

Dan: Welcome to the Coaching Wizard's TeleSeminar. This is Dan Janal, the founder of PR Leads, and I'm delighted to welcome all of you folks here today to listen to our latest installment.

And I am getting a lot of positive feedback on these interview sessions, not just from coaches, but also from consultants and other people who run businesses because we find that there's just a wealth of wisdom to be learned from successful people and how they run their businesses.

And I'm sure you'll find lots of great information from today's guest, Susan Harrow. Susan is one of my oldest friends in PR and you know, it's just great that she, that you agreed to be on the call with me today.

But, you know, there are many times when we have had telephone conversations that were totally unscripted; we're just calling each other as friends and bouncing ideas off of each other and one idea leads to another idea and leads to another idea and those are some of the best calls that I've ever had.

And it's a shame that we don't record them and put those out for the public Susan.

[Laughter]

Susan: Let's do it next time.

Dan: We just might. You never know where things wind up.

Well let me introduce you ever so briefly and then I'll ask you to introduce yourself a little bit more. Some of these questions will go into a lot more detail about who you are and what you do.

When I first met Susan, I don't know, seven, eight, nine years ago, at a meeting of the National Speakers Association in Northern California, and Susan is a Media Coach whose clients are just incredible. And I've done a number of teleseminars with Susan on how to get on Oprah, and how to do media training and how to create your own sound bites and such like that, that have been very well received.

But Susan, why don't you tell people a little more about what you do and then we'll focus primarily on your coaching practice and I'll ask you some more in depth questions there.

Susan: Really, what I do is everything from; do you want me to tell about what I do or more about my background?

Dan: More about your background and then what you do as a media coach and then we'll go into the coaching things in particular.

Susan: Okay, about my background, I've been everything from a tennis pro to a high tech sales rep to a media coach in marketing strategic-

[Beep]

And really, one of the reasons why I went more into media coaching is because what I found as a publicist, is that I could book people in the New York Times and get them on, back then it was Phil Donahue and Larry King Live.

And what I found was that, although people could get on those shows, they really didn't maximize them to bring in the kind of business that they wanted.

So what I do now is make sure their marketing plan matches what they say, what they do, what they are, the media coaching part, so whenever a fantastic media opportunity comes, that they can actually use it to double or triple their business and bring in the kind of client or the kind of business that they want.

And a lot of media coaches don't focus on that, they focus on the clever sound bite and that's terrific for you know people, the producers and everything being really happy for you, but then they wonder why it hasn't affected their business.

So I make sure that everything is in complete alignment and that you are bringing in the kinds of businesses that you want when you get those opportunities.

Dan: Well fantastic. I think that answers the first two questions that we were going to set out for you in terms of what is the focus of your coaching practice and what is the primary benefit your clients receive.

Susan: I want to talk a little bit more about that.

Dan: Fantastic. Go right ahead.

Susan: Yeah, I love what Mahatma Gandhi said that happiness is when what you think, what you say and what you do, are in complete harmony.

So I really create an alignment from somebody's website to their words so they can attract that kind of client and business that they want.

But also, for somebody who has been burned by the media, how not to have it happen again. It's really a different mindset so it may be a marketing plan for one to five years, because your future is really not a path; it's, I mean it's not destination, it's a path and most people want everything to happen yesterday. But I help make it happen today. And then that tomorrow doesn't seem so far away.

So, while I teach people how to handle themselves in the media, I also show them what rules they need to keep, what rules they need to break and what maybe change.

And so on that road to riches, and I don't just mean financial, it's about defining what their goals are but also helping them see how they'll serve others. And I think that that's really an essential thing to keep in mind.

You and I talked a long time ago about the whole aspect of, and I don't even like to use this word, but spiritual business, because I think that the kind of best business has that foundation even if it's not named such.

And those best business practices are ones that really give people something of tremendous value on every level. You know, it's not just about a product, I really think it's about the experience somebody has with a product and then that they have with you.

Dan: And what would you say is the primary benefit that your clients receive from working with you?

Susan: I think it's being able to see where they're out of alignment in all those different areas. For example, it's everything from a look and feel of your website, but also the look and feel of you. How you're interacting, on a daily basis, with your clients and customers or whether it's a product or service or cost, is that does that product match in every single way that your intention, that you set out for it does that, does it match? And people find that inevitably, there is some area that's a little off and we bring that into focus.

Dan: Well, I think that's wonderful. In fact, if I could share an example of this with our listeners.

I had a coaching client the other day and wanted to do a session and I had looked at her website beforehand to make sure I had a good feel of who she was.

And everything on her website said integrity in the executive recruiting ranks. She had testimonials from people that had been her clients as executive recruiters or whatever. It was all about integrity as a top-notch executive recruiter.

So I talked to her and I was really surprised to hear the first words out of her mouth was that she was very much into ethics and the corporate boardroom and the whole corporate government issues and I said to myself but that's not on your website.

And to me that was an obvious disconnect and for her it was one of those light bulb moments like, oh wow, it's not. So I can see why that alignment is so important for you and your clients.

Susan: And that often comes out in a conversation. You know, what people think, how they are being perceived is not necessarily how they are being perceived and your clients can give you some great feedback in that area. How you just by asking them questions about you know, what do you get most out of our sessions together? What's been the most value to you?

And that's something that I actually ask somebody at the beginning and end of every session that we work. In the beginning of the session I say, what are your goals for this session, what are your goals long-term together as we work?

and then at the end of every time, whether it's one hour or five hours or ten, you know, whatever that session is, I say what was most useful to you, what was the most valuable. Just talk off the top.

And they'll run down a list and oftentimes I find that it's really surprising to me because it's not necessarily those things I felt were of value.

So to get that perception and make sure that what your clients are getting, sometimes it's something as simple as you reflected back at me something that I wanted to do and now I know it's of value

and I know that I can go forward with it. So it can be something as simple as that.

Dan: Sure. Well as a person who hires coaches to help me, I can easily relate to that as well. That's really cool. Susan, how long have you been a coach?

Susan: It's been almost about 16 years.

Dan: Sixteen years now.

Susan: And I call myself a coach from when I really started in publicity because, even back then, I was coaching people in how to do a pitch to the media, how they should, even back then, I was telling people how, helping people with what they should say when they actually got interviewed by the media.

In terms of that coaching is that, I have heard this many times, people say that I hold their hand and kick them in the butt.

[Laughter]

Dan: Why did you want to be a coach?

Susan: I see myself, really, a friend and I were just, a friend who had her Birthday yesterday was just over, and she said you know, I really think that I should be an activist somehow. You know, out there in you know, for the environment or for you know, helping farmers or something.

And I said, you know I feel like I'm an activist behind the scene because I'm not a person who is going to go out there and stand in front of a picket line or you know, I'm not going stand and hold up a picket you know, one of those things on the highway.

but what I do is I choose my people who have a mission that I'm helping them because I'm a keeper of beauty and I help them double or triple their business through media attention, but I'm the person behind the scenes and that's where I prefer to be.

But I really love to work with people who have some kind of social consciousness or something incredibly fun or they're an amazing person and I want to help them move forward. That's really my criteria for working with people and I do choose my clients very carefully.

Dan: Great. What is the most rewarding aspect of being a coach?

Susan: Well I really get to work with some of the best and brightest minds in business. Right now one of my clients has the premier etching studio in the world. I love art and that was art and authors are my very first love and still is, even though I work with a lot of people in different areas of business.

And we're bringing out her book called *Magical Secrets About Being Creative*. so we're promoting not only her new book of course, but we're promoting how to use art as a way to open your mind in business and into thinking creatively.

The other, like another client I've got, she's like the go to girl for autism. We're positioning her as a spokesperson and another one is like a doctor who is on the cutting edge of the pioneer on what's called evidence-based medicine, which is the new gold standard being taught in every medical school in the country.

So the best thing about being a coach is that, and a consultant, I really call myself a consultant, is that I get to learn about these fascinating people and help them do their work in the world.

Dan: Fantastic. What is the most frustrating part of being a coach?

Susan: I think the most frustrating part is that sometimes bringing the idea into the physical world, it takes a lot of steps and I understand the frustration of my clients when they want things to happen faster than they do because I'm the same way.

I think, okay, let's just go forward and then there's just a hundred million steps to make it happen. But what I've learned is that by taking those steps and breaking them into much smaller chunks, we take a realistic view of how things can happen in the world. And they may have imagined it happening in a week and maybe its three months, but it will still happen. Does that make sense?

Dan: Sure. Can you give me an example?

Susan: Yeah, I can even give an example. Okay, one of my clients, the autistic spokesperson, she just got a gig at Club Mom [Sp?] and she -

Dan: Oh, wow.

Susan: And they needed three articles, and so they need the three articles yesterday, and you know, I said let's set up a session on the phone and I'm going to talk those articles out of you. Because, she's really not a writer.

And so in an hour and a half, no two and a half hours, we had three articles complete, done. And now, I said, let's take that, so she's been trying to complete this book, I said, let's take this opportunity for writing all of these articles up on Club Mom, to do your book, because the book isn't getting done. The book was supposed to be done in, it was supposed to be done last year.

And there's has been nothing done on the book because she runs a three million dollar business, she's got an autistic child, she's got five boys you know, you know, I mean she's got a lot on her plate and she's doing you know, media every day. Everything from, you know, a commercial for Pepsi to being in Woman's World and New York Times so oh my God how do you write a book when all of this is going on?

So I got the idea, well, let's just combine two tasks into one so we're just going to complete the book by doing it in couple hour sessions every week.

Dan: Great, very creative. What's the most frustrating part about your work?

Susan: You asked me that already.

[Laughter]

Dan: I thought, but you turned that into such a positive thing that I wasn't even sure anymore because you turned a negative into a positive, I want something that's really going to get you down.

[Laughter]

Susan: I have to move really fast because my clients move really fast. But it's what I train people to do. You know what do you want to leave people with? You don't want to leave them sitting in the negative quagmire! You know so the most frustrating part is sometimes things don't happen as fast as you'd like, but let's figure out a way that it can happen fast you know, like going in a different route.

Dan: Okay that's great.

Susan: Okay?

Dan: I need to hold your feet to the fire here.

[Laughter]

Okay Susan, let's go back to the days when you started your business about 16 years ago. Most people morph into coaching from some other job. What were you before you were a coach?

Susan: I've done everything from being a high school teacher, I've taught high school in the mission when kids were carrying knives and you know, one kid had a knife to another kid's throat in a locker room and I started yelling at him to put that damn knife away.

[Laughter]

To jewelry designer. I was an HR Director for Pacific Bell Directory, which is the Yellow Pages, which is SBC now, AT&T. I did that for actually 10 years at the same time that I was doing publicity. So I ran two businesses really at once.

And part of that, anyway so, so that's part of my background. So I think that all of those things, if you look back, you can find that there are parts of all of those jobs that helped me do what I do today. From a tennis pro, I mean that's teaching and breaking things down into small components, so it's not frustrating, you know so it's rewarding for somebody who is trying to get their backhand down.

In school, for example, I noticed that the kids were being really disrespectful to each other and the teachers, and so I set up rules right away about being, how everyone needed to be respectful of each other. Nobody talks when anybody else is. It's simple things. You know nobody talks when anybody else is talking. You know, you don't, you know I can't see your knife, you know, you can't do your homework while I'm talking, stuff like that and I think those things apply to the media today.

It's about you know creating a respect, getting what you want. Like in the media, if somebody's not giving you what you want, there is another way to get it or there's a way to comply with somebody's rules without, with still getting your own way.

So those are some of the things that I learned how to do right away. Also being a woman in a man's world when I was in high tech sales, to try to turn that to your advantage. And one of those things that I, that's what I train women on today, is you know, how do you turn something when you're in, you know, kind of all men's world, how can you still find your way and keep respect and be able to look at yourself in the morning.

Dan: Okay I can't let that one go without you giving me at least a sound bite of an answer. Because I know people are going to say, okay Susan how do you do that?

Susan: Oh well one thing that I think that anybody, any mom who knows this, for example, you only say something once to your child. If you're saying over and over and over again, pick up your clothes, nobody's going to listen to you. It's the same thing.

If you're answering a question with somebody you give a definitive answer, and you only ask somebody to do something once and then you make sure that they are in agreement with you. Do we have, you know, and so it's really something as simple as that.

Now I know it's not as easy as it sounds, but it applies even when you are, you know, on television. somebody asks you a question and you give an answer and they want to push you to answer the question more deeply, you find another way to say the same exact thing again, in a polite manner or you just transition into completely new information.

So you can say something as simple as, I don't know anything about that, but what I do know is... So I don't know anything about you know what's the most frustrating thing about being a coach but what I do know is the most rewarding part of being a coach is the fact that I get to work with some of the most fascinating minds in the country.

Dan: Fantastic. Great and that's a little media training trick for everyone and that's an unexpected benefit of benefit of being on the phone with Susan Harrow.

Hey Susan, one last question about the early days of your, of how you started your business rather, you know, how long were you a coach before you started making a full-time income from coaching?

Because we have people on the line now who have been at it, I don't know, days or months or years or maybe even considering it and are sort of wondering how long is it going to take before I can replace my income?

Susan: Well, I recommend that you, you know have an income, a steady income, while you're doing this. I launched my PR business while I was a receptionist at a law firm there and then I took my lunch hour and made calls to book people in the media and I took all of that spare time, because I made that deal ahead of time with that law firm that I could do that.

And then when [Inaudible 00:18:36] secretaries came up and asked me to do their work, I just said you know, I know that you have extra work to do and my agreement with HR is that I get to do my work in my spare time.

Dan: Great, very creative. I guess that's how you have to make your own punches to get the business that you really want. Let's talk about the early days of your business, what were some of the biggest mistakes you made when you started your coaching business and how do you overcome them?

Susan: The biggest mistake I think was working 24/7 with no boundaries for myself or my clients. So people would call me at all hours of the day and night and women probably have this problem a little bit more than men. At least from what I've observed and that's a generalization that's of course not always true.

But I think that when you set boundaries and they're clear for everyone, and again this is part of, this is another part of media coaching is that when you set a boundary and it's very clear, just stick to it. And to make sure that you're respected for what you've asked for.

And it's not about getting angry about it or upset about it, it's just about reiterating that. You know, when we first, you know, say something as simple as when we first talk we agreed that we you know, there are no appointments on Mondays and Fridays and all the appointments are set on Tuesday and Thursday, Tuesday through Thursday.

The other thing that I think I really wish I would have hired an assistant to work, an assistant to work with me. I had an assistant part-time in the very beginning, because I was doing a lot of traveling for Pacific Bell Directory too, part-time, but also I really

would you know. I have a fantastic aide right now and if I could hire her full-time, I mean that is my goal to hire her full-time because I think that you know, I don't want to do any kind of administrative tasks.

Dan: Great. What were some of the best moves you made regarding marketing?

Susan: One thing that may be surprising to people is doing learning annexes. And you and I have talked about this but the learning annex gives you the learning annex or adult learning center gives you a lot more exposure than just those 10 or 20 people that come to your class, because it's going out to hundreds of thousands of people.

So I still get calls every couple, every month or so from somebody who has seen me in the learning annex catalog who hasn't necessarily taken my class, who wants to hire me and the only question they ask is what are your fees?

So all of the sales has been done up to that point. And the other thing I think is doing teleseminars too. I think this is, you know, we are reaching people all over the world, which is pretty darn remarkable.

Dan: Yes, in fact one of the clients today is from France. You literally are reaching people all over the world.

Susan: Bon jour mademoiselle.

Dan: She's muted so she can't reply back but I'm sure she's delighted. She's American by the way, she's living in France. Just shows you what a small world we are living in.

Let's look again back at the early stages of your business. You talked about how you managed your administration now with a VA, but what are some of the best moves you made regarding the managing of your business back in the early days. Was there anything else beyond the VA?

Susan: I think...

Dan: I'm losing you again Susan.

Susan: Oh, okay. Some of the best moves I made regarding my business back then?

Dan: Yes.

Susan: I think that well, one of the things that I think getting my products trademarked. I think that's really important to start your brand yourself and I know there has been a lot of talk about branding, but really what branding is, is that people come to you for you.

and there are a lot of publicists out there, there are a lot of media coaches, there are a lot of people that do marketing strategy, but I think that people come to me because I have a different twist in terms of being able to market you know, to sell yourself without selling your soul is really a way of being my own brand.

So I really think it's about establishing that brand very, very quickly and also establishing your niche. I was just talking to a woman who has Christian Work-At-Home Moms. That is a very definitive niche. She was first and she's biggest, so she can get sponsorship, she can get, you know, she's got a lot more influence because she's really deep into her niche.

Dan: Very good. Great. Let's talk about how you price your service today. How do you set your fees? Are they hourly or project based or value based or something else?

Susan: I have a number of different programs. I love to work with people long-term because we can really see our results and track them over time. So I work with people on a project basis and that may be a monthly retainer for a certain amount of time and I have a loose sense in terms of that, about how many hours that I bill.

I don't really exactly do it hourly, I would say, I have a minimum though, of four hours if somebody wants to work with me on a very short-term project or just do quick media coaching. That would be like the first like minimum package. And then after that, I would keep track of my hours and bill on an hourly basis if it were, you know, the continuation of a project.

Dan: Okay and how did you come to that decision because you know, every coach uses a slightly different model. Why did that work best for you?

Susan: It works best in a couple of ways. I think when people are paying me for my time on a very tight basis; we can work very intensively and very quickly. We know what the goal is and we can see when we've gotten there. And I love those kinds of results.

Like I talked to you about really wanting to produce results quickly. One of the reasons why I created the four hours is because what I have found was, this is from media coaching and from marketing planning, is that I could affect some change with people who work at a very high level in an hour.

but not with everyone and it didn't depend on me, it depended on their skills and how fast they could move. But what I found was that I could affect profound change in anyone in four hours. So it's not four hours necessarily at once, but it has to do with people's different skill levels. So that's how I came to that four hours and I can guarantee profound change in those four hours.

Dan: Wow, that's pretty cool. Let's talk about how you justify those prices to clients who are unfamiliar with the prices that coaches charge.

Now I don't care what you charge, I'm basically asking this question as a way to, how do you deal with overcoming objections or just you know, sticker shock when you quote any price. I'm shocked when my electrician quotes me a price too, so what do you say to overcome people who are just not familiar with these kinds of pricing models?

Susan: Well the first thing is I don't ever justify and I don't call people. I have them call me when they're ready. So if somebody says I have a fantastic client for you I say have them call me. So it's their initiative. So already, they're invested in me in one way, shape or form.

And then the next thing is that when people ask me if I'm worth it, what I talk about is the results that I have for other people and I try to, and I choose people who are doing something similar to them.

And of course, I offer if they want to talk to that person. But what I find is, if somebody needs to talk to a lot of referrals, they're not going to go with me. and I know it's pretty much, that's what I've found for myself, not necessarily for other people. But if they start asking for a lot of referrals, what I've found for me, is they're not right for me because somehow we haven't clicked and we're not on the same wavelength.

Typically, what I find is that I can tell within 30 seconds of somebody's phone call, whether we're going to work together or

not, whether I want to work with them and if they're going to be the right client for me.

And I can usually tell pretty quickly in an email too, usually it's the first email, and if I find a lot of objections and resistance, because if they've done their research on me, then they know that they want to work with me and that they're not really comparing me.

They may be comparing me to other people, but after they've done that comparison, they know why it is they want to work with me and not with somebody else. Is that enough of an answer?

Dan: Yes, yes, for my two cents, I find that people do so much research like that they generally never get off their butts and make a decision to do anything.

[Laughter]

Susan: Well...

Dan: Including calling the references.

[Laughter]

Susan: Yes, I mean the kind of people that I like to work with can make those kinds of decisions.

Dan: Exactly.

Susan: Because if they're, if they can't make that kind of decision, I don't really want to work with them because I don't want to work by, I want to work with people who, when we say go, they can make a decision and they can go. And move through the resistance and you know, get accomplished what needs to get done.

I'm not a kind of coach, Dan, I'm not that kind of coach, I'm not a psychologist and I'm not a coach who is going to take on people who you know, have tons of resistance to moving forward in all different areas.

It's not to say that I'm not sympathetic because that's the whole reason why I wrote, *Sell Yourself without Selling Your Soul*, it's that we all have these kind of hidden fears. I'm more than happy to deal with those fears, but the person has to be ready to deal with those fears and ready to move forward and do the work to move

through that in order to go where they want to go. so that's where I am sympathetic.

But I make it very clear, we're not working on a, we're not, I'm not a shrink. I am somebody who is going to help you move forward to double or triple your business using the media. And whatever obstacles we need to overcome, let's deal with them and if you need to get other help, I'll suggest it.

Dan: Great. I'm finding that while you express it differently, a lot of the people whom I've spoke to in this coaching series have said pretty much the same thing in terms of, they're dealing with from a position of strength when they're looking for new clients. They're not going to just take anyone who just comes in the door or who has the money. It's got to be a good fit and it's got to be a positive experience for the coach as well as for the client. Which is a good way of introducing our next section on how do you grow your business? Susan, how do you get new clients?

Susan: Referrals. It's been referral only, whether it's my website, my newsletter, or happy clients or you know, I got a call just the other day from somebody who was referred by a CNN producer. I said how did you hear about me, and he said, oh this producer said I needed media coaching if he was going to get me on my, if I was going to get on his show anymore. And he suggested you.

Dan: Well if CNN...

Susan: I don't know that person. You know I said who was it? and I didn't recognize the name and right now a lot of the times when people are referred to me I ask who referred them, but it's usually somebody that I don't know.

Dan: Well that's a great testimonial when CNN says call Susan Harrow and then call me.

Susan: Yeah I've had that a lot. I just got another call the other day from somebody who runs, I don't even know exactly what they do but they work with, it's a company that works with authors and they are talking to me about working with their cadre of authors so and I don't know yet how they were referred to me.

Dan: How do you keep your current clients?

Susan: Well, how do I keep them? I don't really think that I keep them so to speak, I think that we work on what we need to accomplish and when we're done, we're done.

And a lot of my clients may be done with a project now and they come back to me at a later time and we work again on something. So I'm not a coach in the traditional sense of like these ongoing people who have life balance and things like that.

Usually I'm pretty project oriented with people so people come to me wanting to accomplish a project and when we complete it, sometimes it takes, I'm with one client and we're on a year contract. So it's going to take a year or more to do that.

I actually have a couple of clients, so it's more about when we decide that project is complete and if there is another project to move forward with.

We usually decide that as we're moving forward, you know, oftentimes what happens is we're starting on one project and we find that there are 10 more that we want to accomplish.

So that's really through a process of defining how someone wants to grow their business and which direction, whether it's speaking, passive income, creating products, or continuing to do, to plan and to do bigger and bigger media.

Dan: Do you think you run your business differently than other coaches and if so how?

Susan: I think that, I don't know how a number of other coaches run their business. I've actually talked to one who had, you know, a model that I really like and she had million dollar clients and she and I did an exchange of sessions.

And so one of the things that she said, because she and I love to work in very much the same way in that she also, she would do these very high level retainers of you know a hundred, two hundred, five hundred thousand dollars a year and just work on those projects that somebody wanted to accomplish.

So she wasn't necessarily working with them every month, but it was like okay, I want to put out a five CD set and she says, okay let's work on it. So she may be devoting a week to them. I like to work like that too.

Dan: Okay great. Susan let's talk about what roles that advertising, and websites and e-zines and blogs play in your business. How do you use those tools?

Susan: Never use advertising.

Dan: Okay.

Susan: My website is, although I've worked in advertising, though I think that could be very effective for products, but I don't recommend it for the smaller businesses, typically because I think that PR is much more effective. Obviously, I come from that perspective and I think that we can accomplish, with somebody's budget, you know more than with advertising.

Websites, I have two websites, PRSecrets.com and Book.Oprah.com and I'm in the process of creating some more that are more niched. So I find that that, to me, my website is a selling tool, it's a pre-selling tool, it's like you can pretty much find out everything about me. you can get free audio, you get my free you know, online newsletter, free special reports. so you can get a pretty good sense of me, before you, you can see me on video.

You know, so I recommend that to anyone on the call is to have every means possible to pre-qualify and pre-sell people so that by the time they actually pick up the phone, you don't have to do any selling. That's the way I feel. I don't really feel like I sell.

Most of the time Dan, my deals are closed via email. I don't even talk to anybody until they've actually signed on with me and I have all of my contracts and all of my questionnaires and everything all ready via email.

So I've standardized a lot of the process. I've standardized the process of my fees; they're all, you know, in an email if somebody's really interested.

I've got questionnaires that I want people to do before they, we begin work so that we can be most effective. And then, you know, and then we talk by phone.

So I do think an e-zine is really important. I have that once a month and I have special offers in between that and the blog. Now that is something that I really want to do more of that I haven't, but I'm going to be doing more of that in the future.

And I think, I think what I'd like to also start to use my blog, which I have started to use my blog, is to answer people who have subscribed to my newsletter, questions because I can't keep up with that anymore via individual emails.

It's just too much for me. So I'm using my blog now to answer subscriber question like most frequently asked questions from my list.

Dan: Oh, that's a great idea, very good. Susan what role does referral marketing play in your business? You know, how do you prime the pump?

Susan: Well you and I have done some that. So, it's about, I think that's where my hand to hand, warm hand to warm hand networking works, is just by talking to people. People I've met on the internet or that I've met you know, in the grocery store. It's about keeping, that's where I keep in touch with people on the phone and we talk about how might help each other grow our business. And then the next thing you know, its next week, somebody's called me up because they've talked to this person.

So I think it's about staying in the minds of those people who have the greatest influence. Somebody like you, you have a really big sphere. You're a person I like to keep in touch with. Not only because I like to brainstorm with you on a casual basis too, but you've got your finger in a lot of pots.

Dan: Oh, thank you, thank you.

Susan: You know, so to speak you know what I mean? You have your pulse in a lot of different areas in the marketplace. So you're a person I want to keep in touch with on many different levels. I enjoy our contact, you always spark fantastic ideas in me, and we refer people back and forth.

Dan: And in the nature of full disclosure, Susan is probably one of the top three referrers to PR Leads and I'm sure, when you see the checks come in, that you're seeing names that you have never heard of before.

Susan: That's right; I don't know most of them.

Dan: It used to be that they were directly your clients. Now I'm seeing that, I read about you in Susan Harrow's book or you were in her

newsletter or she talked about you on a teleseminar that I was listening on.

And you know it's amazing, the sphere of influence, I mean, even among my new clients, it's amazing who knows people who know people who most of my clients come referred from other people. It's, it really is amazing. It's a very small world in fact, I could go you story after story about amazing small world coincidences. It really does play a part in marketing.

Susan:

Well and the other thing that since I do talk about PR Leads a lot because I think that all of my clients, if they're looking for media attention, that it's a no-brainer and I really tell them that. It's because I believe in it.

There aren't very many other people who I talk about on a regular basis, but every teleseminar that I do, every learning annex seminar that I do, I mention PR Leads.

so people may not be ready now, and I really think that's part of why I've been so successful in marketing the way that I do, is that people may not be ready now but I have people who heard me 10 years ago speaking at a writer's conference who have kept my card and materials. I always give people hard copy materials when I'm talking in person so they can have something tangible and if they're not on my newsletter list.

But I have people, I have that happen so often, people say, I've read your book and I've gone to a teleseminar, I've gone to a seminar, now I'm ready to hire you.

So I think it's a building block process that people get involved with you at many different levels. I welcome all of those levels, you know.

So I'm not doing as much consulting as I used to, but I still you know, I welcome that when people are, when people are ready to really invest that kind of time and money and energy to doubling and tripling their business.

Dan:

Fantastic. Susan, let's talk about some other areas that you're using to grow your business. Do you do seminars or retreats?

Susan:

I don't and I heard one of your teleseminars of someone who did that and wow, it's a lot of work!

[Laughter]

You know whoa, and I know how much work that is just from doing teleseminars.

So for me, that's not the kind of thing that I'm going to do because that's just too much for me. And I don't have that kind of energy to put into that particular area.

Where I want to concentrate my energy is on creating product and creating passive income and ways that can become more automated that people can stay involved with me because I have such little time now.

Really, it's more about creating, if people want to be involved with me more directly, to creating more of those teleseminars so I can reach more people at once.

But, you know what? I have to say, I do have to say, I have a twang of regret because whenever I go out there and give a seminar in person, I know that it has a stronger affect than doing a teleseminar. When people can actually come up and shake my hand and look in my eyes and you know, see an aspect of me that they can't get in the one-dimensional realm. It's a wonderful realm but it's dimensional.

And I meet people, I meet such fantastic people in seminars and there is something to say about you know, touching people hand-to-hand, eye-to-eye.

Dan: Right. Let's move onto, or go deeper into something you just touched on there. You want to create more passive revenue streams, more products. Can you tell us a little more about that business plan?

Susan: Yeah I have a very strong business plan for that. In fact, I you know, I can't keep up with myself...

[Laughter]

Because I can't. People go oh well, I don't have enough ideas. I'm like take mine! You know. I have more ideas and this is one of those things, I think, when I work with people is that I can help anybody think up a product or you know, a service or something maybe they haven't thought of because I've got more ideas in my head that I could possibly do in a lifetime.

So I have a whole plan, which is 20 pages long, about all the books that I want to write, the products, Kelly and I, my VA and I just had a two-hour strategy session this morning. My head is always spinning after those. It's like oh my God. You know, there are so many projects that I want to do that has to do with these new websites, that have to do with these new CDs, CDs that I've already created that haven't gone into production.

You're the one who told me about create a transcript of every CD that I do so I got into here and I did that. I'm, you know, in conversation with someone who's got a corporate site where I'm going to be hopefully doing a corporate course for them using some of the material adapting the materials that I have to the corporate world; a particular section of the corporate world.

Is that what you mean by my growth plan? I've got like a five year plan for my product and it will probably you know, that is probably going to grow and be a ten year plan.

Dan: Sure. Is speaking part of your plan too?

Susan: Oh, I'm such a reluctant speaker, Dan. I do it when people bug me enough to do it. And like you said, it's the same thing about the seminars because I'm kind of a homebody. But I realize, when I get out there and do it and meet hundreds of people like I did at conference earlier this year, I met so many fantastic people and I really understand the value of that but I'm shy.

And I really, it's a big effort for me. And I really prefer to be behind the scenes. But I totally encourage other people, if you came to me and say do a PR plan, I would say you need to do speaking.

[Laughter]

You know so, so I try to take my own advice.

Dan: Well I'm sure that no one who has met you or listened to you could ever accuse you of being shy.

[Laughter]

That's sort of an interesting thing about how we label ourselves and just something that hit me.

Anyway, let's go to the last question in this series of questions. What about the publishing and writing. Did you, did we talk about that sort of or did you want to go into more detail about any of it.

Susan: No, I mean, I think that, okay, I have, I do both. You know, my first book, *Sell Yourself Without Selling Your Soul* by Harper Collins, and that is a fantastic calling card to have a very big publisher. And that was my dream. Harper Collins was my dream; that was my goal to get published by Harper Collins and I did it.

And that is really *Sell Yourself without Selling Your Soul* is really the foundation of everything that I do. My other products that I create that are not published in the traditional medium are niche products. *Get The Ultimate Guide to Getting Booked on Oprah*, *Get a Six-Figure Book Advance*. If you are interested in going the traditional route, that is you know, that is a product that I would recommend because it's got the template to do with the book proposal template to do that and it teaches about how, what the entity is about.

So you know, I have both sides. I really go the traditional route and I self publish on my website, both in hard copy and as PDF file, because you're reaching different markets.

And so I think it's very valuable in each, to have things in different mediums, to have a well rounded plan so you can tap you know, so you can tap all of those kinds of things. Because some of the things that are more niche medium, a traditional publisher wouldn't touch if there's not a big enough market.

Dan: Okay.

Susan: Does that make sense?

Dan: Sure does, sure does. Let's talk about how you manage your business. How many hours a week do work?

Susan: Well, I once heard somebody say when you work for yourself, you can work any 80 hours you want.

[Laughter]

And I agree with that. It goes, you know what? I probably work at least 60 hours a week but I love my work. You know what? The things I love to do most is to work. To think, think, think, to create

products. I've always got a notebook, when I walk, I've got a notebook in the bathroom, I've got a notebook in the bedroom and I have a notebook here in my office and I'm in a writer's group and I write once a week in a writer's group.

so I you know, I love, I love to work, whether it's for myself or for others. That's the only thing I love to do most.

Dan: Percentage-wise, how much time do you spend on clients, marketing, administration and other business pursuits?

Susan: Clients I probably, you mean like in hours? I probably spend or let's do it in percentages. Clients, oh you said percentage-wise. So clients I probably work on them 30 percent, marketing I'd say 30 percent, and then, well I don't actually spend 40 percent on administration, but other business pursuits I would say, which is creating products, the rest of the time. I spend a lot of time developing products right now.

Dan: I'm just curious, how do you manage that? Do you do all the work yourself or do you have a team that works with you to create these products?

Susan: I have a team. I have my VA, Kelly who is really, she's so fantastic, she's really more of a business advisor. Like there are certain things that she has done that I want to do. so she's, you know, she's got, and she's getting me to that level in terms of organizationally, where my accounting is up to snuff, my you know, my all, she gets me all the attorneys that I need.

I have a web mistress who works for me, you know, every, we're emailing every day because there's always something that I need in terms of upgrading a project on my website. Like you had pulled something off my website, I haven't updated my bio because it's not the most, you know it had like 15 years on there or 10 years, 13 years, whatever it was and I was like oh my God, I've been working for 16 years you know.

So that's the kind of thing that, and I also have independent contractors. I've got an independent contractor who does media coaching for me, I've got another one who sends out all my press releases.

So I hire independent contractors for the kind of work that I don't want to do, both administratively and any kind of media coaching client that's not right for me, I refer to her.

Dan: What advice do you have for managing those people?

Susan: I'm not a manager.

[Laughter]

I want people who are completely self-motivated and organized. I went through about three VAs before I found her. So I want somebody who I can just tell them exactly what I want to do with no sugar coating. And I want them to do it and I want them to do it right.

And so I hire the right people for that because I'm not going to, I'm not a babysitter in that regard. I mean, I want the same thing of my clients, really. If there's somebody who, you know what I'm saying? I want somebody who is ready to do what they say they want to accomplish.

Dan: But in terms of managing them, do you manage them on a daily basis, do you do phone calls...

Susan: Oh yeah!

Dan: Emails, weekly...

Susan: My assistants and I, we talk at least once a week. We set up a formal call every two weeks, which is usually a two-hour strategy session, every two weeks.

And my other people is via phone and email, like with my press release distributor, when I'm working with clients I, we do both the phone and email for managing that.

So, but I pretty much had it all down to a system right now, which is, I think that's really important to have everything that can be automated, be automated so you don't spend your precious time doing repetitive tasks.

So I probably have about 50 stationery documents, both for replies for people who ask me, frequently asked questions as well as the kinds of things that I've found I have done more than three times. I have a document for that; if I've done something, more than three times I have a document for it.

Dan: Oh, I like that, the three times rule. Perfect, I like that. I always take something from everyone's seminars; that might be the one thing I remember from yours. That's great.

Susan: Oh good.

Dan: Well let's talk about how you balance your life. You know, how do you balance your work life and your personal life?

Susan: It's an ongoing process. I inherited a beautiful garden, my sweetie and I have a beautiful, very formal English garden, which we're making a little less formal so I garden and now I'm really learning a tremendous amount about gardening. That's really relaxing for me.

we have a bird and butterfly sanctuary, so every morning, I start out my, you know making my tea and watching the birds, we lure them really close to the window. I walk every single day so I exercise. I do Yoga and Pilates and I walk and then when the weather's nice, I play tennis.

And so like, one of my, I, one of the stores that I go into all the time, the woman said, oh but you're, I don't have time to exercise, you're always walking. So her perception of me is that I, you know, I always go to her store at least once a week on my walk.

And so her perception is that I'm always walking, but it's really, I walk and I think at the same time. That's also a thinking time for me, a time to unwind and get new creative ideas. I know all the cats and dogs and babies in the neighborhood, now I can start to name all the flowers.

so I'm starting to take a gourmet cooking class with a friend of mine who is a domestic goddess. I'm a terrible cook and she's a fantastic cook, so our next thing to do is to make bison stew. So I'm learning to, I was talking to one of my dear friends who's from Chicago who has known me since I was a kid, and I told her about the garden and the cooking and she said where is the Susan Harrow I knew; the urban chick? You know?

[Laughter]

And I said well the urban chick is getting, you know, is learning a few new skills.

Dan: That's great. Do you have any children living at home?

Susan: I sometimes take my neighbor's kids for a walk in their stroller. She takes care of my cats when I'm gone, I take care of her, take the kids off her hands once in a while because she's got a 1-year-old and a 4-year-old, but none of my own.

Dan: Sure, some of our coaches are wondering you know how you could be superwoman if you have 16 kids or whatever so I always have to ask these demographic questions so I have to say oh wow she's just like me, she's like me but I can do that too or whatever so that's why I ask these questions.

Susan: I really, really admire these work-at-home moms. I was on the phone with one yesterday when we were talking about, you know, we were talking strategy together and her baby was crying in the background. She was holding her baby and you know, nudging her baby and the other one was and I was like oh my God. I said this is like so amazing that you can run a business and you have two children and she was like, you know, I work until midnight every night.

She said I work when they go, and we were scheduling our call when her kids were in a nap but the kids woke up and so I really, really admire people who have children and who can balance it all because that is really, that's really amazing.

Dan: Okay and you mentioned a love interest. Are you married and does that person play a role in your business or...

Susan: That's exactly what I call him, my love interest. He's more than an interest.

Dan: Okay.

Susan: We own a house together and he's my sweetie and he's, what was the other question?

Dan: Does he play a role in your business?

Susan: He doesn't really, he's not really interested in my business. He tells me when I need to raise my rates and...

[Laughter]

Dan: I need a new TV, raise your rates!

Susan: That's pretty well. we need a flat screen TV and we don't have it yet. He's a man of very few words, he's very pithy. He's a screenwriter and director in Hollywood and so he has a very creative mind. And so I bring to him my big problems and he gives me advice on those problems. Usually and in five minutes, he's got some kind of you know something that clicks in my mind and I always take his advice and it's always the right advice and it helps me move forward.

Dan: Fantastic, that's great and you know, again, I ask those questions because sometimes there's a husband and wife team and one does the coaching and one does the administration and again, it's just interesting to know how people run their businesses.

Susan: Now I media coach him for, I actually did something just the other day. He was on camera for an independent film and they were making a three-minute film. So I was out there with the production people filming in his office, and media coaching him to do them, you know, [inaudible 00:55:30] and I listen to his, you know, when he's going to pitch before, you know, when he's going down to Hollywood to do a pitch for a new movie. I listen to the pitch and help him hone that pitch.

So he helps me you know hone my business in that way and I usually work with him and you know, I read all of the screenplays and all of his documents and stuff like that so that's kind of how we work back and forth together.

Dan: Very cool. Great. Susan my last question for you is, you know, what advice would you give to a beginning coach on those dark bleak days when nothing seems to go right.

And, by the way, I got a testimonial letter a few weeks ago from a woman who was listening on the call and said I'm so glad you asked that question because I was having one of those dark, bleak days where nothing was going right and now I got inspired.

So before you answer that question I would invite everyone who is listening to this call, if you have enjoyed this call, please send a quick comment letter to me, to Dan@PRLeads.com just saying what you liked about this seminar. I'd appreciate and I know Susan would appreciate it as well.

Susan: I would appreciate it, I already appreciate it.

Dan: Well thank you.

Susan: Yeah and as you know, people can go to my site at PRSecrets.com and get lots of free teleclass downloads on Getting a Six Figure Book Advance and everything from that to getting on Oprah to developing your sound bites, which I think, that every coach needs. Is to say exactly what you, mean what you say, say what you mean and invite only the things that you want to happen through your words.

So your question, I call a friend and I tell them how hopeless it is ,because I have those days too, we all do. And somebody said to me one time, oh Susan, you never feel that way. I was like, are you kidding? I said, I am the doubt queen, I am the queen of morbid thinking and doubt.

Dan: You?

[Laughter]

Susan: Me oh, of course! You know, we don't, I don't think anything is sure in this life, especially when you've lost people. I've lost a lot of people to AIDS and lost a lot of friends who are young and so I think this world is very fragile.

and that's why I don't want to waste any of my time on things that I don't really love because you don't really know when it's going to end. And so, we want to go to the upbeat thing, which is I call a friend and tell them how hopeless it all feels and then by the end of the conversation, I always feel better.

And I also have a file that I call the Incredible Moa [sp?] file so it's a placed where I save all of my Thank You notes for people. and so I go back and I read those. Because, when I, and I amazingly, usually, when I'm having one of these dark days, it almost always happens that I get an email from somebody saying, you know, I read your book or, I, you know, one guy who is homeless, who hasn't even bought anything, who hasn't even bought anything from me. he said that all of your free stuff helped him get a call back from Oprah. He said but you know, my, I am hopeless, I am not hopeless, I am homeless he said, but I now, I've learned so much from your free stuff. so I sent him all of my stuff.

[Laughter]

To some PO Box, because I thought this is a person who you know, who's an amazing person and so what that he doesn't have any money right now. You know what? That shouldn't be means to hold him back. So, he's learned from my free stuff, so I sent him all that.

But it was so inspiring, he so inspired me by saying, you know, this is what I learned from you. And I'm like wow, you know, this is what I live for, you know. It's those people who said that I've touched them in some way.

The other thing that I've, when I'm doubting my direction, is that I used to save a lot of things on the voicemail too. so I could listen to it when somebody said something nice to me, I'd go and replay it and go yeah, you know, I'm not so bad after all.

So you know, that's the one thing. I mean, I know that people can be difficult and willful and unyielding, impossible, and they're also wonderful and mild and warm and they, it's people that make it worthwhile.

Dan: Well that's great, you know, and there are many days where I open up my email in the morning and I see messages, in fact, one message from my clients who say now we've just into the New York Times, or this service is great or whatever and I save those too and I guess I should call it my Incredible Moa file.

A lot better than me, I just call it testimonials, but there's a gentleman on this call named Paul who is one of our new clients. and he must have sent me seven messages in the first 10 days about his successes and how happy he was with the service. And I'll tell you, that is, that just perked up my day right away.

So when I set up my new testimonials page, I put his stuff at the very, very top of the page.

Susan: Oh, that's fantastic.

Dan: So he gets more publicity if people go to my testimonials page and they can see him and his picture and link to his website and you know, it all comes around, that's the way I look at it. so he's helping me out, I hope I'm helping him out.

[laughter]

Susan: I think that, that is fantastic and that is so true and is really, what it's all about. You know, it's that warm hand to warm hand and I

think that's really what everybody wants, bottom line, is to connect.

And when people ask me about, you know, what publicity is, I say it's connecting one person at a time and there may be a million people out there, but it's really one person at a time and it's the same thing building your business. That's when it happens; it's been one person at a time.

Dan: Fantastic. Susan, I want to thank you so much for taking time out of your day to help us and our new coaches, learn how to run their businesses more effectively.

You talked about a lot of free information, downloads and stuff that are available is at your website, which is PRSecrets.com.

Are there any other new projects or anything else that you have for coaches, in particular, that they should be looking for?

Susan: Yes, I actually have one that's not up on the website yet but it will be. In the Get a Six Figure Book Advance, I did a coach, a class just for coaches and consultants on getting a six-figure book advance.

And it's different materials that's in the Get a Six Figure Book Advance book. It's about an hour and a half and it's going to be up there in about a week and it's going to be part of that.

you can get it either separately or part of the package. I am, for anybody who is a coach, I am doing another class on, go up to my website, on how to earn a six figure income as a coach and it's just for people who are members of ICS.

So, and it's going to be different than this class because we're focusing on different things Dan, so it's actually not competitive. Well we always call it co opposition, don't we?

Dan: Oh sure.

Susan: Anyway, you know, it's co opposition.

But it, I'm going to be talking about some other more nitty gritty kinds of things about running your coaching business and earning six figures while balancing your life.

And I know we've touched on that too. So those are things that are specific to coaches.

But I do have a huge range of products that I encourage everybody to start with. Sell Yourself without Selling Your Soul, because that's really the foundation of doing publicity and really making a bigger, being a bigger presence in the world.

Dan: Fantastic. Well thank you so much and good luck with all of your coaching projects, your writing projects, your media projects, managing all those people who work for you virtually...

[Laughter]

Projects and more ideas than you could fulfill in a lifetime. Susan it's always a pleasure talking with you and thanks again for sharing all that information with my clients and guests. Thanks and have a great day, good-bye.

Susan: Thank you. Bye.