How to Generate EASY Profits As a Coach or Consultant..

Regardless of your Results or History

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Congrats on Investing in your Future!

How Would you Feel…

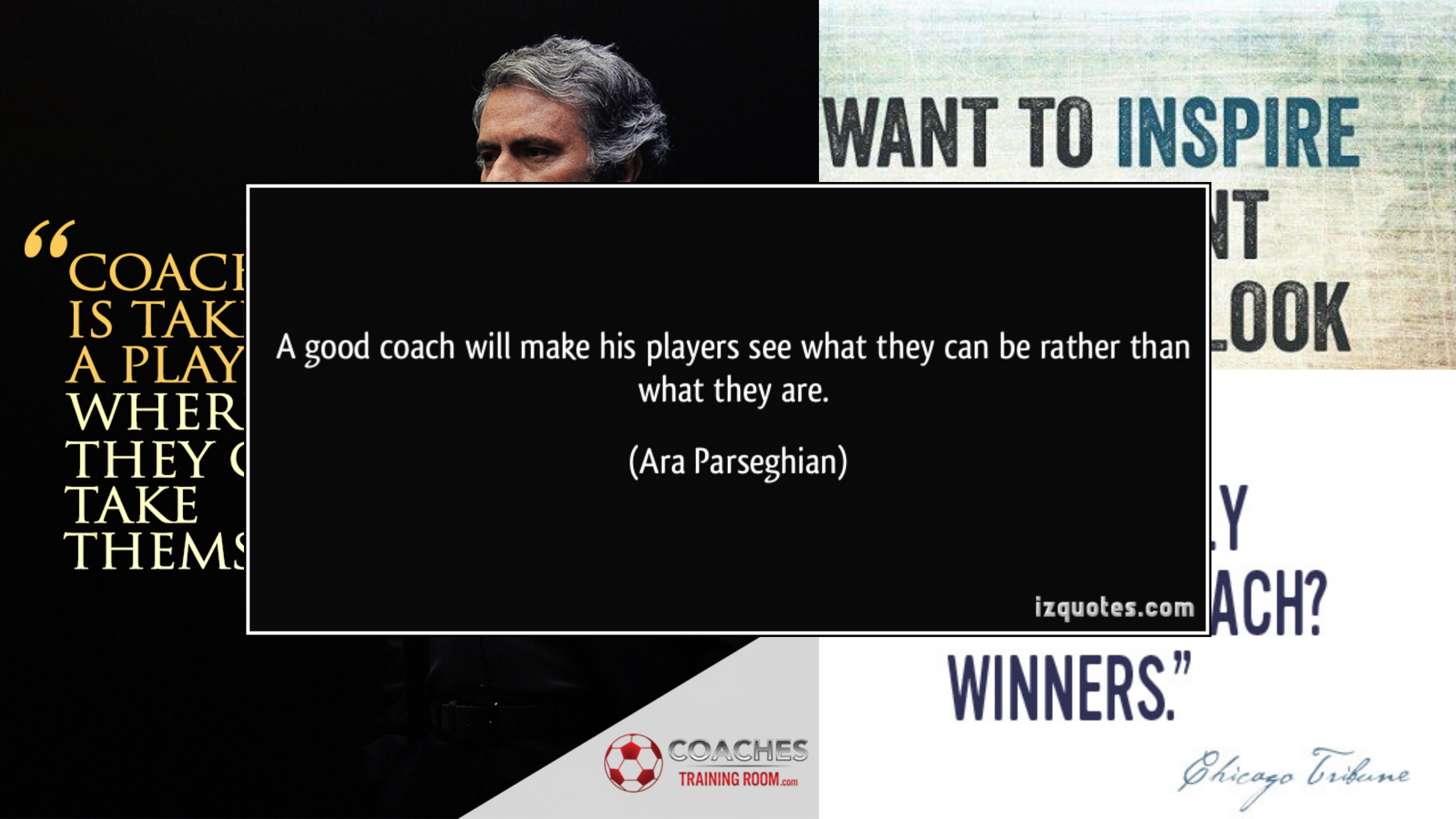
- IF you had an extra $500 to $1200 per month coming in without doing anything that remotely felt like work?
- If you had the type of clients that you would totally hang out with for free but they were all paying you?
- If you could brag on social media about how your clients are doing and share their results?
- Would all of those things be pretty cool??

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This Training

- Is a deep extension of a training I did for an attraction marketing company we are associated with
- It was so popular we decided to expand upon it with more examples, scripts, bonuses and more
- We LOVE coaching and LOVE helping people create massive profits through coaching
- We know you will love it!!

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WANT TO INSPIRE
LOOK
A good coach will make his players see what they can be rather than what they are.
(Ara Parseghian)
izquotes.com
WINNERS."
Chicago Tribune
COACHES
TRAINING ROOM.com

We Believe in YOU and your Ability to Grow into an Amazing World Changer!

About Me

- Father of 3, oldest going to FSU, NOTHING came natural to me except work ethic.
- 2009: Foreclosure, Self Doubt, Scared
- 2015: Averaged over $10,000 Per Day
- It doesn't happen overnight but you can do amazing things in a few short years



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Momentum

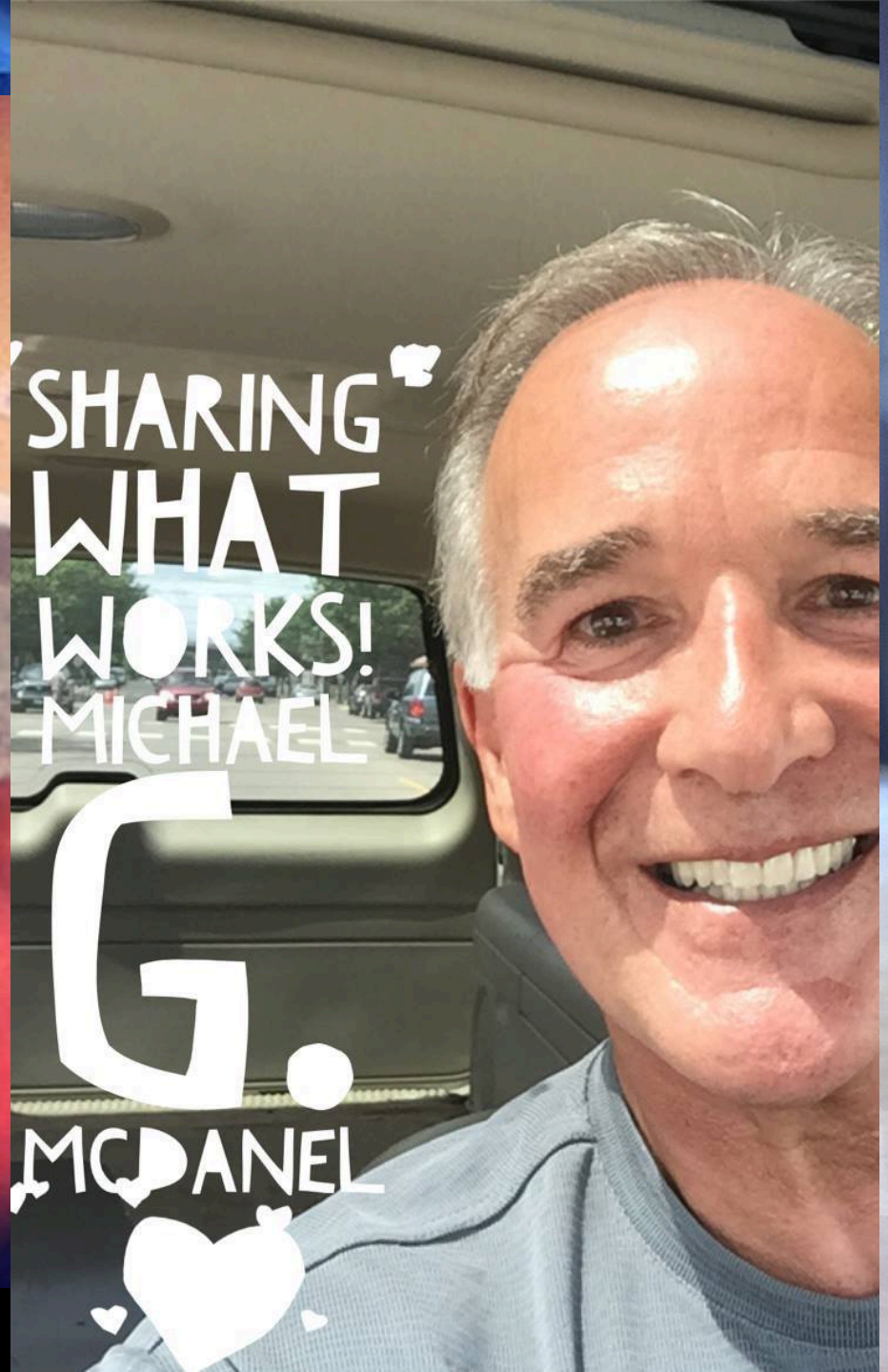
- First Million dollar year took me 8 years (2013)
- Next million took 6 months
- Last year had two million dollar months and one million dollar weekend
- It gets easier…

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My Coaching Background

- When we first starting selling $50,000 packages (you don't start there), people didn't believe it
- We've generated over $4 million in coaching and masterminds since July of 2013
- Generated over $1 million in COACHING/ Mastermind Sales first quarter of this year
- And have had the pleasure to coach some all-stars!

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SHARING
WHAT
WORKS!
MICHAEL
G.
MCDANEL



So Blessed to Have so many AMAZING Clients!!

Tonight

- How to Overcome YOUR Obstacles with Making money as a Coach
- Suggestions on Structuring a Coaching Program
- Scripts on how to sell coaching
- Ideas and Concepts for Group Coaching Programs
- Common Objections and Questions around Coaching
- Social Media Status Updates to Get Clients
- How to Become a Next Level Coach

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Your Top Obstacles



- “I’m not a guru”
- I don’t have enough RESULTS

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LOTS of Different Types of Coaching

- Educational
- Accountability
- Life/Advice
- Relationship
- Business
- Finance
- Marketing

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LOTS of Different Types of Coaching

- SEO
- Wordpress
- Content Creation
- Blogging
- Prospecting/Sales
- Strategy
- What else?

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LOTS of Different Types of Coaching

- Diet Accountability Coach
- Weight Loss
- Meal prep
- Fashion
- Communication
- Event

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People will pay for hand-holding and personal service.

They will pay for your attention to their problems and goals.

A large percentage of people don't trust guru's or have misconceptions about them

Being accessible and straight forward is MAJORLY attractive

Client Attraction

- Pick ONE Area you want to coach people on and do videos/blogs/content/webinars/events for that area with a call to action to reach out to you if they need help
- You do NOT need to share your resume but do share your knowledge!!

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Sample Social Media Status Updates

- Accountability
  - We have three more slots open for our accountability group, Private Message me if you have big goals but need personal help to hit them!
  - We are about to kick off a point driven accountability coaching, IF you need help hitting your goals, private message me

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Sample Social Media Status Updates

- Marketing
  - We help you put marketing in place to attract your perfect clients, private message me for more details (not a course)
  - If you are tired of courses and products and instead want someone to hold your hand to help you get results in your marketing, private message me!

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Sample Social Media Status Updates

- Technology
  - If you are trying to build a business in this day and age you MUST get comfortable with technology. We walk you through all areas of technology until it becomes easy for YOU, this isn't a course, it is us helping you get what you need
  - Tired of Technology Kicking your butt? Ask me about our super simple techie coaching program for newbies!

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Sample Social Media Status Updates

- Weight Loss
  - Have you tried every diet? Stop trying diets and instead get an accountability coach, affordable options available to finally look your best!
  - Wanna show that ex what they are missing out on? Ask me about our weight loss accountability group/ program

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Coaching Packages

- START SMALL!
- You **WILL** start by charging too little
- Develop and capture testimonials and stories THEN up your prices (get REAL good at this)
- Continue to immerse yourself in that area
- Take some of your profits and invest in your own coaching

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Coaching Packages

- People KNOW coaches make more money than employees
- They pay for convenience
- Start with whatever you can ask for and feel good about, develop testimonials then UP your prices!

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Coaching Packages

- Start with 15 or 30 minute calls, you can always go to one hour ((4) Weeks of Calls, with Email support for $250…or more!)
- Low cost groups may be a great option to start, **when you generate a testimonial no one knows how much that person paid!**
- Have clear expectations and do NOT stretch your resume!!!

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Coaching Packages

- You can include other things than calls, doing this will reduce the comparison to hourly rate
- Including a limited time FB group might be a good idea
- Email/Text support, access to products, DFY something

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Examples

- Accountability
  - 6 Week, Point Driven, Network Marketing accountability program (daily/weekly conf calls (FreeConferencing.com), Point Driven Spreadsheet)
  - Daily 5-8 minute sessions to keep them on track (MOST people would pay for this and no results required, just SHOW UP)

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Possible Activity Tracker – Could be Used Group or One on One

Inviting	Points	Day 1	Day 2	Day 3	Day 4	Day 5
Call prospect to invite to a presentation	2					
Text prospect to invite to a presentation	2					
Get contact info from a stranger	1					
Follow up with Prospect	1					
Presentations & Meetings						
Get prospect to watch Video	3					
2 on 1 or 1 on 1 presentation	5					
Conduct a Home Meeting	10					
Attend a live meeting with a Guest (each additional guest add 5 pts)	5					
Do a 3-Way call with your upline or downline	2					
Enrolling						
Enroll a new rep	15					
Enroll a new Customer	13					
A NEW personally enrolled Rep enrolls another Rep (Duplication)	5					
Get a "NO"	5					
Training & Team Development						
Attend Training Call or Webinar	2					
Get a Team member to attend a Super Saturday	4					
Attend a Super Saturday	4					
Get a Team Member to Register for an Event	5					
Get a Team Member to Register for National Event	10					
Total Points		0	0	0	0	0

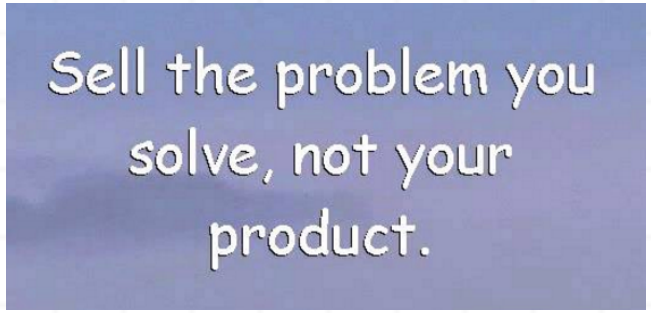
Was That Cool??

Income



Rank	State	Employee	Occupation	Institution	Salary
1	Alabama	Nick Saban	Football Coach	University of Alabama	$7,160,187
2	Michigan	Mark Dantonio	Football Coach	University of Michigan	$5,636,145
3	Kentucky	Rick Pitino	Basketball Coach	University of Louisville	$5,758,338
4	Oklahoma	Bob Stoops	Football Coach	University of Oklahoma	$5,058,333
5	Texas	Kevin Sumlin	Football Coach	Texas A&M University	$5,006,000
6	Kansas	Bill Self	Basketball Coach	University of Kansas	$4,960,763
7	Ohio	Urban Meyer	Football Coach	Ohio State University	$4,536,640
8	Louisiana	Les Miles	Football Coach	Louisiana State University	$4,369,582
9	Pennsylvania	James Franklin	Football Coach	Penn State University	$4,300,000
10	Iowa	Kirk Ferentz	Football Coach	University of Iowa	$4,075,000
11	South Carolina	Steve Spurier	Football Coach	South Carolina University	$4,016,900
12	Florida	Billy Donovan	Basketball Coach	University of Florida	$3,905,964
13	Washington	Chris Petersen	Football Coach	University of Washington	$3,681,720
14	Missouri	Gary Pinkel	Football Coach	University of Missouri	$3,400,000
15	Georgia	Mark Richt	Football Coach	University of Georgia	$3,314,000
16	Arizona	Rich Rodriguez	Football Coach	University of Arizona	$3,298,500
17	California	Jim Mora	Football Coach	University of California Los Angeles	$3,250,000
18	Arkansas	Bret Bielema	Football Coach	University of Arkansas	$3,214,000
19	West Virginia	Dana Holgorsen	Football Coach	West Virginia University	$3,080,000
20	Nebraska	Bo Pelini	Football Coach	University of Nebraska	$3,077,646
21	Mississippi	Hugh Freeze	Football Coach	University of Mississippi	$3,018,000
22	Tennessee	Butch Jones	Football Coach	University of Tennessee	$2,960,000
23	Indiana	Thomas Crean	Basketball Coach	Indiana University	$2,943,256
24	Virginia	Frank Beamer	Football Coach	Virginia Tech	$2,660,913

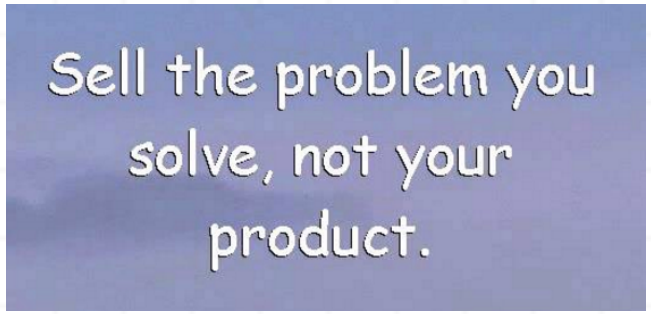
How to Sell



- Just another option when talking to prospects (you should have other revenue streams too)
- Understand their expectations, we turn down people all the time
- What do they want?
- What have they tried?
- Why is NOW the right time?

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How to Sell



- Educational events (webinars, meetups, conference calls)
- Constantly suggest private messaging you for details on how you can help them
- Be willing to NOT be automated (especially when newer)

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Scripts (manage the energy)

- Why should I hire you?
  - Maybe you shouldn't? This is what we do and offer, if that fits what you are looking for, great, if not, no big deal
- What if it doesn't work?
  - What we do works but like a personal trainer, we cannot lift the weights for you. YOU must be willing to lift the weights, how would you suggest I coach you if I notice you aren't taking action?
- Well what kind of results have you created?
  - IF you are looking for huge result guru's AND you have the budget, I can suggest a few people for you to talk to. We have a happy life and help people accomplish their goals for an affordable price. If that isn't a fit for you, that is totally cool and we will be rooting for you!

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What if your Clients Suck?

- It means your marketing or qualification sucks
- Fortunately, you started with a smaller coaching package!
- You DO NOT want bad clients, having no clients is way better!!!

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It is STILL
Generate a Lead, Connect with a Lead, Determine the Need

Also remember one thing...

Stop trying to sell to broke people.

ESPECIALLY Coaching.

Easiest Payments

- paypal.me/rayhigdon/49
- Setup at paypal.me, super easy, took me 4 seconds
- In the beginning, keep it simple, you can always grow into fancy =)

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Common Questions

- Where do you find leads?
- How can I coach if I am not crushing it?
- What if I am not a guru?
- How do I get people to buy?
- How do I develop my credentials?
- How Much should I charge as a Coach?
- How do you cold prospect from start to finish?

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Next Level Coaching

- AFTER you've sold some coaching, generated testimonials, THEN consider group retreats
- The Epitome of E.L.F.!
- Consider running your own event to sell
- We have helped a lot of people structure these



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Running Events (what's possible)

- Aug 15 event - $1.1 Million (280 people)
- Jan 16 - $360k (less than 100)
- April 16 - $490k (170)



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Get Value So Far?

Let's go to FB and Get some Feedback!!

Fb.com/Rayhigdonpage

Was this Worth your Investment?

The Biggest Key to MY Growth as a Coach…was Investing in Coaching Programs.

BECOME Who you want to Attract!

Want Our Coaching?

- We have personal coaching options, group coaching and accountability coaching, IF you want to apply, go here
- www.RayHigdon.com
- Click the Work with Me Tab
- Enter your name and email
- Then fill out the Survey on the next screen

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You're Just 1 Step Away! Please Fill Out This Short Application Now...

STEP 1 — STEP 2 — FINISHED



Here's What Others Are Saying

Author I originally connected with Ray because we had a similar backgrounds. I really wanted to grow my network marketing business. I liked Ray and Jessica's
ce and I wanted to capture a piece of that. In the past I had struggles with technology. They put me in contact with the people I needed to bypass the technology trap.
Ray told me that I had to say affirmations daily -Technology is my friend'. after he commented that I had such a technology challenge that even the people I hired for
gy challenges. Haha.
website 'Multiple Ways To Wealth- and a capture page! I completed my first webinar and started a coaching program for People want ng to know how to use Other



Your Confidential Application:

First Name *

Last Name *

Cellphone *

Skype (if outside US)

Email *

Street Address 1 *

City *

State *

Postal Code *

Country *

CONTINUE

amazon

Thank You!

- Hope you got massive value from this!
- Hope you saw that people NEED personal time and are willing to pay YOU before you are a “guru”
- Appreciate you so much!
- Let’s take a few questions!

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