



## Interview with Marcia Wieder

Host: Bart Baggett

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## Bart Baggett Interview with Marcia Wieder

Bart: Good evening everybody, my name is Bart Baggett, host of 100 Coaching Tips. You are in the right place if you want to learn how to improve your coaching practice, expand your consulting, and talk to tonight's very, very special guest, Marcia Wieder.

I'm going to give you some background on who she is, one of our most high-profile guests this season on 100 Coaching Tips. If you're new to the series, 100 Coaching Tips is designed to give you a couple of amazing, golden pieces of wisdom from each coach, each speaker, so that you can have a more effective practice, more lucrative, more effective, have more free time, and more success for you and your clients.

You don't have to be a coach, you could be a mentor, consultant, an author, an expert, a speaker. We've had all those on the program and tonight's guest is a little bit of all the above.

You can ask some questions, you want to hit \*2, we will get to that. We do have a pretty tight agenda, so we want to ask you to hit \*2 if you want to chat with Marcia, and my name is Bart Baggett. So welcome to the phone call. We will go for about an hour and so if you guys are just joining in, you're in the right place.

Let me tell you about our guest. We've had some amazing guests on the program this season, just some really wonderful, best-selling authors, people on national TV shows, as well as individuals that have told you how to restructure and do a coaching model that can double and triple your income, and that's amazing.

Tonight's guest is CEO of Dream University. And Marcia's trained and certified over 1,200 dream coaches. And we'll ask more about specifically what a dream coach is and how she went from making less than 100 bucks an hour as a personal coach to running a \$3 million company. And also, you know, how she went from struggling and kind of doing her thing early in her career, to being the personal coach of the world-famous Jack Canfield, you guys all know him, from the *Chicken Soup for the Soul* series, to have meetings with three sitting US presidents, to helping Oprah, she's been on *Oprah* many times, written a number of best-selling books, and her knowledge and her training program has actually been integrated into corporation schools, and women shelters all over the world. So this is not someone who's just starting out in her career. I would say it was one of the most veteran experts we have on how to, you, can help you achieve your dreams, as well as how your clients can.

Marcia, thanks for being on the program.

Marcia Wieder: Thanks for having me, you make me sound really old!

Bart: Veteran, just you're really, really veteran. I did my first radio show when I was 19, so people meet me, it's like, "You're so young, how can you be so young?"

Marcia Wieder: You know what? When I first told someone I was a coach, they asked me where my whistle and my referee shirt was. So nobody even knew what coaching was when I got started.

Bart: Now, you're going to tell us a lot of great things about, you know, your industry, you know, how you've come so far. But a lot of people on the phone call tonight are just beginning. They have less than five clients a week. How did you get from, you know, less than 5 clients a week, 100 bucks an hour, to running a worldwide organization where your thoughts and ideas are permeated through schools and women's shelters and sitting presidents. I mean, I find that incredible hearing it.

Marcia Wieder: You know, if I had to sum it up in one word, the word that's bubbling up right in this moment is speaking. It really was by developing myself as the speaker that that put me on platforms, it's how I got on *The Oprah Show*, I wound up being a warm-up speaker for her at Mayor Willie Brown's Summit for Women.

And in the early days I would speak to anybody that invited me or was willing to let me come and my, I would sign people up, you know, I didn't even really know the phrase "back of the room" back then, but my intention was every time that I gave a speech that one person would hire me for coaching. And that is really where it began.

And in the early days, I even put together a little, kind of a 90-minute or maybe it was even 2 hours, kind of a mini-workshop, that I would host in my home or in somebody's office. And same thing, if I spoke to their group or their organization, my goal was out of that little mini workshop, that at least one person would sign up and by then, back then, I had a 10-step process which really did become the foundation for the Dream Coach certification and training and the work being taught in all those places that you mentioned.

But I didn't know any better back then and so the way I sold it was, you could hire me for \$100 an hour or we could do it all in one day. So for \$1,000, I would take you through my 10-step process—the client would be fried at the end of it.

Bart: I can imagine.

Marcia Wieder: And I would sometimes be fried and sometimes I'd be ready for more. But then I realized, oh, no, this really needs to be one session per week, you know, spread out over three months and that was a lot more palatable.

But literally, I think speaking helped me formulate my message, helped me become more credible, helped me become a spokesperson for a cause that I was really passionate about, which was about basically teaching people how to dream again. And that got me on television, that got me a whole other stream of revenue, you know, speaking now in addition to coaching, but also, hands down, I believe the best way to get clients, coaching clients or otherwise, is through speaking, because you're the expert, people are there to hear from you and you can address many people at one time and impact more people that way as well.

Bart: Well, I couldn't agree with you more. For the people that have never been a professional speaker or they feel that it's such a huge leap to go from an unknown person to touring the country with a speaking agency, talk about the middle steps there, the local Kiwanis Club, the local community.

Marcia Wieder: Yeah. Yeah, there's a lot of in between, there's a lot of in between steps. I mean, we have a product called the Virtual Inspiring Speaker Program that teaches people from, you know, the comfort of your own home, how you develop yourself as a speaker. And trying to think of some of the highlights, one is have a message that you're really passionate about, it sounds kind of trite and basic, but, you know, there's a lot of people out there talking.

And I make a distinction between a motivational speaker and an inspirational speaker because a motivational speaker, as wonderful as many of them are, they kind of go out to get you. They get louder and they get bigger and they get excited and they run around often, not always, but often. Where an inspirational speaker has done enough inner work on themselves to be authentic, to be transparent. To demonstrate a range, because mastery is about range and, you know, whether it's louder, softer, faster, playful, serious, facial expression, body, I mean, guest speakers have a whole, it's a funny word to use it, but it's perfect, there's a level of integrity. So the inner you is consistent with the outer you. So you have to do the

inner work, you know, of knowing who you are and what your purpose, your mission, your calling is. What are you passionate about? And then the outer work, so you have the voice, the clothes, the stature, the movement, the energy, so that everything comes across as consistent, authentic, and credible, which is very, very important in speaking.

So number one, find a message that you're passionate about.

Number two, do your own inner work so that you can become more charismatic, more magnetic, more credible. It's like you have to believe in your own message before anybody else will, that kind of work.

I would say, you know, start in your own back yard, so there's a lot of organizations that are looking for speakers. The Chamber of Commerce, the Board of Trade, the, I'm not too gung-ho on the Lion's Club and Kiwanis, just because I haven't done it, but there are other people that have. But the best way to get good speaking is to speak. So put yourself out there in an audience and we have a saying in the speaker industry, "Don't tell a story while you're still bleeding from it," but become a great storyteller. You know, tell a story in a way that is inspiring and touches people's hearts and reveals something about you, but don't tell it at a time when you're still healing, because it's not your audience's job to take care of you.

Anyway, after 30 years of being on the speaker's circuit, there so much I could say on the topic, but, you know, just to kind of keep us moving on everything else we're talking about, I'd say find a message that you're passionate about, do your own inner work, put yourself in venues where you feel safe and you really can practice. And get feedback from professionals. Toastmasters is also great for people just getting started, but get feedback from people who's opinion you really do value, course correct, and try again.

Bart: That's a lot of information there.

Marcia Wieder: What's that?

Bart: So understand, you've been doing this 30 years, a lot of people on the phone have been doing it 5 or 10 years, so there's an expansion of different ideas. So let me break down what you said in a couple of areas.

First of all, product models is, you're no longer just a coach, you've really expanded into a coach's coach. You're an author, you're a speaker, and you're actually a

brand, I mean, you're a corporate owner where you have a publishing company and you take these ideas that you've really mastered over 30 years and now you teach them, is that a fair assessment of your current business model?

Marcia Wieder: Yeah, I think that was really, really well put. I mean, I started as a speaker, was guided to start training coaches, kind of fought and screamed because I went from speaking on, you know, large stages for an hour, to going into a room with 50 people for 5 days at a time. And the good news is, I really developed my message, I really honed my craft—because I'm always a workshop conductor. And I mean, the people in our industry that I think, that are really, really business minded, we do think about, and of course, we've all heard that, it spoken about in many different ways, but multiple streams of income, buckets, so that when speaking was down, my coaching was way up. And when coaching was down a little bit, I had workshops that I was putting on. And the workshops became an opportunity to sell the coaching. And the coaching became an opportunity to upsell into something else. So there really was this model that could feed into many different ways of generating revenue.

And I want to comment on something else that you brought up, Bart, that's so important. One of the things that I was very, very smart, I can only tell you this in hindsight, where I was very smart was really creating a good, solid brand. A lot of people call themselves life coaches, but in order to call yourself a Dream Coach, you have to be certified by me.

So, you know, once a year, this year it's in October and Dallas, you know, we do our Dream Coach certification training, and then we have a partner, \*\*\*\* that actually market our coaches to their one-million-person database. So one of our Dream Coaches who just got certified in January, just got 25 new clients because of this partner. Unbelievable. You know, you could work your whole life and not get 25 clients unless you're really good at the marketing business and enrollment, which we'll come back to.

But I just wanted to say to anyone who's listening, anything that you can do to, you know, make yourself, you know, "the one" instead of "another one," you know, we branded Dream Coach. We own certified Dream Coach. And then that actually led into Dream University, because I went, you know, one day I realized, "Oh, we're so much more than just our coach training," you know, I actually saw, oh, what the coaches needed in order to get clients was they needed skills in becoming a speaker, so I created this Virtual Inspiring Speaker Program that thousands of people all over the world have been through, because if you're not able to speak, whether it's 1 on 1

or 1 on 100 or 1,000, whether you're on a stage or on radio, you know, as you were for many, many years, you know, you can be the best coach in the world and if you can't get clients, you're not going to make a business out of it.

So I wanted, you know, kind of punctuate the comment about brands, so Dream Coach is a million-dollar brand, Dream University is a multi-million-dollar brand. And it's not just the name, but we've actually created, you know, a trademark, a proprietary process. You know, that if you looked at it at any individual concept, concepts like intention or integrity or purpose or dreams or vows and beliefs, you could see it and you could say, "Oh, I teach something that's very similar to that." But the fact that we branded it, trademarked it, packaged it, put it into workbooks and manuals, registered with the International Coach Federation, became accredited, all of those things added to the value of our brand.

And it's not too soon for anybody, even if you just have one or two clients, if you're thinking, "Wow, I really want to grow this into a serious money-making business," this is something that you might want to consider. On the other hand, if what you're really wanting to have is a lifestyle business, I know Michelle Schubnel was, I believe, one of your guests, and Michelle's a dear friend and used to teach at our Dream Coach certification and Michelle just cares about, you know, being able to pick up and, you know, lock her doors and go off with her fabulous husband and travel the world and coach when she wants to coach and not be working when she doesn't want to. So that's, of course, one of the wonderful things about coaching.

So I just want to wrap this piece up, I don't want to intimidate anyone and have you think that you need to grow a multi-million-dollar business or you need to trademark brand. What I love about what you're offering, Bart, and the range of the content here is, that no matter where you are, there's always, you know, what's your next step? Is your next step to raise your fees? Is your next step to charge for your fees? Is your next step, maybe you have two clients and your dream is to double your business and get four clients. Or maybe you're looking at long term and you're like, "Wow, I have something that is brandable and I want to package it and let me look at Marcia and Dream University and Dream Coach's business model and see if I can get some ideas so I'm pointing my rudder in that direction."

Bart: Well, I think the most important feedback we got from listeners this season was that in every call and every speaker, they're all so different. Meaning, they've kind of carved out their own unique business plan. Like you said, some people want to sit on a house on a lake and work as little as possible and pick up and travel.

Other people want to build a million-dollar company. And I think we've seen a little bit of, slice of all types.

One of the things that I did find in common, at least from my observation, and maybe that's from a history as well, is that those with multiple information products tend to have more success. Meaning, you're also a speaker, maybe you've got a book, maybe you've got a video, maybe you've got a home study course, maybe you've got a CD, and maybe you've got a seminar. The people that have all five of those, they don't really suffer when the economy goes down.

Marcia Wieder: Right.

Bart: For example, you were very appropriate and said, "Hey, if the seminar business dies, I can always go coach." And that happened in 2001, the seminar business completely died for about six months, no one even traveled. Again, in 2007, a lot of the seminars were very difficult to fill up for almost everybody. Yet you have other revenue streams that supplement that.

Do you think that's a fair observation for someone that is in the beginning of five years, to start thinking of different revenue—not revenue streams, don't think about it as money, but information platforms so people can hear their message?

Marcia Wieder: I think both are true, right? I think, you know, the more people you're reaching, the greater the impact probably is, and probably that's reflected in your income stream as well.

So I think that if you have, especially if you have your own content and you start to really think of yourself as an info-preneur and informational entrepreneur, or just somebody that has a message and you want to get it out to more people, the more ways you have it packaged, the more people you're going to be able to reach.

Now that said, I'm not an advocate of spending a lot of money to produce a product without knowing what the distribution mechanism is. You know, for years, I just wouldn't spend money on CDs and DVDs, and Patricia Fripp, who was the first woman president of the National Speaker's Association, spoke at our Inspiring Speaker Program and she said to me, "You know, how could you possibly not have products? Do you know how much money you're leaving on the table?" And, you know, it took me a few years before I was willing to bite the bullet and what happened was, I got invited to speak for a network marketing company for a direct



selling company and I knew that it was large enough where I would sell at least a few hundred packages of my CD set and that was my motivation for doing it.

You know, so I think you want to be smart about how you're investing your money, I mean, there's so many things right now vying for our attention and so many places that we could potentially put our money that I think you want to, you know, you want to calculate your risks and put your money into things that are going to make you money. And whether that's a training course, you know, from any of the fabulous speakers that you've had on all of these calls so far, and still more to come, but whether it's a training course where you're like, "Wow, I need that," you know, or whether it's just a beautiful logo so that your business card and your marketing materials look more professional, it's very, very important, you know, that you do invest. If you're serious about growing your business.

Now, you don't want to be spending more than you're making, so, you know, you have to really be highly intentional about, "Okay, this week I'm going to get a new client, and when I get that new client, then I'm going to go out and I'm going to invest money in, you know, maybe taking," you know, if you're a coach, getting accredited, taking trainings through programs that are accredited through the International Coach Federation will give you more skill, will give you more content, will give you more confidence, and will also give you additional credentials that can then give you the edge over other people.

So, you know, I think you have to really be looking at your ratio of, you know, of making or saving to spending based on specifically what your goals and dreams are for your business and for your life.

Bart: Well, I think it's so much easier now in 2011/2012 to start any kind of product than it was when we first started. My first book was in 1993, and I had to order 5,000 books and they had to fit in my garage. There was no Kindle, there was no e-books, none of that was even a possibility. Now you could write a book for 22 pages, you could stick it on Kindle and if nobody buys it, no one searches for it, and it's a total failure, you've wasted a weekend of your life, not a garage full of books.

Marcia Wieder: Yes, as a matter of fact, we took—I wrote my first book in '93 as well, so it's kind of fun to share that with you, \*\*\*\* we have an anniversary.

One of my books I wrote, called *Life Is But A Dream*, the publisher went out of business and I took those 10 chapters and turned them into 10 e-books. As a matter of fact, if you go to my home page, [DreamUniversity.com](http://DreamUniversity.com),

DreamUniversity.com, and just opt into the three e-books, you know, they're designed to help you get clear about what you do and don't want, believe in yourself and your dreams, and of course, take action. And there's lots of shortcuts in there. Well, those were three of the chapters from the book. You know, way back when.

And I think what you're saying is important, Bart, and that is, you know, our ability to adapt with the times and the technology to notice what's gotten easier, but also to notice what's become passé and is no longer relevant, you know? I mean, email used to be our main mode of communication, you know, now when I speak on a stage, we give out an SMS text, you know, let me see, let's see if I can remember it for you guys, so you can just experience it. When you get off the phone, if you have a smart phone, on your smart phone, the phone number's 99000, so it's 9-9-0-0-0, and in the message area, you just type DreamU, so it's U for University with no space, DreamU, then you leave a space and you put in your email address. So let me tell you that again and I'll tell you what'll happen.

First of all, what you're going to get is you're going to get opted into a gift called *12 Ways To Be a 21st Century Visionary*. So it's a landing page and it's a PDF and it's a one-hour radio interview. It's got a pretty high perceived value. There's no place on our website where people will find this. So if I'm giving a speech and there's like 100 people or 1,000 people in the room, as long as there's good internet access, I can say, "Okay, you guys, text the keyword DreamU, d-r-e-a-m letter u, leave a space and put in your email address and text it to 99000," so I'll say it the other way again, 99000, is like the phone number, and in the message you put DreamU, you leave a space, put your email and they hit send, and I tell them, just as I'll tell you, you're opting into our database, so if you choose to, you know, unsubscribe, we'll understand that, the gift is yours and enjoy it.

Well, I'm seeing, you'll love this, Bart, sometimes 70 or 85% of people in the room for opting in. So we're instantly capturing their name, their email, their phone number, and if their phone number is true to where they live, their geo, you know, geographical information.

And, you know, I'm just kind of amazed at, you know, as technology changes, we as coaches and the info-preneurs, we need to keep up with what's going on and what's working because, you know, if nobody's opening emails the question becomes, well, how do we communicate with people? And certainly text is the next hot thing.

But you know what? As soon as I say it's the next hot thing, it'll stop being the next hot thing. So, you know, technology, the bane of my existence, you know? And by

the way, those of you, let me just say, for those people that don't have text, who are not, you know, smart phone people, the URL for that gift is [DreamUniversity.com/visionary](http://DreamUniversity.com/visionary). [DreamUniversity.com/visionary](http://DreamUniversity.com/visionary). I didn't want people to feel left out.

Bart: No, but I'm curious about the technology in that. One of the things that even is challenging with me, and I've got 100 domains, is getting the integration of the text messaging into the email, because the email, even if you have a list of 100,000, that doesn't guarantee you a six figure business because people don't open email. Do you know what company manages that great phone number, 99000?

Marcia Wieder: Well, 99000 is actually—is that our number? No, you know what? I don't know who, I thought we were doing it through Infusionsoft, but we've changed companies a few times, so I can't tell you for sure.

Bart: Those are tough questions, I know we want to have people to do that, but I always like to give out some of the data.

Marcia Wieder: Yes. Yes, but Infusionsoft, you know, we call it, in the industry, we call it "Confusion-soft." I'm a member of the Transformational Leadership Council, along with Jack and John Grey and Janet Atwood and, you know, and Chris, just so many wonderful people and places that we attend. And we were all just in Whistler Mountain for our regular meeting and we're just all talking about, you know, what's the bane of our existence? And it's technology. And, you know, the minute you discover the next great thing, it's now the last next thing, you know.

Bart: And even on these calls, we're reluctant to say, "Here's what we're using, One Shopping Cart, or Infusionsoft," because it may change in six months.

Marcia Wieder: Right.

Bart: And there's no right solution, there's so many variables in those, so that's not really what the call's about, it's more like strategy, but thank you for sharing that.

Marcia Wieder: Sure.

Bart: And it's a good program, it's not a cheap program, but it's a good program.

Marcia Wieder: But you know what? I mean, until somebody showed me, "Oh, from the stage, you can give out information, you can capture people's data, you can give

them a valuable gift, that they really are, you know, encouraged?" I mean, I spoke at a business meeting recently where 100 people in the room, we collected 92 emails. It's just unheard of. I remember the old days, "Oh, we're giving away a prize, drop your business card," so we collect their business cards, now I have to go back—this is before card scan days—have somebody manually enter all that information in. And the people don't even remember that they gave you their business card and they're angry that they're on a list.

The other thing I really would love to talk about for me, that's really kind of my, I guess, you know, on a good day I'm known and respected for this and on a bad day I'm on a soapbox about it. And it really has to do with this little Marcia-ism. And I would say it this way, I would say, "That in order to master manifestation, your ability to achieve your personal or professional dreams, you must master the skill of enrollment." And enrollment, different than selling, is when you share your vision, products or services, in a way that inspires people to join you, to hire you, maybe even to invest in you. So the obstacle called "I don't have enough money" disappears when you're able to really share your vision in a way that really is inspiring.

So the four-step process that I teach in enrollment is step number one, you have to establish rapport, because without the likeability factor, if people don't like you and trust you, they're not going any further with you.

Step number two is about building value. And that's really where most of the "sale" happens, but you're giving so much value that people would be crazy not to hire you or to purchase what you have.

Step number three, you overcome objections. And the way you overcome objections is you do more of one and two. You establish more rapport and you build more value.

And finally, step number four, you secure an agreement, what next step are you going to take together?

And the other thing that I like to say is, you know, here's my five-step approach for being paid well for doing what you love. You ready, Bart?

Bart: I'm ready.

Marcia Wieder: Okay.

Bart: I love that, I'm writing notes.

Marcia Wieder: Good, I love it, thank you, I'm honored. Five-step approach for being paid well for doing what you love.

Number one, do what you love.

Number two, value your gifts.

Number three, charge what you're worth.

Number four, have powerful enrollment conversations.

Number five, repeat often.

So step number one is do what you love. Really do what you love. And most of us, we have a belief about it, we don't, you know, we're like, "Oh, I would love to work with the Girl Scouts or to work with non-profits, but they have no money," as opposed to, "Wow, my vision is to work with those people, Girl Scouts or non-profits, the reality is I need to be paid, my belief is I don't believe that they can pay me." What most of us do is we project our fears and doubts into the dream and we kill off the dream before we ever explore it. As opposed to, "Oh, there's an obstacle here called they can't afford to pay me but I have to get paid," well, wherever there's an obstacle, you can design a strategy to manage it, including in this case, finding a sponsor.

For five years in a row, Citizens Bank paid me \$10,000 to sleep in a tent at Girl Scout Camp where I got to inspire the girls to go for their dreams, I worked with CEOs who were coming into Girl Scout Camp, and, you know, rather than assuming the Girl Scouts can't pay me—and I do a lot of volunteer work for them, so it's not even about having to be paid, but I'm certainly willing to be paid and I certainly have a preference to be paid—so that was another enrollment conversation.

So in repeating, step number one is do what you love. Step number two is value your gifts. Most of us undervalue ourselves and sell ourselves short. Which is step number three, which is charge what you're worth. Start with a number that you can comfortably get out of your mouth, but start to look around and who's at that price level, you know, and I would encourage you to avoid free. Step number four is have

powerful enrollment conversations, which means be highly intentional, explore all possibilities, and make every conversation count.

So really, you know, make specific requests, open, you know, have powerful conversations and inspire people by your vision and your energy and what you're about. I have seen people go further in life with passion and commitment than skill, experience, and gobs of money.

So we know that passion sells, and your ability to articulate your dream, like a visionary, meaning a visionary, you know, has a vision or a big dream, they express it with clarity that people get it, they share it passionately so people get excited about it, and true visionaries have learned, or mastered the skill of enrollment, where they inspire other people to join them.

So when you can articulate your vision and/or products or services, including your coaching services, or whatever form that is for you, in a way that inspires people to hire you or join you or invest in you, the obstacle called "not enough money" or "not enough clients" disappears.

We get a lot of coaches that come over from other coaching schools, fabulous places like CTI and Coach University, and other places. They come because, one is, we're one of the few coaching programs that actually has a structured workbook. And number two, we put a heavy emphasis on the marketing business and enrollment. Because it is my bugaboo, I need coaches in order to accomplish my mission of restoring faith and hope and the American Dream—no matter where in the world you are—restoring dreaming. And yet, you know, we see that there are thousands and thousands of coaches, most of who are not making a living. And I think what sets those coaches apart from, you know, I'd like to think from many of the people that I trained, is that, you know, you've got to be focused on building value and inspiring people to join you, invest in you, basically invest in themselves by hiring you to help them accomplish more faster.

The obstacle of "you're too expensive" disappears when you're providing more value than the cost. You want to offer and provide more value, or more perceived value, than the person is actually purchasing or paying, and then it becomes a no-brainer.

Bart: That's all very good information. We have two questions.

Marcia Wieder: Great.

Bart: Before I get to those questions, because they've been pouring in and people are still coming on the phone. If you just joined us in the last 10 minutes, I'm talking to Marcia Wieder, CEO of Dream University. My name is Bart Baggett.

Marcia, I don't know if you know this, but I own a company called Handwriting University, and I got it from Coach University many years ago, and we still get emails asking if they can come tour our university campus, in other parts of the world, which is very interesting to me. Because it's so common here in America to have "university" which means an educational program.

Marcia Wieder: Right.

Bart: And do you ever get that? Where they want to watch your football team and your cheerleaders and your sports teams?

Marcia Wieder: Well, I think we make it pretty clear if you go to our website, if you go to DreamUniversity.com, there's a whole bunch of online courses. And we do do live events. As a matter of fact, I'm going to just give away right now, anybody that wants to join me, I won't say the date because I don't want to date your call, but if you go to DreamTicketGiveaway.com, DreamTicketGiveaway.com, you can get free guest passes. I'm going to be in Texas here in the next two weeks, and that link that I just gave you will give you access to VIP passes, it will wave the workshop fee, the \$397. And come and join me and spend the day with me, and that's a gift for being here and for joining us.

And I would say, you know, we have people that fly in from like all over the country, I'm like, "Well, it's just one day." Well, one of the things that happens, and this is so important for us as coaches, first of all, there needs to be a place where we can be with kindred spirits and likeminded people. To be in a community of people that are visionary and dreaming big, hopefully bigger than you and bigger than me, that's why I created this.

But also, I spent 30 years developing a doubt removal system, and your life changes, people say it's a life-changing one-day workshop because they literally see that's what's been stopping them from going for their dreams, is some small or some core foundational belief that they don't even necessarily believe any more. So sometimes our beliefs become habits, they become part of our story and our identity, and that's how we get stuck.

My favorite statistic about passion and dreams is that people with passion and dreams live 7 to 10 years longer and have a better quality of life. And we, as coaches, have the opportunity to inspire people to go for their dreams. So whether you're a health coach helping somebody get, you know, healthier and more physically fit or you're a relationship coach and you're about helping somebody open their heart and being more loving and attract their soul mate or deepen their passion or you're a financial coach, you know, who's committed to helping people make more money. In my mindset, no surprise, we're all Dream Coaches. Because you're in the business of helping those people be healthier, make more money, or have more love.

So we get a lot of seasoned coaches and brand new green coaches who get both, who come to the Dream Coach certification because they want an additional product that they can add on where the work is already done. So you could take like our existing workbook and I'm telling you this for a very specific reason, I'll come back to it in this one second here. But by taking an existing product, it becomes an additional revenue stream for you. And it's not about moving away from your brand, it's about you're an expert in the area of love, health, relationship, making money, whatever it might be, you know, and now you've got an additional tool or process that you can offer to your clients.

And I wanted to say that, you know, beyond Dream University and the Dream Coach certification, I think it's great for you guys to look for places where it's like, how can you all of a sudden, without starting over again, without investing the \$100,000 that I spent in instructional design, you know, how can you start to use some of the existing tools out there as an add-on. Like, I'm sure some of you are experts at NLP, neurolinguistic programming, you know, or masterful in, you know, in helping people find their life's purpose, for example.

Tim Kelly, who wrote a book called *True Purpose*, and founded the True Purpose Institute, and I wrote the forward for his book, discovered his purpose of helping people find their purpose at my Dream Coach certification. So it's my favorite thing, you know, I attend, like I'll be going to Lisa Sasevich's program, I'm going to the Extreme Leadership Conference this weekend, I attend Jack Canfield's trainings. You know, if you're seriously on a path to make more money, to grow, to expand, to impact more people, to really make a contribution to making the world a better place, then probably like me, you're spending your money on things like this. You know, educational, places where you can, you know, really grow and really develop, and again, being with kindred spirits.



So don't forget, free tickets and you can share that link with anyone that you know that can get to Texas. It's a big state, we'll be in Austin. DreamTicketGiveaway.com, and feel free to share that with friends and colleagues.

Bart: That's great. And I want to ask you about the doubt removal. I love that phrase. And if coaches came to the conference and that process was kind of illustrated, would they be able to take that process back to their clients? Because that would be such a powerful tool.

Marcia Wieder: Yes, so I'm happy to have people use pieces of my work here and there. For those people that are serious about, "Wow, I love Marcia and I resonate with her message," you should really check out the Dream Coach certification training, because that's where you'll actually have the workbook and the manual and all of the bits and pieces and you'll actually be certified and licensed to use the work.

So I would say, you know, the exercise itself is going to be great and inspiring, it's going to help you. You're going to get some definite, wonderful pearls just from attending the one day, to use with your own clients and I want to encourage that. But if you're really wanting to understand the entire process and how it all fits together, coming to the Dream Coach certification is your best bet.

And by the way, anybody that signs up out of listening to this, you just go to DreamUniversity.com and then to Programs, Live Programs, if you sign up at the Dream Coach certification and put 100 Coaching Tips in the notes section, we'll take \$500 off the tuition. And we only literally have about eight spots left and when I speak at the Texas workshop coming up in two weeks, we'll sell it out there. But if you're like listening to this and you're like, "Oh, my gosh, I love this woman, I resonate with her," I'm actually in development right now in a national television show so we don't actually have a Dream Coach certification training scheduled after this year, I don't know what next year is going to hold. So you might want to take a look at that and see if it might be something that becomes a wonderful add-on and an additional revenue stream for you to attend.

When I spoke at Jack Canfield's train the trainer program, a lot of his people who were being trained to lead workshops came up to me and actually wound up signing up for my Dream Coach certification because they loved that they would have, you know, a product that they could sell in the back of the room. Our Dream Coaches, because I think it's interesting to hear prices, charge to take somebody through a 12-week program with our workbook, the least anybody charges is \$1,500. So two clients pays for it. But the highest somebody charges for that same exact process,

one on one with a corporate executive, is \$7,500. So that's kind of a cool thing to be able to have something that's already done and created for you.

And again, I didn't come on this call to sell you on the Dream Coach certification, I didn't even really think too much about making that our offer, because that's not for everybody and like I said, we literally only have a few spots available. But I think you should check it out anyway because it might give you ideas for your own business model. And I like that a lot of coaches come to our programs to see like, "Oh, okay, how did you go from \$100 to, you know, a multi-million-dollar program?" So if you just to go DreamUniversity.com and under Programs, you'll see Live Programs, and then just scroll down to, it's the third thing, Dream Coach certification. And you get 45 continuing education CCEUs from the International Coach Federation, so those of you who are on a path to get accredited and really want to build up your hours, this is a wonderful way to do it.

And then because of our partnership with the E-Women Network, you know, we have a whole huge marketing arm, and that alone is worth the price of admission. And the price that I just gave you, if you sign up on the website, includes the full marketing package from eWomenNetwork, you just have to be a member. So you can read more about that on the site.

Bart: Good, and I'll also give another URL, it's 100 Coaching Tips, you know, some of our speakers we build a special page. Yours is 100CoachingTips.com/Marcia, or M-W, if you can't spell Marcia.

Marcia Wieder: Yes, Marcia's spelled like Marcia, M-a-r-c-i-a. So 100CoachingTips.com/Marcia. But I don't think we put this up there because we didn't even talk about the Dream Coach certification program.

Bart: No, we didn't, but if you want to go to that page—

Marcia Wieder: If anybody puts in here 100 Coaching Tips, we'll know that that came from you and we'll make sure we track that back to you.

Bart: Yeah, if you listen to this later, or not live or mp3, go ahead and go to those places, put that in the URL, call her office, tell her you're one of our members, and I'm sure she'll extend that discount among the next program, and it may be a year after your show and you never know, I hope you get that show and it keeps you so busy you can't have time for another one because you're so famous! That would be my gift to you, you're so awesome!

Marcia Wieder: Well, you know, it's interesting, part of the reason why I'm excited about having trained the coaches and that my work is out there and, you know, battered women's shelters and prisons and corporations and a little bit at the school systems even, and we have a vision for—we actually have a workbook for teens, we have a, once you go through the Dream Coach certification, there's a business workbook called *Create Your Vision*, there's a personal workbook called *Making Your Dreams Come True*, and there's a teen workbook, you know, and there's like no extra cost for any of that stuff, I mean, that's just part of certification, you're getting all of that.

But the reason I'm excited about training all these coaches is some of the things we're talking about on the TV show are things like going in and doing an entire, you know, Dream Coach makeover on a small town, like Detroit, or New Orleans. And I really look at our Dream Coaches as our core group, the foundation of what we're doing. So if part of your mission has anything to do with helping people achieve their personal or professional dreams, please do consider joining me, either for the one day—and we're giving you free tickets for that, [DreamTicketGiveaway.com](http://DreamTicketGiveaway.com), you know, or even for the Dream Coach certification, and make sure you put in the note section, 100 Coaching Tips, and we'll take \$500 off of your tuition and help you work out a payment plan.

Don't let, this is one of my big pieces of advice in general—do your best to not let money be the thing that stops you from going for your dream. If there's something you're really called to do and you're really passionate, master the skill of enrollment, talk to other people, get people inspired about who you are and what it is that you're doing. And often that obstacle called “not enough money” or “too expensive” can often fall to the wayside. And when you're no longer stopped by money, I'll also add to that, and no longer stopped by doubt or fear, then really, the sky is the limit.

Bart: So much good information and I got to tell you, if coaching were my only revenue, I would want as many pre-printed curriculums to follow because that's just like instant curriculum, because you're going to build all these fans.

Marcia Wieder: Right.

Bart: And you're going to come back and say, “Hey, I just finished Dream University, let me take you through a 12-step process that Marcia taught me.” I mean, that's an easy enrollment. It's really great, and I know that I've created

similar things, but that is brilliant. And taking the kid's program, I'm already a big fan, I can tell you \*\*\*\* decision.

Marcia Wieder: Oh, I just love that. You know, one of the things, I want people to start really thinking creatively and whether you do this with me or just in general, I love this idea. I started doing this years ago and this has helped so many people be able to attend the Dream Coach training. You can pre-sell something. Like you might be saying, "Oh, I can't afford this program right now." Well, that's what realists do. But being realistic is an important part of the mix, you have to know where you are in order to design a strategy for where you want to go. But the question is, what has being realistic cost you? What many of us do is we compromise our dreams down before we explore the possibilities. So the doubter comes in and says, "But what if?" "But what if I register for this and I don't really make any money?" "But what if I can't really afford it?" As opposed to, "Gee, my dream is to teach at the Girl Scouts, the reality of it is they have, they can't afford me," instead of going "Oh, I can't afford to do that or I'll have to make money elsewhere in order to do what I want to do." Instead I'm like, "Okay, well, the obstacle is, I need to be paid for doing this work, what are some of the other creative ways of doing that?" And oh, sponsorship, then you get good at enrollment, you get developed at the ability to pick up the phone and inspire somebody to contribute to you or to underwrite you because you've built enough value for them, that's a complete game-changer.

So five days with me learning about enrollment would be a very, very valuable thing. But what I would say to people often is, you can pre-sell the training. So instead of saying, "Oh, I don't have the money," you can say, okay, you could go back to a friend and say, you know, maybe you're trading off my credentials until you have your own, but I think this is a valuable little demo, so I'll show you what it would look like. It might be, I'd call and I'd say, you know, Bart, I'm signed up in October to come to this amazing, to become a certified training coach. And I'm going to be trained by the person that Oprah named America's Dream Coach, and she was Jack Canfield's coach, and she's written 14 books, and she's a world-class expert, I'm personally being trained by her. When I come out of that training, I'm going to have a 12-week program to help you clarify what you do and don't want, believe in yourself and take action on your dreams. At that time, I'm going to be taking on clients at \$1,500. But I'm looking for 3 clients right now who are willing to commit, to pay in full, and I will only charge you 997." Well, and then you get 3 clients, you've just got your \$3,000 and, you know, that's an example of how you get the training paid for.

I have helped, so many people have used this. Now, the challenge of this, and this is true in the whole dreaming methodology, is you have to put a stake in the ground first. It's not like, "Well, let me see what happens," because from inside the "Oh, let me see what happens," people can feel that you're not fully committed and they don't commit. But from inside the place of "I'm committed, I'm signed up, I'm going to this," you're coming from a place of certainty that is very attractive and most people really need and want at this time in life.

As a matter of fact, that free gift that I gave you, the *12 Ways To Be a 21st Century Visionary*, the very first step is to be uncomfortable with uncertainty. We live in uncertain times and the more you can develop your muscle to remove doubt—which I will teach you at the free workshop this Saturday coming up in Austin, you know, whether it's, you know, you've overcome your doubt or your limiting beliefs, I mean, anything you can do to become more comfortable with certainty, the more comfortable with uncertainty—the more you're going to be ahead of the curve.

So it's an interesting task as coaches, because it's like we have to believe in ourselves, you know, even when we don't. We have to find the inner resource, and I would say one of the most important things I would encourage you to do is to find your own coach. I always have a coach, I have a coach related to the television show, I have a business coach, I have a relationship coach—it is somebody that can help you dream the bigger dream, that can stretch you, that can supportively hold you accountable.

And in my world, the reason why coaching has become a multi-billion-dollar industry in just a few, 20 short years, is because when we tell somebody else we're going to do something, we increase our likelihood by like 1000%. So whether you're going to get, you know, a friend to be your coach or a professional coach, or whatever it is that you're going to do, have somebody beside you, who's supportively holding you accountable, even if you're buddy coaching each other, I've just seen people go so much further with coaching, which is why I'm an advocate for it. Makes a big difference.

Bart: So we got about 10 minutes left and I want to get to a couple of the questions. And this really relates to your dreaming platform, which is what you've really developed the last 30 years, so I know you could probably spend an hour answering it, but let's give that a few good minutes.

Pam McCall writes, "My husband doesn't use his imagination. He doesn't dream of new things to come, how a situation can be better, how do you ignite dreaming in someone who doesn't dream?"

Marcia Wieder: So usually in a relationship one person is the dreamer and the other person is the realist on a good day and the doubter on a bad day. And, you know, we want to make room for people's differences. You know, the basic rule of coaching is, you can't change anyone, you can only change yourself. The other is, if you're a coach, I do not encourage you to coach your husband, I think it's a prescription for disaster, personally. But you can encourage his creativity, you can encourage his imagination. Remember, for people who don't dream as a way of living, the word dream is even intimidating. So for me, a dream is simply something that you want.

So ask him something that he wants, maybe he wants to go fishing, maybe he wants to go to a certain restaurant, and really acknowledge and celebrate when he takes a stand for something that he wants, and that's a step in the right direction.

For many of us, especially for men, we've been told to stop dreaming, to get our head out of the clouds, and to get our feet firmly planted on the ground.

But you could also leak out to him, leak, l-e-a-k, leak out to him that people with passion and dreams live 7 to 10 years longer. And all he has to do is think of something that he wants. Maybe he wants to lose a few pounds, maybe he wants to take a stroke off of his golf game, maybe he wants to read a novel or take up a new hobby. You know, take the sting off of dreaming, by allowing it to be something that he simply wants. And that should help get things started.

Bart: That was a wonderful condensation of five hours of information you just shared, awesome.

I just wondered, condensation's what's on your glass, right? I think I just used the word incorrectly. So much for my Pepperdine education.

Marcia Wieder: Compilation, maybe.

Bart: Compilation, there you go. San Diego, this is from Chess, I guess his name is Chess, "What do you feel the value of offering free teleseminars to introduce your message to other people?" And of course, I can speak on that as well.

Marcia Wieder: Yes. You know, I would—let's say, what would I say briefly so that we have time to hear from you as well, Bart. Is that I think it's incredibly valuable, it's, you know, it's become harder to fill them. So there's so much out there, you've got to find a way to really stand out on these kinds of things.

I did a teleseminar recently on how to be paid well for doing what you love, and we had 6,000 people sign up for it, it was unbelievable. And we even had close to 3,000 show up for it. And out of that we offered a course called "Your Next Step" for \$297, and we wound up like selling like 400 of them. It was extraordinary.

But let me tell you, I've also offered teleseminars and had nobody sign up, or eight people sign up and, you know, we did something with \*\*\*\* where I interviewed 34 people in 5 days, it was just crazy. You know, but then we've got, we could sell it as a product. So, you know, I think you have to get really clear about, you know, what's the why in doing it? Which is why your question's really included that. I think it's valuable, I think you really need to focus on, you know, how are you going to get people to that call.

So I'm kind of just really, I'm sitting in my own prayer and meditation and talking to my colleagues, both doing the inner work and the outer work, that's a dream university is known for, the inner and the outer. And I'm really looking at what's the next model? Because even when I put on an event, right? So I come onto a, you know, a teleseminar like this, I give away free tickets to my event, you know, with the intention of giving a tremendous amount of value and content, but then also offering you other programs like the Dream Coach certification, etc.

You know, and I just think the model has gotten a little tired and a little old, and, you know, I think if there's a way that you can be happy with the numbers, whatever they are, whether you have 50 people or 500 people, I think you're going to find at the end of the day you're going to be more satisfied with it. You know, and if what you are is a messenger and you've got an important message and you want to get it out to people, I think it's, you know, it's another way, you know, along the same lines as speaking, to really reach more people.

When I ask at my live events how many people came from a teleseminar, it's usually a third of the room. How many of you came from hearing me speak at a live event? It's usually at least another third, sometimes half the room. So that has been a big part of our business model.

So I think it's valuable, I think it's important, and yet, if people aren't opening email, how are you going to get them to your teleseminar?

Bart, what would you add, I'd love to hear your response.

Bart: I'll try and keep it short. Teleseminars would be a wonderful vehicle, but it can't be the only one.

Marcia Wieder: Right.

Bart: I was public speaking when I was about 28 and I was like, you know, I really don't want to travel. Like I was going from, you know, almost 3 days to do 1 speech for \$5,000. And I thought, "This is not what I want to do when I'm 29." And then I think about, but I can do teleseminars and never leave the house. But if you knew how much work it was with Steve Davis and I to put this together, it probably equals those 30 hours of travel time, to put all this together.

Marcia Wieder: Yeah. You make it look easy and elegant, but I appreciate that you said it's not an easy undertaking.

Bart: The answer is, there's no one thing that's going to flood your business, but if someone has a huge list that's responsive and wants to put you on the teleseminar, you should say yes, and then you should work like the dickens to perfect your message, to perfect your brand, and perfect your authenticity, so when you are exposed to those 400 people or 40 people, that they say, "Yes, I want to build a relationship with you." And that's what you mentioned earlier about being clear on your message and your brand and being authentic. Because it doesn't do any good if you're in front of 5,000 people, if you're not clear on who you are and you're not clear on why they should continue a relationship with you.

Marcia Wieder: Exactly.

Bart: So that would be my short answer to a very deep \*\*\*\* and I know that you and Jack Canfield and Alex Mandossian and me, we've all been doing teleseminars for years, and business models do change, and that's something that you really mentioned, and the model of the \*\*\*\* or the model of the \$2,000 seminar and then upsell them—those are all changing pretty rapidly. And it takes a pretty dynamic speaker like a Harbach or a Tony Robbins to pull that off every weekend to do it. Most people on this call, they're saying, "Hey, how do we create 5 or 10 more clients? How do we create another revenue stream?" I don't think most people on



this phone call are wanting to meet with Tony Robbins or Harbach, so, I think your advice is very well, well couched.

Marcia Wieder: Great, good.

Bart: So we have about five minutes left. I want to direct people, we had a question that they went to the page, [100CoachingTips.com/Marcia](http://100CoachingTips.com/Marcia), and it was a little bit different than what you've been talking about, because we kind of got off on a tangent on the certification, which I happen to really appreciate that you did. Because we had Rhonda Britten, and there's certain certification programs that I fully endorse and it would add a great feather in their resume, and yours is one of those. So we got off on a tangent.

The special offer for the 100 Coaching Tips is a little bit less, it's not \$3,000, I think it's 297, and it's at [100CoachingTips.com/Marcia](http://100CoachingTips.com/Marcia). Which is, you know, for some people, that's, "Oh, my God, it's only 297."

Marcia Wieder: No, yes, no, no, no. And, you know, the reason I wound up talking so much about the Dream Coach certification, one was the branding question, I think, is really important. Two is to really look for the "done for you" model where there are workbooks and tools that you can use. Three is if you're going to take a coaching training, take them from companies like Rhonda, who's a dear friend of mine, and like mine when we we're accredited through the International Coach Federation, you know, and really look for trainings that you can add onto the core piece that you're already passionate about. I think that that's really important.

So yes, we have on [100CoachingTips.com/MW](http://100CoachingTips.com/MW), I put together a special package for one of our home study courses, it's called Your Next Step, and it's a beautifully shot video course, actually shot during a live program that's going to go through so much of what we talked about, you know, how to talk to your clients, this is so critical, about agreements, which is the foundational step when it comes to really being able to make things happen. This has everything to do with integrity at a soul level.

But anyway, your ability to make and keep and negotiate agreements with your clients, your family, your prime relationships is one of the most key relationship tools that I know.

Anyway, this entire program, it's called Your Next Step, and it's really designed to help you be more committed to your dreams than to any doubt, fear, or reality. And every single one of these tools that you'll see me working with live audience

members and teaching you, are things that you can, as you asked earlier, Bart, you can bring to your coaching business. You can use these skills and tools with your coaching clients. So you'll see one of the whole modules in here is the doubt removal system, so there is actually a full-on video—actually that one is two parts. So it's ten parts, you watch a short video, there's a beautiful workbook process, and everything that I teach when it comes to the Dream Coach process is I'm taking you through the process while I'm teaching you how to take others through the process. So we go right into saying, "No more," to what's no longer true so you can say, "Now what," to what matters to you, literally how to turn your life right side up so you're living more from your purpose than from your calendar, how to really open up—this woman asked about how do you teach somebody to dream? There's a whole module here called Wake Up Your Dreamer, which then often activates the doubter, so we go into doubt removal and how to believe more fully. And most importantly, where big dreams die is when we just plop them down on a to-do list. So your ability to take your dreams, break them down into projects, action steps, strategies, and to develop the personal practices so that you're not tripped up by your Achilles heel, is what this program is designed to do.

So basically it's me walking you through this process step by practical step. You watch a short video, you can watch them out of order if you want to. You can watch them 24/7 and again and again. You can use this process on, you know, for your coaching practice, but you can also use it for any other dream that you're working on. There's a beautiful workbook that really takes you through each one of the steps, and then access in our community where you'll get ongoing help and support from me and from all of our Dream Coaches.

So we put that up, if you click on the Marcia's Special Offer there, it'll take you right to the landing page and there's a little video there, you can see what I look like and what I sound like, and the entire course is yours tonight for \$297.

Bart: Thank you. That's [100CoachingTips.com/Marcia](http://100CoachingTips.com/Marcia), or [100CoachingTips.com/MW](http://100CoachingTips.com/MW). You've gone through a lot of material, and I got to tell you, I haven't read your books, but I'm now a huge fan and I'm going to be one of your next Dreamers, because it says, "Became a new Dreamer," on your website, I love that.

Marcia Wieder: Yes, I love that.

Bart: When they enroll, you can just see their pictures, "Became new Dreamers," so you must have built a community as well.

Marcia Wieder: Exactly. I love that. You know, I mean, I have, I've written 14 books, I've worked with 3 US presidents, this is my life's work, and, you know, as I said, nobody knew what coaching was back when I started and it's thrilling for me to see where coaching has come. And for you to make this kind of content and information available to people all over the world, I'm just so grateful that you invested your time and resources to bring people, like myself, because I'm honored to have been invited, but also so many extraordinary people and teachers and wisdom teachers, to your audience.

And the last thing I just want to say in wrapping up here is, first I want to say thanks to everybody that hung in here for the entire hour, if you did, and mostly what I want to say is that it's never been a better or more important time to go for your dream. There're the naysayers that would say, "No, no, look at the stock market," or, you know, "Look at the news, it's a terrible time to go for your dream." But I would suggest to you, don't look in your checkbook to decide whether or not you believe in your dreams. If there's something that really matters to you, look in your heart. And when you can find a place inside of you that believes in your dream, or dreams, not because they are promises, guarantees, or assurances, but simply because they matter to you, and then you put a stake in the ground and actually take action on that dream, you commit to your next step, then you're demonstrating that you are more committed to your dreams than to anything that might try to get in your way.

And I think that as each one of us takes our next step and demonstrates our commitment and our conviction to our dream, we raise that possibility up in the world and we can be the ones that inspire our families, our friends, our communities, and the world at a time when the world really does need it.

So thanks to everybody for being a fellow dreamer and thank you, Bart. Please thank Steve for me as well for all the great work that you did, and especially for allowing me the privilege to participate.

Bart: No, you've been a wonderful guest and you are obviously welcome to listen to any of our other upcoming guests as well. I want to remind the callers that this week we have Carey Peters, which is a, got a million-dollar business in the health industry, so health coaches, any health coaches you know, you want to attend that tomorrow night. And then Melanie Benson Strick, also quite a brilliant marketing strategist, wraps up the week.

There's still another two weeks of coaches to come. If you missed any, just go to 100 Coaching Tips, click on the "Upgrade to CD's" and the interviews to get the schedule.

Marcia, you've been a great guest. Thank you for being part of it, and I hope you'll join us for season 2 as well.

Marcia Wieder: Thank you so much, I appreciate you.

Bart: Thanks, everybody, have a great night, and again, thank you to Marcia Wieder, and stop by [100CoachingTips.com/Marcia](http://100CoachingTips.com/Marcia) and learn more about what she has to do.

Thank you so much everybody, have a great night.

Marcia Wieder: Bye-bye.

Bart: Bye-bye.