



Certified Money, Marketing and Soul® Coach Training Program

Training Call #12

October 11, 2016

Kendall: Hello and welcome, everybody.

Participants: Hi, Kendall.

Kendall: Hi. Welcome. This is Tuesday, October 11, and this is our 12th training call in your CMMS Certification Training Program. Welcome.

I am glad all of you survived the storm on the East Coast. That's really good news. I'm glad to have you with us.

I want to dive right in. We have a wonderful topic today. It's a topic that I got really well known for quite a number of years ago, which is how to create Platinum-style programs. I'll explain a little bit more about that in just a few minutes. That's what we're going to cover today in your training.

What I want to start with is hearing from you. I always ask for successes. I say, "What's a success? What are you celebrating?" Today, I want to ask you for what feels like a victory.

Victory is a beautiful word. I totally love it. It's a word that has a different energy than just success or celebration. What feels like a victory for you here?

While we're waiting for you to come in, let's just quickly go over our schedule. We have two more calls. It's gone really fast. I think it feels like it's gone really fast. The next call will be next week on Tuesday, October 18.

Our last call is on October 25. That's a little different type of a call. Renee will be with us on that call. We'll be going through in detail the certification process and giving you all the information about the exact way that works.

We've done this many times. We've got it down to very much a science. We'll go through all those particulars.

I will tell you, as I've been saying all along, you definitely want to make sure that you've logged all of your proof question answers and that you've been documenting your buddy calls. Those are the two main things that you can do to be prepared for certification.

There is an assessment. I saw somebody had asked about that on the Facebook group. There is an assessment that we give you. It's an open-book assessment, and it's all online. There's no preparation for that.

We'll explain how it works in the call on October 25. You don't need to study up or anything like that. It is open book. It's fairly straightforward. I have confidence you'll be able to sail through that easily.

You'll be able to ask a lot of questions. We do a great job of covering how the certification process works. There are always questions that seem to come up, so I'll be happy with Renee on the line to answer your questions.

You can also visit the certification tab in the Client Center to see what's required. If you have not looked at that in a while, I would absolutely ask you before the end of the day today to go take a peek at that tab, see what's on there and say, "I've got that. Oops, I don't have that. Let me make sure to get that taken care of in the next 24 hours." That's what I would recommend.

Let's go ahead. I want to hear what a victory is for you. Suzie, do we have someone in the queue?

Suzie: We do. We have Terry on the line.

Kendall: Hi, Terry.

Terry: Hi, Kendall. I have a bit of a victory. I'm not really active on the Facebook page. Although I do look, I don't post a lot.

It's been interesting. The victory I have is I belong to a Toastmasters group, and I was to give a speech, a very brief story. I had been sick, and I hadn't prepared properly.

Interestingly, the speech was about the difference between integrity and character and to be in integrity, I didn't want to cancel. I went and gave the speech and it didn't go really well because I wasn't properly prepared, and I found myself using an excuse.

As you as you say, when you have an excuse, that's exactly what it is. The excuse was I had been sick, so I hadn't prepared properly. The reality is I had three weeks. I was only sick for one.

I didn't get great reviews on the speech, and I was very disappointed in myself, but what came out of that was how frequently I do that.

I have two businesses. One is my coaching practice, which is more of a hobby, and one is my dance studio, which is more of my business.

I use the excuse of “I’m too busy,” and the reality is that if it’s what I really want, I’m not too busy. I create the busyness because of the fear of not doing something well and being successful.

That moment was a great victory for me. If I really want this, then I can have whatever I want. I just have to choose to be stronger and more powerful than the excuses I make.

Kendall: Terry, would you write down that last piece that you just said?

Terry: I will. I’m not in a place where I can do that, actually. I’m in my car.

Kendall: Would you say it again for me, please?

Terry: I just have to be stronger and more powerful around what I want.

Kendall: No, I don’t want you to change it.

Terry: I don’t know what I said.

Kendall: I’m going to ask you to go back and listen to the beginning of this recording. You absolutely have to do this. If somebody else caught it, go ahead and jump on. You can share it.

It was basically that, when there is something that you want, making that more powerful than the excuse. I’m paraphrasing here. That’s more powerful than any excuse.

I’m going to ask you to go back and get those exact words the way you said it and to write it down. You can write it on a little Post-it note where you can see it. Actually, you can type it up on the Facebook group too. That would be great for everybody.

This is coach training, so I want to point something out here. I want everybody to notice the difference in Terry’s tone of voice when she was talking about not being prepared. When she was telling her story, she had a very particular tone of voice about being sick and this and that.

At the end, she said what her realization was, about when she wants something. That’s a big aha moment. When she wants something, the desire of that is stronger than any excuse. The tone of voice that she had when she said that last piece sounded empowered.

I don't want to mess up our queue by asking for a show of hands, but you can just literally raise your hand if you caught that, because that's the type of subtlety you want to be catching with your clients.

The other thing is that, when Terry was talking about it, what will happen for each of you as coaches, if you start to pay attention to it, is you will start to hear that there's a very particular tone of voice that people go into when they're making excuses.

There's a very particular tone of voice people go into when they're saying something and you know that the next thing they're going to say is going to start with the word "but." They're going to negate it in some way or give an excuse.

You can hear it. I can hear it within three words of somebody talking where they're headed. I don't know what they're going to say, but I can tell that they're going to go into an excuse. They're going to go into the place of a "but," and that's the kind of acuity and sensitivity that you want to have.

It prepares you. I don't want you to prejudge and then tune out and not listen. What happens is then you start to be able to not listen to the exact words so much. The words are important. The situation, I should say, or the context is not that important.

Terry, I'm going to bust you a little bit here. You're being courageous. I'm just going to help you be more courageous.

I can tell from the tone of voice that you were using when you were telling the beginning part of that story that the way you felt about being sick, not really doing a great job and you didn't get great remarks on your talk, all that kind of stuff probably is an experience that you feel very familiar with.

Terry: Actually, I don't, and that was what really made it an aha for me. I had been okay with that. I'm not okay with that, but I had been okay with it.

Kendall: I think we're actually saying the same thing here. You're saying it differently. There was a turning point for you with that experience, which was to say, "I'm not okay with this." That's clear.

My point here is that, very often, when people go into a story, the circumstances come and go and they change, but the story stays the same, and there's a certain way they have of speaking. It's almost like they're in a trance. Actually, they are in trance.

They have a way of speaking, and you can just tell, “They’ve been here before. They’ve had this feeling before.”

I think you said something. You really had three weeks to prepare, and you were sick one week. Before the turning point, there’s an aspect to that experience that’s probably one you’ve experienced many times before.

Terry: I guess what I heard from you, Kendall, was that, but the reality is I can be very successful without owning that, but I can’t be very fulfilled without owning that.

Kendall: That’s beautifully put. That’s another great thing. Write that one down. I don’t want to hear an excuse that you can’t write it down. Write it invisibly in your mind so that you can get it later on, or you can go back and listen to this recording.

Terry: This is recorded, so I can go back and get it. Anyway, that was my victory.

Kendall: Thank you for sharing that victory. That’s a huge victory. What are you going to do to put that victory into action over the next week? What’s a specific place where it’s going to be different, and you’re going to show up differently?

Terry: I actually already have. I’ve gone out and gotten two clients.

Kendall: Hallelujah. That’s great. It sounds like you’re treating your coaching business no longer like a hobby, but like a business.

Terry: Yes, and if I can fill myself up with that, then I don’t need excuses.

Kendall: You can fill yourself up with that. Well done, Terry. Thank you so much for sharing. That was really well done and a great victory.

Let’s hear from somebody else. What’s a victory?

Suzie: We have someone calling in from Sunnyvale, California, but I don’t have a name.

Diana: It’s Diana Estrada.

Kendall: Hi, Diana.

Diana: Hi, Kendall. Thank you.

For years, I have participated in groups or shared comments for other people posting about their business and coaching, and I want to celebrate that I finally came out and shared a few different images in the group, in other groups and with other people about the program that I’m working on.

I asked for feedback, which is a huge victory for me because I've always worked behind the scenes. I've always watched other people do it, and I always commented on their stuff.

For the first time, I came out and asked for feedback. I got some good feedback for Kiss Under-Earning Goodbye. Actually, somebody offered to add "kiss" to it, which made it a lot sweeter. That's a victory.

Kendall: Congratulations. It's a huge victory. I want to acknowledge and celebrate you being a leader for yourself and you asking. You made an ask, and you said, "I need the feedback here." I saw that, too, on the Facebook group with your different pictures that you had posted.

I really want to celebrate and acknowledge you for having vulnerability. That's what it takes to say, "I'd love some feedback." We're putting our work out there in the world and asking for feedback. It can feel really vulnerable.

Diana: Yes, it was very vulnerable.

Kendall: I hear that in your voice and in your words. Leadership is being vulnerable. Great leaders aren't thumping their chest and being all macho. Great leaders also show vulnerability, and they make great asks. Congratulations on that.

Diana: Thank you.

Kendall: I was in New York a little over a week ago. I was gone for five days, but part of it was a two-day training that I attended with Amy Porterfield on webinars.

I love the topic of webinars and study them a lot. We do a lot of them. She's amazing and just a lovely person. This was a 10-person, day-and-a-half experience just geeking out on webinars.

I had to be really vulnerable. What you just related here, Diana, reminded me of it because I was sitting there in the room with other successful people at varying levels of success, but everybody was pretty darn successful.

To get my money's worth out of what I paid to be there and all the expenses of the travel and such, I really had to be vulnerable. I couldn't say, "Here's all the stuff that's working. We're doing this, and we're doing that."

I had to show up with the part that wasn't working and say, "This particular topic on this one particular program I have, I have no idea how to make a webinar that's going to convert."

It turns out the reason I was stuck was actually for a good reason. Amy and her teaching partner, Melanie Duncan, it wasn't clear cut to them either. I felt a little better.

The reason I bring it up is twofold. I had to show up and be really vulnerable, and I said it right at the beginning.

You had to apply to be part of this thing. I applied in the afternoon, and the next morning, I got the email saying, "Yes, you're accepted."

I had never met Amy, but she knew who I was. I have a lot of reputation, so to speak, out there, so for me to sit there in that room and say, "This is the part that isn't working," it was humbling. I had to really be vulnerable. I'll just repeat that word.

I said that to the group. I said, "I feel very vulnerable, and yet I came here to get help on this, so here goes," and they were really appreciative that I was able to say that. They appreciated that I was uncomfortable.

The other reason I wanted to bring it up is that it was about asking. Here, you asked for feedback. During the day and a half, I wasn't getting the help that I wanted on the one thing. I went there to get one thing handled, and I wasn't getting the help. I was in danger of walking out and not getting it.

One of the other participants felt the same way and spoke up midway through the second morning. We were completing at 1:00 p.m., and we started at 9:00 a.m., actually. It was a very short period of time.

By 10:00 a.m., she spoke up and said, "I appreciate everything we're covering," because it was awesome stuff, "but I came here to get this one thing." She just wanted a title. She said, "I don't have it yet, and I don't want to leave without it."

Amy was wonderful. She jumped in, and they made sure she got it, and I thought, "Good for you." During the next opportunity, I said the same thing. I said, "I also can't leave without this. I won't do it."

Amy and her partner made sure to help me with it. I didn't leave with it 100%. It's not that easy to solve, actually, but I left with it moved much further along.

The point is about leadership. Being a leader means you're being vulnerable, and you ask. It's never weak to do that, ever.

That was a great victory. We're going to move on here because I want to make sure we have plenty of time to cover our topic.

You guys inspired me in the last call we had two weeks ago to ask for victories instead of just celebrations. I'll just share behind the scenes why I did that, and maybe this will help you with your clients as well.

Several of you also coach with us in our Clarity coaching program. Every business has ups and downs. They have wins, successes and money flowing in, and then things happen. Changes happen.

Some of you have partnerships that break apart. Some of you move. Some of you have someone in your family who needs caretaking. Things do happen, and because of you being in our coaching program, we know that's true for some of you.

I'm trying to think of the right words. This is not scripted. I just want to be very transparent with you about why I specifically asked about victories and where the inspiration came from.

I thought, "As women, we do all this comparison, and we know we're not supposed to. We know it doesn't help our self-esteem, but we do it anyway." I find it a very tough habit to break. Even though I have strategies for handling it, it's still a tough habit to break.

It's so easy to show up in programs like the ones we run and other people's programs and feel like you always have to put on your game face. You feel like you have to put on "Everything is perfect."

I remember in the first year in my business I would go to a lot of networking meetings. I wasn't making any money. I was really struggling in a lot of different ways, and people would say, "How's your business going?"

I didn't know how to answer that question. I didn't want to say the absolute truth, which was, "Oh my god, I have no idea what I'm doing, and it's not going well," and I didn't want to lie. I felt really caught.

How do I answer this question in a way that's in integrity, that's truthful and yet still maintains my pride? I honestly don't remember how I used to answer the question, but I remember grappling with that.

It's really important for me to not create an environment where people feel that they have to show up being Miss Perfect with their game face on.

With too much of that, what will happen is a lot of people will bow out. They won't participate because it feels defeating. They feel like they can't keep up.

Since we're done with taking victories at this moment, raise your hand to tell me if this resonates for you. Is what I'm saying resonating with you?

My point is that it's really important for me to create an environment, in our coaching programs and also in our certification coaching programs that you guys are in, where you feel safe to show up and say, "Things are going well. Here is some stuff that's awesome and I'm excited," "I'm struggling," or, "I'm not sure."

I want to create an environment where you feel inspired and drawn to coming to calls with me, where you may not feel like you have a lot to celebrate necessarily at some points in time. That happens, but you can still have victories, and a victory ultimately turns into a celebration.

When you start acknowledging victories, you start acknowledging the courageous part of you, the part of you that is taking action and trying something new.

What I want you to do is if you don't feel like you have something to celebrate, great. Tell me a victory because then you're going to strengthen your sense of confidence, which, of course, is your sense of self-esteem, and that's what I'm about.

Did we get some hands up there, Suzie, when I asked that?

Suzie: We did. We had a good amount of hands.

Kendall: This is actually a perfect segue to go into this topic of high-end programs, or what I call Platinum-style programs. Before we jump into the content, I want to share just a minute of my history with this topic.

What happened, actually, was that it was my very first workshop that I ever attended. It was a big-name workshop. It was a copywriting workshop, and I think the ticket was \$2,500. I don't remember exactly what year it was. It was a little more than 10 years ago, for sure, so it might have been 2005.

It was with Lorrie Morgan-Ferrero. That's actually who the trainer was. All together, with travel, it was \$4,200. This is at a time when I was making about \$90,000 a year, so this was a big purchase for me.

I remember going to her event. I don't remember how many people were in the room. It was in this really awful, dismal basement. It was in the basement of this LAX airport hotel. It was awful. There might have been 35 or 40 of us.

What I do remember was that she made an invitation for people who were interested in mentoring with her for a year. If they were interested, they could go to a lunch with her. She had handed out a piece of paper.

How she did the offer, I recommend you don't do the offer that way. It was not super well done. The point of my bringing this up is that it really caught my attention.

I didn't go the lunch, which was a mistake on my part. She actually gave the price of the mentoring program on the sheet of paper, so I already knew the investment before the lunch. I chose not to go to the lunch, because I thought, "I don't have that kind of money right now." I think was \$12,000 or something like that.

What struck me, and what really caught my attention, was I saw people going to the lunch. After lunch, they came back, and they were all smiling and excited.

I thought, "Oh my god, she just enrolled people." She had some limit to how many people, but I did the math, and I thought, "Holy smokes, this woman just made a ton of money. I want to know how to do that."

As luck would have it, I had my own first "big event." It was 50 people that I had coming that had paid to be part of a program, and their program kicked off with a three-day event.

The only people that were in that program were at the event. You could not just buy a ticket and come to just the event. We didn't sell tickets separately. This is a style I did three times that worked really well.

I had this room of 50 people who had already paid roughly \$2,700 to be in a six-month program with me, and I had two weeks before the event to decide to do this, pull this off and figure it out.

I had a mentor at the time who gave me about eight minutes' worth of coaching on this, next to nothing. I did what she told me to do and then some, and it resulted in me making six figures literally overnight.

We sold 12 people at \$10,000 each. It was \$120,000. We actually had 18 people apply. Some dropped out, and some weren't a good fit. We had 12, which was the max number the program could have. People were upgrading from the lower-level program that they were in.

As you can imagine, I made a year's worth of revenue in a day, and it completely changed my life. I went on from there to run tons of high-end programs.

I created a product in 2008. I created “How to Add Six Figures to Your Business Practically Overnight with High-End, Platinum-Style Programs.” That was the title. It was a very long title. I sold that. The year 2008 was the first time I sold that.

I’ve made literally millions of dollars running high-end programs of various shapes and sizes. It’s a model that I really believe in dearly. I love it. I’m excited to run through how to create this for yourself and for your clients.

I do believe, and I have yet to have anybody shake this belief, that every business on the planet has an opportunity for a high-end program. It will look different for different types of businesses. It’s not all going to look like a year-long coaching program, but every business on the planet has the opportunity for a high-end program.

I’ve had people challenge me on that and give me different businesses, and nobody has ever been able to give me a business I couldn’t think of a high-end offer for. Even retail stores, they can do high-end with private showings and VIP client experiences. There’s always a way.

I’m relating this story to you for two reasons. One is to hopefully be inspiring that you can make a lot of revenue doing these, which means that they’re worth investing your time and energy into.

They’re still very marketable. They’re very profitable. I think that, in our coaching world, the market is saturated with them at this point in time. That doesn’t mean you can’t still be successful with them. You can be.

You may have to work at it a little bit more and be more creative with the marketing. You may have to put more effort into it, but the lucrativeness of it makes it worthwhile.

The other reason I bring it up and tell you the story is that I think it’s vital for you as a coach to stand in the space with your clients that every business on the planet has an opportunity to offer a high-end type of program or a service of some kind.

Very often, especially if your clients are not in this coaching world, this is a new concept for them. The price points are potentially very new. They’re going to have some concerns there. Those concerns are easily overcome. I understand that they feel real to that person, but they’re not really real.

If you're standing in the power of totally believing in this concept or strategy of a high-end program, it's going to help your clients, especially with the materials I'm about to walk you through, quickly come on board with you and be incredibly excited that you helped them create their high-end program because of how it changes their life.

Before we get into the exact content here, does anyone have a quick question that you want to ask me or a comment that you want to make about high-end programs? I just want to check in with you here. Is anybody raising their hand, Suzie?

Suzie: We do have someone. I believe it's Diana again.

Diana: I love these Platinum, high-level, high-end packages. One thought came to my mind even though I believe I could offer it and sell it. I've been in so many programs. I have had my own trainings.

I'm wondering about an objection that would pop up that I could see. It would be "If I've never offered one, how would I offer one?"

Kendall: That's a great question. If I've never done it, how do I do it? The answer is you just do it.

Terry will appreciate this. In Terry's other business, she runs a ballroom dance studio with her husband, and they're champions at what they do.

I always say that you can't read about dancing. You can't learn about dancing by reading. You have to dance, and you have to be willing to step on some toes and be awkward. It's okay.

I'll give you a quick example of that. I started with a group. I had a very synergistic point in time back in 2006, or whenever it was, where I had that workshop. If it wasn't for that workshop coming up two weeks after I decided to do this, I would have been scared.

I was terrified. Don't get me wrong. I remember that I was absolutely terrified. My hands holding my notes when I made the offer were shaking so hard that the paper was rattling. I was that scared, but I had a synchronistic piece there in that I had 50 people. I was able to launch with a group.

You don't have to launch with a group. You can launch with one high-end client, and that's perfectly fine.

You can decide, Diana, if you want to launch with a group or with individual high-end clients, and maybe high-end individual clients is the way to go. It's different than a group, but you'll learn a lot. It's life changing.

There are several big names in our industry who learned this from me who are actually CMMS graduates.

I will say this about the high-end concept. There are certain strategies, and the high-end is certainly one of them, where I recommend that you dive in and not dabble. The reason is because you're going to get better and better at this.

I can't think of one off the top of my head, but with certain strategies, you could say, "I'm going to try it. If it doesn't work, I'll just stop doing it."

Giving a telesummit would be a great example. They're a lot of work, but that's something that, if that you tried it, didn't like it and didn't want to do again, great. You'll always get better at them. We always get better at everything we do.

Something like a high-end program, if it appeals to you, and, Diana, it obviously appeals to you, and you feel a resonance with it in some way, I would really listen to that resonance.

A strategy like high-end programs is one you want to give yourself multiple opportunities for. You'd sign up an individual client or two or three, then you would do some other things and you build your list or give a workshop.

If you want to fill a group for high-end, the easiest way is from an event. That is, hands down, the easiest way. Even a tiny room. You could have 10 people in a room and sell six of them into a high-end program. The workshop event model has so many advantages in helping you fill your high-end program as a group program.

When you make a commitment to it, and you say, "No, I'm going to dive in, and I'm not going to dabble," what that does for you is two things.

It opens up a space for you to not be perfect the first try, the first time out of the starting gate. It also gives you some permission to continue to do this and refine it, and do it and refine it. It's a lucrative enough strategy. I personally think it's really worth it.

Diana: Now that I think about it, I did have a couple of clients. The clients that I did have were 90 days, and if I would have repeated that, I would probably have a lot more momentum.

Kendall: Exactly. Don't worry about credibility, folks. We can touch on that later, but don't worry about the credibility issue. Remember, we've talked about this before. You know so much more than your clients just with all of the CMMS material alone and with all of the other experience and expertise that you bring to the table.

Remember, and I know I've said this in prior training calls with you, you have the gift of the Courageous Coaching Method. With that, you don't have to be a subject matter expert in everything, because you can be a phenomenal coach, and that's what matters.

Let me start walking you through this. I want to make sure we have time at the end for more questions. I'm going to walk you through this. As I go through it, I'll stop in a couple of places to ask for questions.

As we go through this, you can jot your question down so you're ready when we take a little break here and there to ask for your questions. We'll do it that way.

I want you to turn your attention to the Page 84. In my workbook, it's Page 84. It's in the Packages section. Really, Platinum is just a type of package. That's all it is.

We made this change last year and then made it even better this year. In my book, it's Page 84. The page you're looking for says, "Simple Steps to Create a Platinum Package," and it's got nine steps.

You've been trained on how to create a package, and sometimes people will say, "What's the difference between Platinum and just a package?" Fundamentally, there is no difference. A package is a package. It's just that, this one, we happen to call Platinum.

Usually, Platinum is for six months or one year. We don't do 90-day Platitudes.

Actually, we have somebody right now who's interested in a 90-day Diamond with me. An accelerated Diamond we're calling it. She's a great fit, and I'd love to work with her. She's making her choice this week. That's a little unusual.

If you are just starting out, I wouldn't necessarily do a 90-day Platinum. I think the reason for me is that 90 days is an accelerated timeframe. Platinum, to me, feels more in-depth and a little longer term.

That's just my experience with it. Those two things don't quite go together. You may have a different take, so please do what feels right for you there in terms of timeframe.

I want to walk through this page, and these Steps 1 through 9, and just run through them pretty quickly here.

Put a little Post-it note or a little paperclip or something on this page. Dog-ear this page. I want you to look at this page as your guide. It's your go-to page in leading somebody through the process of creating a high-end program.

I can do this from memory because I created this whole thing this way, but if I were to sit down with a client and say, "We're going to create your high-end program," I would be using this page as my checklist.

I would not give this page to the client. They don't need to see this. I would be using it as my coach's checklist to make sure I'm covering each of the steps and in the proper sequence.

Platinum, as you recall, is at the top of someone's Profit Pyramid. I would say 99% of the time, when you're working with a client, once you get their Pyramid mapped out, you go to helping them to create a high-end program.

There are several reasons why, but one of them is that your clients will often have pent-up demand where they have a certain portion of their list or people who know them who are waiting for them to do something like this, to do something more exclusive and higher end and have more opportunity with them.

There's always a percentage of people who want the top. I'm one of those people. I want the top. I don't want to start at the bottom. I want to go to the top. I want to get the best person and the best training they have to offer.

Not everybody is like that. That's okay. Some people want to say, "No, I'm going to try it slowly. I'm going to do this first and then that first." It's not a high percentage of people who always want the top right away, but it's a steady percentage. Dan Kennedy used to always say it's 20%.

Usually, your client will have pent-up demand. You yourself may have pent-up demand.

The other reason you start there is it's a good influx of cash flow when they launch.

The other reason is because usually, and I know I talked about this when I did the training with you about the Profit Pyramid in the four days live, your clients are giving "Platinum-level service" at the bottom of their Pyramid.

They're over-delivering on their time and in what they're covering. They're totally undercharging. There's way too much accessibility to them. It's like they've got the \$10,000 program that they're giving away for \$300.

When we redo the Pyramids with a client, we say, "You've got to stop that. Now your low-level looks like this." They say, "Oh, but, but, but." You say, "Yes, because at your high level, that's where they get you."

A lot of times, planting the seed for a Platinum program happens in the Profit Pyramid process. That's always been my experience.

I have one more tip, and then we'll start to go through these nine steps.

Let's talk about Platinum pricing for just a moment. It is going to depend on your client's industry, the city they live in, like if they do local marketing and they're not online, and their relationship with money.

Let me give you a quick example. I wanted to make a special point of this because I think that, for a lot of you, because you're in this coaching industry, it's not too hard to witness the fees that people are charging for the year-long programs.

The truth is there's a lot more happening that you guys are probably not even seeing, unless you're going to a lot of events and seeing offers from the stage. There's a lot happening you're not seeing.

It's really common to see the \$8,000 to \$15,000 range for a year-long program. Ten thousand dollars a year is a sweet spot right there, but there's a lot at \$25,000 for a year.

Then you get into a Diamond group or a private Diamond, and that can be, depending on the person, their relationship with money, their clientele, their experiences and all these factors, \$40,000, \$60,000, \$80,000 or \$100,000. My Diamond fees are closer to that six-figure range.

The clients that I have as Diamond clients I've coached, they started out in CMMS charging very little, and over the last few years built up what they needed to have high-end clients at the \$40,000 and \$50,000 range.

I want to give you a different example. To go back to my point here, it's easy to say, "Oh my god, my clients won't pay that." That's true. The clients you have right now may not pay it. I'm not going to argue with you and say, "It's just their mindset." The people you market to right now may not pay that.

Let's talk about your clients. The clients of your clients, who I actually call customers, may not be prepared to pay that. It depends on those factors of industry, city and money relationship.

I'll give you a quick example. When people in the healing, therapeutic arts category learn this concept of high-end programs, it's fairly common for them to be charging between \$3,000 and \$5,000 for a six-month client. We have plenty of clients we've coached in that price range.

I can think of two clients, but let me point out one. One in particular lives in New York, so it's automatically a different universe in Manhattan. It's fresh in my mind since I was just there a week ago.

She does a very particular form of healing modality. She works with very high-end couples on their relationships. Avoiding a divorce is an important thing because these people are worth millions and millions of dollars. A divorce could be very costly.

I don't know exactly what her fees are. I know for sure it's a minimum of \$25,000 to work with her for a year. It might even be closer to \$40,000.

It's a similar modality to a person charging \$3,000 for six months, but she has a different relationship with money, she lives in a different city and the kinds of people she works with and what the cost of that problem is for them is very different. It's a whole different ballgame in what she charges.

She gets it regularly. She's got a multi-six-figure business, one on one, with no website.

I hope this is helpful. I want you to hear this so that you can keep an open mind that high-end doesn't have to always be super expensive. It can be relative.

I want you to also keep in mind that you're probably going to have to challenge your clients to get them to step up. That healer person who's charging \$3,000 for six months could be an upgrade of charging \$50 an hour. That could be tripling their income.

Let's run through the steps pretty quickly here. There's one step in particular I want to spend a bit of time on.

Go ahead and flip the page. Step 1 is why people will invest in a high-end program with you. You can pretty it up, but this is definitely a sheet that I would give to your client. This is definitely a sheet that they need to see.

I'm not going to go through each of these individually. I think they're pretty self-explanatory.

For Step 5 on this sheet, How Every Business Has the Opportunity to Offer a Platinum-Level Service, I would recommend that you have a couple of examples.

I have my own examples. I would recommend that you have a couple of examples that feel authentic to you that people can relate to.

One of the examples I always use is we're all familiar with being an elite member with an airline, a rewards member, flying first class or having the penthouse suite.

When I have more time, I'll tell this story. We don't have time today. I've got a great story about how every business can have one. It's a story involving Las Vegas, a taxi driver, strippers and his side business. It's a totally sweet, endearing story. Maybe if we have time, I'll tell it.

I have a really cute, personal story that I can tell that makes people laugh because it's very charming. It really shows people, "Wow, that's true. If they can do it, anybody can do it."

We'll stop in just a minute here, but unless you have a question about any of these eight, I'm not going to go through them. I think they're pretty self-explanatory.

I would ask you to read these through out loud and to find your own truth with them. Here's what I mean by that.

When you read each of these out loud, notice if you believe it 100%. Is there a part of you that feels a little skeptical or doubtful or starts to compartmentalize and say, "That's not true for everybody," or, "That might be true for other people, but not for me or not for my clients"?

I want you to notice that. I'm not giving this to you as an official assignment, so it won't be in the typed assignment notes that Suzie posts, but I'd like you to write it down.

Again, just like we were talking about earlier in this call today, you have to be fully committed to this concept of high-end programs, even if it's new to you.

I was fully committed when I made that offer to those 50 people. I knew it was going to be amazing. I was terrified of the whole process, but nobody could take

me off of making that offer. I was going to do it. I think I was actually sick to my stomach I was so nervous.

Let's flip the page. I want to spend a little bit of time on these four exercises because they're really cool. I loved creating these years ago.

You'll see some of these pop up in other people's material, and you're allowed to use them. Part of your being certified and licensed is you get to use these exercises that I created.

The first one is to create a Platinum state of mind about your value. You can definitely give any of these four exercises I'm about to go through here to a client. Make a note. You can say, "This is for my client." You can give these sheets to your client.

It's a great exercise to brainstorm everything about your brilliance. I will tell you from a lot of experience, especially if you're working with women, that women will discount things like degrees, awards and different accomplishments. They will not tell you.

Mostly, the reason they do that is they'll say, "That doesn't have anything to do with my business now." I don't care. If somebody wins an award for something, first of all, it can still be relevant to the business. Second of all, it's relevant to them really owning their value. Terry spoke to that a little bit briefly when she was sharing her victory.

I like to have my clients brainstorm at least something in each of these bulleted pieces here. Find something in each of these that they can list.

Then you can see at the end the list in one hand and the other hand on their heart. Have them stand up and say each one out loud, and really have them savor it.

This is a beautiful coaching session just on this one exercise. It makes a beautiful exercise in a workshop or a group coaching program. It's beautiful.

The next one is to create a Platinum state of mind environment. I love this first question. If a Platinum client walked into your office area right now, what would they think?

I give you information here, and then the assignment is to get rid of anything that is not Platinum. I call it a Platinum sweep. Then add something beautiful to your office or your wardrobe.

With my private clients and in the past with group clients, I would often have them start with this. It wasn't in the Kickstart call necessarily, but it was in the early part of our coaching together.

I would have them send a picture to me of their office space. It was super illuminating to see what the space looked like. Then we'd talk about it a little bit.

I have to be careful because people can quickly feel judged about their stuff. I just ask them a question. I say, "I'm looking at the picture. When you look at your office, if a Platinum client were to walk in right now, what would it say about you? What would they think?" Then you give them an assignment to go clean it up.

Again, I have a personal story about this with my suitcase. I actually had somebody call me out on it. I had already been selling the Platinum program. It was late 2008, and I was on my way with Kailash back East to speak on someone's stage. I was going to be selling the Platinum-style program, or PSP, from the stage.

We were in the airport, and I remember looking down at my suitcase. This was a suitcase my mom had bought me as a birthday present a few years prior. I had been doing some traveling, and it certainly showed that wear and tear.

I looked at it, and I said, "Oh my god, this suitcase is so not Platinum," and my mom said, "It's totally not Platinum." It was too late then, but as soon as we got home, I bought a new suitcase. I think it was a really pretty purple suitcase.

The next year, I was at an event. I was checking in at the hotel, and I had my little purple wheelie bag. Somebody came up to me, and they said, "I recognize you. I have your Platinum program. Oh my gosh, look at that suitcase. That is so Platinum."

They commented on my suitcase being Platinum, and I just thought that was hysterical.

Don't discount this exercise. It's fantastic.

Let me walk through all four of these, and then we'll stop and take a few questions.

The third one is creating a Platinum state of mind with self-talk. Again, you can do this for yourself as well. It's asking your client to journal for a day all the statements that make them feel doubtful or disempowered and to write them down. Make a log of them.

You just tell them, “We’re not judging it. Just write them down. We’re just going to write them down, and we’ll take a look at them afterward.” This is the easiest way to shift it.

You can have your client share them with you. There are different ways to work this, but the easiest is just to say, “What if I could?”

My clients won’t pay that, but what if they would? What if I had the kinds of clients who would pay that? If so, maybe they’re not the same people I’m working with right now. That won’t work for me, but what if it could? What if it did work for you?

Your intention is to have someone jump into a future version of themselves where these things are all possible. This limiting or negative self-talk is not real. It feels real, but it’s not real. It’s just a belief. It’s just something somebody chose to believe as true. They picked it up from early childhood, we all know that, but it’s not true. It’s absolutely not true.

By the way, on the third one, just be aware that the energy can go a little negative on this one. I don’t like doing Exercise 3 in a group setting. Individually, yes. In a group setting, I’m not so keen. When I say group, I mean a workshop.

If I were running a small, high-end group and I really wanted to dive in deep and get personal, then I would absolutely do it. I might do it in a retreat setting, but not in a bigger group.

The reason for that is because the energy goes down, and you don’t have as much ability or opportunity in a larger workshop environment to support people, have them go to the other side with this self-talk and create positive self-talk.

The last one is creating a Platinum state of mind regarding self-worth. I love this exercise. It’s very obvious what to do.

You ask them what’s the most they’ve ever charged for their service. Some may say, “Do you mean an individual service or how much money I’ve made in the year?” Honestly, it works either way. The way this particular form is made, it’s for an individual service.

Then you ask them to put a zero at the end of it. It causes a reaction in people. It always does. It would cause a reaction in me.

Is that a realistic number that you’re asking them to charge? No. I say that to people. I say, “I’m not asking you to charge this. We want to explore it.”

You can see, it says, “As someone who. As someone who.” You go through that page and ask the questions.

This is a very powerful exercise that works very well in any type of setting, like workshops, groups or one on one, because it’s all about identity. It’s getting somebody to imagine being that next higher version of themselves.

Let me take a little pause there, and let’s see if we have any questions about what we’ve covered so far.

Suzie: We have Puja on the line.

Kendall: Hi, Puja.

Puja: Hello, Kendall.

Kendall: Hi. What’s your question?

Puja: You’ve kind of answered it. I was going to ask about clients of mine I’m doing the Profit Pyramid with, when we’re definitely exploring higher-end programs and my lack of familiarity with their industry and their business.

Kendall: Say the piece again about the state of mind with the Profit Pyramid. I missed it after that.

Puja I was saying that I’m working with some clients through the Profit Pyramid, and the Platinum programs are definitely coming up. I’m a little hesitant to walk them through that because of my lack of familiarity with their industry and their business.

You kind of answered that by saying it’s not my expertise, but I think there’s a mindset piece there that I’m not able to hold space for them for either.

Kendall: In the interest of brevity here today, I think the most important piece for all of you is do you believe that every business has an opportunity for a high-end program? Yes or no?

The answer has to be, “Yes, I believe this. I may not know what it’s going to look like. I don’t know all the particulars, but I know there’s an opportunity there.”

Are you concerned about being able to help them create their high-end program and what it might actually look like for them?

Puja: No. Like you said, they are giving away the farm already, so there is some possibility there of cleaning up their program.

Kendall: Here's what I would suggest. We're going through this today, so that's awesome. It's perfect timing for you. I would have confidence that they know their industry. I would also have confidence in your own creativity.

Part of the structure of these nine steps is using the same package formula that you already learned. I'm going to point that out to you in just a moment here.

I help people create Platinum programs. Mostly, I'm helping them create Platinum coaching programs. They really focus on the coaching industry.

What I have found is that most people put too much in because they have beliefs that if they charge more, they have to offer more, and that's not true.

Most of the coaching around creating a high-end program tends to be around coaching the client on their mindset. No, they don't have to give a whole lot more. No, they don't have to make themselves available by cell phone 24/7. No, they don't have to do this, that or whatever it is that their issue is.

The coaching is really pure coaching in the context of "We're going to create this program for you."

Understand that it's pretty common to have some other decisions happen because you're focusing on creating a high-end program.

I'll give you a quick example. They'll say, "I don't know how I can do a high-end program. I'm already giving so much."

I'll say, "You're giving away too much at a lower level. Let's design your high-end program first, because that's the moneymaker, and then design your low-end program." That's why, with the Profit Pyramid, we start at the top.

Do you have to always do it that way? No, but sometimes I have. I can think of one client in particular years ago. We did start with the lower-end program.

I said, "Tell me what's in your lower-end program." She started going through it, and as she went through it, she was, in essence, giving me her inventory. That should sound familiar to you guys.

As she was giving me the inventory, I was writing each thing on a Post-it. We were working together in my living room. I said, "That's not going to be part of your low-end anymore. It's going to be part of your Platinum."

I kept taking these Post-its and putting them on the other side of my paper, on Platinum. There weren't very many Post-its left for her low-end program, and she had a whole meltdown about it saying, "Oh my god, but then."

I was totally calm. I'm totally fine with her having a meltdown. I understand. I've had my own similar meltdowns like that. It's okay. I keep breathing. Keep breathing as a coach and say, "Tell me what your concern is."

Then the coaching isn't about whether they give email access or not. Come on, folks, those are just mechanical things. The coaching is around "Tell me what's going on for you. Do you feel like you're being unfair? Do you feel like you're leaving people behind? Do you feel like you're being greedy to charge more?" That's where the coaching comes in.

Be aware, coaches, if somebody is in that type of state. Some people will be there. This is not uncommon.

That's what I love about this particular training call. I love setting you guys up for success. You're going to be prepared.

When it happens, you're not going to think, "Oh my god, I'm doing something wrong. My client is having a meltdown." You're going to think, "Wow, Kendall told us that they might, and they are. I'm okay with that."

This concept of Platinum programs is super simple. It's one of the simplest things in CMMS, it really is, but it's very triggering for people.

It's very triggering because it does tap into beliefs about having to work harder, not leaving people behind or being greedy and charging more. It taps into all those kinds of issues that are lurking there anyway.

What I was going to say, and then we'll get back to the content here, is that, if you have somebody who is having some emotions about this or having some strong feelings, don't be greedy as the coach and expect them to have a complete turnaround and be okay with the whole thing in one coaching session or one VIP day.

Here's why. You are disrupting their habitual way of thinking. You are interrupting the molecules. You are interrupting the neurological pathways, actually, and that can take a little bit of time to adjust to. It's like you've stirred it all up. You've stirred the pot, and now everything has to resettle.

My indicator of success in this type of session with a client is whether they're on board with me. They may still be uncomfortable, and that's fine, we'll get there,

but are they basically on board, or are they fighting it? Are they just in pure resistance? That's a different story if they have a lot of resistance.

If they're just being scared or saying, "I don't know if I can do this," but they're basically on board, that's all I'm looking for. Are they on board?

The rest of it will work out. The dust will settle, they'll get a chance to make adjustments and then they never look back because they're having such a great time with the new direction they're headed in.

Puja, I hope that helps you with this. You have to have confidence in yourself and your creativity and confidence that they know their industry. You have a process here that you're going to follow. Between those three things, you're golden.

Are there any other questions, Suzie?

Puja: Thank you, Kendall.

Kendall: You're welcome.

Suzie: We have a written-in question from Beverly. She says, "Hi, Kendall. I love the idea of offering a high-end program. How do I offer this without having any testimonials to justify the offering?"

Kendall: That would be tough. That would be very difficult as a group. It would depend on if you're wanting to fill a group or one-on-one spots, and it's going to depend on if you're trying to do it with an online launch. I probably would not suggest that.

You could use an email campaign to invite people into private conversations with you. You could definitely still do it from a workshop. There's no doubt about that. You could do this.

You could fill spots, individual or group, in a workshop without testimonials based on the strength of people having spent time with you, the strength of the Platinum program being an obvious next step and the strength of your passion for it.

I didn't have any testimonials when I launched mine. I had none. Could I get away with that today? Maybe not, because there's a lot of competition for it in the coaching world. Back then, there wasn't. I didn't have testimonials, but I also didn't have a lot of competition. That made up for the lack of testimonials.

I had zero testimonials, but I had people who had already spent money to be in a program and they were there at that workshop as part of their program, so they already had their own social proof.

I can't 100% give you one exact answer. I think I just gave you some different ways of looking at it. Either offer it from a workshop or do it one on one and start getting the testimonials.

Remember, too, that the testimonials can be about working with you. They don't have to be about this exact thing. Don't get too literal here, folks.

It's like "I don't have a high-end client, so how can I get a testimonial?" If you have a testimonial from somebody who has done work with you in a different type of program, that's great. Use that. It shows that you're credible and you're not fly-by-night. You're not a flake. Use the testimonials you have.

I'm just looking at the time, so I want to continue on here, and we'll have time for a few more questions at the end.

Go ahead and turn to the next page. In my book, it's Page 91. It's the Bonuses Checklist. This is really not meant to give to your client. You could. I don't think it's a big deal either way, truthfully, but I wrote down that it's not really meant for them.

To be clear, these are additional ideas of types of bonuses that you can include specifically for a high-end program. They are fairly coach-program specific, but they will spark your creativity.

If you'll notice, I put the private car service to and from an airport and the retreat hotel. One of the things that I really believe makes Platinum Platinum is having a VIP day, having a private day or a half-day.

We always do full days. I know other high-end mentors just do half-days. Honestly, I think that's a little chintzy. I think when you're charging the big bucks, they should get a full day of your time, not three and a half hours, especially with travel.

I've been in programs even recently where you get half a day. It's three and a half hours. It's like really? Seriously? I spent hours getting here.

We always do the private town car service. It's not that expensive, truthfully, and the impact of it is huge. Clients love it.

These are just some ideas to get you thinking. I love giving books. Magazine subscriptions can be very cool. I'm not going to go through all of these. They're pretty self-explanatory.

It could be day at the spa. It could be just sending flowers. We always send flowers. When someone signs up with me as a high-end client, they get flowers anywhere in the world.

Most of my high-end clients are in Europe these days. They get flowers. You can still send flowers to people in Europe from the US. I don't know how to do it. My mom does it for me, but it does get done.

I want to go back to Page 84, Simple Steps to Create a Platinum Program. Let's go back to that page for a moment. Let me show you where we are so that this makes sense.

I talked about Steps 1 and 2. Here's the note I'd like you to make. You can draw a circle around Steps 3 through 7 and make a note off to the side that says, "These are the same steps as in packages." They are the exact same steps.

Creating Your Platinum Package Promise, just flip forward in the book a few pages. It shows you how to do the promise, the inventory, creating the inventory, categorizing it, turning it into a package and choosing your pricing. It's all the same.

We used to duplicate those pages. It made the workbook super thick, and I thought it was a little confusing, so we don't duplicate them because they are identical.

The only piece that we've given you that's extra is back to this bonuses page. These are additional bonuses that lend themselves well to being for a high-end program. I hope that's clear.

The next piece is creating your program letter. That's Step 8, and in my book, that's on Page 92, Create a Platinum Program Letter Explaining the Benefits and What's Included. This you can definitely give to the client because they're going to need to work on this on their own.

When the letter is finished, it can definitely be given out as a PDF. It can also be the sales letter. We usually do it as a PDF, and most of our clients do it as a PDF.

What I love about the letter is it really causes your client to pull together their whole mindset. It pulls together all the pieces of this letter.

You can change the letter around. This is not cast in concrete. It's pretty carefully laid out.

The letter can be a little bit long. When someone is looking at investing high-end with you, they'll read it. They'll be interested. They'll want to know all the details.

I'm not going to go through all the detail here because I've done such a great job of outlining it for you. I've pored through this many times, through many iterations and I think it's very self-explanatory. If you have questions, you are welcome to ask us, and I will help you with that. That's the letter.

The next page should be on Step 9. Step 9 is Following Simple Steps to Enroll Your Platinum Program. Just to be clear, you've got your mindset. Go back to Page 84. I just want to recap where we are here.

You've got an understanding of why people invest. You've done work on mindset. This is for you and for your clients, by the way. You've done the mechanical piece of putting together the package. Platinum is just a package.

I don't know if it says it anywhere in here, but I want you to make sure to make that note that I believe, and what I've always taught from the beginning, is that what distinguishes Platinum from any other package is the VIP day.

That VIP day, by the way, can be done live or virtually, especially with Skype these days. It makes it easy.

The other piece that is important about that is I highly recommend having that VIP day happen early in their Platinum program. It's best if it happens certainly within the first 60 days. I like it to happen in the first 30 days.

With my clients, it just depends on when they sign up. If they were coming here for an event, they would stay another couple of days and I would do a VIP day with them after the event.

When I've run Platinum groups, and for years, I ran tons of different Platinum groups, it wasn't a solo VIP day. It was a group retreat. Usually, it was a two-day group retreat.

Twelve people is a really easy number to have in a group. After 12, certain things are going to have to change, but 12 is easy in a two-day retreat. Everybody can have a turn getting mastermind time. It's just a good group size.

Don't let yourself stop there. I stopped myself for years with 12 people, and then we went to 35, 50 and then 150. It's just that things change after 12.

We would do the retreat usually within 60 days of me filling the program.

It's up to you with a group whether you want to give the group retreat plus an individual day. I don't think you need to do that, personally. You would absolutely do a private Kickstart call, but you don't need to do a private day and a group retreat. I think that's a little much.

Let's go to the page about the enrolling piece here, Page 95, Enrolling Your Platinum Program. You can definitely share this with a client.

I remember working on these pages quite a bit. There are different ways to enroll. There are nuances here. Let me walk you through this page. The Discovery Session Method is what I call it.

The big distinction here is that you're not requiring people to first apply before speaking with you. I give you what the advantage is here. They're just booking a session to talk with you. There's an advantage and a disadvantage.

The disadvantage is you're going to have people on the phone who are not qualified. They're not prepared for the investment. They're not ready for it. It's just not a fit, but if you have other things you can offer them like a VIP day, then that's an opportunity to make a down-sell.

Just understand that there are pros and cons to every single way of filling Platinum. There are always pros and cons. You'll tend to get more people coming to your conversation, but they won't necessarily be higher-qualified people.

You'll notice at the bottom of this page it says there's an alternative, and I want to run through this really quickly because it looks like a lot here.

In the spiral on the graphic there, you're creating interest and you're scheduling and delivering a Discovery Session. In the session, you're making your offer for Platinum. Basically, you're asking for a decision within the next 24 hours.

You can accept payment, and then they complete the paperwork, which is an application and a program agreement. We've done this a lot.

The alternative to that is, in the Discovery Session, you're inviting them to apply.

The thing I want you to make a note about on your worksheet is you're inviting them to apply, but you're giving them some detail about it.

You're not keeping it a mystery here. You're not saying, "I have this program, and I invite you to apply. Here's the link. Goodbye." You're not doing that.

You're talking about the program. You're getting them sold on it. They get excited about it. You say, "Great. Here's the next step."

Basically, you're getting them to say yes. You're just not asking for payment. You're following up by sending them the letter, the application and the payment form.

The program agreement, I've tended to wait on that until after they sign up. It's an important piece and we never skip it, but I treat it as an after-the-fact type of thing.

We've sold it this way a lot as well. We say, "Let me send you this information. Let's schedule a time to reconnect. Do you want to do that tomorrow or two days from now?" It's a very short window here. Don't let it be a week, two weeks or anything like that.

If they say, "I'm traveling," say, "Great, where are you going? It sounds like you'll have a little bit of a break. Is it possible for us to talk while you're on your trip?" I ask them that and see how we can make that work. If not, I say, "Great. Let's talk the day you get back."

It's not about being pushy. It's just understanding that people's enthusiasm flags over time. They get distracted.

Those are two different ways to do it, and I call it the Discovery Session Method.

There's another way on the next page. I call it the Letter and Application Method. You can see I was super creative with these titles.

The big distinction between the two is, with the first one, they're not applying first. With the second one, they are applying first. I will tell you that you will get a whole lot less people. However, they will be much better qualified.

You create interest with an email or teleseminar. Then you ask them to opt in and download the letter and the application. They have a cutoff for that. They have to get the application in to you.

Do not be surprised if you have 100 people opt in to download that letter and application and only eight or 10 end up filling it out and applying with you. Don't look at it and say, "There was 100, and I only got 10. Oh my god, I failed." Honestly, 10% is not unusual at all.

Then you interview people. They've already seen the letter and the application. They're not seeing the price.

You'll notice with both of these methods that they don't see the investment until they're on the phone with you. You need to stick with that.

Then you make your offer and accept payment. They complete the paperwork, which at that point is just the program agreement. That's it.

Let me just finish up the last piece, and then we'll have a few minutes for some final questions.

The last few pages of this section in your workbook are some example blueprints. I wouldn't give these to a client, necessarily.

If you have a client and you're working with them on creating their own coaching-centric, high-end program, you're welcome to give them these. Then it would make sense.

For somebody who's not creating a coaching-centric, high-end program, I wouldn't give them these. I think it's just going to confuse them.

They're really for you to start to see some examples. We've always given these, and we update them every year. We've given you a six-month private, a 12-month private, a six-month group and a 12-month group. This just gives you an idea of what can go into the program, how much or how little. It's meant to be a springboard for you.

Let's open it up for some questions. We have a few minutes for questions here, which is great, and then I'll give you your assignment and the proof question. Who here has a question?

Suzie: I'm not sure if she still has a comment, but Kailash had her hand raised earlier, so I'll open it up.

Kailash: Hi. This is from way back at the beginning.

Kendall: It's not about the suitcase, is it?

Kailash: No, it's way further back than that. When you were talking to Diana about starting to do a high-end program, the thing that came to me was that, anything that we do, there's always a first time.

We always have a first time, and we just have to go for it. We have to go for it and learn what we could do better the next time. Nobody needs to know it's the first time.

Kendall: That's really true. I think of my years of being a waitress and having a lot of different waitressing jobs. Your first day is like your first month. Every day of the first month, it's like "I'm brand new," because there was so much to learn. I got used to saying, "I'm just brand new, and it's okay."

You're right. Nobody has to know it's your first time. You just keep getting better and better.

Kailash: Exactly. As I said, all of us have had lots of first times unless we're 14 years old. We've all done a lot of things for the first time, we've lived through it and all we do is get better.

Kendall: I want to ask you a really quick question that I think will be helpful for everybody. There's a pivot point, and you went through it. I actually went through it as well. There's a pivot point that I think a lot of you can relate to.

I went through it. When I was charging by the month for coaching before I stepped into doing these Platinum programs, I don't remember where my fees were exactly. I think it may have been \$400 a month. It may have been \$425.

I pivoted from that. Let's say it was \$400 a month to make the math easy. That was basically \$4,800 per year for a client. I didn't charge it that way, but that's what it added up to.

I pivoted from that to doing \$10,000 for a year on a full pay. That was more than twice the amount, and it's a whole different concept from X amount per month to a year-long, high-end program.

Kailash, you did the very same pivot point when you stopped marketing locally. You used to charge a few hundred dollars for your service. It was under \$1,000.

You pivoted. You changed who you worked with and changed your pricing dramatically. Is there any word of advice? Do you remember what that felt like when you made that pivot?

Kailash: It was scary and exciting all at the same time because I thought, "Holy crap." It really changed who I was working with. I loved my clients, but I was working with the people that I really wanted to work with when I pivoted, and the rest is history. It's just great.

Kendall: For me, it also changed who I worked with. I stopped marketing locally. I had already kind of stopped anyway, but that just sealed the deal. Tucson is a funny place to market in.

I think that many of you may experience this. The reason I'm bringing it up is just to acknowledge that you may be pivoting and say, "Wow, I'm doing the same thing, only I'm going to be charging a whole lot more for it."

I would recommend getting coaching with us if you're in our Clarity program or get coaching with your buddy on making that pivot. Just know that it may change who you work with, absolutely, but you will never look back. That I promise.

Are there other questions?

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

Kendall: We have a few more minutes here, so I just want to open it up for any written-in questions or questions in the queue.

Suzie: Someone just wrote in. Denise asked, "In the enrolling model, when do you give the program letter explaining the benefits?"

Kendall: Let me flip to that and see what we say there. Let me walk you through this because this one we've done a whole lot of times.

I'm going to talk about it as if it's an internet-style launch, but it can be a one-on-one conversation from a networking meeting. It's mostly the same exact flow. Let me do it this way.

You're doing something to create interest, like the emails, the teleseminar or speaking.

Do you see the second piece of that spiral? It says, "People opt in to download the letter in the application."

If you're one on one, you're not going to make somebody opt in. That would be silly. You're just going to email it to them.

If you're doing any type of a group launch, the reason that you are having them opt in is you need to know who has raised their hand as being somewhat interested. They at least have a beginning level of interest. That's why you make them opt in. It's really important.

This is really important to make a note of, everybody. The marketing you do for the people who have already opted in is to get them to fill out the application and send it in to you. That's the next step.

Let's say you're doing a teleseminar or a webinar. For the people who have not opted in, the marketing to them is to get them to opt in. It's saying, "Go look at this thing. Go take a look." Once they've opted in, it's saying, "Now go apply. Fill it out and apply."

If you think through what the next step is, that tells you how to direct your marketing.

Let's dial it way down to meeting somebody at a networking event. You have a discovery session with them, a phone call or maybe you have a lunch with them expressly for the purpose of talking about this.

You were talking a little bit about how you work with people in this particular way. If they say, "Wow, that sounds really cool. I'd love to learn more about that," you can say, "I have a PDF that describes the program. Why don't I go ahead and send that to you? Let's go ahead and set up a time to talk, and I'll send that to you in advance so you have a chance to read it." You can do that.

You may not. Then it becomes the Discovery Session Model. With this strict model, the Letter and Application Method, they are looking at the letter and the application prior to you talking to them. In fact, you don't get on the phone with them unless they have completed the application.

I hope that answers the question.

What I used to do was I would stand up and literally walk it forward. I would say, "What's the next step?" I would think, "There's a glitch with that. No, I'm going to have them do it this way." I would just walk through each of the steps.

These two models that I've given you represent two ways of doing it, or actually three if you include the alternative on the Discovery Session Method, that have been pretty well thought through. We've done all of these a lot and really have thought them through, but I want you to walk it through so you understand the sequence.

Let me just finish this thought here, and I'll give you your assignment next.

You're not trying to create obstacles. It's not about that. It's about qualifying people. It's about being thoughtful, qualifying them and having them feel warmed up.

If they read the letter before they come on a call with you, that saves you a lot of time and energy. You're going to still go through your discovery session the way you go through your discovery session, but they're already warmed up.

You don't walk up to somebody and say, "Hi, I've got this program. It's \$10,000. Are you ready?" They're going to say, "I don't even know who you are."

It's about having people warm up, get accustomed to the idea and start imagining themselves getting the results that they want, and your program is the vehicle for them to do that.

Remember, you're not selling the program. You're selling them the results that they want. Your program is just a vehicle to do this.

Let me give you your assignment and the proof question. The assignment is two parts.

The first part is I want you to do all four state-of-mind exercises for yourself. Take yourself through them. They are really fabulous. They're not hard, and they're not time-consuming. Take yourself through each of those exercises.

You're going to feel different and have a different perspective on the other side of those four exercises. I like doing them in order. They're in this order for a particular reason.

The second part of your assignment is to create your own Platinum package having a buddy coach you through the process. Have a CMMS buddy coach you through this process.

You will definitely end up with your own package, and if it works correctly, you should also end up having coached your buddy through it as well. I want you to end up with your Platinum package. I want you to be coached through it.

If you already have a buddy, that's great, or you can just raise your hand out there. You guys have been great about getting buddies. You know how to make that work.

Let me give you the proof question. This is an easy one. Which one of the Platinum-state-of-mind exercises is specifically designed to increase self-worth?

We will see you next week. Thank you very much, everyone.

Participants: Thank you, Kendall. Bye.