



## Interview with Fred Gleck

Host: Bart Baggett

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## Bart Baggett Interview with Fred Gleeck

Bart: Welcome, everybody, this is Bart Baggett, host of 100 Coaching Tips, we bring your savvy marketing strategies for coaches. Whether you're a coach, consultant, author, or speaker, I think you're going to find something on this teleseminar that is going to help you make more money or improve your coaching practice.

Thanks for being a member. It's a membership site, but it's free, 100CoachingTips.com, you've got 24 amazing speakers, some of the highest paid and smartest people in the coaching business. Tonight's guest is one of my favorite guests of all time. Not only is my guest a genius in coaching and publishing, but I would actually consider him one of my first mentors.

My guest tonight is Fred Gleeck, G-l-e-e-c-k. He is, I would say, prolific in the publishing and self-publishing business. I'm going to ask him how many books, but I would argue that he probably has over 30 books, probably over 30 home study courses, and he's probably hosted upwards of 2-300 seminars over the years.

And if you are thinking about turning your expertise into an information product, if you're thinking about taking your coaching business to a new level with different streams of income, and not the cheesy kind you see on the infomercials, like, "Hey, different streams of income!" Fred is the real deal.

And so Fred Gleeck, thank you for being on the call, welcome to 100 Coaching Tips.

Fred Gleeck: Well, Bart, after that introduction, I think my line should be, "Thank you, folks, good night."

Bart: But I didn't undersell you, I mean, you really have been in this business 20 years and I don't know anyone that knows about the information publishing business than you.

Fred Gleeck: Well, thanks. I think that's, I guess, at least accurate as far as I understand it.

Bart: If I say so myself, so humbly. I just quickly Googled your name and you even wrote a book on Kindle called *How To Sell Your Coaching Services*. So even though that you're an expert in many, many fields, you've actually positioned yourself as an expert as a coach for the coaching industry. And tonight, most of our listeners are coaches or have part of their business as a coach.

What inspired you to write specific books just for the coaching industry?

Fred Gleeck: Well, the main reason was that I thought that there were a lot of people out there who really had phenomenal knowledge and information and expertise to provide to their clients, but they really were lacking in the area of how to market it and how to develop systems to sell their coaching services, so I thought, why not put something together, given the fact that my system of doing it had been so successful and given that each coach is a unique individual and I would contend that if you and I were competing for a client, perhaps, that there's two things that they would be evaluating us on to determine who they would go with.

One would be competence and the other would be a personality match. So if you and I are both equally competent to do something, then really people are going to gravitate to the person that they have a better sort of personality and sort of style match with, so I don't really think we're competing \*\*\*\*

Bart: And then I think that you, my gosh, where do I start with your, Fred? You're a coach, you've got books published. Briefly tell me how you ended up in the coaching niche because you were coaching people in the information marketing. Like if someone were to say, "Fred, I want you to be my coach," what area do you feel like you're most successful as a coach in, so people can get an understanding of, get an idea of what you do on a daily basis.

Fred Gleeck: Well, about, oh, maybe about five years ago, I sort of had exhausted everything that I knew anything about and developed niches on. I had created literally over, probably over 3,000, close to 4,000 hours worth of information products, audios, videos, etc., in the field of marketing, publishing, and then I went into some individual niches like self-storage and catering and video production.

And so when I got to the point where I'd really exhausted everything that I knew about or had connections with other people about where I'd develop products, I decided that I would be, I'd go out and try and coach others in the information marketing field who have an expertise in a subject that I knew nothing about. So, for example, my most recent—well, not most recent, but my best example recently, is a gentleman by the name of Bill DeWees and he is a voiceover artist in the city, in the Chicagoland area. And he is making now, when I first started working with him, about \$150,000 a year doing voiceovers, now it's up to about a quarter of a million dollars a year. But he really is sort of getting a little bit tired doing 40-50 hours of voice work weekly and he's trying to find a way to transition into showing other

voiceover artists how to do that. And if anybody wanted to check out his site, it's [Voice-Over-Training.org](http://Voice-Over-Training.org), [Voice-Over-Training.org](http://Voice-Over-Training.org).

And so what I did was, I decided about five years ago, Bart, to transition my model from putting together my own products and selling them and coaching people on those kinds of things, to move to a model of working with a very select group of people coaching them in whatever their field of subject matter expertise was based on certain criteria and certain hoops that I made them, and make them jump through.

Bart: And for those that just joined us, because we had a lot of people that came in a little bit late, Fred Gleeck is on the line, he is, in my opinion, a publishing expert, information marketing expert, but also run, he runs a successful coaching program.

We built a page for you, we'll mention it now and mention it later, [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred) if you want to learn a little bit more about him, he really has so many different niches that you're an expertise.

Fred, I have to thank you, I don't know if you know this, but you were one of the very first people that really had me expand my niche. And I remember back, I guess it must have been 1999, where we were doing a conference in the book industry, which they used to have a big conference called ABA or Book Expo, and Fred said, "I'll let you speak on my platform because you're really good at getting TV and media and publicity," because those are some things I was particularly excellent at, he goes, "But you got to have a product to sell." I don't know if you remember this conversation, Fred, it was 15 years ago, or something like that.

And I said, "But the conference is a week away, Fred, I don't have a product to sell on marketing." He says, "Well, you better make one."

Fred Gleeck: Yeah.

Bart: And literally within a week, I had a product to sell, I think it was called *Internet Book Marketing Secrets* or something along the lines, we don't sell it anymore, but it was amazing how, I guess as a mentor, you pretty much kind of called me out and said, "You know what? You have information, you've been on, you know, the top 7-800 radio and TV shows, you're very unique in your niche, and you can make a product in a week." And we sold that product for many years to come. And I want to thank you for that.

Is that typical of sometimes your clients, where they think they have a block where they can't do something or can't create revenue, but you kind of push them into it?

Fred Gleeck: Yeah. I think you're a pretty typical example of someone who really doesn't realize how much expertise they have and how that could be shared. I'll give you an example. I was sitting on an airplane, as I often do, about a week ago, and I'm sitting next to a guy, we're in the exit row because I travel a lot, I didn't get bumped up into first class this time, unfortunately.

And I'm sitting next to a guy, we got to talking, and turns out he's been a stand-up comedian for almost the last 20 years and he's been specifically working on cruise ships for the last 17 or so. And immediately my mind goes to the fact that there are a lot of comedians out there who aren't making any money, stand ups, and there are a lot of stand up comedians who would love to be able to go work on cruise ships where they get to eat and drink as much as they want and only have to perform three or four hours in a full week and basically they get a paid vacation out of it.

And so I said to him, I said, "Have you ever thought about, you know, maybe taking what you know," and as I sort of talked with him, I realized that his primary motivation wasn't money, he'd been very good at putting his money away, as opposed to most people in his situation, artists, comedians, actors, those kinds of people, and he'd put a good amount of money away. But what his real motivation would be, if he were to get into this, is to help other people who unfortunately are struggling and getting bad information. And so realizing that, I said, "Then, well, who cares about the money side of it? I mean, that certainly would be something I'd be at least interested in making some money out of it, but I understand your motivation."

And so I said to him, "You have a lot of inventory between your ears right now that other people would be willing to pay for, other aspiring comedians or people, comedians that are already stand-up guys who are already successful but want to work specifically on cruise ships." I said, "Forget about doing something generically on how to get into comedy and make a living, but how to make a living as a comedian on a cruise ship so we can target it more directly."

And his ears perked up and we're going to have a conversation probably some time this week once he gets, I think he's off the ship now, but we haven't, we're going to speak, I think, sometime tomorrow.

Bart: And this same conversation you have with every, every coach you probably ever meet.

And by the way, if you want to ask a question, hit \*2, and I'll see that you raise your hand and you can chat with Fred and I directly.

But for most coaches, they're a relationship coach, they're a love coach, they're a health and wellness coach, they have a particular niche. They probably got there because they have a particular, either love for that area of the world, or love for those type of clients. A lot of them don't perceive themselves as an author because they think writing a book is really, really hard and takes five years and has to be a best seller. Maybe they don't perceive themselves as having the ability to go make a video, which, you know, can take thousands of dollars.

What are some of the hold-ups people have in turning some of their expertise into a little book, a little audio product, some sort of information product instead of just the one-on-one coaching, which limits themselves to simply hour for hour, dollar for dollar?

Fred Gleeck: Well, I think the biggest obstacle is most people think that they need to be the definitive expert in their field before they have the right to do exactly what you said, which is write a book, produce a video, create an audio, whatever it is. And in fact, it's, you know, I wouldn't recommend that anybody listening to this program go out and start to create products, books, audios, videos, etc., if they weren't better than, let's say, 90-95% of the people doing what they're doing. So if you're in the top 5 or 10% of your field as a coach or in your topic, in your niche area, then I would recommend that you do write a book, that you do create audios, that you do create videos, because frankly, you're not going to be trying to sell those audios, videos, and other products to the 10% of the people who are better than you. Frankly, they'll look at your website and say, "Oh, I knew all this already."

But to the people who don't know anything, your knowledge and expertise in whatever topic area you're in would be invaluable to them. So that what you really should be thinking about is, not am I the absolute best, but am I really good at what I do and how good a teacher am I? And if I'm good, if I'm in the top 10% and I'm a good teacher, then you have the right to move on.

For example, I don't think Tiger Woods has produced, to my knowledge, any video training program on how to play golf. Because he may be one of the best, if not the best, golfer in the world, but he is not a great golf teacher.

So anybody listening to this program needs to understand that they need to both have reasonably, you know, high levels of knowledge and skill in their area, but they also have to have some teaching skills. You have those two things, you should proceed just, you know, to get all the various items done.

Bart: Now, one of the huge headaches that we had 20 years ago was that the only way to publish a book was to get it printed on dead trees, get 5,000 in the garage, go through some distributors, you know, I know you're old enough to remember how difficult it was to get a book in bookstores. That's changed so profoundly in the last 10 to 15 years.

What do you recommend a new author do now with the Kindle platform and some of these situations where you could literally publish a \*\*\*\* book, you can get a nice cover, you can have 30 pages of a Word document, and you can be on Kindle. Is that where they first start or they start with their tome of everything you ever wanted to know about relationships? I mean, where's the gradient for a first-time author if you're a coach?

Fred Gleeck: Yeah, I think that for most people who are coaching, the thought of putting together the definitive book on the topic is, that prospect is just daunting to them. So what you have to do is do as you say, which is let's, you know, bite off a little bit of this apple and do something, say on the Kindle platform, which people can go to [KDP.Amazon.com](http://KDP.Amazon.com).

And I was actually giving this a lot of thought the other day, Bart, I keep coming back to this idea that if I could really teach what I do well to other people, I should be able to show people how to make money without putting one dollar out of their pocket. And this is where I would start, if I were to do it now.

I would find someone literally, potentially who was homeless, that had, you know, had hit hard times or something had happened to them, and yet they had a lot of expertise, they were more knowledgeable than 90 or 95% of the people on the topic, but they just had some hard luck. And now they would have to go to the library, rent or get on, not rent, but use a public computer, and a person with absolutely zero money could start generating cash into an account, that they could set up a free account at a bank, as long as they had a driver's license, one of those no-cost checking accounts. And have money deposited by Amazon directly into their account, if they were to spend some time putting together an article. Not even a book to start with, an article of 2-3,000 words on a topic.

For example, just before we got on this call, I reviewed my numbers, this month's numbers, on Amazon and just to give you an idea, as I pull this up on my computer as we're speaking, what I did was, years ago I wrote a book called *Marketing Your Coaching Services*. When I put all of my existing material up on Kindle to start, I then added more to it as time went on, but one of the things I did is I put every existing book that I had up on the Kindle store. And just to give you an example, my book on *Marketing Your Coaching Services* has this month sold 105 copies. Now, that may not sound like a lot, but the beauty of Amazon is that I can upload a book or an article and start selling it literally within a matter of hours and I can put anything I want in the beginning section of that book, because for every person who buys your book on Amazon or buys your e-book or buys your article on the Kindle store, they say—and they meaning the people in the know that I've spoken to and interviewed—they say that at least ten times as many people who bought it have downloaded a free trial copy. I don't know if you're like that, but I am.

So what's happening is, in the first 10% of my article or books that I put out and put on the Kindle store, I put all kinds of bounce-back offers which send people back to my website and to other sites that I would refer them to, so that anybody listening to this program, if they started to get some of their expertise, even in a short article, anywhere from 8-10 pages, you know, 2-3,000 words out there, they could start making money.

Bart: And this seminar is not about Kindle, but I've also spent a few months learning the Kindle program, but a lot of people don't realize that Amazon is essentially the number three search engine in the world. And so when people go to look for any service or advice, and most coaching clients are looking for a solution to a problem, whether that's an emotional, whether that's a financial problem, I mean, let me just read the title of your book—and it's 3 bucks, this is not like a hard sell, guys, it's 2.99.

Fred Gleeck: Yeah.

Bart: "*Marketing Your Coaching Services*, how to double or triple your revenue as a coach or mentor." It's a great title and I'm sure it's going to continue to be one of the best sellers because it has a great title, a particular niche, and I didn't know that stat, so Fred, I thank you because I'm learning something, they read the first 10 pages and within that there's probably links to your other websites, your other products, and now you're positioned as the expert in marketing coaching service, which have to pay dividends in other areas.

Is that sort of like the information funnel? Would you explain the information funnel real quick on how you perceive maybe this low cost, of running up into, you know, a \$50,000 a year coaching client?

Fred Gleeck: Sure. Let me defer that for one quick second as I quickly went to Amazon and not even putting in books, I put in "marketing your coaching" and my \$2.99 Kindle item comes up number 1 when you put "marketing your coaching." Above, by the way, Jay Conrad Levinson's book on *Guerrilla Marketing for Coaches*, which I'm sure he'll be unhappy to hear about that.

But so what happens is that this book, which by the way, it defies a lot of logic, 2 5-star reviews, it's not like I have 50 review on here, but people are buying this like crazy, and somebody must be recommending it somewhere, I don't know.

But what happens, and let's go back to the information marketing and product funnel, the information product funnel says that you need to be able to convince people to move from just being on your newsletter or being in whatever program you have for free, to slowly migrate them upwards to slightly more expensive items. So say, for example, that I had somebody on my, you know, my email list, it was there for free, they're not giving me any money to be on my list. They get, you know, periodically I send them out information that will help them in whatever field they're in, specifically information marketing.

And so what happens is, I have to sort of move those people from free to buying something relatively inexpensive because people who don't know me aren't willing to make a large-dollar investment right now, so if I can move them from zero, meaning they're free, they bought nothing, to buying a \$2.99 Kindle item, perhaps, that they then say, "Wow, this was worth a lot more than what I paid for it," then what they will say to themselves is, "Oh, well, if this was pretty good for \$2.99, let me try something for, that Fred has for 15 bucks, or 20 bucks." And that leads to them saying, "Wow, that was really good, a good value as well. Let me give a shot, you know, he's got \$100 item here I'd like to buy," etc., etc., all the way up to the point where I have people who are paying me, you know, literally, you know, over \$10,000 for certain products and services.

So that what happens is, but that all has to start somewhere. And anybody listening to this program, let's not big time anyone here, you have to start and understand that people, you know, this is a process, I like to take the long view, which means

not thinking about getting rich in 90 days, if you want to do that, I'd suggest just buying lottery tickets, you know? Good luck.

But instead, creating a line of products related to your topic of expertise where people can go for free, just being on your list, to going to an inexpensive item, to then buying more and more expensive items, and making sure that you put in a mix of audio, video, text, and seminars or experiential events so that you can trade them upwards. And that's how the funnel works.

Bart: I think that most people, well, in the information marketing, have seen the funnel, but for some reason, in the coaching business it's like they have one product. My product is my time, I'm going to exchange this, you know, \$500 a month, \$1,000 a month, and I think that people forget or they either get overwhelmed that it's too much work to make a book or make an opt-in page or build this relationship through newsletters and blogs and Facebooks. But really, your coaching should be one of your middle or high priced.

Do you have two different tiers of coaching and do you recommend coaches have like a platinum tier and then a regular group tier and the maybe a one-on-one tier? What has been your experience with tiers and coaching and price points?

Fred Gleeck: Well, I used to do that and about, you know, eight or ten years ago, I had multiple tiers for my coaching services. I've now moved to a completely different model, which is, and I guess I'm in a position where because of the revenue that I have coming in from my information products, I can do this. And my model is that everyone that I now coach, I'm only coaching people in which I have a proprietary interest in the products that we put together.

So, for example, when Bill DeWees and I create a line of information products for the voiceover business, and I make no, you know, if somebody wants to take a look, by the way at, you know, please don't look at this as a pitch to become a client, because frankly, I'm very, I'm pretty exclusive and I select people very carefully. But if you look at JVwithFred.com, you'll see an interview with Bill and a couple of other people there, and it explains my process. But I'm getting basically 50% of the net of the products that we put together. And that's the only way now that I work with people in a coaching fashion.

Because I just said, "You know what? I'm no longer going to be working in a situation with people where I get paid by the hour." Now, that's not entirely true. There are a few people that I'm still working with that pay me, you know, a couple,

\$2-300, I think I'm up to \$297 now, and I, you know, whenever they meet with me for 45 minutes or an hour, I just charge them that. But I really, I do that reluctantly and my model has basically moved to where I now am only doing 50/50 deals with people that I coach.

Now, by the way, I don't get any money up front from those coaching clients, so I have to screen them incredibly carefully. Because in the past, I've had sort of a hybrid of this model where I took on some people that basically didn't do anything, I wasted a lot of time and created no revenue.

So if people take a look at that JVwithFred.com site, they'll get an idea of what I'm doing and they may be able to use that.

Now, I'm not suggesting that people at any level can do this, but I think when you get to the point where you're making a fair amount of money from hourly coaching fees, that you may want to consider this.

Bart: Well, I want to talk more about this because one of the things I respect about you is you have such a clear criteria of who you want to work with. And guys, if you never met Fred or had a seminar, you have a unique personality in the industry, as you're kind of a no-BS guy. You're from New York, you've got a place in Vegas, a place in New York, and you either like Fred or you may not like Fred, but Fred doesn't care. Is that reasonable to say?

Fred Gleeck: 100%. 100%.

Bart: 100%. And so one of the things I like about what you're doing with your coaching criteria is very similar to what our very first guest, and if you haven't listened to this interview with Rand Stagen, who has nothing to sell, just as a friend and he runs a very big CEO coaching, he is laser focused on the kind of client we want. He never, ever, ever works with a public company. And so he basically turns away any corporation, Fortune 100, Fortune 5000, he says, "Look, we don't work with public companies, we only work with private," he's so clear on his market. He goes, "But when they fit, it's a very good fit." When they don't fit, he has a very elegant way of saying that they don't fit.

I would hardly say you're as elegant as Rand is, but tell me part of your criteria, because I think you mentioned to me, either it was on one of your weekly coaching calls or something, but you're very blunt about, "Look, here is what you're going to do. If we're going to be partners," because you're basically an equity partner now,

you're not just coaching, almost like a financier investment in real estate, is you're getting 50/50, so they've got to do, not only put up some of the labor, but you know, you're vested in their interest, so you have some very clear criteria. And I don't think everyone can run a coaching program at this level of criteria. But if you had a platinum, I think that you could be this harsh.

But is sort of your conversation about, "Look, if you're not willing to do this, this, and this, you can't partner with me." Can you give me like the 60-second version?

Fred Gleeck: Sure, I can, but let me first give people, if you want to find out more about how I did this, basically it's on the Kindle store, I put together, and if you look this one up, Bart, you'll see it, it's called *Marketing To Find Your Ideal Clients*. So *Marketing To Find Your Ideal Clients* is really all about, I took a couple, two or three of the people that I'm working with and I sort of combined it into one sort of hybrid person. And I really discuss how people should go about kind of figuring that out. So if you take a look at that and then look at the JV With Fred, you'll get an idea for how I do it.

But what I basically am trying to do is understand that there are certain people that would be, might be great clients for other people, but they just aren't a good fit for me. And when I have shown my contract, which I think at the JVwithFred.com site you might be able to download that if you want to take a look at it, but when I show my contract to—I showed it to a lawyer the other day and the guy goes, "People sign this?" And I go, "Yeah." He goes, "Wow, they're crazy." I go, "Well, the thing about it is, is that this is the only deal that I offer, for the most part, it's like this is my deal and basically I'm saying, which is that my expertise in marketing and creating information products should be valued as much as your knowledge about pick X, Y, or Z, whatever you're doing, and the two of us are going to get together, and I've had people that are, you know, who are in the program, but somehow this is, they feel like it's unfair because they have to do 50% of the work."

Well, I'm saying, "Yeah, you do, you've got to do some of the work as well." But I would suggest that my model, what I do is, and my wife has made me do this, because she's seen me, because I just, I generally tend to be a little bit sort of soft in terms of not making a lot of demands on people up front. But now, I've gotten to the point where I recently sat down with a guy, we're doing a poker site and a site on spasmodic dysphonia, which I'm sure everybody knows about. But it's the same guy and he has a vocal condition, was a very, very successful child actor, and up into his 20's, and has this vocal condition that makes it so he has to talk in a very hoarse

whisper. And so we're putting together sites both for poker and for that condition that we refer to, sort in a shortened version is SD.

And before we got more than a couple of hours into the discussion and I went home and talked to my wife, she said, "Well, did he sign the contract yet?" And I said, "No, he's signing one tomorrow." So I produced it for him, he wanted to make one or two minor changes, which was fine, but for the most part, I don't even get going with people until they sign that contract because in my new model, I don't get paid until money is generated. So I'm very, very careful to put the contract—and my feeling is, people feel like, "Wow, isn't that kind of harsh?" And the answer is not really, not if you're doing the kind of model where all of your money is, you know, comes on the back end once the products are created.

So I think that for people listening to this program, I think there might be a path here, which is to do hourly consulting and most people are probably selling packages, like three months, or maybe they're doing once-off coaching, to then moving to the multi-tiered coaching program where you sell, you know, the green, the gold, and the platinum package that's sort of an American Express kind of model. And then the finally stage, to me, and again, this is just how I think the progression works, is to go to that, you know, a complete JV model for coaching.

And so, you know, I don't know if that resonates with you, Bart, but I think that for people listening, I think that that kind of a step-stair progression will probably make sense.

Bart: I think it definitely works if you're doing some kind of coaching in the business field where you're building a business.

Fred Gleeck: Yeah, yeah.

Bart: And your advice has some monetary reward to it. If you're doing relationship counseling or marriage counseling, they probably wouldn't be able to fit in that model.

And the second thing here what it shows, it shows me that you really believe that your coaching and your advice can make money for them. I mean, there's so much integrity in that offer because you're saying, "Look, I don't want your money up front, if this makes money, we both make money." And a lot of people don't have that kind of either niche, like say investing in self-storage, or investing in real estate, which of course, you know, you know that business really well.

So that's a really interesting model and it's something we haven't heard on 100 Coaching Tips, so I appreciate your sharing that.

Fred Gleeck: Yeah, I just want to make sure that we're inclusive to everybody listening. So yeah, this model, again, my model is probably only workable, as you say, to those people who have something where there's, you know, a business model proposition where you can create products and sell them. Whereas, like you said, with a relationship coach, you're looking for something different. But I would suggest that a relationship coach, for example, would define probably what their client, what their goal is, and if their goal is to, you know, find a relationship, get married, and be happy, then maybe part of their criteria in their coaching relates to some kind of, just like in the election business, campaign managers get what's called a "win bonus." Which is, if you're a campaign manager and your candidate wins, you generally get a bonus for the win. And I guess you could put something similar like that in if somebody got married. And you could just say, "Okay, here's how much my fees are, but if you ended up in a relationship that you end up getting married, then you owe me the win bonus."

Bart: I like that. It's good.

If you want to submit a question, you can always submit a question at the Fred Gleeck page at 100 Coaching Tips. Jan has submitted a question, said she's a wellness coach and she coaches people on fitness, weight loss, etc., but she doesn't know what to do as far as a book because the wellness and the fitness industry's so crowded. She wants to know what would you suggest to kind of help her get started with what you teach?

Fred Gleeck: Well, it's a very good and common question, and that is, that I would look at, you know, trying to niche that down a little bit. Try to small down that niche, because you're right, wellness is such a broad area.

But what I would try and do is, I would look at my existing base of clients and see if, for example, that for some reason I had attracted a large percentage of people, you know, who were architects. And so all of a sudden now, I'm not a wellness coach for everyone, but I'm a wellness coach specifically for architects. Now, you'll coach other people as well, but it might be a wise idea to start looking at who your current client base is and seeing if you have attracted—for me, for example, Bart, and this is interesting—I have an unusually high ratio of people who are attracted to me and my services, both at seminars and for coaching, that are either engineers or lawyers.

And I have no idea, I think I have an idea why that is, but I think that it, you know, if you start to identify, if you already have clients and you're in a situation like she is, I would look at your client base and maybe try and create one niche or multiple niches based on the people who are already using your services. So I think that that would be where I would go.

So then I would create some articles that are specific to that, so for example, you know, "How to Get Fit as an Architect," or whatever the profession is. Now again, you have vocational niches you can do, you can do gender niches, you can do age niches, you can do ethnic niches, anything that you want, however you want to slice and dice it, that's probably a good place to start.

Bart: That's brilliant. And I've heard that comment in different ways from other coaches, and it's so smart because most people think I'm going to coach on a topic, that's my niche, when in fact it's sort of the, your favorite client. Start with your favorite clients, if they're architects or engineers, but obviously already appealed to you for a reason, so you already know their language.

Fred Gleeck: Yeah.

Bart: You're already speaking their language, and that's a lot easier tribe to get a hold off, because you have stories, you have your own clients, you actually probably even have an understanding of what they struggle with because you already have those clients. It's such a smart suggestion, Fred, and I don't know that it's landed as big as the weight it really is. It's really quite, quite brilliant.

Fred Gleeck: Yeah, I think that that will work for someone like, and again, it was Jan, I think, right?

Bart: Right. Nice. So as a coach, you've got, you know, two different books on coaching and expand your coaching practice. We've mostly talked about publishing or a way to, you know, use your expertise, position yourself as an expertise and find your niche. Is there some other ways that someone that is primarily a coach in any niche can really expand their coaching business quickly without necessarily writing a book?

Fred Gleeck: Yeah, well, I think that, you know, generally, people that I bump into at seminars that I do, usually fall into one of two categories. They either can see themselves as, you know, they more enjoy writing, that's one group, or they enjoy speaking more. So let's talk about the other side of promoting a coaching practice,

which would be on the speaking side. And on the speaking side, you'd have two areas, one would be sort of just, sort of short-form speeches that would be one, and number two would be doing your own seminars and events.

Because when you speak in front of groups, and let's say, for example, that you were in front of a group of 100 people and you'd been invited in to be a lunch speaker, and in the course of your regaling people with all kinds of great ideas and information, you dropped in the following line somewhere halfway through your speech you said, "And in a recent meeting I had with one of my clients, I found the following to be true," you say that once, maybe twice, make reference to a client that you have or had. And you will find that if you deliver great value in a speech, a lot of people coming up to you after the speech saying, "Hey, what kind of coaching do you do, do you have a card? Or do you have a site I could go check that out on?"

So again, for the people who are listening to this program, who consider themselves, you know, better at the spoken word than at the written word, that becomes the area that they should be pursuing, which is, number one, look for speaking engagements at organizations, associations, etc., or the more, slightly more difficult and a little bit more sort of, it's a little bit more risky of an option, is to start to promote your own events, or to speak at other people's events.

So I would say if you're not, you know, if you're intimidated by the writing process, speaking is where you should be going.

Bart: And then on the other side, the writing process is articles, blogs, books, the things we've already covered?

Fred Gleeck: You got it, yes. So I mean, you'd have writing, you would be doing Kindle articles and books, you would maybe working with Create Space, which is Amazon's book publishing around your creative book when you eventually get there.

And frankly, I think that, Bart, the one thing that you may not have heard me talk about in the past, which is, I really think that for most people, writing a book, like my most successful client is a guy named Bob \*\*\*\* and Bob has now written 80 books. He's a year younger than me. So I've done about 20. So, I mean, the guy is much prolific than I am and he's just, you know, he just cranks out books like four a year. And, you know, he says that, well, we both think, that being a non-fiction author is more of a triumph of tenacity over talent. I mean, if you're a non-fiction author, you know, you're just like writing a long term paper. If you're a fiction author, you know, you have to have some real creativity to do that. You don't have

to have creativity as a non-fiction author. You just have to have some real creativity to do that. You don't have to have creativity as a non-fiction author. You just have to have the ability to take your knowledge and cut it up into bite-size pieces and then further cut it up.

So for example, if our wellness coach, for example, were to sit down and I were to say to her, "Okay, do me a favor, I'd like you to write down on a separate index card every possible idea you have about wellness." So let's say, for example, that Jan was able to write down on 3 x 5 cards, you know, let's say she came up with 300 index cards and every individual idea she had about wellness. So then what she would do, is she'd take those 300 index cards, lay them down on her living room, after they were all done and created, she'd then start putting them into piles, based on sort of like stuff. So she'd end up, let's say, let's say at the end of the process she ended up with 15 piles of cards all sort of stacked, so she now has 15 piles.

So now the first thing I would have Jan do is, go through each of those piles and come up with sort an over-arching sort of statement of what is that pile about and that becomes your chapter title. Then I would take all the cards underneath that, sort of the title of the chapter, and I would put them into what would seem like a correct and obvious order. So now you've got 15 piles with say 15 cards or 20 cards underneath them, and they're put into the proper order.

The next thing I would do is I would immediately have Jan write an introduction and a conclusion. And so now she has an introduction, a conclusion, 15 chapters, all these cards, and all she needs to do is write a page or two for each of those index cards, and she's got a book.

And so the question isn't can you do a book? The question is how quickly can you do it and some people can do it quite quickly because they just, you know, they can write fast, whereas other people take a little bit more time. And I think the biggest problem, Bart, that people have on the book side, is that they don't, you know, they want to make everything perfect and I have an expression I think you've heard me use, that "done is better than perfect." I mean, if you think about it, you know, people are anxious to hear what you have to say, but if you're going to make it perfect and take 30 years to do it, no one will ever be take advantage of all that great information that you have.

So done is better than perfect. You can always revise a book. You can always redo an article. But your knowledge and information should be out there in the world and you should be cranking it out.

And so this index card system has been very helpful for a lot of people in just getting their thoughts together and putting them in order.

Bart: I think it's super simple. There's a lot of resources for writing books and I'll take it one step farther, is if you print out the index cards, which I use, then you just get a tape recorder and start recording it and get it transcribed and, you know, you basically have a really nice rough draft of a book, and it's super quick to do that.

Fred, you put a special, and we'll talk about it again at the end, but the way you phrase it, there's two camps, people who are really good at speaking and people who are comfortable at writing. And the program you put together for us, which is at [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred), it includes both these, and what I was looking at today, because we got speakers, you know, they're saying, "Hey, if you want to come, you know, coach with me, it's a grand, it \$700." I mean, your package is 97 bucks.

And I noticed you included something called Seminars On Seminars, as well as information products. I wanted to attend your Seminars On Seminars because you gave all this information on how to do live events. And I got to honestly say, I don't know anyone that has put on as many live events as you, and you always seem to come out profitable. What's the secret to hosting live events if they, whether they pick up this package or even if they decide they just want to learn more about the speaking part of this business?

Fred Gleeck: Yeah, well, the actual, physical book that's had the greatest success for me is a book called *Marketing and Promoting Your Own Seminars and Workshops*. And the package that we put together for your folks, I specifically wanted to over-deliver and so there's literally in that package, what you can find on the site, I think it's at [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred), right?

Bart: Yeah, that's correct.

Fred Gleeck: Okay. So what I've done there is I put together a two-day program on information products, along with a two-day program on seminars. You're going to be sick and tired of listening to my voice, because you're going to have like literally close to 30 hours of information. And this information is all about—the seminar side of it, is all about understanding that, I have people call me all the time and say, "Hey, I want to do a seminar in three months," and I go, "Wow, that's great, how big a list do you have?" And they say, "Oh, we haven't started yet." And I say, "Oh, great, how much money do you want to lose?"

Because it's clear that, you know, you can't really, in this day and age, in order to put on a successful event, you probably have to have a list or have a group of people who will let you tap into their list. So I think the first thing to understand is, without a list of your own a list or lists that you can access through other people, you can't really put on a successful seminar any more. Direct mail and sending out direct mail pieces, is just, it's to me, from what I've seen, it's just no longer profitable. So you have to build your list first.

And once you build the list, then you have to decide, like my buddy, the voiceover guy, Bill DeWees, who we spoke about earlier, he's done a few seminars and because of his topic, he only has a list, by the way, at this point, of 100, of 1,000 people. He's got 1,200 or so. And of all the people I know, he has been able to take that list and do amazing things with it because he's gained such a close relationship with people. So don't be discouraged if your list is small, if you've got a really close relationship with them and you have a topic of interest.

So what he's done is he's then created these smaller events and if somebody wanted to see one of his events, I think it's audio, AudioBookSeminar.com, I think that's right, AudioBookSeminar.com, would be an example of one of Bill's sites, and feel free to copy it because he copied one of mine and I've copied one of somebody else's.

So if you take a look at AudioBookSeminar.com, you can see a template for how you would put together the website on how to do one of these. And I would just copy that almost exactly. Just put your own information in there, obviously, but you've now got a sort of a way that, once you have your list, and his particular seminars that he does, he took his basement and redid it in the Chicago area, and he can have a maximum of eight people and I think his fee, depending on which seminar it is, is somewhere between \$700 and \$1,000, so most people listening to this could actually do their seminars, you know, using a small list, holding it in their houses or someplace near by that's really inexpensive, and make it make money.

Bart: And that's a really good model, I did that a few weeks ago, we had six people, 700 bucks each, one weekend, like a Saturday afternoon, so it was \$4,000 for the weekend, but it was only because I had a list of people that liked me in my particular niche. But it probably wouldn't be interested to 99.9% of the world, but there are people interested in that niche. Great, great suggestion.

Fred, we've got a couple of questions coming in, so let me see if you can help out Carrie.

Fred Gleeck: Sure.

Bart: Actually, this is Celia Hobbas from New Jersey. What happens if you don't have a lot of clients yet and I'm trying to narrow my niche, which is now time management for women in their middle ages. Is this narrow enough and how do I get more clients? Celia wants your help, Fred.

Fred Gleeck: I think, Celia, one of the things you have to understand is, is that to me it doesn't sound narrow enough because there's a whole lot of people that would fall into that category. So if you wanted to get your, you know, if you had a heart problem and you had to get you know, a doctor to help you, would you go to a GP or would you go to a cardiologist? And so clearly you'd go to the specialist, to the cardiologist? You still are in terms of marketing your practice, are striking me as fairly general, because women in their middle ages just isn't specific enough for me to feel enough like you can be the expert.

So rather than doing that, I'll give you an example, somebody came to one of my seminars a number of years back and she was into real estate, she was going to show people how to do real estate investing. And I said, "Well, you know, get in line." So at the end of the day, rather than being real estate investing expert, she was the top female, African-American real estate investing expert in the State of Oklahoma. So we narrowed it down by ethnicity, by gender, by geography, and by topic, in order to produce a sufficiently narrow group, yet there was still plenty of numbers.

So, Celia, if you're in New Jersey, and you are, you know, you're trying to target women in their middle ages, you probably are looking at, you know, in the Tri-State area, approximately 30 to 40 million people.

So instead, what I'd like you to try and do is target it a little bit better. Look at your existing clients. If you don't have any existing clients, look at yourself and say, "What do I know a lot about? Did I work for years as a banker?" Okay? Well, then maybe you need to target, you know, female executives at the VP level or above who are over 40 years old and are working for financial institutions. And by doing such, when that person eventually finds your material, they will say, "Oh, well, clearly Celia is the right person for me."

Many people when they're starting out as coaches think that they need to be very broad. So I'm time management for everybody. And when you try and sell to everybody, you end up selling to nobody. So I would again, target it a little bit more specifically and make all your materials—now, you could have multiple niches, again, you could do one specifically for the financial industry and another for folks who are involved in, you know, they were athletes, for example. So you can choose but try and target the niches individually.

Bart: Great commentary. Here's another question. This is one is from Stan. He says he's a business coach and he coaches several owners of service businesses, yard maintenance, service businesses, some carpet cleaning, etc. What topic should he focus on as far as service businesses for like a book or an online curriculum? So he's a business coach with business owners.

Fred Gleeck: Well, I mean, it always comes back to me where when I was involved in sort of working with niches in that area, I've always noticed, you know, somebody will put on a customer service seminar, how to do great customer service for carpet cleaners. Nobody wants to attend one of those. The only thing people care about who are small business owners, is how do I make more money and how do I make more money by getting more clients? So to me, the only real niche that you find people want to pay for has to do with how do I get more customers as a blank, fill in the blank. So to me it's all about understanding.

Now, certainly customer service is going to be a piece of that, but I don't think you're going to sell a whole lot of people on coaching with you if you tell them that you can show them how to provide world class customer service. Now, what they want is, how to get 20 new customers in 2 weeks. So I would concentrate on the getting new customers if you're looking for an area to sort of target with that kind of group.

Bart: And small businesses particularly, let me expand on what you were saying, small business owners, service industries where they exchange, you know, time for dollars and services, you're saying the biggest button that they'll invest in you as a coach is in ROI. I'll pay you a couple hundred dollars for coaching, you can show me how to get more clients. Because they're a small business on a very small budget. Does this model change when you get into the small and the medium size businesses, when you have a \*\*\*\* people? That becomes a different type of coaching and you're saying that doesn't always apply?

Fred Gleeck: Yeah. I would agree. I think that that's true that once you get out of the sort of the, either the solo-preneur or the person who has, you know, maybe 10 or fewer employees, their obsession is going to be with, "How do I get more clients?" After that, when you move to the middle, you know, medium-size businesses, you get into a completely different animal, which frankly, is not my area of expertise. So I wouldn't know, I wouldn't frankly know what to try and sell those folks. So I'm the wrong guy there.

Bart: That's okay, we have 23 other experts we can ask that question to.

Fred Gleeck: Exactly. Please do.

Bart: Now, for those of you that are trying to understand where Fred's coming from, you did information products in book publishing, self-storage, I know you did a joint venture with how to get on radio and TV shows, you did all this, not only because you had an expertise, but you went and found people that were already experts and you sort of, kind of brought your marketing expertise. List some of those other niches that you've done that account for these 30-some-odd books or products or 3,000 hours of audio.

Fred Gleeck: Yeah. Well, I own a site called CateringSuccess.com, that targeted caterers. I have limousine drivers, I have self-storage operators, I have video producers, I have authors, speakers, consultants, coaches, and I think one or two more there that I may have left out. So after I have that group of people, and by the way, I've been developing those niches over the years, so it wasn't, I didn't do these all simultaneously. But what I did was, I then started to bring in people like, you know, how to get on the radio, was all about information that these groups needed from other outside experts.

So I knew that caterers and video producers all wanted to know about that topic, so then I started producing information for the people that were already in, you know, the niches I already had, so that they could learn how to do it. For example, I just produced a product with a guy recently that I'm very excited about, having to do with traffic and generating traffic online. Well, why is that? Everyone that I deal with on any level wants to know how to create more traffic you know, online.

And so I keep thinking to myself, okay, what is it that my existing group of clients, or my existing niches, would need to learn more about? And that's how I extend it out into all these other related topic areas.

Bart: Because you had niches and you pretty much surveyed them and said, "What do you need to know?"

Fred Gleeck: Yeah.

Bart: And in many cases you \*\*\*\*

Fred Gleeck: Well, I kept hearing the same question over and over again, what about this? So that means I needed to figure out an expert or somebody who would be able to tell them that.

Bart: That's right. We got about five minutes left with Fred Gleeck, author of numerous books. You want to take him up on his offer for the 100 Coaching Tips members, go to [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred), that entire package is 97 bucks. Fred, I do think you over-delivered and under-priced and we appreciate your generosity on that.

Fred Gleeck: Yeah, that is an offer exclusively to your group and no one else is getting or hearing about that.

Bart: And he's very serious, there's two seminars, I got to tell you, the Seminars On Seminars, I want to do it in 10, and you're including 2, like 30 hours of material. You know, people can buy this entire series of 24 hours of coaching for 97 bucks, and you're also giving over 30 hours for 97 bucks, and you're also giving over 30 hours, 97 bucks, so I think we're both over-delivering and I know we appreciate that.

Fred Gleeck: Absolutely.

Bart: Question from Carrie. As a new life coach and her mission is to help people find their life mission, what is the most effective way to find these clients through social media? And my question to you is, is she asking the right question or is there a deeper question if she's in the finding your life mission niche?

Fred Gleeck: Well, I have to confess that I have found social media to be 100% useless for me. And therefore, I could not recommend how you would go about doing that because I think the only people who are making money in social media, that I have found, are people showing you how to make money in social media. So, I just, I don't, I have yet to see, and I made a challenge about two years ago, I had a woman who attended one of my workshops here in Vegas, and she said, "Oh, I

can't believe you're not using Twitter and Facebook more accurately, or whatever. I said, "Well, great, I'll be happy to, why don't we put a link—" Basically make a long story short, we did some specific targeting using, you know, and coded some things to find out where our customers, and we got not one from any of those sources.

So I'm the wrong person to ask on using social media. Because frankly, I just don't believe, at least for the people I'm trying to attract, that it's worth a plugged nickel. So, I wouldn't know what to tell you there. I mean, if there are people making money using social media to attract clients, God bless them, I don't know how they're doing it, if you find out, please have them email me.

Bart: I just love your honest, I think it's so refreshing, because, you know, it's a big thing and Facebook went public and everybody's like, "Wow, I've got 4,000 friends but I'm not making any money." And you're the person who says, "You know what? It just hadn't worked for me." I love the honesty.

And I'll give you another story to back this up. A friend of mine is doing multilevel marketing and she said, "Well, one of my friends has, she's a TV celebrity, 50,000 people on her Twitter page." I said, "Okay, great." And so she gave her some product, she said, "Well, she's going to tweet," and she thought that was going to make her instantly rich. She tweeted. No calls. No sales. No nothing. Because unless there's a clear call to action, a clear landing page, you know, all this stuff which usually doesn't happen in so many widgets, it's not that it's useless, and Fred, I don't think you believe it's useless at all. I just believe that compared to all the other options that you can spend your time, it's not near as lucrative. I sure wouldn't give up my 25,000-person email list for, you know, my Facebook page for sure. Don't you agree?

Fred Gleeck: Yeah, exactly. I would agree. And so I think that, it's Carrie, I believe, who was asking the question. I think that, Carrie, you have to go back to the fundamentals and the basics. You know, if you look at Michael Phelps, now the most Olympic medals person in history, he spent, you know, five or six hours in the pool every day from the time he was like probably eight years old. So I think that if you want to become world class at anything, I would suggest that everyone read a book by Geoffrey Colvin called *Talent Is Overrated*. Geoffrey is spelled G-e-o-f-f-r-e-y, Colvin, I think it's C-o-l-v-i-n, *Talent Is Overrated*. Basically he says to do anything right you got to do 10,000 hours of work and Michael Gladwell uses and quotes that in *Outliers*, I think.

But it's always about putting in the time. And everybody who wants the immediate, you know, instantaneous riches is just, I think they're deluded. I just don't think that that exists. Again, I'd rather have people buy lottery tickets and I think their chances would be much greater.

So, Carrie, you've got to concentrate, ask yourself, are you better at writing or speaking and then concentrate on one of those disciplines, start niching yourself down a little bit and start, you know, doing the writing or the speaking that most fits, you now, your personality.

Bart: And then I would also add to that, she said she's, you know, looking to help people find their life mission. That sound very ambiguous to me, I don't know where to find those people. And I heard a quote, I'm not sure who said it, Fred, it was one of our internet marketing \*\*\*\* who said, "If there's not a magazine that you can advertise in, your niche might be too small." Now, obviously that might have changed in the last six or seven years, but I think it speaks to something. How many hungry people are looking for this particular problem or that move around in this tribe? You know, in this organization, you know, where can you find them?

And I think it may be hard to find people that are searching for their life mission and so maybe she needs to do some evaluation on how to really define her offer and define her niche, would you think that's a fair suggestion?

Fred Gleeck: Yeah, I would. And I would also say that if there's not a magazine or an association for the group, for example, that spasmodic dysphonia group, there are 50,000 people in the United States who are afflicted with that condition, thereabouts, and they do have an association. So that's why I think that niche is worth pursuing. Also, because it's so targeted. I mean, you know, for example, there are, I work with a guy for a time in New Jersey, as a matter of fact, I know Celia's from there, who was a periodontist, there're 5,500, or at least there were a number of years back, 5,500 periodontists in the United States, and this guy wanted to sell a product for like 97 bucks. I said, "You can't sell something for 97 bucks, you don't have enough people to make this worthwhile." If you're dealing with a small number of people, you then have to come up with a package that's fairly high priced in order to make this work. So take a look at those criteria, which is how many people you're going after, but in Carrie's case, I think she needs to target a little bit more precisely, because that's a little bit vague, as you said.

Bart: Great advice, great advice. Now, we're almost out of time, Fred, I'll ask you for some closing thoughts, but I want to again encourage people to pick up your

product. You basically made a very generous offer, [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred), F-r-e-d. You basically gave us 2 seminars in one, information products and seminars on seminars, and for 97 bucks. Any closing comments to our coaches on the line that listen live or listen to the replay?

Fred Gleeck: Yeah. I would just say that everybody who's interested in making money as a coach needs to understand that this is, you know, if you really love coaching and like what you're doing, you know, put yourself—you know, I'm always amazed, people want to make money in 90 days, yet whenever I ask people at a seminar, you know, most of the people I ask them to raise their hands if they've gone to college. And, you know, you get all these hands that go up.

And I said, "So, so all of you who went to college, you spent four years in order to become the indentured servant of a large corporation, yet you are not willing to spend two to four years busting your hump to make it so that you can live for the rest of your life without having to work for someone else. And unless you're willing to put in that time, now it doesn't have to be full time necessarily, if you're working a full-time job, you can use some of the techniques that I tell people about, to wean yourself off of, you know, a corporate job or a job working for someone else to eventually get to do coaching full time."

I mean, and this is, it's all a matter of, are you willing to put in the time? Avoid the people who tell you there is a quick solution. Those people, for the most part, are lying. I mean, I just haven't seen anything where that's not true.

So let's concentrate on the fundamentals, on the basics, writing and speaking, and understanding it's going to take a while to make this happen.

So with that, that's all I'd want to share.

Bart: Great suggestion. Thanks again, my guest has been Fred Gleeck, author of numerous books, you can see his special offer for 100 Coaching Tips members at [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred). My name is Bart Baggett, we have another great guest tomorrow night and again all of August, we have some amazing speakers, and it's all free at 100 Coaching Tips. If you've missed any of the seminars or you want to learn more about what speakers, just go to the website, 100 Coaching Tips, click on the interviews tab and it lists all the speakers that you've missed, as well as the ones that have replays up, as well as the futures, including John Assaraf and Rhonda Britten, and also check on the season CD and you can get the CD's or mp3s as an upgrade for just 97 bucks.

Again, it's [100CoachingTips.com/Fred](http://100CoachingTips.com/Fred) to get a special offer. Fred, thank you for being here and have a great night.

Fred Gleeck: Thanks, Bart.

Bart: Good night, everybody. Thanks for being here.

Fred Gleeck: Good night.