're asking what would have to change for them. "What would have to be true?" is really asking for what would have to change. We're just not using the word change.

It's a great exercise for that. I love this piece. These three tiny lines on a piece of paper is one of the most powerful pricing tools you could ever use.

The Mirror Test I know we did go through in the training, so I'm not going to go through that again. I want to make sure we have time for everything else.

We're going to go ahead and flip to the next page, which is Stepping into Your New Pricing. I'm going to walk you through this. This is an experiential exercise that I want you to have the experience of here today, so we're going to do this together.

This is one that's not for the client, so this piece of paper you would not give to your client. This piece of paper is a guideline for you.

The exercise is one you will absolutely want to walk people through. You could do this in a workshop setting.

You guys saw me model this. You saw me model not this exercise, but the style of exercise with the Empowered Pricing Paradigm of having a whole group move at the same time.

Let's go ahead and do this together. This is really cool. You guys are really going to love this. I don't have specific instructions for it, but here's the flow of it. I'm not

going to explain it. I'm just going to walk you through it and we're going to do it together.

Go ahead and, if you would please, stand up.

By the way, the instructions I'm about to give you, you could get them off the transcript and use them as your instructions in how to walk through this exercise.

By now, of course, you're each familiar with Other, Observer, Spirit and Self, but this is a little different context.

What I'd like you to do is to go ahead and think about one of the things that you yourself are offering, like a particular program. It could be a VIP Day, a 90-day, six-month or whatever it is. It could be a workshop ticket. It doesn't matter.

I just want you to pick something that you are in the process of marketing or you're just about to start marketing.

I'm going to push the pause button for a moment. I'm going to bounce back and forth a little bit in this exercise between speaking to you as a coach that I'm training compared to speaking to you as a participant I'm walking through this exercise.

When I push the pause button, that means I'm going to speak to you as a coach in training.

As a coach, I want you to notice how I set this up. I asked them to select something very specific. I gave some examples and I said it didn't matter, but I was very clear that it's something you're marketing now or just about to start marketing.

When you're giving exercise instructions, be very clear, because if you say, "Something you're marketing," somebody will always say, "I'm not marketing anything right now. I can't do this exercise." I say, "Oh my god, calm down. You can do the exercise."

You want to give some choices there so people can find themselves in what you're asking them to do and not take themselves out. I hope this makes sense. Let's go back to the exercise.

Take that amount and if you want to jot it down, that's fine. What I really want you to do though is imagine that amount out in front of you just a few feet. It's not way across the room, but just two or three feet right directly in front of you and just imagine that amount there.

I want you to make sure you have space around you, because we're going to be walking around this amount and looking at this amount from the vantage point of some different perspectives. It's going to be really cool.

You're imagining that amount and I want you to go ahead and step back just a foot or two so you have a little bit more space between you and that amount out in front of you.

Off to one side of you, at about a 45-degree angle, I want you to imagine a spot off to the right and off to the left.

For one of those spots, I'd like you to label in your mind's eye as the spot of Other. The other one is the spot of Self.

Coaches, if you notice, I'm actually having you be an Observer right now. There's no real rhyme or reason to this. It just happens to be how I'm doing it today.

You could easily have the spot they're in be the spot of Self and they imagine Other off to one side and Observer off to the other. This is just the way I'm doing it today. Back to the exercise.

Off to one side is Other. Off to the other side is Self. On the count of three, I'm going to have you step into that spot of Other. That spot of Other is your ideal client.

When you look over at that spot right now, I want you to go ahead and imagine one person who is your ideal client. If this is somebody that you actually already know and they have a name and face, that's fabulous. If not, that's okay. Just imagine somebody that you would imagine being your ideal client.

This is somebody that you would love to have say yes to this program or this piece that you're marketing or about to market. They're the ideal client for this offer. It's almost like you designed it with them in mind.

With that in mind, on the count of three we're going to take a big step over there into that space of Other. Then I'm going to ask you some questions and we're going to find out some really juicy information.

When you're ready, on the count of three, one, two, three, big step over there.

In this space, as your ideal client looking at that number, because it's still out in front of you as this ideal client, the question I'm really curious about as an ideal client, because you in this space are an ideal client, is "In what way does investing this amount inspire or maybe challenge you?"

Just notice what comes up here. Jot down any answers that come to you.

The next question is “What do you believe about the person you’re hiring who charges this amount?” It’s like “Wow, they’re charging this amount, so what does that mean about them? What do I believe about them as an ideal client?” That’s a juicy question.

The next question is: “What do I, as an ideal client, need to know in order to feel confident about investing in myself?” It might feel like I need some proof or validation. What do I need to know?

Next is “As an ideal client, is there anything else that feels important to notice about that amount?” If there is, just jot it down.

What we’re going to do next is, on the count of three, we’re actually going to step back into the spot where we were a couple of minutes ago. This is going to be the space of Observer and it’s going to be a very neutral space.

Let’s just go ahead and step over there and then I’ve got some questions to ask from that space. On the count of three, one, two, three, big step right over there and back to where you were. Turn around so that you see that number out in front of you.

Being in the space of Observer is like being a fly on the wall. It’s like we’re not really attached to anything. It’s a cool space to be in.

As a fly on the wall looking over to the other side, over at Self, over at a spot we haven’t visited yet, we can see it really clearly. In fact, when we look over there, we see a person standing there who looks like you. Imagine a hologram. That would be cool.

From this place of Observer, you’re looking over there and you get to notice and observe some really interesting things.

What do you see that that person over there needs to do or tell themselves so that they can feel confident about that fee? From this perspective, it’s pretty easy to tell what someone else should do.

What do they need to do? What do they need to tell themselves? In what way do they need to get it together to feel confident about that number out in front here?

Still in this space of Observer, go ahead and turn a little bit over to your other side, back at Other, back at that ideal client. You see that ideal client standing over there. Again, in this space of Observer, everything is so crystal clear.

What are you observing that that client needs to know in order to say yes to this offer? This is good information.

We're going to now step into the space of Spirit, which you may have noticed is actually where we placed the number. It's right in front of us. That's fascinating.

On the count of three, we're going to step directly forward into the space of Spirit, being in that space of Spirit with this number and being in connection with it. When you're ready, on the count of three, one, two, three, big step.

In this space of Spirit, sharing the space with this number, my question is "How does charging this amount connect you more deeply to Spirit?"

Whatever answer comes to you is beautiful and perfect. It may not make logical sense. That's not what Spirit's about.

In fact, my next question is "What else does Spirit want you to know about charging this amount?" Take that in, feeling the energy of it, feeling the information that comes to you and making some notes. Beautiful.

Our last piece here is to turn either to your left or to your right, wherever you placed that spot of Self. On the count of three, we're going to take a big step and you're going to be in your own shoes.

When you're ready, go ahead. One, two, three, step. Then, of course, turn around so you're still looking at that number in the place you just left.

In this space, which is your own shoes, is the space of Self. This is you. How do you now feel about your fee? Be honest. Jot that down.

Based on all that you've heard and all that you've learned over the last few minutes, what is now clear for you? Turn your attention and seek out what is now clear for you.

The last question is "What is the most important piece you want to take forward with you as you begin to make your offers with this fee?" Jot that down and be really specific.

Go ahead and just place your hand over your heart, both hands if you can, and just say thank you to the parts of you that participate so beautifully, generously and magnificently in this exercise. Say thank you to the parts of you that were so on your side and then go ahead and take a seat.

Let me point out a couple of things and then we'll take some questions.

One thing I want to point out is that I remember now why we actually do it in this order instead of starting with Self. We start with Self so many times when you're using Positions of Empowerment. You often start with Self, because the person is telling you a story and they're telling you their story usually from their own shoes. Not always, but usually.

You'll notice Self is last, and the reason is because I want my client to be in the place of Self having had the benefit of all this information they've gathered from the other places. It doesn't give them the opportunity to start telling me their story and their stuckness. I already know they have a story about it.

I'm not saying it's wrong or bad to have them go into Self first. I just wouldn't spend much time there if you decide to do it that way, because I don't want them to put any more energy into how they've been feeling about their fee because I want to give them a whole new perspective about their fee. That's the main point I want to make.

Suzie, do we have any questions?

Suzie: Yes, we do. Maryam is on the line.

Maryam: Hello. I had a really nice thing happen. I was working with my VIP Day. It was four hours and it was Branding with Archetypes and a little bit on niche if they're not clear on that.

What I had started out with was \$1,497. I got something interesting in the place of Other that's potentially a problem. When I stepped into Spirit, Spirit told me to double it and I was very comfortable doing that, so it's now \$2,997 and that's fine.

Kendall: Great.

Maryam: What I heard my ideal client say was that she wants to know that I have a proven track record of getting this kind of result for people.

I've run into that before. When I was doing my other stuff, I had 20 years of proven track records. This is new material, so I don't have that.

The thought came to me that what I can do is put testimonials from clients I've worked with. I was teaching them energy coaching and we did a business class that was very similar to some of this material and their results were similar to what a client might want to hear. That was going back a few years, though. Is it legit to put those testimonials out there?

Kendall: Absolutely. It's a great question. One of the things that I've noticed about women is that we tend to put ourselves in a place of diminishment. They might say, "I won that award, but really I could have done better," "I got those results, but those were years ago," or, "I was on 'The Today Show,' but that was 10 years ago." Women do this.

The results, awards and accomplishments are valid. Just because they were a while ago doesn't mean they're not valid, so the short answer is yes, of course, it's valid to do that.

I didn't hear you doing this, but the only thing I would be careful of is if somebody is putting forward a testimonial for work they did that has absolutely zero relationship to what they're doing now, like no relevancy whatsoever. Either don't put it forward or frame it a little differently.

Usually, especially if it's accomplishments and results, I would say put it forward, but you just frame it. You don't apologize and say, "This is in the past." You say, "My past successes include," and you make the list of it.

That way, it has credibility. You've earned that credibility and you created those results, but it's not trying to be dishonest.

Maryam: That's fantastic. It just occurred to me that, as I'm marketing this to deal with that question, I need to inject more testimonials into my marketing.

Kendall: I'm going to bookmark that because we're going to talk a lot about social proof today.

Maryam: Is there any other way, other than testimonials, to deal with the question, "Do you have the track record?"

Kendall: Yes. You just ask them, "When you say 'track record,' what would you like to know specifically?"

Here's a really important piece, you guys. This just has to do with basic persuasion and influencing skills. Whoever is asking the question controls the conversation.

Remember, I always say, "Don't make assumptions." If someone says, "Do you have a track record?" I don't know what a track record means for them.

The worst thing I can do is make a guess and answer it from my frame of mind, which doesn't even match what they're thinking. I'm going to ask them a question

and get them to really think about it. They're going to want to know, "Who have you done this for before?"

You have to be a little careful with your tone of voice. It could come across a little defensive, but I just want to understand what it is that they really want to know, because underneath it they're asking for assurance. I need to understand for that person what is the assurance they want and ultimately will it work for them.

It's been a long time, but I have had people ask me for proof, in essence, and I've cut to the chase. I can't remember the exact setting or scenario for this, but it was appropriate. I said, "Is really what you're asking is 'Will this work for you?'"

Sometimes I've jumped right to that question, but not always. I usually say, "Tell me what you'd like to know so that I can pull the right information for you."

It's always about the energy of yes, so I usually say, "So I can get the right information for you."

Maryam: Awesome. Thank you so much.

Kendall: You're welcome. Great question. Are there any other questions about this piece?

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

Kendall: Good. I'm going to keep going because I have a lot to cover. Let me ask again, with a show of hands, did you like this exercise? We went through it pretty quickly, but did you like this exercise? Do we have some hands up there, Suzie?

Suzie: We sure do.

Kendall: You're not limited to asking the questions that I've outlined here for you. You can ask more. Go to your Breakthrough Coaching questions and you can pull some more there.

Don't feel like you have to be limited to just these, but what I gave you here are some good, basic, powerful questions that will get you some great information in a relatively short period of time.

In the last tip I'll say, as always, when you're doing Positions of Empowerment you need to be repetitive and clear in your language so that you're keeping the person in the energy and the mindset of the space they're in.

I think Other is the toughest one. Other is always as an ideal client. You are an ideal client.

It feels repetitive, but honestly, when you're experiencing it, it just helps to reconnect you. It's a weird thing you're asking somebody to do.

I could have taken a little more time to set that up. I could have asked them ahead of time, "Why don't you think about an ideal client?" Then when I have them choose the space of Other, say, "Great. Go ahead and put your ideal client there." I could have set that up a little differently as well. It's just another way to do it.

Let's go on to the next page, which is Guarantee: Attract More Clients with a Compelling Guarantee. This page is really not meant for your client. It's meant for you.

I don't teach Guarantee a lot anymore, but I used to. If you were to teach this in a workshop, for example, or a group coaching program, you could certainly take this sheet and modify it, but really these next two pages for sure are meant just for you.

Let me walk you through this very quickly. I found with guarantees that people can start to get in a whole twizzle about it and you don't need to do that.

What I wrote on this page is how most people don't give a guarantee because they're concerned clients will take advantage of their generosity. I think it's rare that people do that. I think you need to be crystal clear about your guarantee if you give one.

Certainly, with online programs, you really have to give a guarantee. With an online program, somebody is pressing a Buy Now button, the credit card is just flowing through and you have to be clear.

You have to be clear what the guarantee is and what the refund is. We don't cover refund policy here, but it's inherent or embedded in a guarantee. You need to be crystal clear about this.

I'm not going to tell you that five-day guarantees work better than 30-day guarantees, or that 30-day guarantees work better than one-year. I'm not going to tell you that because the rules have changed so much over the last few years.

Prior to 2008 or even 2009, I would have said to you, "Do a year-long guarantee," because generally speaking, the longer timeframe you give on a guarantee, the more it eases the buyer's mind. Generally speaking, that's what's true.

The shorter the guarantee, like 30 days, 10 days or 5 days, definitely alerts a buyer that they have a very short window of time and they will often put it on their

calendar. You run the risk that they will do that, so just understand that in general.

A lot of this depends for you or your clients on your risk tolerance. We don't do year-long guarantees anymore. So much has changed with the economy.

I remember my first really big online launch, where I sold the Platinum-style programs and we sold hundreds of thousands of dollars in two-and-a-half days off a few emails and a teleclass, which was a really big deal back then. It's still a big deal now, I think. It had a year-long guarantee and was a \$1,000 product. That was in December 2009 or 2008.

Anyway, we had people a year later do some refunds and they were very clear. They said, "This is a great product and I love it, but my husband's out of work and I need the money." That was a drag. That was not fun. That was \$1,000 for every refund.

We didn't get a ton, but let me tell you, with \$1,000, it doesn't take very many before you start to feel the pain of that.

Just be aware that people will return things just because they need the money and you're an easy mark on this. People don't realize we're not Macy's or big stores like this. We're small business owners, so just be really clear about your guarantee.

I will say the other thing with guarantees, no matter what you're writing for yourself or helping a client create, is that I would encourage you to look at it fresh the next day, and if you can have somebody else read it, it's great.

I'm not a devious person, so I don't think through loopholes necessarily. I'll be quite honest with you. We have often been caught with a mistake in our guarantee, an oops, where we say, "We didn't think of it that way," where somebody called us on it.

We had to honor it, because we always honor our guarantee, but we said, "Oh, crap. We didn't think of that angle." We've learned the hard way to be careful about it.

If you look at it fresh and try to look at it from different perspectives of how somebody could call you on your guarantee, it's really helpful.

Right now, with online programs, we do a short guarantee. For instance, VIP Day is a five-day guarantee. We give the first two modules within the guarantee period and then we release the others after the guarantee period. We don't give

the whole product prior to the guarantee period ending because people will rip you off. That's what they'll do.

We have an incredibly low refund rate. Suzie, you probably see some of this a little bit. I think we get one refund request a month maybe and we sell a lot of product. It's just a tiny fraction of a percentage.

Briefly, there are three types of guarantees. There's the performance, the results and the value.

The performance guarantee is where you are promising that they will learn how to do certain things. This is not considered a very strong guarantee because there are no results here. You're just guaranteeing that you're going to deliver on your promise, so that's basic.

I would still do it. I'm not saying to shy away from this type of guarantee, because a lot of people don't fulfill on their promise. I don't think it's a bad guarantee. Just understand, in the consumer's mind, it's not a very strong guarantee because it means that it's all on them.

The results guarantee is where you're promising results. What I see a lot of people doing now on \$1,000 programs is they will guarantee full money back, even in a year-long period of time or a fairly lengthy period of time, but they ask the purchaser to provide them with written proof that they have gone through each of the exercises or modules and that they have applied everything.

People aren't going to do this. They make it to where the purchaser has to jump through a lot of hoops in order to call the coach on that guarantee.

That's not a bad thing to do and it's very clear that it's putting it on the purchaser. They have to do their work. They can't just buy something, never crack it open and then say, "I want my money back because this didn't work for me."

With the results guarantee, it can be worded as "I promise if you do each of the exercises, if you apply or if you do this, then you'll get that."

I would not do this guarantee unless I also partnered it with a you-need-to-prove-it-to-me refund policy because people will not be honest with you.

Let me put it in a positive way. I would do this guarantee if you partner it with something like "I'm happy to give you your money back. You need to prove to me you did the work."

The value guarantee is obvious. It's "If you don't believe this course is worth every penny you spent or invested, I will refund your money."

I would say that one, these days, is a fairly weak guarantee because anybody could say, "I don't think it's worth it." I would do this on a pretty low dollar amount piece, like under \$500. Again, it's your risk tolerance.

You could also choose not to give a guarantee. We don't give a guarantee with CMMS. I don't think we give a guarantee at all. You're not obligated to give a guarantee.

If we do a guarantee with CMMS, at most it's just if you don't like the training after the first day, you can turn in your workbook and leave the room.

The thing is, when you give a guarantee, it does give reassurance to people. It can produce more sales. The only way to know for sure is to both give a guarantee and not give a guarantee and to test the differences. We don't bother doing that, truthfully.

I give a guarantee on downloadable online courses. When they're pressing a Buy Now button, I'm giving a guarantee. With my bigger programs, no, I don't give a guarantee and I'd have to even think about why I don't. I just never have.

You can see the coaching challenge there on that sheet. In the past, I've coached somebody who said, "I can't guarantee because I don't know that they're going to do the work." That reaction is very normal and I've seen it a lot.

At that moment, I don't care so much to coach them into giving a guarantee. What I care about is their fear factor, which is what prompted this question: If you're reluctant to give a guarantee, where are you reluctant to be bold?

In the past, when I did a lot of one-on-one coaching, I did a lot of coaching in industries where giving a guarantee was a good thing. They needed to be doing it and they were very reluctant to do it.

Usually, their reluctance to give a guarantee showed up in other areas of their business where they weren't really putting themselves forward in their marketing in a bold way. They weren't really differentiating themselves from the crowd.

I use it more as a tool to get them to step up and then, from that place, make a decision about whether to give a guarantee or not.

Then you see the energy of the guarantee should be confident and expansive, not fearful.

I've given you some wording examples here. Please take these a little bit with a grain of salt. Guarantees change over time. These are a couple years old already, which sounds like not very long, but it's really like 10 years in internet time.

For this same type of product, I would write it differently today than I would have even six months ago. Really, just take these as a guide and make decisions for yourself.

By the way, you always want to name your guarantee. For instance, this is "Your happiness is important to me guarantee" or "My ultimate promise to you guarantee." Always name it. What kind of a guarantee is it?

The other thing is, if you're going to hold back some money, you can see in this one that I call it a modest \$50 bookkeeping fee. I don't think we ever go that modest anymore, do we, Suzie? Usually, I think it's \$100. I'm framing it. It's modest. It's a bookkeeping fee.

Remember that when you take credit cards, and I said this last week, you pay for the transaction fee on charging the person and on the refund. You pay the transaction processing in both directions, so it's not very pleasant.

It annoys me to have to pay it and that's not okay with me just because somebody changed their mind, so we often charge a bookkeeping fee. I think those examples are clear.

I have one more thing on guarantees and then we'll stop for any questions about this. On my book, it's Page 125. It may be one page different plus or minus in your book. It's Create a Guarantee.

This is a sheet you can definitely use with your clients. I actually love this because I love the sentence-starter types of exercises where you're asking a client to make a statement like, "I stand behind my product or service and its ability to do X."

You and your client need to be not just passionate about what we do, but we need to be convinced that it works. If we're not convinced, then it doesn't get better from there.

Again, this is How to Charge What You're Worth!®. This is having somebody step into believing in the impact that their product, program or service has for their clients or their customers.

This is a great exercise you could use in the context of the guarantee. You could modify this if you wanted and take the guarantee context away from it, but do the same exercise.

Let me stop there. Are there any questions about guarantee?

Suzie: We have a written-in question from Maryam. She says, "I'm offering a 60- or 90-day guarantee. Do these numbers tend to tweak the put-it-on-the-calendar behavior?"

Kendall: What's the price point? It would depend on the price point. With a higher price point and a 60-day, possibly. I would look at the framing of that guarantee. Why is it 60 days?

Guarantees are interesting, because you can also use them as a selling point. For example, with 60 days or 90 days you could say, "Within 60 days, if you haven't implemented one step." Don't take this 100%, Maryam, because I'm not sure about the word "implemented," but here's where I would start with the drafting of it.

Basically, it's about the guarantee that if they haven't even gotten started. It's saying, "If you haven't implemented one step, then clearly being serious about growing your business isn't right for you." You can use a lot of persuasive language in there.

I don't like to shame people. That's a big deal for me not to do that. It's easy in a guarantee to write shaming language, like "Then you're clearly not a person who's serious about their success." You could write that and that's going to be totally shaming.

What I'm saying is that you could basically frame it to say, "You can get started and if you can't even get started, then you're not even on the right path." You could write it from that aspect and that would give people a lot of peace of mind.

I would look at why the 60 days and what you expect to have happen. What are you promising for them in that 60 days?

Will 60 days trigger that "I'm going to put it on my calendar"? Probably yes. For the person who puts stuff on their calendar, yes, it will. With the 90 days, maybe or maybe not. It's a little longer stretch of time.

Don't have some big giant lock-them-down-tight guarantee on a \$97 offer. It's going to look ridiculous.

In fact, I just bought a product this morning. It was half off. I wouldn't have bought it full price. At half off it was \$23. I thought, "I don't go out to lunch. I'll buy this instead. Let me see what it's like." I'm very interested in the topic, but I'm not expecting a ton of in-depth content.

It said right on there that it's 100% nonrefundable, so there's no guarantee and no refund for a \$23 product, and that makes sense to me.

Are there any other questions, Suzie?

Suzie: We have a written-in question from Denise. She asks, "One refund a month sounds high. What reasons do they give?"

Kendall: You have to remember that we're selling dozens and dozens of copies of something and it might not even be one refund a month. It might be one every two months.

I don't know if this still holds true, but years ago Dan Kennedy and those types of hardcore internet marketers used to say, and hold on to your chairs here, ladies, that if you're getting less than 25% refunds, you're not selling hard enough.

I would shoot myself if I was getting 25% refunds. We don't even get 1% of refunds of our sales. We get a tiny fraction of 1%. If we sell 30 copies and we get one refund, it's not a big deal, especially from cold Facebook traffic. It's expected.

What reason do they give? Sometimes they don't give any reason. We don't ask for a reason.

In fact, my guarantee used to say something like this. It was three "No's." No hassle, no something, no questions asked guarantee. The first time I got called on it, I couldn't ask a question because the guarantee said, "No questions asked." I said, "Crap, I can't ask them why," because I wouldn't be honoring the guarantee, so I took that off.

People give all kinds of reasons. They either don't give a reason or they say, "This isn't for me."

We had one person with VIP Day that cracked us up. They said that they already knew a lot about VIP Days. They were expecting something they didn't know and that the product didn't tell them anything new.

My VIP Day product is so complete that there is nothing more to say about VIP Days. It's covered. It is what it is. It's not a Ph.D. course. We cracked up laughing

on that one, but we gave them the money back. It was fine. They don't give any really particular reasons.

I think the most reason we get, actually, is "I'm taking a different direction in my business." If we were to hear one predominant reason, it would be that.

If you or your clients are hearing reasons like "There wasn't very much in this," "I thought this was going to be different," or, "I thought there would be a lot more to this," I would be concerned. I would be looking at the product itself and I would be looking at how it's being represented, because something isn't in alignment there. They're over promising and under delivering.

Unfortunately, there are a lot of products out there that do that. I've bought them and been just appalled at the poor quality and lack of depth in them. I hope that answers your question, Denise.

Suzie: We have one more that says, "What type of guarantee is best for a Branding with Archetype Virtual VIP Day?"

Kendall: I wouldn't give a guarantee, especially for a private one. I wouldn't do it. I could probably be talked out of that, but my first blush is I wouldn't do it because you're giving your time, or I would give a performance guarantee. "I guarantee that, at the end of this day, you will have X, Y and Z."

I either wouldn't give one at all, or I would definitely make it performance based, because you know darn well you're going to perform. You know darn well you're going to deliver.

I'd be more specific than this, but you could say they're going to have discovered what makes them unique in the market, new clarity about what makes them unique and clarity about how to integrate the spirit and soul of who they are into the outward branding of their business.

Just be careful though. Have somebody else read this. You don't want to promise that they're going to have a logo designed, because that's not necessarily what you're going to be doing, so be careful that you're not promising they're going to have certain materials created.

Any time you want to guarantee any of the CMMS stuff, look at what they're getting. Look at the results they're getting. Go back to the CMMS sales letter, which is Coach Training with Kendall. It should still be up. Look at the bullets in the modules and that will help give you some ideas on what you can promise.

I take it back. I would give a guarantee. I would just make it performance based. Would I give money back? No. It's your time. It's too valuable.

The energy I'm detecting in that question is interesting because it does come up a lot. It can be a fine line for each of you to slip into or fall into the energy of proving oneself or justifying, and that is not good energy for a guarantee. You don't want to go into that energy.

You want to stand in the truth, power and certainty of what you offer and give a guarantee from that energy. I hope that's helpful.

Suzie, do we have any other questions, or can I move on?

Suzie: You can move on, Kendall. We're good.

Kendall: Great. Those were great questions.

The next page is 16 Ways of Creating Social Proof to Validate Your Fees. You could give this to a client. I would pretty it up. There's the creating and then there are the eight ways to use it.

I want to run through these pretty quickly because I want to get to some other pieces here today, and you guys know me by now. I always have extra comments to make on each one.

I love this Interviewing your Client, Recording It and Taking Notes. This is really awesome because you're going to get a lot of information you can use either as a testimonial, which we'll cover in a second, or it's just going to spark a lot of ideas on things you can create to help give social proof.

You can email testimonial questions and then edit the answers. I'm going to talk more about testimonials in just a moment. You can do a video interview of a client, which is fantastic.

We actually have four or five video testimonials from our discovery sessions. They were from last year's CMMS. We just had people spontaneously telling us how great the discovery session was with Lori and we got them on video. Wow, who has that? We'll start to use them in some future campaigns.

You can transcribe the video testimonial and use both video and written text. I do this a lot. I love this.

Some places you won't always be able to use video, so you can use the fully-transcribed testimonial or you can just make a headline for the video out of the

transcribed testimonial. This is very effective. I hope that makes sense to everybody.

If you're a service, mostly this is about your clients, but if it's more visual, use before-and-after pictures. Kailash always has before-and-after pictures of her clients, because the transformation is easy to capture in a picture and it's astonishing and totally remarkable.

Take photos of you working with your clients. With one of my Diamonds I coached today, she wants to start doing a lot more VIP Days. She always does some, but she wants to start doing a lot more of them.

I said, "If you're doing them in person, take pictures of you with your clients. If you're doing them virtually, get somebody to take a picture of you sitting at your computer with your headset on and a smile on your face so you can talk about how you spent the day with your client and worked on this and that. You can use it in your e-zine and on social media." Get pictures of you working with people.

When possible, always use your clients' full names. Basically, what you want to do, and make a note of this, is use their full name. If, for privacy reasons or their industry, they can't use the full name, and this is going to apply more to your clients than probably to you, use their first name, last initial and a title, or use just the title.

This is all about credibility and those testimonials that just say Cheryl or Sue don't look strong. They look fake. Even the ones that say, "Sue, from Peoria, Illinois," look fake. If they can say, "Sue P., CEO of a Fortune 100 company," they'll say, "That looks pretty good."

That's why title or industry works really well if you can't use the full name. I would use title or industry with the full name.

There's a little cascade. Start at the top and if you can't, just work down piece by piece until you can use the best possible testimonial identifier.

Collecting statistical information about results your clients experience, oh my god, I love this. We don't do a great job of it right now. That's something, Suzie, I'm going to be putting on your plate, but this is so incredibly powerful.

We used to do a great job of tracking stats for CMMS where X percentage made their money back. I don't want to misquote this, but it was either 45% or 60% of the people made their investment back before the end of the training, and that's

when CMMS was three times what you guys invested. It was about \$15,000. Statistics like that are so powerful.

There's taking photos of you with colleagues or celebrities in your industry. I don't travel as much anymore as I used to. I used to go to a lot of events and I would always get a picture with the event's host, the celebrity leading the event.

A lot of times they have this set up and we used to do this too, where we would set up the photo opportunity. If I saw somebody that was a well-known name at the same event that I was attending, I'd say, "Can we get a quick picture?" Everybody wants to do pictures these days. It's not a big deal to ask them. If there's an author, don't be shy. Go up to them and take a picture.

Step up to the microphone at events. It's a great opportunity for people to hear your name, to say your business name and to see your face.

Please speak slowly. I've run so many events and they blow it. They speak so fast that nobody can understand them. What a big mistake.

When you step up to the microphone, I look at it as a gift. You are giving people the gift of hearing your name. You're giving people the honor of hearing what you do. You don't want to be super slow and make it sound canned. Especially because people can be from a lot of other countries, you need to speak slower to be understood.

Offer to be in the spotlight or a panel participant at events where appropriate. Years ago, I was on David Neagle's stage quite a bit. Ali and I are great friends, so I was on her stage. Ali knows she can always ask me on her stage. I was on her stage a lot.

I got a lot of business from being on people's stages. There was Max Simon years ago. Pretty much, if I was going to an event, I was going to be on stage.

I got it for a lot of different reasons, but one of them was just saying it ahead of time. I would reach out.

That's how I ended up being on David's stage. I remember meeting him at an event years ago and I set the intention to be on his stage. I didn't go up to him and say, "I want to be on your stage." That would have been a total turnoff, but I made the intention and the decision in myself and I made sure to introduce myself.

He happened to have heard my name, so he knew who I was. We had a few minute's chat. Great. I sent him a thank-you note. Great.

I was going to an event and I took a class of his or something, but I said, "If you need somebody as part of a panel or testimonial, I'm happy to do that. I know what your event is about. I know what you're trying to do with the people on stage and I'm happy to support you in making that offer be successful."

You better believe I got invited. I was always a fantastic stage person, because I kept the focus on the host and what they were trying to accomplish.

Post a calendar of your event and appearances in your e-zine and on social media.

Offer a testimonial for someone else to use on their website. This works extremely well. I've gotten a lot of business.

You want to be careful. I've had two incidences in just the last six weeks or 30 days where somebody who has done some subcontracting work for us asked me for a testimonial about their work.

I was happy to give it, but she ended up using it on a promotion for a course that was a little tangential to what she did for us. I was not thrilled about that, because it looked like I was endorsing that course when I've never taken that course. In fact, she was co-leading it with somebody else. I thought, "I didn't endorse that course."

I know it had impact, because we had some clients say, "I saw you on that site. It sounds like it's a good thing for me to take." I wasn't thrilled because she wasn't 100% transparent about how it was going to be used.

I had one just last week with somebody who's not even a colleague. She's really not at my level, but it's somebody I know and she's doing a great job with this one campaign. I just wrote her a personal email saying, "You're doing a great job. Your videos look fabulous, I'm really impressed and I love watching them. Yay to you."

She writes back on Tuesday afternoon that she has a website going up on Thursday last week. She said, "I know you like my articles and you commented positively about my videos. Would you be a testimonial for my new program because you've experienced me in this way?" I thought, "There's no way. I've never taken a course. I've never spent a dime with her." It was inappropriate to even ask me.

I gently said, "I'm happy to endorse people whose work I've actually participated in, which means I have to decline on this one." It wasn't even nice to be put in that position.

You can offer people. You could buy somebody's product. You could go on one of mine and say, "I'd love to be a testimonial on your site. Here's a testimonial." I would say, "Great. Thank you." You will get business from that.

Post tips, quotes and content on social media.

Create client case studies. There's a whole art and science to this that is fantastic to do. Case studies work extremely well, because they're not just saying, "Look at how great my clients think I am." They are really profiling where your clients started from.

When you think about the people before they hire you, what kind of energy are they in? They're in an energy of either extreme desire or frustration. Either way, they have doubts. They have a need and a want, but they have doubts. "Will this work for me? That worked for them, but it probably won't work for me."

The case study is really framed to say to your prospective client, "This is where my client started." Basically, you're framing it in a way that says, "They were in your shoes. They were in the same boat that you're in now and here's what happened for them."

Apply for and win awards. I always tell this story. I used to want to win an award so badly. I'd think, "Dang, I'd really like to win an award."

This was about 10 years ago. Then I realized that in small business, most of the time, the way you win awards is you actually pay money. You pay a fee and you apply to win the award. It doesn't guarantee you're going to win because you still have to be selected as the winner, but you will not win if you don't apply. I just was ignorant of that fact. I'm laughing because I was so naive.

Once I realized that, I said, "Let me apply," so I applied for several different APEX awards. I think their entries are in the spring.

I was on a tight budget, but I applied in a multitude of different categories and I won. APEX is interesting, because it's not industry specific, so we won for my newsletter in the small business category. We won for best writing and best design at the time.

I've won the Stevies, which are a really big deal to win. I think I've won about five bronze Stevies, two or three silvers and a gold. I'm looking at my gold Stevie right here. He's like a little Oscar statue. It was for Women Helping Women.

I entered in several different categories and I won Stevies multiple years in a row. I've never applied for the INC 500 or 5000 awards, so I haven't won that.

Win these awards, and once you win an award, that award's significance stays with you for life. I will always be an award-winning writer. We don't publish it regularly anymore because we changed our tactic, but I can always say it's an award-winning writer and an award-winning design forever. It's a really cool thing to win awards.

Just in the interest of time, I'm not going to go through all the eight ways to use social proof. I think these are pretty self-explanatory of how to use these.

Let me touch on testimonials. We've got a couple more things to do here.

Next is sample testimonial questions. One of the worst ways to get the worst testimonial ever is to ask a client for a testimonial. People just get their panties in a twist about it and when they write something, you read it and say, "Oh my god, this doesn't even sound like my client."

People have a lot of fear about it. They get very stilted, they put it off and they don't like to write, so there are two best ways to get testimonials.

One is when a client is just talking to you and they say, "I'm just so excited. Here's my success."

Be present with your client, and then at the end of that coaching call or afterwards, you can write them and say, "I would love to be able to share your success with prospective clients. It would really give them a lot of encouragement. Could I draft something and send it to you and have you approve it or tweak it?" They're going to say yes. I've only had one person one time say no. Most people are going to say yes to you.

Then you follow up. Write it up using their words as best as you can. Send it to them and say, "Please feel free to edit this or approve as is." They'll make some changes to it and they send it back to you.

The other way is to ask them different questions. I give you this page here and you can give this to a client as well. You can do this in a recorded interview and have it transcribed, send them an email and have them write answers back to you or they could do a video.

This is going to be raw. It's going to be definitely rough around the edges, and that's okay. It's probably going to be way too much content. That's okay, because then you can craft the testimonial.

The rule of thumb that I follow with testimonials is I will edit like crazy. I will take things out and I will rearrange. I will not change somebody's words. That's not appropriate.

The only time I change somebody's words is if they say, "When I was a member in Stars," or, "By joining Stars." We don't offer Stars anymore. We offer a different program with a different name.

Is it close enough to the same program? Yes, so I'll just take out the word "Stars" and say, "By joining your program." I generalize it a little bit, but otherwise I don't change somebody's words. That is not okay to do.

Are there any questions about social proof and testimonials?

Suzie: We have Leslie.

Kendall: Hey, Leslie.

Leslie: Hi. My question goes back a little bit. I wanted to find out what is the importance of transcribing and how do people use that?

Kendall: I just want it in written form. I'm sorry. I missed the very first thing you said. Is this about the social proof piece?

Leslie: When you were talking about transcribing, I noticed that all of the videos are also transcribed. I just wanted to find out how people utilize that and what the importance is of transcribing.

Kendall: I love to have things transcribed. If it's a really short piece, like a two- or three-minute testimonial, I'll just have Suzie or Laura transcribe it. I used to do it myself years ago, but I'll just ask them to transcribe it for me. If it's longer, we send it to a transcription company.

As far as transcribing social-proof videos, or anything that a client has spoken, once it's in writing, it allows me to recraft it and use it on social media.

It allows me to use it in a brochure or in any printed materials. I can't put a video in printed material, so it allows me to use it that way. It allows me to use it in a PowerPoint in a presentation.

Having the typed-up words gives you an option to use it in different forms of marketing media.

Leslie: I guess my question was directed a little bit more for the actual course itself that you also transcribe.

Kendall: Here's the deal. Calls like these we transcribe, and it's expensive. It's costly.

We do it because you want to appeal to people's different learning modalities. Not everybody wants to watch a video or listen to a call. They would rather read it. They would rather print it out and read it at night while sitting in bed or sitting and watching TV. It's really about appealing to different people's learning modalities.

For our courses, I'll be really honest, I script everything. We don't transcribe it. Even though we offer a "transcription," I don't have to pay to have it transcribed, because I've actually scripted it ahead of time. The script is the transcription.

I script for a lot of different reasons. It's not everybody's cup of tea. I'm not advocating scripting. It's time consuming and laborious. However, it's what works best for me personally. We already have it and people like it.

Truthfully, when it comes to a promotional webinar, it's really awesome to have a script, because I can pull social media posts out of it.

I can pull social media posts out of that and give them over to Suzie and she can plunk them into social media.

Leslie: Thank you. I just wanted to tell you, Kendall, I enjoyed this course immensely and it's so thorough, like you said. There's just so much wisdom.

Even though I'm not coaching one on one, so to speak, there is just so much fantastic information that I am able to implement into my makeup courses and also add a level of, like you said, authenticity, transparency and just taking it to another level. Thank you very much.

Kendall: You are so welcome and I really appreciate hearing that. Thank you. I set an intention with this year's CMMS group, and you guys are inspiring me. It's the synergy between you as a group and me and where I'm being a lot more transparent with you.

I'm sharing things that I normally wouldn't share with CMMS groups, and that's just because of the level at which each of you guys play. You guys are very high level.

Leslie: Thank you.

Kendall: You're welcome. Even those of you who are new in this particular business for yourselves, you are playing at a very high level, so I'm baring more.

We just have a couple minutes left here. I know this is going to spark questions and you're going to love the assignment and the proof question.

Let me just touch briefly about debuting your new pricing. These couple of pages are not meant for your client. They're for you. They're like a checklist. They're like a list you can always go back to.

I know that I demonstrated quite a few things here in the live training and a lot of these things are easily understood just from reading what's on here.

This is not an official assignment. I'll give you the official assignment in just a second. What I would ask you to do is to read through these two pages of debuting your pricing. Really read through these and make sure you are crystal clear about them. If you're not, ask questions on the Facebook group and we'll get your question answered.

Where I've given you a sample script, I would ask you to practice it out loud so that you get the practice. We did some of that in the live training, but you really want to practice the voice inflection and how this feels. This is for yourself, but it's also to coach your clients on.

Again, there are so many pieces in How to Charge that are brilliant on their own even though they're simple. Each of the pieces in this Debuting Your New Pricing, if this is all you did in How to Charge with your clients, this right here is total genius in terms of how your clients will respond to you. They will just absolutely love it.

Here is your proof question and your assignment. The proof question is "What are the three types of guarantees?" This should be an easy one. I'm handing you this one on a silver platter.

Here's your assignment. It's a three-part assignment. First, use the testimonial questions and collect two testimonials. I went through it quickly, but I gave you two different ways of collecting testimonials.

You have a couple weeks to do this assignment. Go out, use the questions, get two testimonials and turn them into awesome testimonials.

The second part is to coach a buddy through the anchoring exercise. This is the exercise that I led you through experientially at the start of this call.

Third, post on Facebook one social proof idea you're committed to implementing and how you see it will help you attract more clients.

Cool. Great call. Thank you so much, everybody.

Participants: Thank you, Kendall.

Kendall: We'll see you in two weeks.