



Interview with Bart Baggett

Host: Bart Baggett and Steve Davis

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Bart Baggett Interview with Steve Davis

Bart: Good evening everybody, this is Bart Baggett with 100 Coaching Tips. If this is your first time joining us, thank you. We have had an incredible season one of some of the smartest, wealthiest coaches that have really pulled back the curtain and shared with us some of the success strategies over the last few weeks.

If you are new, then we really have some great stuff that we shared. We talked to Rand Stagen and Michelle and Rhonda and Chris Widener and Sam Carpenter and all these amazing people, all about coaching and expanding your coaching practice.

So this is savvy business strategies for professional coaches. We have spent most of our time talking about coaching strategies, how to get more business and how to market yourself. That has been, I guess, the primary topic. However, we also spent some time talking about processes and techniques which help heal and move your client into greater change, which, of course, is the purpose of almost all coaching, even business and accounting and strategic coaching, all comes back to the transformation.

So today we've got a special guest there and before we bring him on the line, I want to introduce you to my partner, Steve Davis, who helped us put together the 100 Coaching Tips.

Steve, are you on the line with us?

Steve Davis: Yes, Bart, I'm here.

Bart: You know, you came to me and you said, "Bart, let's make a program for coaches and for specifically the coaches that want to expand their practice." Well, how'd you come up with this idea of the 100 Coaching Tips and I think we've done a very good job of attracting some great people.

Steve Davis: Yes, yes, it's been wonderful. I first came across this idea, I saw some other people doing a similar teleseminar series and there was nothing in the coaching field to help coaches at the time. And I thought, wouldn't that be great if we could do a series to help coaches, new coaches, coaches that are looking to expand and do different things? And we sat down, worked it out, and came up with 100 Coaching Tips.

Bart: Now, you've been on every call, as well as I have, and we may un-mute everybody and take some questions here in a minute as we get started on tonight's program, but what do you think has been the most outstanding tip? Because I would say the speakers have given between 1, 3, today's phone call she probably gave 10 or 11 very detailed tips. Did any tips come to mind that really make you want to go out and expand your own coaching practice?

Steve Davis: Yes, yes. I pretty much, each call I've had at least four or five tips that just made me want to do something different. Rand Stagen, in the first interview, mentioned that you should be, use these two words, and it was just, it struck home with me, he said, "Be ruthlessly specific about choosing your ideal client and your target market." And ruthlessly specific, I had never heard those two words used before in that context, so that was really eye-opening for me with Rand Stagen, and he's built a phenomenal practice.

Bart: Well, I think the one thing that you did very well and give myself credit, too, because some of the speakers I have relationships, some of them you've had relationships, and some of them, we both just met. Is people like Rand, you know, he doesn't have a book out, he's not on the circuit, he doesn't teach any coaching academy. You would probably never meet him or learn from him unless you just happen to be in his circle of friends. And I thought he disclosed, he had nothing to sell, very, very authentic, and he pretty much pulled the curtain back on what is a seven-figure consulting business with Fortune 500 companies. And I think that was really unique and if people haven't heard that, please go back and listen to that replay.

Steve, tell them about the different packages. A lot of people, this is, we're ending with, this season is almost over now, but there's an option to go back to listen to all these packages. Tell the folks exactly what the difference between the gold and platinum is.

Steve Davis: Well, the gold package is the instant download, instant availability, for \$97 you get access to all of our interviews, which we said there would be 24, there is going to be 26 after tomorrow night. And you have access to all of those interviews, you can download them, you can just listen to them on the mp3 player. And you will have PDF transcripts.

And then we have the platinum package, which is a physical product, where we're actually sending out 26 CDs and you will have a hard copy of the interviews that will belong to you. And we're selling that for \$197.

But our best buy yet is the platinum plus for \$197, you get the platinum physical product, the 26 CDs, plus the instant download availability of the gold package with the mp3s, which is our best value offered right now.

Bart: And that's, if you guys are on the 100 Coaching Tips site, there's a blue button that says "download all 24 interviews," and that's when you can catch those, especially now that it's the end of the season, you might want to go back and look at some of those individuals.

I'd be hard pressed to say that any individual interview wouldn't earn you that if you applied it, but I feel like I've been at a MBA of marketing for coaches, I think it's been quite incredible. I want to get even more into coaching now, I don't know if I can apply the techniques, Steve, but I can apply some of them.

Steve Davis: Yes, yes. And there were so much from each coach and even if a coach is not in your particular niche or your particular area, there's always something to learn from everyone. And let's say someone who's in the health and wellness sector, like Carey Peters, well, you may not be in the health and wellness sectors, but she had a lot of good ideas that translated into every single area of coaching, and that's pretty much the way that, you know, if it's something that is not in your field, listen to it anyway, because there's going to be a lot of good information in it.

Steve Davis: Yeah, I think some of the brightest marketing minds transpose one strategy in one industry and make it work for another. And one of the things, Carey Peters, and I think she has a company called Holistic MBA, but she talked about how she teaches people to create packages for your coaching, and so I don't even think the word, you know, \$100 an hour, ever came out of her mouth, that's not what she says. Hey, it's package one, it's package two, it's package platinum. And the different packages are sort of a one month, or three months, or six months commitment. I thought it was an incredible positioning so that instead of, you know, trying to get one client and fading out, you're basically hunting for five or six really great clients and now you got a full time job, a full time career. I just thought her insight was wonderful.

Steve Davis: Yes, yes, and she had a real good interview, but, yes, it's all been, they've all been very good. Chris Widener is another one that a lot of people may not have heard of him. I had heard of him years ago and he used to travel with Jim Rohn. And he gave us such a phenomenal interview, it was one of those where I

went back and listened to it three times just to get all the notes out of the interview, there was that much information. That one interview there is a life-changing interview for your coaching practice.

Bart: I completely agree. So if you just joined, this is Bart Baggett, on the phone with me is Steve Davis, co-founder of 100 Coaching Tips. Now, we had a guest scheduled named Steve Jones, who is really interesting because he's probably the number one selling hypnotherapist and hypnotist on the internet and he's going to talk about NLP. We're actually having some challenge tracking him down or maybe he's not at the number, so we're going to talk about NLP, we're going to talk about hypnosis, and then we're going to open up to phone calls, and naturally if he does call in and keeps his appointment, we will.

But don't go anywhere, because both Steve and I have had 20 or 30 years combined coaching experience and so if you want to ask a question or maybe get some highlights, I got to tell you, Steve, between the last 6 weeks and our previous 20 years of experience, you and I could start a coaching practice on coaches just with the knowledge we've learned recently, don't you think?

Steve Davis: Yes, yes. Definitely, definitely. I'm coming up with new ideas with each and every call that we do and it's just a wonderful, wonderful amount of information that we're getting on these calls. But yes, we do have the knowledge now to really open up a practice.

Bart: So I've un-muted the phones and that way everybody can talk, there's people from Illinois, Oregon, Idaho, Florida. How is everybody, say hello back.

Speaker: We're great!

Speaker: Hi!

Speaker: Hi!

Bart: Have you guys been enjoying the season so far?

Speaker: Excellent.

Speaker: Absolutely.

Bart: Well, wonderful, thank you for being here. So one of the things we obviously, if a guest doesn't show up we have to do a little improv, but since I did host a radio show on CBS, I think I can probably pull this off. So this is Q&A time. Why don't you ask any question at all and Steve and I will go back into the archives of our brain to see if we had an answer for you. And then also later today, I also want to talk about NLP and hypnosis, because I'm also certified in both of those.

So does anybody have any burning questions about your practice or about coaching that maybe we could help you answer?

Yvonne: Yes, I'll start.

Bart: What's your name?

Yvonne: My name's Yvonne.

Bart: Hi, Yvonne. Thank you for chiming up. Brave, I love brave.

Yvonne: Yes. I only heard part of what you said about, there was a woman that you described that had like signature programs. Could you, I missed that one, could you just give me that information again?

Bart: Yeah, I'll give you the summary and then her name is Carey Peters.

Yvonne: Okay.

Bart: And I'm sure her website would be 100CoachingTips.com/Carey, C-a-r-e-y. All the speakers in the series, if they had any kind of an offer or further details, we basically put them at their name.

And so her name was Carey Peters, she was great. And what she said was, instead of saying, "I'm 100 bucks an hour," or when you talk to people about your coaching, she said make packages. So if you've got the gold package, the silver package, and the platinum package. And of course, she said what goes in those packages is up to you, but essentially, and Steve, correct me if my memory fails me, but it was a one month kick-starter package, especially because she's in the health and wellness, so she had a lot of wellness coaches and weight loss coaches. So one month, then it was like a three month platinum package, and then it was a VIP package which she would take you shopping and she would get a personal trainer to come to your house and she just helped you with all your fitness goals.

Now, her target market is wellness. So instead of saying, "Hey, you know, come try me for an hour," it was a minimum month commitment and then also, I noticed, Steve, her packages were interchangeable, which means they weren't sequential. It wasn't like basic, advanced, super advanced. You could interchange them.

Steve, did I miss anything about Carey's packages?

Steve Davis: No, no. She had VIP day, the hot-shot or the kick-start package and then there were two, there was like a three month package and then you could have the six month to one year package. So it was four of them together that were all interchangeable. The kick start was just for maybe starting something new and the VIP you didn't have to work up to the VIP package, that was where she spent the whole day with you.

You could start out at the VIP and then do the kick start to get going in the right direction and then do one of the premium coaching packages with her.

Bart: Yeah, I thought it was brilliant because it was all interchangeable. So let's say you did the VIP and now you wanted to do a juice fast. Well, she could do like a kick start juice fast and that would be a one fee for whatever this program was.

Yvonne, does that help a little bit?

Yvonne: A lot. Thank you very much.

Bart: Yvonne, let me ask you a question. How are you charging now? What is your specialty and what are your rates? Do you have packages like that?

Yvonne: Yes. Well, here's why that intrigued me, what you were saying. Is I have about 10 different things that I do, that are kind of related, it's all in the life coaching, life purpose, success coaching, law of attraction. And as a result I have a lot of different things and the idea of, you know, bundling them.

Bart: Yeah.

Yvonne: In a different way and doing one thing per month, that really appeals to me. So that's why that caught my ear.

Bart: Nice. Right. I'm going to ask you one more question. If I did mute you, just hit *2 and I'll un-mute you and it'll raise your hand. There was some background noise there and I'm really enjoying my conversation.

Yvonne, it sounds like you've got a lot of law of attraction. One of the things that I've learned is that if you can bundle those based on the outcome and not the process, then, because aren't so much attached that they have a set of processes, like we'll talk about NLP and hypnosis, what they want is to lose their fear. What they want is to be in love. What they want is to double their income. And so if you can find out a specific outcome, you may bundle like, okay, month we do law of attraction stuff, month two we do meditation, month three we do whatever it is that, whatever the specific things that you do, does that make sense? And that way you bundle them as a package, but the package is an outcome.

Can you think of some outcomes that some of your best clients have had that may help you spark some ideas of a package?

Yvonne: Yeah. You know, I'm chewing on what you're saying, but yeah. A couple things are coming to mind.

Bart: Are you going to share those or are you going to keep those secret?

Yvonne: Oh, sure. I'm thinking about some important things like forgiveness, you know, possibly as an outcome, of freedom that comes with that, or it's stress relief. Let's see what else, oh, you know, just a plan, I even do things with personal organization and that kind of thing.

Bart: So one of the speakers was talking about organization and she got her start by getting people from overwhelm. So the pain was, "You will not be overwhelmed after four weeks of coaching." But once they got them out of overwhelm, then they needed to move them into something, you know, moving toward.

And let me give you a tip on stress. I got my career in hypnosis, when I was doing a handwriting and hypnosis back in 1989, 1990. And though I don't look that old, I'm terribly young and my Botox doctor's amazing, so don't try and do the math on that, but when I was doing weight loss and hypnosis seminars for smoking and weight loss, I thought that stress release was going to be a huge seller. So we actually negotiated, because these are when we made cassette tapes, and I always thought, and we even tried it, we did stress reduction, and we would put them—and I'll tell

you what, nobody paid for stress reduction, Yvonne. It was the hardest and most expensive lesson.

Now, we all know we need stress reduction, but it's not something people pay money for.

Yvonne: Yeah.

Bart: Go ahead.

Yvonne: No, I'm just hearing you, I'm nodding here, aloud.

Bart: It's so odd because remember, you can't sell what people need, you have to sell what they want and they're willing to buy. And I was really shocked that no one ever would buy stress reduction. And even still today, we sell **** products and one of my best selling CDs of all time, and I think it was even cassettes, was Magnetic Personality and I think it was Double Your Income. And it was irrelevant the process, what it was is, the promise of what that little hypnosis did for you was so compelling, people are like, "Wow, I want that."

The third most popular selling CD, now I'm not in the CD business any more, so I'm talking about stuff from the last two decades, was, let's see, 2 Hours Rest In 15 Minutes. Isn't that a great title?

Yvonne: Um-hm.

Bart: You could steal all these from me, guys, this is just free information. Steve, did you even know I published that stuff? You had no idea, did you?

Steve Davis: I knew about the Double Your Income Timeline because I had ordered that years ago, believe it or not, before we ever spoke.

Bart: Nice! And by the way, Steve is one of my customers, that's how we met, is he came up through the certification course, he got certified in handwriting analysis for his coaching business, and then he had taken all these coaching programs, and so we became friends because he was a customer. And so that's how you build relationships long term. And in this case, it turned into a joint venture.

Yvonne, great speaking with you. You have any other comments or ideas to share?

Yvonne: Oh, I would, but I want to give somebody else a chance.

Bart: Okay, wonderful. So I saw a hand raised, but then I saw the hand disappear. So let me tell you who's off mute. Lisa's off mute, Buffalo, New York; Doctor in Florida is off mute; and Linny is off mute in New York.

Anybody have any comments or questions?

Okay, don't be shy. Let me tell you a little bit about the hypnosis and how that might or might not help your practice.

When I got started with hypnosis years ago, you know, it was one of the two tools I had in my tool cap. So I was a handwriting expert and a hypnotist, and then I end up later getting certified in neurolinguistic programming, which is actually what our guest tonight was going to talk about.

Those are all credibility builders, they're techniques, and they're very useful for helping elicit change. None of those things by themselves got me clients. Now the only thing I would say that is magical about any of that is even still today, and everyone on the phone is a coach and you're in the industry, so you know hypnosis is not some mysterious, magical thing. When you travel like through the Midwest and in these small towns, and in Arizona, they think hypnosis is magic. And if you know it, you're a magician. Does anybody know what I'm talking about?

Yvonne: Here I am again, amen.

Bart: They do, they think it's magic. And even though it's a process with all the scientific background, if you take away that magic, you're doing yourself a disservice. So you can let them think it's magic, but still, they get to change their lives.

Yvonne, did you also get certified by hypnotherapy and do you use it in your practice?

Yvonne: I started, that's where, I started off learning to be a coach and I discovered hypnosis. And even when I'm coaching, people say, "Yeah but, yeah but, yeah but, I want to be hypnotized."

Bart: And you're thinking, but it's just the belief switch. And you want to coach them, but they want to be hypnotized. Why do you think they want to be hypnotized?

Yvonne: Well, I'm a believer myself, I can relate to that, but it's amazing to me, no matter how much I try to get involved in coaching programs and what not, how valuable hypnosis is.

Bart: It's interesting, because I see it as a two-way street, and by the way, this is a different kind of conversation, so chime in. The people that are amazed by it, they are like, "You have a power that I need, I need to stop smoking, I need to lose weight, here's money, I'll buy." Like they're completely sold.

On the other side of the coin, there's some people that hypnosis is all kind of new-age-y and weird and not real medical and kind of far out there. Do you feel that that affects our marketing at all if you call yourself a hypnotist because you're not a, you know, a "scholar" or a "college professor?" Does it have any negative repercussions? Because again, it's been accepted—

Yvonne: Well, if I looked at what, and I have, you know, I'm sort of at the micro, small business level. But if I look at where most of the money I've made over the past several years has been, it's been with hypnosis. Even though all of my marketing and everything else has been coach. You know, I am certified as a coach, but I fully have much more success even if I inadvertently mention—and it's never what I think. I can target, get on, "Effective immediately, it's women, it's weight loss, it's this or it's that," and the first, the next five people will be male wanting to talk about their relationships or analyze their dreams. And they were attracted because I mentioned the word hypnosis and they want me to do 'em.

Bart: Yes. And as **** I'll tell you, the reason hypnosis is better for business than what I'm famous for, which is handwriting analysis, is because I can do their handwriting analysis in three minutes on a napkin. You can't do hypnosis where you meet them. You have to schedule an appointment, they do respect you, and they do see the value in it. And that's something really good.

Steve, I'll ask you because you're also certified in handwriting analysis, is it hard to say, "No, I don't want to give you a little miniature test," even though we have the capacity to do a quick analysis, when really, if we had 30 minutes to do a full write-up and analysis and look at 5 pages, we could obviously be more profound and then lead them into a conversation about their fears.

Do you find that's an advantage or disadvantage to have something kind of magical like hypnosis or handwriting in your back pocket?

Steve Davis: It's a great conversation starter to have handwriting analysis or the hypnosis. Now, I only have the handwriting analysis certification. But any time I mention that, if I'm giving a free talk somewhere, at like say a non-profit or if I'm speaking at a local Toastmasters, if I say handwriting analysis, it never fails, after my talk is over, at least half of the people in the audience want to talk with me about handwriting analysis. "Hey, look at how I write this, what does this mean? Look at my handwriting, tell me all about me," things of that sort. And it's actually a great way to set yourself apart, especially the handwriting analysis. Which everything is good in its own way, but there's not as many handwriting analysis as there are hypnotists.

And that's the one thing I've noticed, when you say handwriting analyst, all of a sudden everybody, "Oh, really? Well, I've got something I want you to look at." And they want to sit there and listen to you.

Bart: It's a conversation starter and it's a lead generation. One of the things I teach our certification students when they get handwriting certification, is that handwriting is not the end game. You know, handwriting is one amazing session, maybe a follow-up session if you use grapho therapy, but the real long-term revenue is coaching. It's transformational coaching, it's becoming a relationship with the person taking through, so even though grapho therapy might be useful, if you don't get the coaching certificate, if you don't get the NLP certificate, if you don't have some sort of skill set to really change these fears, I believe it's a limited business model because it's one or two times you can visit with them and then you have fast referrals.

The great thing about you guys on the telephone is you're all coaches, you have great skill sets. So if you can do something to get you unique and to get them coming up to talk to you after the speech, I think that was one of the secret tips that our guest, Sharla, gave us today, she goes, "I got to tell you, free speeches has filled my practice from 0 to 18 people a month," or maybe it was her husband, "because of the free speeches and what to say during the speech." She gave a very specific detail. And by the way, that replay is still up absolutely free, if you guys check out the noon.

But it was so worth it because I remember giving away free speeches and the one thing I had to always come to terms with is after I get off stage, everyone's going to come over and say, "Look at my handwriting." And of course, you can't give them a full analysis in a minute. But you can give them a quickie or set up an appointment.

Good advice, Steve, thank you.

Steve Davis: Yes, yes. Also, if I could, the person who had their hand raised was in Boise, Idaho. Boise, you're un-muted, did you still have a question?

Boise Idaho Speaker: Yeah, thanks. My question is kind of more about, you know, lead generation in the social media aspect of getting prospects involved, engaged. How do we kind of, you know, when we meet somebody at an event and just want to, you know, make a connection, how do we kind of get them into our funnel and kind of get them involved in our social media so we can kind of, you know, create that longer conversation?

Bart: Let me handle this, Steve. I've got a pretty good Facebook fan base as well as, we just started using LinkedIn. Giving them something for free is always a great thing. I literally, on my personal level, if I'm talking about any of my business, I'll say, "You know what? I wrote a book on that, let me email that to you." And instead of going to Amazon, I literally will send them that PDF of this book. Now, **** book you wrote, obviously if you haven't written any books. But you can send them a report, send them a link, get some reason to open the communication and to start that line of communication. Most people will give you their email address or their Facebook. And in fact, with Facebook, the way it's grown, I can almost, unless they've got a very common name, I can almost just write down their name and I can Facebook them while I'm standing there on my phone, and then I can follow up with a conversation.

But I think that's a really smart decision, because you want to do is just build relationships and then once you've built that connection and they friended you, make sure you post relevant things.

So it doesn't have to be all business-y, in fact, I think the more personal I get, the more people respond. The quotes, the photographs, the images of my family, those sometimes get more response than the business because they have to know, like, and trust you. And then as soon as they know, like, and trust you, then if you hit something like an article or somebody that says, "Hey, you know, I've got a coaching spot open, you know, does anybody have a problem with this?"

Boise Idaho Speaker: So you're posting under your personal Facebook or under your business Facebook?

Bart: Yeah, I actually started so long ago I made the mistake of having most of my friends on my personal Facebook. But if I started today, it would all be fan based. But because when I started, they didn't have fan pages, everything was personal, so I got up to about 3,000 personal friends and now I'm having trouble moving them over to the fan page.

So if you're just starting, you know, make it a fan page. But again, it's a very personal medium, so if you don't expect to have 6,000 fans around the world, use your personal Facebook page. It's no big deal. This is a world where authenticity sells and they want to know that you're real. They want to know that you have a family. They want to know, you know, what's your favorite quotes and what you're reading. And I think that probably says a lot. Now, if you have something to hide, it's a terrible idea. But if you're good at what you do, you're going to be good.

Does that give you a little help, or do you have another follow-up question?

Boise Idaho Speaker: Well, I guess the second part of the question is, is this something that's actually going to be to my, you know, favorable for me. I'm thinking, like I need to expand my reach. Is this a really good idea or is it kind of a long shot idea?

Bart: Well, here's the thing. Is your Facebook and is what you're going to put on Facebook all relating to your coaching practice? That's the first question.

Boise Idaho Speaker: Ideally, yes.

Bart: Yeah. I mean, personal and, meaning that, I have the problem is I've got four careers. I'm in movies, I do handwriting analysis, I do this coaching thing. So people go to one of my Facebook pages, they might get confused. So I don't think I'm the best model to ask about this particular question.

But if you are just starting out and all you do is looking for coaching clients, or maybe you've got a line of books around a topic, I think it's brilliant. You do want to connect. Because asking for someone to be a Facebook friend is a very low level commitment. It's a lot lower than getting on an email list. I mean, much lower commitment. And it's not like you're hitting on somebody. One of the challenges we

have as men, is if we ask a woman for a phone number, you're going to get accused of flirting or hitting on them, or they may confuse that. If you say, "Hey, can I Facebook you, I'd love to send you PDF of that thing we talked about," or "I'd love to Facebook you, I'll send you that link about that article," that's very low risk and it makes somebody feel safe and respected. So I think it's a great strategy.

Boise Idaho Speaker: Okay. All right, thank you.

Bart: Yeah, great, thanks for the good question. Greg in Metro, Oregon, you are un-muted. How are you, Greg?

I guess it's Greg, in **** your hand is raised.

Greg: [Inaudible]

Bart: Oh, that's right, Greg. Greg. You know, Greg has been to, I guess 22 of the 24 sessions. You've listened to most of them, haven't you?

Greg: I've been to every one but one from when I started, and I don't know exactly when I started listening, but I've been, about five, six weeks ago, so every one since then. So I'm not sure how many I've got through, but certainly every one since I found out about you.

Bart: And by the way, if you think Greg has a funny accent, he is from Australia. He pays 80 bucks a month to have a US phone number just so he can take advantage of free stuff like this with a US phone number. Good investment, by the way.

Greg: Yes, yes, it is. Excellent. It's actually \$70, \$99 a month, so it's actually **** through Skype.

Bart: Nice, nice.

Greg: Yeah, and that's the whole world, too, not just USA.

Bart: Wow. A question for Steve and I, Greg?

Greg: Yes, I did. Chris Widener said, I just wanted to elaborate a bit on one of the comments that he said, he said, "Skip the book and go straight to audio." I just want you to elaborate a little bit more on what he was saying there.

Bart: Okay, great. So it was Chris Widener which is one of my, I guess, one of my favorite interviews. He works out of his house, has no employees, travels the world speaking, has multiple products, meaning he has multiple streams of income, seminars, CDs, books. And one of the things that he said which surprised me, just like you, Greg, he said, "Skip the book, just make 3 CD's. You know, make a 3 CD set."

And the reason he said that is a couple of things, based on my interpretation of what he said. Is first of all, if you have never written a book before, it is like having not just one baby, but it's like having twins. It is your whole world for nine months or a year or two years, as you write this book, and you're such a perfectionist. So the getting off the ground, a book, is a really complicated psychological process to move you through.

However, giving a three-hour speech or recording, you know, three Meet Up events into your iPod is a very easy, low gradient.

The second thing is, so let's assume that you could get both of them done. I think you can get a three hour, or, you know, 3 45-minute lectures done very, very quickly, just locally, just recording what you do. I could record into my Macbook Pro with a headset, but that's, I can sit and just talk like that.

But the second thing is, three CDs have a higher perceived value than a book. The thing about a book is, it's like a really big, fancy business card. And people are like, "Oh, my God, Bart, you've got a book and your picture's on it." Yeah! It's a book that I wrote, I published, and I put my own darn picture on it. But it's still impressive. And I understand, I don't take away, and I'm very proud of the fact that I wrote that book. But it didn't make me near as much money as the CDs and the DVDs that I made over the years, because of the high perceived value.

So what Chris said is, if you do the math, if you have an opportunity to sell, let's say you go to the Kiwanis Club and you talk to 30 people. If you sell one CD course for \$30, or 3 books for \$10, your profit margin's higher on the CD, plus you have a better customer because they spent more.

So what he was saying is as a gradient goes, if you're going to get in the product industry, start with a three CD set because you can relay more information, it's fast, fast, fast, fast. You can get it done almost immediately, and you don't have to spend that anguish of making a book perfect, because a book is never perfect, and we always wish we could re-write it.

Does that answer your question, Greg? That was a good comment by the way.

Greg: Yes, thank you, yes, I just wanted you to elaborate on what Chris meant there. He also said, too, for starters, for beginners who just want to know where to start with audio, now I feel once I can do a proper presentation, he said, "Get someone else in to interview you and just answer questions and you can write the script." So if you want to elaborate on that too, please, Bart?

Bart: Yeah, I think interviews are one of the best ways, most people don't have the ability to speak for an hour. And you may think I do, but when I hosted an AM talk show in Dallas, the hardest hour of my life was when I did not have a guest. It was basically talking about topics and politics, it was very challenging. However, you put me in front of an audience of 100 people, or 5 people, I can talk for an hour, because I'm getting a little bit of feedback and I'm reading the body language a little bit and I'm getting nods or I'm getting confusion.

And so if there's a topic you know well, the easiest way to sit there, put six people in a room and just do a lecture. You know, Meet Up is a very common website, all around the world and I know it's in the USA and Australia. You probably won't make any money with Meet Up, because people shopping on Meet Up are trying to connect community. But it is a great place to get content. We did some Meet Ups this year that we had six or seven people—and by the way, for somebody that travels the world and sometimes has 500 people, it's a little bit of an ego slap to have 7 people show up to a seminar, and I'm speaking from experience. But the purpose of that was not to make \$10 a person, or even build a big community. It was to take a video camera and an iPod and record some new content with some new ideas. And now that stuff is in the manufacturing process of being released to our email list.

Now, when you've got 25,000 followers, you really do need to create new content. So I think it's a very good idea to create new content.

Interview-wise, Greg, it's just simple. I mean, if you think about it, I could've had any of these 25 speakers, 24 speakers, just come and do a lecture. But an interview process, they don't have to prepare notes, they don't have to have a Power Point presentation, it's a much easier way to go about it. And so if you can get somebody that's a good interviewer, you can hire some people off of the website, there's a lot of interesting people, I live in Los Angeles, so there's tons of hosts with hosting skills. But it becomes a conversation. And if you just take that transcript, then you basically have a good start on a book.

You could also, if it's done properly, you could simply sell the interviews.

And I'll ask you, Greg, you know, these interviews we've had, is there any more value to having heard 24 speakers in a studio giving a lecture, like what Tony Robbins does, or did you enjoy it just as much having me chat with them? Was there a preference for you?

Greg: I believe, Bart, that there's just so much information in the 24 that it's incredible. I've just been glued to everything that you've done **** so you made a comment that it's MBA for coaching and I just endorse that. I just think it is.

So well done, Steve, and well done, Bart, on what you've produced here, I think it's a definitely fantastic resource and I'll definitely be taking advantage of the \$197 to get it all myself, too.

Bart: Well, thank you for that. And that's true, I mean, if you guys, I mean, that is how Steve and I, you know, make any money off, is if you buy the programs. And we'll also be using the content to create a big mailing list, but essentially, that's what we're looking for, is to create a resource for coaches, and that's as a community.

So over the next year, this won't be the only season, we'll have other seasons, and we'll continue to create tips and bits to create a resource because now that we have a good foundation of coaches, we're going to do exactly what our guest today said. And Steve, you remember what she said really launched her income? I think it was from 0 to 180,000 and the 180,000 to like 1.7 million. It was one simple question that she did that most people don't do. And I'm going to put you on the spot, Steve, and see if you can remember what she said.

Steve Davis: She said the million-dollar question is, "What do you want?"

Bart: He did, look at me, look at Steve pulling out the notes from this afternoon's call. What do you want? And I think that's the way we'll approach this. We have a community of coaches, some are veteran coaches making a million dollars, some are brand new. What do you want, Greg? How can we serve you? That's the question we'll have and over the next few years, if we continue to ask that question, I think Steve and I will build a nice community of coaches.

Greg: Okay, thank you.

Bart: Okay. I'm going to put people on mute here. So thanks for hanging with us. Obviously if you guys tuned in for Steve G. Jones, you'll realize that he's not here. And so we can't explain that, but we have had a really good time talking about some of the highlights. This is almost like highlight reel of some of the best tips so far this season. And you got a chance to really meet Steve Davis and chat with him, who's the co-founder of 100 Coaching Tips.

So if you have any questions, say hi, and we'll call on you, or hit *2 and raise your hand. Otherwise, Steve and I will be just extraneously, that's the wrong word, extemporaneously, that's the right word.

Okay, let's go with Lisa in Massachusetts. Hi, Lisa.

Lisa: Hi, just a real quick question. If I wasn't able to hear any of the conferences over the weekend, are they still available, or are they gone?

Bart: I will leave that to Steve, because he's got control of the buttons to turn them off and on.

Steve Davis: The weekend replays have already come down, but I tell you what, for our people who are on the call tonight, send me an email at Steve@100CoachingTips.com. I can't open them all up for you, but if there's one interview that you want to listen to, if you will send me an email and I will get that interview opened up just for you. And also, if you have any questions and we by chance don't happen to get with you tonight, please send those questions to me, Steve@100CoachingTips.com. We will get your questions answered.

And, Lisa, I know I've seen you on several calls before, I recognize the name and number, so I'm glad that you have been faithful to us here.

Lisa: Yeah, I know, I was disappointed, I missed a couple and I would greatly appreciate that. So I will send you a private note. Thank you very much.

Bart: Lisa, which call did you miss? Let me see if I can give you the highlights of some of them.

Lisa: It was just the end of last week, I was away, and I think it was Wednesday/Thursday.

Bart: Steve, do you know what those—

Lisa: There was no call on Thursday, it wasn't Wednesday/Thursday, it was, when was I gone? I was gone, maybe it was Tuesday/Wednesday. But I was on the prior week.

Steve Davis: Give me just a second to pull up, because I'm drawing a blank.

Lisa: And I can go back, I know I wrote it down.

Bart: Yeah, so that's a great offer. If you guys see something in the season that you missed, send Steve and email, you're kind enough to sit through this kind of an impromptu Q&A session, and nobody's left. In fact, we've got more callers than before.

So Steve, maybe you and I are even more interesting than Steve G. Jones. Apparently, because nobody's leaving. This is fantastic, I feel so, my ego is huge now, I love it.

So, Lisa, thank you for that.

Lisa: No problem. And thank you so much for your generosity and for both of you for putting this together. I'm a certified coach and it's wonderful to continue to, you know, feed on knowledge and just, you know, whether you pick up a tip here or there, but just to keep learning from other people to make you better. Or to make me better. To make all of us better as a whole and as a community.

Steve Davis: Thank you, Lisa.

Bart: Let's go to Florida. Is there a doctor on the line from Fort Lauderdale, Florida?

Shawn: There is, good evening, how are you?

Bart: Hi, what's your name?

Shawn: Dr. Shawn Alexander.

Bart: Shawn, pleasure to meet you, Shawn.

Shawn: You know, the question I've got for you, you've been talking in regards to the NLP certifications as well as the hypnotic certifications. Where do you get those certifications from?

Bart: That's a great question. Let me tell you journey and then I'll open it up to, our guest tonight was someone who has things for sale on that. I'll tell you that we did build a page for him, so I can't speak to the quality because I've never through it. It's 100CoachingTips.com/Steve, and that's not Steve Davis, it's just Steve. He offers some certifications and trainings, and since I didn't get a chance to interview him, I can't speak with any confidence of the quality of that compared to everything else.

When I was coming up through hypnosis and NLP, you know, it was a seminar, my certification was two weeks, seven days a week with Rex Sikes, it was the only NLP, Richard Bandler trainer around at the time. I believe he's recently just started doing another NLP training with my friend, Jonathan Altfeld.

So if you're writing these names down, these are people you can research. Jonathan Altfeld's got some great programs. Rex Sikes, if he's still doing it, he was one of my personal trainers, he was great. There are lots of trainers, I think Tad James is still among the best trainers in the world. And he does not only NLP and hypnosis, but he also does something called timeline therapy.

But all these programs, you can get some basic knowledge from let's say the home study courses, and Tad James is interesting, because even though I did meet Tad and went to a seminar, I literally learned the whole process from his cassette tapes. And this is, you know, 15 years ago. And it's still one of the techniques that I use in all my live seminars, when I do **** seminars. So even though certain things, like NLP, it almost requires that you be tested and somebody, you know, walks you through these processes, like calibration. But for example, if you already have a foundation of hypnosis, which is what I did, learning NLP, you might be able to pull that off just from CDs and audio training.

So the answer is, there's a lot of good programs out there. I don't think you need to go to a college or university, and Steve, let me ask you if you have any references, because we've been trying to be as objective as we can on our endorsements on this question.

Steve Davis: Yes. I have found one other person who I subscribe to their newsletter. I have not taken the certification course, his name is John and I'm not

sure how he pronounces his last name, but it's, I believe Lavalley, L-a-v-a-l-l-e. He is also one of the first graduates of Dr. Bandler's. And when you get your certification through him, I know that Dr. Bandler is there on the testing with him specifically.

Bart: Yeah, John Lavalley, Richard Bandler, John Grinder, these guys are all like the original **** all these guys are part of an original. And NLP is such a diverse field now, it's like saying, "Oh, I dated once and I don't like dating." It's so many different versions of NLP, it really does depend on the teacher. And all of them have a different emphasis.

So my advice to you is to really go check them out. I think Tad James is probably a good place to start. I know Steve Jones, although for some reason we've mis-connected tonight, his NLP programs are really inexpensive. And I think one of his programs is between \$47 and like \$200, it's not very expensive. Now, I can't imagine you're going to get a lot of personal attention with that, but if you're already a doctor, if you're just looking for like these kernels of information and this set of tips, that may be something that would be really useful for you and it's a very low investment.

Shawn: Yeah, what I do as far as from my side is that I'm a licensed clinical pastoral therapist, so because of that reason, I've got the counseling and the therapy, so on top of that, so I also do business development coaching as well, so therefore, I'm helping business to increase their sales, as well as to do deal with their sales people, as well as their customer service people, and of course, behind that, of course usually there are different types of issues that showed their faith **** figured the NLP and the other stuff would be something that would be useful in doing that.

Bart: Yeah, I can't imagine doing any sort of training without knowing NLP. And by the way, if you've just listened to Tony Robbins or maybe you've read something about IIQ's, that is just the tip of the iceberg. The language and the embedded commands and kind of the marriage between hypnosis and NLP. And by the way, NLP came from hypnosis. It's very hard to separate them because Milton Erickson, who was one of the greatest hypnotists in the '60s and '70s, that's who Richard Bandler and John Grinder studied. And what they were studying is why does this person who's locked into a wheelchair have such profound affects with his language.

And so it was all about language, words, moving pictures in somebody's head, painting particular metaphors, and basically figuring out, kind of mapping the unconscious mind.

So it's kind of hard to study one without having a little knowledge of the other. But I think that **** of NLP, timeline therapy, and hypnosis, is a great set of skills to have. And you could probably tackle any problem effectively. Absolutely. Good question, by the way.

Shawn: Thank you.

Steve Davis: We have a question online, Bart, and she's also on the phone. Pam McCall, from Missouri, are you there, Pam?

Pam: Yes, I'm here, hi.

Bart: Hi, Pam.

Steve Davis: Hi, how are you?

Pam: Hi. Getting to know you guys over the last week or so a little bit, by email, and I appreciate all you're doing.

Bart: Thank you so much, thank you.

Steve Davis: Yes, thank you. You had a question online, would you go ahead and ask that question for us and then we'll get it answered?

Pam: You bet. I was wondering, whenever you guys, when I asked it back, we were on another discussion, but you were talking about having people in videos or doing interviews online, doing interviews on the radio with people, or it would seem that you were.

How do you handle that legally? Do you get someone to sign off that it's okay to use their image or their voice? How do you handle that legally?

Bart: So for example if you, what's your specialty, what's your topic?

Pat: Well, I'm not yet, I'm going to be a certified coach in October.

Bart: Okay. So let's say that you interview people on, let's just pick a hypothetical situation, success, is that fair?

Pat: Oh, I see what you're saying, yeah, yeah. Yes.

Bart: Okay. So you're going to interview some people with success. So you're going to go get like, you know, the coach of the Browns or you're going to get somebody. You're going to say, "I'm going to interview them," and that's kind of what we did with this. 100 Coaching Tips, 24 coaches, but there's an exchange of value. And generally, the unwritten rule is, and if you're on a radio or TV show, let's just use mass media as an example—and I've been on 1,500 radio and TV shows, I actually stopped counting at about 1,500—it is, they don't pay me, I don't get a check, even if I'm in the union, you know, I don't get a check for guesting.

Pam: Right.

Bart: So the deal is, I'm promoting you, you come on the show, we own the footage, thank you very much, good bye, Bart. That's the unwritten rule for like CNN, Today Show, everything else.

Pam: Okay.

Bart: With teleconferences, you have to have an exchange of value. In most cases, the exchange of value is this: We've got a list of people that are really, really targeted to what you want. So in this case, Steve and I have a list of coaches, life coaches, **** and speakers. The people that are coming on the phone have a motivation to share their story with this group of people. Now, you notice about half of the people had nothing to sell. So their motivation was purely like, "Hey, this is something that's worked for me, I just want to share." And my friend, Rand, said, "Yeah, I'll do it for you, you've been a friend for years, I'll share with you."

Pam: Right.

Bart: John Assaraf, tomorrow, you know, he's been a friend for years, he's just going to share, he has hot seats for you.

Now, Rand had nothing to sell, the goodness of his heart, and there's a handshake agreement. If we sell the \$97 programs, we're not giving him a percentage, because he just shared with it, and it's okay. The thing is, we have to respect him and no one's ever expecting that we're going to do anything negative.

So in those interview series, there's a couple ways to do it. You do a joint venture, where if they have all the information, then you actually partner with them.

And then if you do just an interview series, you say, "Look, you are one of seven experts on the law of attraction, you know, we're going to interview you." If they will do it for free because they've got a book, an email list, or a seminar, they'll probably do it for free and they'll never ask for a penny.

Now, if they don't have something to sell, then they might want to joint venture with our, or there may be some other exchange of value.

Pam: So when that happens, and like you and Steve are in—I don't know which I'm talking to, am I talking to Bart?

Bart: This is Bart, Bart Baggett, yeah.

Pam: Okay. So you and Steve have coupled together with this, to do this little deal. And so one particular person or business or entity has to be the one that then pays the others.

Bart: Well, there's really not exchange of money. Money's rarely the reason people do teleconferences. And since the teleconference has been really launched, which is probably mid '90s, most people don't get paid at a teleconference. You know, Jack Canfield does a teleconference once a month for free to his list. And no one's ever paid him for that. But he probably makes a million dollars a year off of it because from that list, he then fills up his programs, he fills up his books—

Pam: Oh, right, okay, yeah.

Bart: There's an incentive, there's a ****

In our business model, we're not paying the speakers, but they have a motivation to do it.

My friend, Chris Weaver, he's my personal business coach, he did it as a favor to me. You know, he'll probably get some coaching, but you know, it was good for him. He hasn't done a lot of radio interviews, he hasn't done a lot of TV shows, but he had this amazing, amazing perspective on businesses that I don't think you find in business school. So his motivation was to contribute.

Pam: So you don't necessarily get anybody to sign off that if I want to use you in media, blah, blah, blah, you know, like that, you don't necessarily do that.

Bart: We don't have to do that. Now, here's another perspective. In this model, it's not necessary. However, if somebody comes back and says, "You know, Bart, I've noticed that these 100 coaches, you've been selling this for six years, I would like a percentage of it." You know what we'll do? We'll probably just delete them from the program.

Pam: Yeah. So what do you do when you have like a public speaking event and you want to use that in some of your advertising and the people are in, like the customers or the attendants are in your pictures?

Bart: Well, then that's a little different because you're basically you're doing it, for example, one of the seminars I went to, names James Malinchak, he had Joe Theismann coming to his event. He paid Joe Theismann his speaking fee, and his speaking fee might have been \$15,000.

Pam: Right.

Bart: And so if someone's coming to your event and you're paying them, you're also buying the rights to promote that event like a celebrity.

Pam: Okay.

Bart: Most of the events I spoke at as an internet marketing expert, I never got paid to be there, but I got to sell things from stage.

Pam: Yeah, you got ****

Bart: So that's normally the arrangement. If you get to sell something, you probably don't get paid, that's what Chris Widener was talking about, he's made a whole lot more money.

Pam: Yeah.

Bart: I would much rather be on a multilevel marketing stage with 30,000 people in the audience and not get paid, than get my \$15,000 keynote speech.

Pam: Yeah, right, yeah.

Bart: Because I know I can sell \$100,000 in products. But if you don't have any products, that's going to be tough.

Pam: Yeah. Well, and a person starting out, you know, how much public do you have to begin with? Hopefully you at least have a book.

Bart: Well, even if you don't have a book, you can get a CD. One of the books I was in, I think it was called, it was years ago, something-something-expert. You know, "The Obvious Expert," something like that. But I was just one chapter. And he interviewed me because he wanted to put my name on the cover of the book, me with eight other people. And so sometimes, and in that case, I gave him the rights to that article because I knew that people would read the article and come back.

Pam: Okay.

Bart: And I'll give you one other example, one different version of this, and then we'll move on to one more question because I think Greg has another question, is years ago, about almost 12 years ago, this woman came to me and said, "Bart, I've been listening to seminars, I don't have a product, let me interview you and I'll be your partner on this." And it was called *Niche Marketing Secrets*, not available any more, but this was back in 1999/2001, internet was all brand-spanking new, and I was the expert and she was the marketer.

So in that case, I didn't give her my intellectual property, I signed a piece of paper that says, "We're going to partner. I'm going to give you this interview, you're going to transcribe it, you're going to market it for \$47," blah, blah, blah, and we were physically partners. And so she sent me a check every month for the first couple years and then it faded out and it went on to something else.

So there's a lot of ways to slice it up, but if you don't have a product, interviewing somebody's a great way to do it. Having them interview you, which is really what started this conversation, because Greg is like, "Wow, I've got this information, I'm going to hire someone to interview you." That's a great way to do it and then you just pay them a flat fee. "Hey, I'll give you \$200 if you interview me for three hours." Okay. And you do get the rights release, especially that's SAG or AFTRA, or union, you want to get with someone non-union, because you don't want to give them a royalty.

Pam: Right.

Bart: See, you should always try to avoid any royalty deal whatsoever.

Pam: Okay, that was good information, thank you.

Bart: I'll give you one more example, and then I'll get back to Greg. I did a course with an Australia, this leads into Greg, our Aussie, it was called Change Your Signature, Change Your Life. And it was an Australian handwriting expert, and the deal we did was this: He was in LA, and I had a studio, at the time I was hosting a radio show, I said, "Let's do this product together and let's sign a piece of paper," and I don't think we ever signed a paper, it was the handshake deal. I said, "I will do the product, I'll pay for the production, you come in, give me an hour of your time, two hours," I said, "I'll package the product," and then I sent him the masters and he sold it, never gave me a royalty, and I've been selling it for ten years and never sent him a royalty.

Pam: Oh.

Bart: Isn't that a great deal?

Pam: Yeah, that is a good deal. That's a good exchange.

Bart: And not there's not a lack of trust because neither one of us think that we're stealing from each other.

Pam: Right, you're on your own after that.

Bart: I use him, he uses my pictures, and sells a lot, in platforms, in Australia, he has platform speaking, you know, he gets his money, but at the back of the room, he's probably still selling that disk. And you know what? I don't care.

Pam: Right.

Bart: You know what it does for me? It makes me more famous in Australia, which is where I'm not famous. I may be famous to Greg now.

Hey, Greg, you got the last comment because we're at the top of the hour. Thank you guys for hanging out with us, loving the Q&A.

Greg: Thank you, Bart. It was just a quick comment, more an observation, but you probably have so much on to talk about now, but I was just amazed at the number of coaches that have had extreme circumstances in their life that drove them into coaching. Pat when she was separated from her husband and she started life again

at 50 with nothing, and built a really, really powerful coaching business. Lisa, who had that trauma with her father and the gun when she was a 16-year-old, and Rhonda, when her parents were murdered. All drove them into coaching, and it was just amazing that such a dramatic, sad circumstance in their lives made them probably better coaches. That was just a summary, just an observation. But you probably haven't got time to expound on that, but I just wanted to bring that point out.

Bart: Well, it doesn't mean you don't have to perfect life to be a coach, in fact, some of your struggles will give you more credibility than a certification on the wall.

Okay. I'm going to put everybody back on ****

You guys have been great. Thanks for hanging in there, I know it was kind of an unscheduled FAQ, but we got to do some interaction and some questions, kind of some coaching on our own.

Steve, you and I are back on the phone. Is there any final thoughts you want to leave before we talk about the last day, which is Wednesday, we've got a noon—let's talk about our two guests, Morgana and then John Assaraf. What can we expect from those two interviews on Wednesday?

Steve Davis: Morgana has prepared a special program just for 100 Coaching Tips listeners and it is how to, forgive me if I get it wrong, but it's how to magnetize your website to your ideal client. And basically the premise of it is how to create a website that will help you build a six-figure coaching business, basically on a shoe string, without having a lot of money to pay for the website and things. She's going to show you how in this program and she's going to talk about it, how to build your list, how to get the publicity needed, the web publicity needed that you will need for that, and how to draw the ideal clients into your site and how to turn them into paying clients.

Bart: And this is a program she has never done before, so she built it specifically for this phone call. She's been a friend of mine personally for over 10 years and it's going to be great. It's at noon Pacific. And so those of you that are in different, East Coast time zone or Australia, noon Pacific. And then again, that replay will be up 24 hours. And then tomorrow night is our closer, who is not only very famous from the movie, *The Secret*, but he'll be doing a hot seat. So you've got to be on the call and that way you can get chosen.

Tell us about John's lecture and then also how we choose the hot seat, Steve.

Steve Davis: Yes, yes. John Assaraf, one of the featured stars of the movie, *The Secret*, and just a great all-around guy. The first coaching program I was ever in was one of John Assaraf's programs. Let me give you just a personal endorsement from me about him. By utilizing the steps that he gave in the coaching program, I was able to double the size of my business in four months. And it just revolutionized everything and he was the one that opened the door of coaching to me. And he is going to be talking about how to break the glass ceiling on your income. John is a, probably the premiere person as far as neuro-reconditioning, which is basically just the science of how do you think the right thoughts to get the results that you want.

And then he is going to, at the end of the call, do three ten-minute hot seats live on the air with, you know, different people who are online to be chosen for the hot seat, it's very, very simple. You have to be a subscriber to 100 Coaching Tips, all you do is go to 100CoachingTips.com, put in your first name and your email, hit enter, you are now a subscriber. It doesn't cost you anything.

The other thing is, you have to be on the call live. We can't do it through the website, if you ask a question on the website, he can't really do a hot seat that way, you've got to be live and on the call.

The other thing I'll say, we only have 200 spots on the call, I would get there about 10 minutes early tomorrow night to make sure to reserve your place on the call. But it's going to be a phenomenal night, I don't know of anyone who can say really that they've had a ten-minute hot seat with John Assaraf. There's very few people who can say that because John, although he's a great coach, he does not do a whole lot of coaching personally, but he is an excellent coach. It's just, this is a once in a lifetime opportunity. I consider John Assaraf to be the Napoleon Hill of our time.

Bart: Pretty good endorsement. And he's sort of like Tony Robbins, where he does have some coaching clients, but they're in the upper six figures type of coaches. You know, most of this stuff is seminars. And if you don't know much about John, I've been to his house, I've seen the poster that he talks about in *The Secret*, he is very authentic, he is the real deal. He really walks his walk and the stuff you're going to see about neuro-conditioning is way beyond affirmations. In fact, some of my seminars since I've met him the last ten years, I've incorporated many of what he's taught into my own stuff. So he's got some great techniques to share with you and he's been kind enough, really out of generosity to our friendship, to come and share that 90 minutes with you tomorrow.

So it will be a little more than 60 minutes, so if you can get that half hour, you guys may have to stay up late, but it will definitely be worth it.

Again, the same phone number, check your webcast, you've got to be a member, and then log in at 100CoachingTips.com.

Steve, thanks for chatting with me, it's made it a lot easier. It's very difficult to monologue, but it's very easy to have a conversation with intelligent people, so it's been a nice, kind of an FAQ tonight. Thank you for your time.

Steve Davis: Oh, you're welcome, Bart, thanks for having me on the call tonight. It's been great and everybody on the call, remember, Steve@100CoachingTips.com if you have a question we didn't get to or an interview you want to hear, just send me an email about it, be happy to get back with you on it and everybody have a good night. We hope everybody can be here tomorrow night for John Assaraf, because this is going to be a wonderful phone call tomorrow night.

Bart: Okay, everybody, thank you so much for joining 100 Coaching Tips, we'll talk to you soon and check your emails. Have a good night, everybody. Thank you.