



## Interview with Sue Porter

Host: Bart Baggett

Date of Interview August 27, 2012

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Interview Series

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## Bart Baggett Interview with Sue Porter

Bart: Good evening everybody, this is Bart Baggett, welcome to 100 Coaching Tips. This is the program for smart, savvy coaches to help you earn more money and get more breakthroughs for your clients.

We have had an amazing season so far with dozens of incredibly intelligent, bright, veteran guests talking about their coaching practices, their book publishing, and basically helping clients. And tonight is no different, we have a very special guest tonight.

Before I get to our special guest, I want to welcome you to the program. I guess this is sort of like a radio program, it's a teleseminar. We have the ability to ask questions and interact. If you're online listening online, because I know we have tons of listeners in Australia, New Zealand, the UK, we've got, already got order from Czechoslovakia for our download series. If you're new to the series, you may have missed it. All of our downloads are available with full transcripts under the button called "Download all 24 interviews," something you might want to invest in.

I have to tell you, they've been so authentic, and our coaches have been so honest about their struggles and about their successes and what business models are working today, that it's been really like an MBA in starting your coaching practice or taking it to the next level.

So it's been a real pleasure to host it. My partner, Steve Davis, has also been influential in selecting some of the people on the program and your questions are also wanted and needed.

If you're listening to it online, you can always submit your questions right there on the 100 Coaching Tips website where it says, "submit your question." We do get those questions during interviews and we do ask them, if they're appropriate. Now, if you're listening to this via recording, obviously we can't do that.

Tonight's interview is with a very special woman named Sue Porter. And she is not only an entrepreneur, but a coach, and she specializes in confident entrepreneurs. And I think her and I have a lot in common because I have been an entrepreneur since I was in my early 20s and used personality testing as part of one of my unique selling propositions to position my career and I know she is very much a specialist in understanding personality through different personality tests, her signature system is

called Discover and Develop the Successful, Savvy Entrepreneur Within You. She's really just a, I'm really looking forward to this interview, really bright and useful.

What she's promised to answer is what's the number one problem that sabotages entrepreneur coaches every time? Is there one specific marketing method that's rarely used that can make a coaching practice successful? And what's the one thing that can mean the difference between a successful coaching practice and an expensive hobby? And I know she's going to answer these and so much more.

Sue, welcome to the program, how are you?

Sue Porter: Doing great, Bart, thanks so much for having me, I'm looking forward to it.

Bart: It's so great to have a successful coach. Now, for those, I gave a little bit of background. Where are you calling from? Where's your home city?

Sue Porter: The nice, warm Tucson, Arizona.

Bart: Tucson, Arizona. We have got people all over the world listening and they're very jealous because I'm in warm LA, Los Angeles, you're in Arizona, and you run a successful coaching practice, a publishing business. How did you get into kind of branding yourself as the entrepreneur coach?

Sue Porter: Well, you know, it's been a while, but you might say I've had bumper pads on either side of me my whole career. I was in a very serious car accident when I was 18 years old, and I can't stand long and I can't sit long. So if you can tell me jobs that I can hold down with those criteria, it's kept me on a narrow path, and I'm so glad it has.

Bart: How interesting. So you had a car accident years ago, which always has all kinds of struggles. Yeah, many of our coaches had certain traumatic incidents that have pushed them into their story, but also a way their story could help thousands and in some cases millions. I'm really glad to hear that you've turned that sort of bad incident into something useful.

So you couldn't sit and you couldn't run and you couldn't, of course, stand behind and flip burgers, so you had to find some career that made a difference. Now, with your condition, can you give public speeches? Can you go on TV shows? Can you sit behind a phone and coach? Or those are all things you can do, right?

Sue Porter: Well, let me tell you what I do. I go to my acupuncturist the day before, he puts 100 needles in 2 inches down, and then the day after I go to my massage therapist, so I make a way.

Bart: Nice. Nice. And I'm a big fan of holistic and alternative medicine, as well as western as well.

Now, you're an entrepreneur. When you were 19, did you think, "Okay, I'm going to start my own business," or you thought, "Man, the job market looks kind of bleak for me, let me find a niche." How did you fall in love with the entrepreneurial spirit?

Sue Porter: You know, it's always been in me. But basically for the first 18 years of my marriage, I was more focused on my children and supporting my husband in his business and keeping my big toe in the business world. Now, I just kept well read and so when I finally stepped into it big time, it actually was a hobby that turned profession.

Now a lot of people on the phone, because we did a survey, about half the people are either new coaches or they're, you know, within the first couple of years, let's say have less than five people a week as coaching, opposed to say someone that's got ten books on, they've got, you know, a full coaching slate and a weekend program for \$10,000. So a lot of people in the program are kind of in the new, meaning they've learned this program, they've learned to be a coach. Any advice for someone who's, you know, just starting out the last couple of years? Did you hit the ground running or did it take you a while to warm up to having five, six, seven, eight clients a week that kept paying you every month?

Sue Porter: Well, let me tell you, I am the best person to talk to because I went the slow, turtle route, you might say, and I learned one thing and I learned it very well, and that was the behavioral styles. And I had a friend that told me she had heard that if you read seven books on any subject, you would become an expert, and I think that's pretty low, and I've never validated that, but it really put a fire in me that hey, I can read seven books on something I love and really learn. And so that's what I did. I read seven books on personality styles. I gave little workshops and mini seminars because I needed it and I found it so helpful for me.

Well, then I had my friends coming to me and saying, "Well, gosh, you know, my husband thinks this might help him at his office." And I thought, "Boy, wouldn't that be something." And one day my husband said, "Sue, what do you want to do when the kids are older?" And I said, "You know, I really want to take the behavioral

styles, I want to take personalities, I want to take them in the business world, into offices, and help people really get along together," because actually you spend more time with your coworkers in the office than you do anywhere else. But I coupled that with coaching and so now I predominantly do coaching by phone around the nation with people. And so I kind of have, it's amalgamated into something bigger.

Bart: Now, just to give an idea, and if you don't mind disclosing a little bit, you don't have to tell us, you know, exactly how much money, but you've got three executives that run a billion-dollar engineering firm, correct? Or you did.

Sue Porter: Right, right.

Bart: I mean, these are your big, big clients.

Sue Porter: Yes.

Bart: And do you have clients that are everywhere between, you know, \$50,000 a year to a million? I mean, what does your typical client look like and are you full? I mean, do you have extra spots or are you like, "You know, I've got my slots filled, I work as much as I want, I'm a mom, I spend time," I mean, how is it that you've filled out your practice and what is the typical client look like?

Sue Porter: Well, that's the thing. Again, I have to say, back up, and say for 20 years I did one thing really well. I did the behavioral styles. And then I was doing a complementary workshop on a Saturday for a friend of mine. Now, I don't recommend you give a whole day away, but I did. I gave a whole day away, I was having fun. I had a gentleman come up to me and said, "Can you use this with conflict resolution?" I said, "Oh, absolutely." He said, "I think I have something for you." The next thing I knew, I was on a billion-dollar public works engineering project working with the top three executives and that lasted for three years. It was there that I branched out into communication workshops and listening skills and delved into other things. I found I had a natural propensity to be able to evaluate and see what wasn't working, and then I went and got all my credentials to back up what I had been doing there, it was a little scary, I wouldn't recommend that other people necessarily do that, but that does tell you my behavioral style, dive in head long. And it just was a phenomenal, phenomenal project.

That's a billion-dollar project, you asked me if I have small clients. I have clients that have a mom-and-pop business, and then I work with—well, I'm also a trainer, I'm a corporate trainer and I work with companies and corporations with training.

So I have kind of two branches, I have the training and the coaching, but everything started with that one competency that I developed strongly and then it grew from there.

Bart: I love that, and I'm not sure if you're familiar with my background, but my first book was on handwriting analysis, which is a kind of a personality test. If you're very good at it, it's amazingly accurate, if you're kind of a hack at it, it's probably terrible. But I'm particularly great at it and so was my teacher.

And it was also the thing that really opened the door for me, for consulting, for public speaking.

Sue Porter: Yeah!

Bart: It was that unique selling proposition that it was very unique. And just like a personality test, and I'll get into some of what you do specifically, because I love personality tests, whether it's the DiSC test, or the MMPI, the Meyers-Briggs and the handwriting, etc.

Sue Porter: Right.

Bart: But what I found with our students, because we've, I took that business and built it from a single training into a certification program, into a worldwide certification program.

Sue Porter: Right.

Bart: The challenge with our graduates, and maybe this relates to your coaches and specifically what you did, is, I'm going to be condescending to my own science, it was a one-trick pony in the sense that once somebody got their personality profile, even if it blew them away, they didn't come back every week like McDonalds does. So it was like one thing, they loved it, but it wasn't a weekly experience. And that is the business flaw that I've seen with a lot of personality testing individuals, like yourself. You had this amazing thing that you did, I did handwriting analysis, I know people that do Meyers-Briggs.

Once they do that test, they can't do the same test to another person. So when you merge the coaching, now you've got this test which shows all these issues, strengths and weaknesses, and then you dealt the curriculum which helps them kind of refine

and utilize that information. Is that what you did? Use that as a base and then said, "Here's a 12-week program to become great."

Sue Porter: Well, and I usually do this with companies, I say, "Listen a lot of people just have this fun event, we come in, we do this, everybody laughs, understands themselves," and I say, "but if you really want to use this to create a dynamic culture where people get along better and work well together, where your sales team can use it to sell, because I'll tell you what, when you really know people, when you really understand what moves a person to cause them to want to buy your product, then you really, you've got them and there's nothing better than understanding behavioral styles and your personality for helping someone be able to offer that selling proposition where somebody really relates."

Because we're looking for the know, like, and trust, right? That's the big hot three right now. Well, if you want know, like, and trust, if you know personalities, I can have someone walk in the door, walk up to me, I can ask them two or three questions and I will know their dominant and secondary behavioral style almost every time. If I don't I ask a few more questions and then I can say, "Okay, from what I can tell, you like this, you don't care to do that. On your free time, you like doing this," and they're just looking at me with their jaw dropping because they feel like I've just read their palm, right?

Bart: In a great way, as it specifically relates—

Sue Porter: Yeah, yeah.

Bart: Well, I always get, "Did you talk to my mother, did you talk to my friends? Like, how in the world did you know?"

Sue Porter: Right.

Bart: And all these different skill sets have different strengths and weaknesses, but I'm so curious to learn more about what you do because if you combine all these different personality tests, you should just be a wizard when it comes to predicting behavior and figuring out who's who in the office.

Sue Porter: Well, and I think that's one of the best coaching tools. I do not work with a company and I do not take a coaching client unless they will allow me to do a behavioral style profile on them because it helps me know how to work with them better. Do I need to be brief and amazing with them or do I need to take some time

every meeting and do some small talk and really let them air and how their week was. Or do they want to be very precise and do I need to come with lots of data and material to back up what we're working on? It gives me an arsenal of things that I can do with my coaching clients.

And I also teach them, on that first, that first day that we get together. I teach them about the four different behavioral styles and how to relate with them and go through it as if I'm doing a seminar and they usually love it. And then we have a language that we can talk to one another, about the different people in the office, and I even have different movie clips that I've uploaded that we can sit and watch and I'll say, "Okay, now what behavioral style and personality is this person?" Then they really get it.

Bart: I love that you sit and watch movies with them and give them quizzes, that's brilliant. I've never heard that, that's so nice.

Sue Porter: Well, you know, your cartoon characters are classic, so when you get Winnie the Pooh, I mean, you can tell exactly who the Winnie the Pooh and Tigger is, and so, you know, I get them to really play.

My father was a doctoral professor of secondary education, he said, "To teach adults, you have to be able to teach them as if they're still children." We're still people. And if you can help them to have fun and enjoy themselves they'll get the content better.

Bart: I've got a number of questions relating to coaching, but let me finish up with this personality testing, at least kind of tease it and then we'll get back to it later. We've got a page that you built, [100CoachingTips.com/Sue](http://100CoachingTips.com/Sue). And this is her premiere program, so if the idea of personality diagnosis really turns you on, which it does me, that's where we're going to find like more information, I think you've got like a six-CD course or something, so I just put that \*\*\*\* and I'll throw that out there, if you're just joining us or something.

There's a coaching call, so I want to learn more about the coaching advice, because you've built this amazing career, but I don't for a minute want to scoot over this amazing personality. So [100CoachingTips.com/Sue](http://100CoachingTips.com/Sue).

Now give me, if you can, it's not an MPI, it's not Meyers-Brigg, have you created this personality system on your own and can you give me like a little two-minute sneak preview of that?

Sue Porter: Well, I did. And then I discovered there were real materials out there for it. And so it was really good for me because I really learned it, I landed in a seminar 34 years ago and it so connected with me that I went home and started studying, and I didn't know there were professionally-done materials and profiles.

And so but I've turned around and written it myself so that I can use it with my own terminology, but if you want to know the pure form, it's DiSC. And so I use the detailed contemplator, dependable diplomat, passionate persuader, and dynamic trailblazer as my four behavioral styles.

Bart: Nice. Well, I got to tell you, if you can accurately take any group of people and put them down to four, six, eight different styles, it's so useful to category. And I've seen so many different versions, from the NLP—and I love all of them.

Sue Porter: Yes.

Bart: Because every model is useful, especially when it's accurate.

Sue Porter: Right.

Bart: And when you're in a workplace environment and you're trying to figure out why the guy in cubicle A doesn't talk to you when you walk by and the other girl, it's just, it's amazing the politics. And so you really find yourself in a consulting role inside corporations because you have this unique skill set.

Sue Porter: Well, and I just got off another \$7 billion project where they had managers that were not getting along and a director, and I came in and worked with them and coached them through the conflict and then turned around and did corporate training with their whole group, and instilled DiSC as part of their culture. And they're just running with it. And it's so much fun for me to see the dynamics between people change and people actually be able to spend time doing their work instead of being frustrated with one another.

Bart: That's fantastic. So I've got some coaching questions for you, but I'm going to try something here. We've got one caller, I'm going to try and grab them live and let's see if this works. You want to try that out?

Sue Porter: Sure.

Bart: All right. We are un-muting someone from Compton, California. Mrs. Wilts [phonetic] are you on the line with us?

Caller Mrs. Wilts: I am.

Bart: Hi! Oh, my gosh, this is great, the last few times we've got dead air.

Caller Mrs. Wilts: Oh! Yes. I just wanted to know, I'm not sure exactly what type of questions you were taking right now, but I had a question about the personality—

Sue Porter: Profile?

Caller Mrs. Wilts: Yeah, personality profile.

Bart: Well, go ahead and ask it and let's see if we can answer it.

Caller Mrs. Wilts: Okay. Well, I'm having a lot of problems trying to find what it is that I want to do and I wanted to know if you could give me some helpful advice as to what type of work I should be looking for?

Sue Porter: Well, that's exactly what the profile would be able to tell you. It would tell you whether you're an introvert, an extrovert. It would give you an idea of whether or not you would rather work with people or things. Whether you're more detail oriented or whether you're someone that likes to trail blaze and be the one out in front. So those are some of the questions that I would look at first with you.

And then the other thing is, I have a profile that helps you understand your mission in life. There's 10 questions and it only takes 30 seconds per question, and then what I do with that is then help you create a mission statement from those questions that get to the core of who you are, and from then we kind of look at, "Gosh, where would you fit and what fits you best? What kind of world of work would match not only your mission and your values, but your behavioral style."

Caller Mrs. Wilts: Okay.

Sue Porter: So we're talking a long conversation here.

Caller Mrs. Wilts: Okay. It's not just a few questions.

Sue Porter: No, no. No. But I would be happy to talk to you at some point, if you'd like.

Caller Mrs. Wilts: Okay. Okay, well, thank you very much.

Bart: Thanks, Tamika. You're welcome.

Well, sometimes our live call doesn't work because, you know, we mute everyone out, so I'm glad it worked out well.

And I think personality tests are really good. I know that we've, always open to using them and they're also really good as lead generation tools. I used to do seminars in bookstores just for, like you said, free or a full day or half day. But even if they just paid \$10, it is a lead generation tool for the bigger picture. And I'll give you an example, next week I'm going to be in Pune, India, and we have 500 people signed up for a 2-hour introduction seminar. And it's probably 100 rupees, so, you know, it's a couple of dollars US. But out of those 500 people, they'll be at least 40 or 50 that are really turned on about personality analysis.

Sue Porter: Yeah.

Bart: And they'll go to the local, you know, franchise and local campus and they'll sign up. And so I think it's wonderful to have any kind of personality test, because everybody's curious about themselves, their boyfriend, and their mom and dad. Wouldn't you say that's the four major people they have to know about?

Sue Porter: Absolutely, yes. And I have to say here, I need to interject, there's no right or wrong. We call it a profile because we don't want people to feel like there's a bad answer. There's never a bad answer. There's never a bad profile, in fact, usually someone has all four of the dimensions in varying degrees. And they can be one thing at home and another thing at work. The thing I like most about DiSC is what it's profiling is you're, who you are, your behaviors in an environment. It's just your behaviors. So we're not looking to see whether you're bipolar or schizophrenic.

Bart: Nice. And so I'll give you a tip. I don't know if you can put this together, I created an online test where you can book for free, you know, kind of get their handwriting analyzed.

Sue Porter: Right.

Bart: It has been the biggest source of leads that I could ever imagine. Now, I have competition now, but many years ago, I didn't. So that's a little tip, since that's your specialty, and specifically since you're not really doing the DiSC test, you're doing something kind of on your own where you've labeled them—

Sue Porter: I do both.

Bart: Do you own little self-test, five or six questions—

Sue Porter: Yeah, yeah.

Bart: People would do that every day, give your email address and then you would become even more famous than you are.

Sue Porter: Well, I have a great, that's a great suggestion. I've actually put together my own profile so that I can actually do that and I'm right in the process of creating a certification for coaches because this is huge for coaches to be able to really get to know their clients fast and develop that intimacy with them and really for them to get to know them and to share something in common right from the very get-go of their time together, that they—in fact, the bonding that you get with your clients is amazing.

Bart: Yeah, we're basically on the same page with how we utilize what we do, I think it's wonderful.

Let me get to some questions, because you've been a coach, we asked you specifically, "Hey, could you answer some questions about, you know, your experience coaching coaches and working with coaches?" And so one of the questions I ask is, is there a problem that sabotages a coach's entrepreneur spirit? Like something that comes to mind that you think a lot of coaches do that just mess it all up?

Sue Porter: One of the big things I would say is trying to do it all yourself. You know, we're made to work with people and so when I spend too much time doing all of the online, you know, you've got to be, know your shopping cart, and you need a lead generation, and you need a newsletter. And the next thing you know, you're learning something else that has to do with, oh, putting up a Wordpress blog and you're blogging.

The biggest thing I would say that will zap your energy is doing the things that you're not naturally inclined to do. Delegate those out, find a way to do it so that your energy isn't drained and you can really put the best of who you are toward coaching.

Bart: That's a great tip. Two of our guests, Sam Carpenter wrote a book called *Work The System*, and I think he had some amazing things to go there. If you didn't hear the interview, you guys should go back and get the replay. I also interviewed him for my blog, and if you didn't catch that interview, you can go to [BartBaggett.com](http://BartBaggett.com), and he had a great interview where he gives his book away, which is pretty cool lead generation for him, right? He just gives the whole book away.

Sue Porter: Yeah.

Bart: The other guy, Chris Weaver, talked about how he uses personality diagnostics, it's called Wealth Dynamics. And it's a testing system which helps him and his entrepreneurs figure out what their flow is, and then they try and delegate everything else that's not in their flow.

Sue Porter: Yeah.

Bart: And for me that was everything related to accounting and details, because I'm a creator.

Sue Porter: Oh, yes. Yes, oh absolutely.

Bart: So I can completely understand getting overburdened and overwhelmed and especially those guys that are on the coaching that are just beginning to learn Wordpress and newsletters and being an expert in your field. You know, in theory, these business models are great. In application, it can get you overwhelmed really quick when you feel obligated to write a blog every week.

Sue Porter: It is. And going back to that question you asked me earlier saying, what would I say to new people starting out? I would say, I wish I had done this, I'm really working on this now, Bart, and that is, build your list and then create your tribe. In other words, get a good amount of people on your subscription list opting in, and then build a relationship and a rapport with them. And that way, when you do have something you're ready to sell, they're ready to eat and take advantage of it.

And if you just did two things, build your list and then sit down and do discovery sessions and that's where you're spending time with somebody and finding out what their needs are and if what you have as a coach meets their needs, if you did those two things, you could get a great start.

But we're being barraged every day by so much great information and you can download this for free and download that for free and you can do Facebook now and Twitter and now we've got all kinds of wonderful tools, but you can get distracted, racing from here and there with those bright, shiny objects just buzzing and going off everywhere. Staying focused is really hard.

So the other one is get a coach. Get someone to coach you so you can experience and live it with them so that they're imparting to you as a mentor and catching you when you start going off the beaten path.

Bart: Those are great suggestions, and let me recap what you said because it would fly by if you're new to this and don't have technology. We did a survey recently and we gave away a prize, like, I think it was a \$97 set of all 24 phone calls and CDs and transcripts. And it was interesting because a lot of the people that submitted didn't have websites for their coaching business, which means that they're really new at coaching.

So this tip that you just said, I want to give some detail to it so the people aren't confused.

Sue Porter: Yeah.

Bart: If you have a tribe and you've got an email list of people who like you, not necessarily clients, they could just be prospects, and I know this because I've been working in the internet space since 1996, so my list is about 35,000, and this is not the coaching, by the way, this is not the 100 Coaching Tips, 100 Coaching Tips is a brand new thing this year.

But out of that 35,000 people, there is a handful, maybe 1,000, 1,200 people that absolutely love me and they have for 5 and 6 years and if I come up with a new book or a new product or a new CD, they will show up.

Sue Porter: Right.

Bart: Now, they won't necessarily fly to LA, but you know what? If I had a teleconference and you say, "Well, Bart, out of all those, maybe 30 of them, will definitely fly to some formal location to see you," well now you've got a business.

Sue Porter: Yeah.

Bart: Because now you've got those core people that adore you. And I think people forget because the technology scares them, it's just a matter of getting a simple autoresponder account from a company like iContact, Aweber, we use One Shopping Cart. What do you use for infrastructure, or is that too technical of a question?

Sue Porter: I do Aweber and I know that when I, I have visions that when I grow, I'm going to do Infusionsoft.

Bart: Yeah.

Sue Porter: But I'm on Aweber right now with the goal of moving forward to Infusionsoft.

Bart: One of our guests called them "Confusionsoft" a few days ago. And I thought that's so funny because if you're really a big marketer, you realize it's like being in a 747, you need all these bells and whistles. But if you're new to it, it does look confusing.

Sue Porter: Right.

Bart: And so with all due respect, they're a great company, and it's a lot, unless you're really, have a lot of revenue and a lot of clients to serve.

Sue Porter: And I'm not going to do it until I have the money to pay someone else to run it.

Bart: Well, it's true. In fact, one of my dear friends, close, close internet marketing friend for many years. He goes, "Bart," he goes, "I really like it," and he says, "and you know, this is all I do. All I do is internet marketing." And he's, that's all he does every day, he's got a nice staff. He said, "I'm one year into it and I think I finally understand it."

Sue Porter: Oh, oh, oh.

Bart: So that's just the scale, so if you get like this really big, super big program, like Lyris, which I had, which is 2,300 bucks a month, was on their email platform, Infusionsoft, those are the high, high, you know, the Mercedes-Benz of them. And you can get these little Aweber, which I think is 14-20 bucks a month, iContact, I think is really inexpensive. Those are great places that your emails are hosted on someone else's server so if your computer crashes, you don't lose your email list, because that's the most valuable thing in my business, is my email list.

Sue Porter: That's your gold.

Bart: It's not my books and things and my masters, because those are all digitized now, it's the people who like me.

Sue Porter: Absolutely. If you don't hear anything else on this call but that, take it away and run with it.

Bart: Now you said there's one marketing method that people just hardly ever use, but if they did, it would make their coaching practice successful. What is that?

Sue Porter: Well, again, it goes back to that day that I did that seminar and that really told me something, is that if you give yourself away, it'll come back. Now, I have people out there that are saying, "Don't give yourself away for free!" Well, I beg to differ. I think you need to do it sparingly and you need to do it wisely, but it's one of the best things that I do, especially to non-profits, I'll give a couple of hour seminar or something to this matter and I always have somebody that I'm working with that I know they just can't afford coaching, and I give myself, my time is a tithe as well. And that has come back to me over and over. And I don't look for it to come back from the person I'm doing it with, but I know it's going to come back, and it always does.

And it keeps me grounded, Bart, it keeps me in the real world saying, "You know what? Remember those days when you couldn't afford this and you couldn't do this?" It's just being a giver.

Bart: I like that and to remind people that it's not about giving your time for free, but it's waiving your fee for a lecture. You know what? I normally charge \$5,000 for a keynote lecture, but because you're local, because I'm a fan of the cancer/shmancer or Kiwanis Club or Key Club, I'm willing to waive my fee and do a lecture.

Sue Porter: There you go.

Bart: But this is what I need from you. I need to be able to, you know, sell books at the back of the room.

Sue Porter: Yes.

Bart: Or I need to give a prize away. But I think about it as lead generation.

Sue Porter: It is.

Bart: We've all seen people we have to get new leads, and if you're doing something like you're doing, Sue, which you're doing a personality test, which people don't know about going in, like they are not already saying, "Oh, my God, I love coffee, give me coffee."

Sue Porter: Right.

Bart: Like you have to teach them about it. So you almost have to have some kind of introductory session.

Sue Porter: Right.

Bart: Where you explain what it is, that this new discovery, so they'll raise their hand and want it. If you're selling something people already want, like hamburgers or coffee, you don't necessarily need that. So I think if you have something kind of complicated, especially like we do, that it's really important to have some kind of introduction.

Now, the other thing you said is a free session. That is debatable, because we've had coaches that say, "No, I don't do free sessions." We have, say, "Well, we do a free session, but here's how you frame it." I think that was one of the best calls we had, he goes, "Well, you frame it this way."

Sue Porter: Yeah.

Bart: And at the end of the 29 minutes, you say, "Let's conclude it, here's option A, option B."

Sue Porter: Right.

Bart: And it was a very authentic and transparent sales conversation, capped with a really good, full of integrity coaching in the middle.

Sue Porter: Yes.

Bart: But there are people that have figured out the formula for both models. Do you give away free sessions or do you charge them for the first one?

Sue Porter: I give a complimentary session. I don't give a free session, it's complimentary. There's a big difference. Complimentary means I'm giving you something, free means you're taking something from me. So I give a complimentary discovery session, because I want to see if you fit me. Are you a right fit for me? I'm very particular, I guess when I hit over 50, I made a decision, I was going to work with the best of the best and I didn't want to just work with looky-loos that really don't want to put their nose to the grindstone and get it done. And because I kept my standard high, Bart, and I think you do, too, I draw the best of the best. And they get places.

I have a client that sells promotional products and offers great branding on items, shirts and things like that. And he was in the bottom half of his company and working with me, he became number one nationwide for three months in a row.

So you look for people that fit you. And when they fit you, they grow leaps and bounds.

Bart: That's great. And I'll share model which is different than your model. Because I'm world-famous for this one thing, personality diagnosis through handwriting, I've been on CNN and TV shows, then they want that. But I can give them that in 30-45 minutes.

Sue Porter: Yes.

Bart: Which means that I don't, I can't give that away for free, at least in my mind, it wouldn't be a complimentary session because that is the goal, like that's the brass ring. So what I do is I charge for that first session and I say, you know, "I can give you this frame, we can discuss your life purpose, I can analyze your writing and your friends, and then at the end of that, if you're a good fit for me, we'll talk about an ongoing coaching relationship."

Sue Porter: Right.

Bart: And so for me it's like there's not a free session because they can get a taste of me through the books and tapes and seminars, but I also have more books and tapes and seminars in publication than you do.

Sue Porter: Exactly.

Bart: So it kind of depends on where your career is.

Sue Porter: Yes.

Bart: Because I kind of follow the Dan Kennedy model is if they can get you for free, they don't respect you as much. So, you know, they'll buy a book for \$10, they'll come to a seminar for \$500, and they'll join your coaching program and if they want access to you, they'll pay that premium. But everybody's at a different level.

Sue Porter: And that's really important. It's knowing the season that you're in and the level of coach you're at, you're right. I am not among the rich and famous yet.

Bart: Well, that doesn't mean, you're among the really valuable. And I was just saying that if you have lots of products and videos already on the market, then you already have people accessing you at a low price point.

Sue Porter: Right.

Bart: So you should be at a high price point to get you in person.

Sue Porter: There you go.

Bart: And if you're brand new and you don't have any of that stuff, then you might be, you might have to offer that free session, etc., or the complimentary session.

Sue Porter: There you go.

Bart: Or waive the session fee, however you want to phrase that.

Sue Porter: Sure, sure.

Bart: Question: What one thing can mean the difference between a successful coaching practice or a very expensive hobby?

Sue Porter: Someone's that teachable themselves. And really, takes seriously that this is a business and they're going to treat it like a business. And I think right from the get-go, go get the qualifications and certification. I'll be honest with you, that I thought I'd been coaching for years but then when I went out and I took a coaching course and became certified as a coach, I remember thinking to myself, "Oh, I'm not sure I'm really going to learn anything because I have oodles and oodles of books and materials and I've been studying."

I learned so much, it brought me to my knees. And that certification means a lot to me now because it says that I went through a process of learning what the competency of coaching is really about and some people have it somewhat confused.

Now, I use a conglomeration of coaching and consulting in my practice, and I'll shift back and forth between the two, so I don't do pure coaching, according to, let's say International Coach Federation. I do a combination of all of it above.

Bart: Yeah, I don't think there's any right and wrong way, in fact, I think we're equal opportunity.

Sue Porter: Right.

Bart: Because we're just serving coaches, and that includes speakers and high end coaching retreats and life coaches. Some have skills and some have been certified and some are just an expert in their field of say leadership or accounting or something, they're coaching in that particular market. So no, we don't insist that you do, but obviously, if you're brand new, the more structured curriculum you have, I know that when I first started coaching, I had some intake forms that another coach gave me, and they were like gold.

Sue Porter: Right.

Bart: He just gave me a starting point of, "Oh, I'm going to have them fill this out."

Sue Porter: Right.

Bart: And then they'll walk through their goals, and it was just so simple for me, I was like, "Oh, I'm so glad I had this model to run through."

Sue Porter: Yes. And that's what it does. It gives you a model, it sets the tone, it helps you really get off the ground and it gives you some, a little bit of credibility, as well as confidence. Some people that are lacking confidence, it helps to get some certifications. So if you lack confidence, get a certification. It could be in something else, I'm also a CPLP, which is the Certified Professional in Learning and Performance with the American Society for Training and Development. And that is priceless to me.

So I would say that for, especially for people that are struggling with a confidence issue.

Bart: Now, I wish you had your certification program ready today because I would absolutely, you know, help you sell it. So in the next year, when you do finish that, will you let us send an email out to these nice people about your certification program?

Sue Porter: I absolutely will. I've got people clamoring at my door. I'm working on it now, so you bet, Bart, I would love that.

Bart: And it's a big step to do that and if you guys are thinking about creating your own program, let me give you a little background. We talked to Rhonda Britten, who's got a program now, Fearless Living, but she's been doing it 25 years. So at some point in her coaching career, she started using these tools and almost defined her own vocabulary within this set of tools and it became her thing.

Sue Porter: Right.

Bart: Like she's the Fearless Living coach.

Sue Porter: Right.

Bart: You know, I created this whole structure of how to look at personality through handwriting. And when I went from a book to a lecture to a course with a piece of paper at the end, a certification course, it really solidified me as an expert worldwide, so that's a really good step for you personally, Sue, and anyone listening. If you have developed some sort of intellectual property that's unique and that really, really makes a difference, that certification program is a big, big step. And of course, it leads to seminars and all kinds of things worldwide.

So Sue, I'm just going to be the 16th person this year to say, "Hurry up and finish that."

Sue Porter: Well, actually, I have it, it's in the form of, for entrepreneurs right now.

Bart: Oh, good.

Sue Porter: And so all I need to do is shift a few things and add a few things and I'll have the certification for coaches, but I actually have all of the bones right there in the program that we're offering tonight, that's 145 pages.

Bart: Oh, my gosh. And by the way, first of all, you're way too inexpensive, I would be charging like \$800 for what you're charging.

Sue Porter: Yeah, this is introductory rates right now.

Bart: Yeah, it's [100CoachingTips.com/Sue](http://100CoachingTips.com/Sue), S-u-e. So go check that out, I think it's \$97, it's really good.

And let me ask you, we'll get to that cool package in a second, but you do personality profiling, and I'm so curious about your four different styles and what makes the better entrepreneur. Is one of them better than the other ones or they all succeed in different styles?

Sue Porter: You know, it doesn't matter what style you are as long as you're authentic to your style. So two of the behavioral styles are extroverts, so they're going to do the things like the seminars and the group coaching and they're going to be on stage a lot.

But then you've got two behavioral styles that are introverts and I've seen coaches take and never step foot in any place with a person because they have their whole program online, and they've developed it that way on purpose because they like that differentiation between them and other coaches.

And then I work with a coach here in Tucson that's world-renowned and I would say she has the least amount of presence on the stage, but she has great content. So she still pulls it off, but it was really difficult for her in the beginning to be up there. And you can tell, she's not necessarily comfortable up there as much but over the years she's done it and it's working.

But any one of the behavioral styles can be a coach, it's the way that they develop their organization and what they role out, making it work for them. And fit them in their style in what they like to do.

Bart: One of my good friends is a leadership coach and that's his specialty. He, according to the DiSC program is an introvert, but a lot of other really interesting and useful qualities, in fact, we're almost identical, but he's in the introvert and I'm the extrovert. He partnered with an extrovert salesperson to begin his company. And that has been a really lucrative partnership because he's an introvert researcher, he's brilliant, he loves to create leadership content, just like your friend that makes great content, and his partner doesn't really care about researching and writing, but he loves to sell and connect with people and get on stage.

Sue Porter: Right, right.

Bart: So that was a really smart partnership where he realized, this is not something I love to do, the other guy said, "Wow, this guy's got great content." And as much as you hear the negativity of corporate partnerships, you know, how financial liable it could be, in that case, that was a really good decision.

Sue Porter: Brilliant.

Bart: What do you think is the starting point for someone that wants to learn their profile? I know they get their program, do you have a test? Do you take them through like a testing process? What does it consist of to learn and then interpret the results?

Sue Porter: We have online assessments, I also have a paper assessment. I am certified through an organization, so I have the most professional profiles that you can get. I can even profile a whole group and it does comparisons of the group, as well as I have profiles for management, for sales, so there's a whole conglomeration of different profiles to meet the needs of different groups or individuals. And so once you take a profile, some of it is self-explanatory within the material itself. I always like to see people go through some time of workshop or seminar or something online, even if it's a teleseminar or a webinar, because then you'll really catch the nuances you might not catch all on your own.

Bart: I'll tell you a hilarious story, I don't think I've told this story in forever. When I first learned to do personality testing through handwriting, I was 19 when I decided, "I'm going to make a career out of this." And then the first person I went

and sold was a copy machine salesman in Van Nuys, California. And at the end of the meeting, I remember my dad was there. He said, "You know what? This is really interesting. Okay. Let's do it." And I turned to my dad and I realized that I did not know what I was selling, I didn't have a price, I didn't have a package.

Sue Porter: Yeah.

Bart: And he goes, "Well, how much is it?" And I said, "Can we get back to you on that?" Because I was so shocked that he said, "Yeah, this is impressive, I would like to have my staff, you know, personality."

And so that leads me to my question is, let's say you do a speech and they go, "Wow, this is amazing, come to my company, you know, do a 30-minute," what is the packages? What does it look like as a coach or consultant? Is there a package A, package B, package C?

Sue Porter: Oh, yes. Right.

Bart: Because obviously you've got something that you've developed over the years that I did not have when I was 19.

Sue Porter: I have everything from a two-hour to a two-day workshop getaway retreat for corporate executives, depending upon—and entrepreneurs in small businesses, I love to work with them and their team. And so it ranges anywhere from, well, my lowest one is usually \$600 and then it goes up to \$2,400 a day. So it just depends upon the person or the company. Now, that's for companies and corporations.

Individuals, a paper profile could be anywhere from \$25 and then your online profiles start at \$55 and go up to \$125.

Bart: That's great. And you've got some relationship with the association, so you do online profiles.

Sue Porter: Right.

Bart: And you do correlation with like a group. So you've got some things that I probably wouldn't have access to necessarily off the bat.

Sue Porter: Yeah, these were professionally tested. The profiles have been tested and validated so they have been scientifically proven, so we have all of that criteria and information, if people need to look at it.

Bart: So here's a coaching question, because I know I was just talking to two of our people that are in Australia, and if they wanted to be the supporter of Australia, because you're very famous in Arizona, right? But you may not be famous in Australia. How could they learn this profiling technique? Obviously they'll spend the \$97, they'll get your package and they're like, "Okay, but now what do we do?" How do they do what you do?

Sue Porter: You bet. That is what I'm working on, on mentoring coaches to do this. Because if you have this one tool, it could open so many doors for you, whether it's individuals or teams or groups or companies and corporations. And I'm in the process of working, people can jump in right now and give me a call and talk to me about what it would take to work with me, and we could do Skype across the world and there's all kinds of different ways that people can get the information, become certified, and then they will have access through me to all of the professional profiles that I have, including the one that I've created.

Bart: Wow, that's pretty good. Because what I've noticed, at least with some of the surveys and the people that we've talked to, is they are most struggling with finding their niche, you know, finding their unique selling proposition, like what makes them different? What makes them unique? What makes them a coach that someone goes, "Wow, I can only get this here," as opposed to just someone just talking about general law of attraction or self-help techniques, which seem to be very common in bookstores and around the world in your theater, whereas this is specifically saying, "Wow, I'm, you know, the entrepreneur coach." Or, "I'm the passion coach," or "I'm the Fearless Living coach." Like what is that unique situation?

And you've really focused in on entrepreneurs and now you're doing this coaching program. What is that advice do you have for those that are kind of saying, "Hey, you know, how do I find my niche? How do I, you know, locate that unique selling proposition?"

Sue Porter: I really feel like working with a coach is the best way to do that because we walk you through a process of different profiles. I mean, I'm a profile queen, I have a profile for everything, whether it's time management or leadership or, you know, whatever it is I have it, because I really love assessing where people are and

where companies are and finding out where the gaps are and the needs are. And so if you have a need, I've got an assessment, let me tell you.

I don't have the hand analysis, so I'm going to have to send them to Bart, how's that?

Bart: Yes. And I hope it's handwriting—

Sue Porter: Handwriting.

Bart: Because if it's hand, I will have to send you to another one of my friends.

Sue Porter: Oh, okay, handwriting. Got it.

Bart: It's very funny that you mention that, I have a lot of friends that are in the dating coach community and one of the TV pilots we just did, there was a hand analyst. And they kept confusing the two and I said, "Well, they're entirely different." Because I consider myself very scientific, like I come from a background of NLP and hypnosis and NPI and Meyers-Briggs.

Sue Porter: Right.

Bart: And I just, it's not that that can't be useful, it's just that it's not anything what I do.

Sue Porter: Right.

Bart: I would be on the side of the campus with the psychologist and they would be on the side of the campus with the hippies.

Sue Porter: Right.

Bart: And so it's not that I'm not excited about any of that stuff, I just find it, I like the scientific, systematic systems where you can duplicate it and you can have the same answer every time, which I think is what you do specifically.

Sue Porter: I agree.

Bart: Because you're asking a series of questions, intake, and then you're giving a profile.

Sue Porter: Yes. That's correct. Absolutely. You bet. And there's people like myself that are coaches that have materials that once you work with them, then the materials that I have, I'm giving to my mentees so that they can then use those materials with their clients. So it's really advantageous to have your own coach.

Bart: Yeah, in fact one of my coaches was on the call last week and I think it was, it's really surprising because even the coaches have coaches. Another coach was coaching Jack Canfield, that was on the program, and Jack's just, you know, world famous for what he's doing. I think one of his goals he told me recently, was he wanted to have 100 certified coaches in the next year, I think this was a year ago, he probably does, by the way, he's quite a dynamic man. But even at that level, when you've sold a billion books, you still have a coach.

Sue Porter: Well, your Olympic athletes have a coach. I always say, "Why does an Olympic athlete, who's the best of the best, who's the top in the world, already the first one, two, three or four, and he has a coach? Because we all have blind spots and we all need someone to cheer us on and someone to point out where we need to stop and work on things because we don't see what we need to be doing."

Bart: And just like an Olympic athlete, you don't necessarily have to have been an Olympic athlete to be a great coach. Now, in the NBA, a lot of the coaches were players, but some of the very best coaches had never done that sport, they just have a skill set in coaching. So a lot of people, I think, are insecure because they say, "Well, I haven't made a million dollars, how can I coach a millionaire?"

Sue Porter: Right. And, you know, people get coaches for so many interesting reasons. You know, Bart, one of the things I've realized, that some of my business owners that are working with me right now, some of them need a sounding board. Their husband or their wife, they're not really there for them or they don't want to hear the problems in their business. And I have women whose husbands just are kind of checked out in that area, they don't have anybody to really moan and groan and complain to about their employees, they need someone to just be able to let it all out with and be able to then get perspective and get back in line with that positive perspective and looking at things in the right way.

And so sometimes it even isn't about this phenomenal process to make your business better, it's just having someone there to support you and cheer you on.

Bart: Now, one of the things you've branded yourself—and we're almost out of time, so I don't want to push your answer, but you have a website, Accidental Leader, and so that's one of the brands you chose up, is your leadership, but it's an accidental leader. I'm just curious how that came about, that's such an odd juxtaposition of terms, is leadership with the word accident in front of it.

Sue Porter: Well, I was up in Phoenix coaching those top executives and I was up on this really fancy high-rise having lunch with them at a meeting and I thought to myself, "How did I get here?" Because I would have never in a million years even visualized myself sitting there doing that. And I realized that I thought, is this an accident? You know, and then it just was like, "Well, you're the accidental leader." And ever since, I run into people all the time, you'll ask them, "How did you get into this profession?" Or, "How did you get into this job?" And they say, "Well, it really was kind of an accident." I hear it all the time.

An accidental leader is someone who didn't intentionally land where they are, but now they're in a position where they now need leadership skills and competencies. And so what I do is work with accidental leaders and help all of their decisions and things that they do to become intentionally successful.

Bart: That's great, thank you for the back story on that, I think that's fascinating. And no, are the world's full of, just, is full of people that are basically looking at opportunity and they ended up in this position, this job, in this city, in this relationship, and they're like, "Well, let's go make the best of it." And definitely the world needs more leadership.

Now, let me direct the people to the page at [100CoachingTips.com/Sue](http://100CoachingTips.com/Sue), S-u-e. And you've got this program, which again, I think you're terribly underpriced, so I appreciate you sharing this for 97 bucks. But it's Discover and Develop Your Successful Savvy Entrepreneur. But it's four or five CD's if they decide to go jump on that offer?

Sue Porter: Well, it's a 30-minute mp3s that you get in the raw, you might say, they're my first go. I'm going to be redoing them soon. That's the other reason why I just didn't feel I could up the price tremendously, I wanted, this is my first run at this series right here.

And then they also get the 145-page manual and it will tell them everything for how to develop themselves to how to work with their behavioral style and how to negate

the weaknesses they have in their personality and capitalize on their strengths, as well as how to identify other people and see the best in them.

It's got everything from helping you in sales to really gaining that edge and influence. So, you know, it's all about people. Stanford Research Center said that, you know, any endeavor that anybody has is only 12.5% due because of their knowledge, but 87.5% their ability to work with people. This whole manual is being able to connect with and work with people.

So they get that, and then they get this little folder that they can take to a print shop and say, "Here can you put this back to back?" And then they can fold it up, keep it in their wallet or their purse with them and when they're out on a call, they can pull it out, because it shows them what that behavioral style wants, what they need to do to be able to connect with them, and it's all right there in front of them.

Bart: I think your best sales copy on this page is, "How to specifically sell and present a proposal to each of the four personality styles." I got to tell you, if you could identify the four people in the room and then say certain phrases to each group and have them stand up and say, "I want your product." Because the sales messages land very differently, depending on personality types.

Sue Porter: Yes.

Bart: That right there, I would buy that just for that one line. I love that line.

Sue Porter: Oh, thank you. I think that is important and I think people can miss that so easily. If you walk into a dynamic director who's really moving, a mover and shaker in his company and you give this big, long schpeel, you lost him in the first five minutes. You've got to be brief and amazing.

So if you know what they need, you can present it to them on a platter.

Bart: Wow, this has been really interesting. If you're just joining us, this has been Bart Baggett. Sue Porter is our guest. Accidental Leadership, is that website? Accidental Leadership?

Sue Porter: AccidentalLeader.com.

Bart: AccidentalLeader.com. And the special offer is 100CoachingTips.com/Sue.

We're right at the top of the hour. Any other final tips for our veteran and new coaches on the line about how to sort of duplicate some of the successes you've had?

Sue Porter: You know, it doesn't take a somebody to go for this, it takes anybody that's willing to find something they love to learn and then a willingness to impart that to other people. And you'll get something like I did that you can do for 15, 18 years and then as you're ready, you can add other competencies. Learn one thing well, read seven books, and you can go for it.

Bart: Nice. Very, very nice.

Sue Porter, thank you for being our guest. I welcome you to come back next season, you've been fascinating and you've been very transparent and authentic, like all of our coaches. Thank you so much.

Sue Porter: Thank you, Bart, I sure appreciate it.

Bart: And for everybody else, I got to tell you, this is the very final week of 100 Coaching Tips, so make sure you mark your calendar. You've got both today, of course the replay, but Tuesday and Wednesday, there's two calls per day. One at noon, one at 6, ending with the fabulous John Assaraf, there's going to be some hot seats, you have to be on the call live to talk to John Assaraf. Morgana is also going to be there on Thursday. So if you can get off in the middle of the day on Thursday, that will be a profitable day.

Just go to [100CoachingTips.com](http://100CoachingTips.com), look at the interviews tab, that'll give you the call in numbers and the details on those upcoming remaining four seminars.

And remember because it's wrapping up, check out the download 24 interviews. It's \$97, you get all the downloads and the transcripts within the next couple weeks. And that is about 24 hours worth of incredible, savvy business content. And it has been really good. A lot of people from all over the world has been picking up those replays because we've only allowed 24-hour replays. So you can get all of them right there and please go ahead and hit that button now because that will be taken offline soon.

So this is Bart Baggett, this is 100 Coaching Tips. My guest has been Sue Porter. Thank you so much, Sue, for your wonderful content and information. And we will talk to all of you tomorrow.

Good night, everybody.