

The Five Reasons Why Most Coaches Fail

The Truth About Coaching

The median income for professional coaches is:

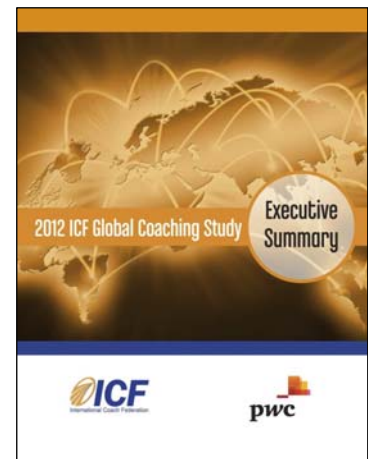
_____ United States

_____ Worldwide

Only 17% of coaches make at least \$_____ a year

Less than 5% of coaches make \$_____ a year

75% of coaches quit within _____ years



The world needs you to be _____

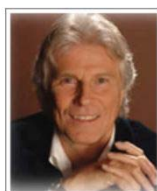
This is the _____ behind the Creator's Code and the Master Coach Academy



Brian Whetten



Jay Fiset



Terry Tillman



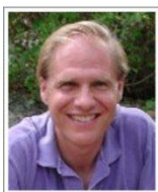
Scott Coady



Barnet Bain



David Steele



Dave Buck



Sharla Jacobs



Jesse Koren



Blaine Bartlett



Shajen Joy Aziz

(Blanks: \$29,000, \$25,000, \$45,000, \$100,000, 5, Successful, Purpose)

Reason 1: The Search for the Silver Bullet

I just need to find the _____ thing that will make me be successful

If I just offer enough value... (then I'll be successful)

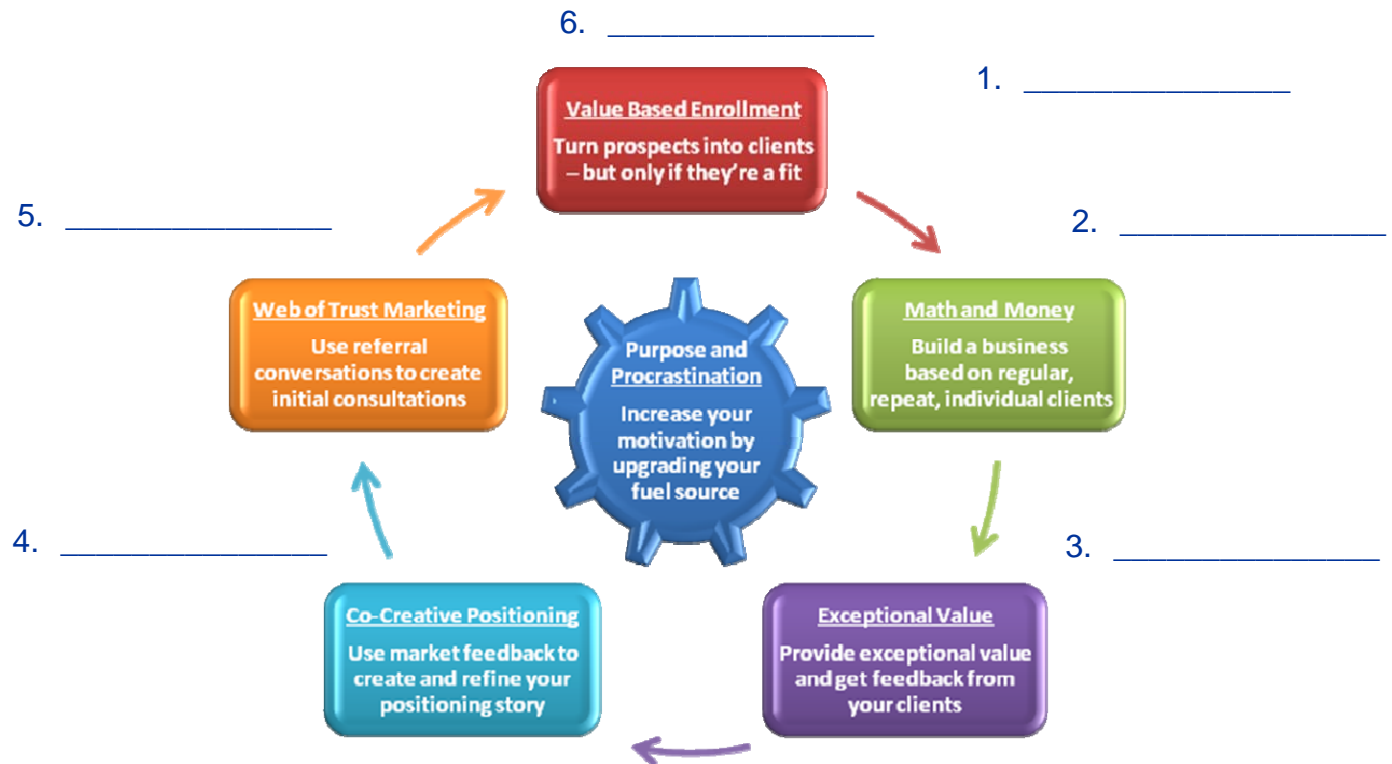
If I just get the word out... (then I'll be successful)

If I just earn one more certification... (then I'll be successful)

Building a business is like baking a _____

There are Six Essential Elements in the recipe for success

The Path of Authentic Success



(Blanks: One, Cake, 1. Motivation, 2. Pricing, 3. Value, 4. Niche, 5. Marketing, 6. Sales)

Reason 2: Traditional Business Doesn't Work For Us

I love providing my services but I hate _____ them

If I just do what I love... (then I'll be successful)

If I'm just spiritual enough... (then I'll be successful)

If I just offer something unique enough... (then I'll be successful)

Traditional business doesn't _____ for purpose driven practice builders

The more you care about serving others, the more important it is to learn to _____ selling your services

Why Traditional Business Doesn't Work For What We Do

1. Your services are not an impersonal _____

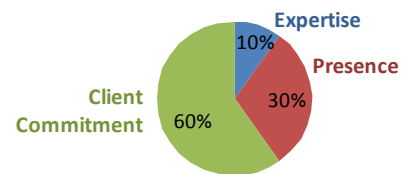
Can you imagine getting a coupon for heart surgery?



2. Your value is not based on offering the _____ prices

Commitment creates value

Sources of Exceptional Value



3. Your value is not based on helping people _____ from their issues

What do businesses tell us to do when we feel bad?
Consume something!



4. Your paradigm is not based on scarcity and _____

(Blanks: Providing, Work, Love, Commodity, Cheapest, Hide, Stress)



The Ladder of Consciousness



Traditional business lives at the bottom of the ladder, and is based on _____ and _____

Service lives at the top of the ladder, and is based on _____ and _____

When we seek to do sales and service at the same time, all our unresolved inner _____ tend to come forward

The Business of Change

Fears and conflicts

Opportunities for _____

Marketing

Intimacy and _____

Sales

Curiosity, Courage and _____

(Blanks: Stress, Scarcity, Love, Abundance, Conflicts, Growth, Invitation, Commitment)

Reason 3: Trying to Run Before You Walk (Or Not Walking At All)

I need to do something big and _____

If I just got on Oprah... (then I'd be successful)

If I just wrote a bestseller... (then I'd be successful)

If I just worked with big groups... (then I'd be successful)

The key is to hold big _____ while taking small steps

There are Seven Stages of Practice Building, which must be completed in _____

The Seven Stages of Practice Building



7. Leader

6. Teacher

5. Master Practitioner

4. Practitioner

3. Apprentice

2. Intern

1. Student

Here are the core goals of each stage.

1. **Student.** Graduating from a professional training program.

Goal: trust in the value of what you've _____

2. **Intern.** First five unpaid regular, repeat, individual clients.

Goal: trust in your ability to provide exceptional _____ to clients

(Blanks: Important, Intentions, Order, Learned, Value)



3. **Apprentice.** First five paid regular, repeat, individual clients.

Goal: trust in your ability to get clients to _____ for your services

4. **Practitioner.** Covering your monthly expenses (typically \$3000-\$4000/month) so you can afford to make your calling your full time career.

Goal: trust that you can pay for your core monthly _____

5. **Master Practitioner.** A full, abundant practice with a waiting list (typically \$7000-\$10,000/month).

Goal: trust that you can bring in new clients at _____

6. **Teacher.** Creating value on a larger scale, through a combination of classes, information products, individual sessions and group sessions (typically \$10,000 - \$20,000/month).

Goal: trust that you can run a _____

7. **Leader.** Building a scalable organization that serves people even when you're not the one doing the work.

Goal: trust that you can take an extended retreat or _____

Which belt are you currently working on? _____

Which belt do you want to earn? (Within the next 2-3 years) _____

(Five Blanks: Pay, Expenses, Will, Business, Vacation)

Reason 4: "I'm the leader now!"

Being a coach or leader means that I shouldn't have any _____

I need to be the best... (then I'll be successful)

I need to have all the answers... (then I'll be successful)

I need to be in control... (then I'll be successful)

The more you want to give to others, the more you need to _____

The more committed you are to supporting others with their issues, the more your own _____ will come up

The Big Shift

Shifting from...

Giving support

Receiving at least as much as you give

Me

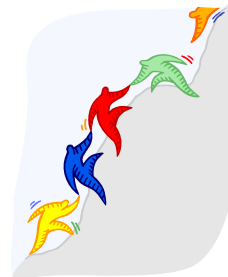
We

Credibility

Credibility and Vulnerability



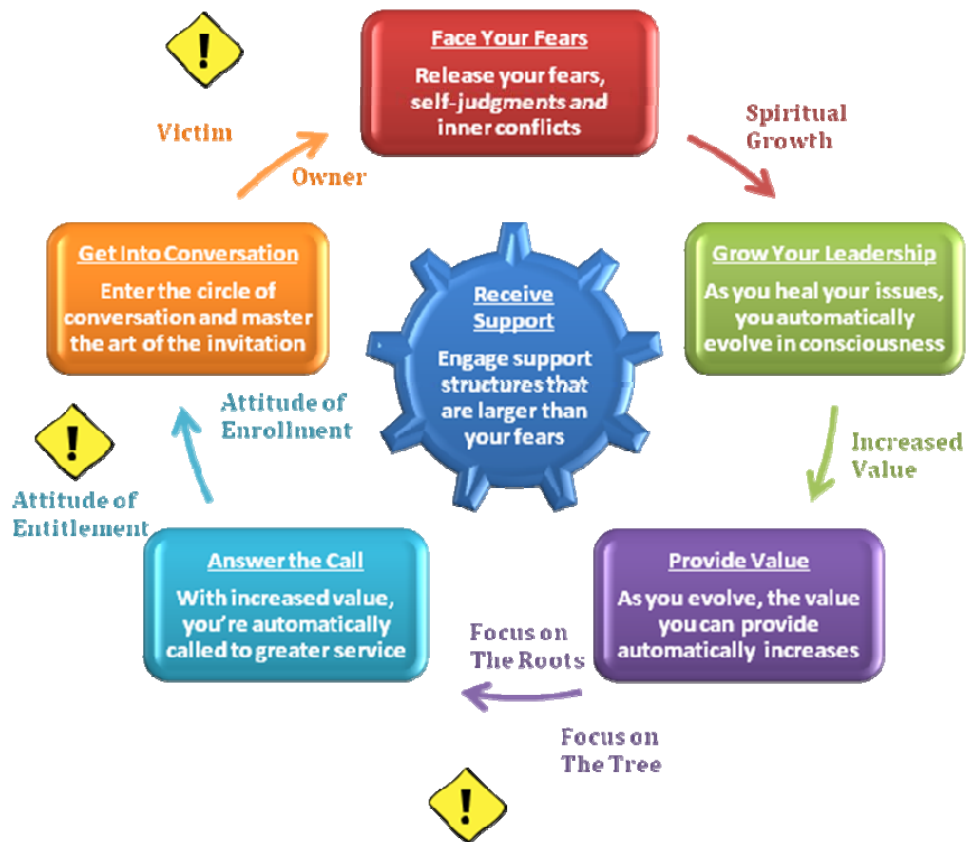
I have to do it all myself!



I'm part of a team

(Blanks: Problems, Receive, Issues)

The Path of Authentic Leadership





Reason 5: The Employee Mindset

My value comes from trading time for _____

If I just had more time and energy... (then I'd be successful)

If I could just increase my hourly rate... (then I'd be successful)

If I could just get more done... (then I'd be successful)

Sustainable success requires shifting from thinking like an employee to thinking like an _____

The Mind of a Conscious Entrepreneur

My value comes from creating systems that provide exceptional _____

	Traditional Business	Conscious Business
Your focus is on...	Talking	Listening
You start with the...	Solution	Need
Clients come from...	Advertising	Relationships
Business is...	Win/Lose	Win/Win or No Deal
Enrolling people...	Feels Bad	Feels Good

	Employee	Entrepreneur
You are paid for...	Time Spent	Value Created
Your focus is on...	Activity	Systems
Your fears are...	Avoided	Embraced
Training is an...	Expense	Investment

(Blanks: Money, Entrepreneur, Value)



Six Questions to Ask About Business Trainings

1. Which of the Six Essential Elements will it help you master?

Red Flag: Programs which claim to be a silver bullet

2. Is it based in traditional business or conscious business?

Red Flag: Business skills and tactics that make logical sense but which feel off, unpleasant, or distasteful

3. Is it a fit for the stage of practice building you're at?

Red Flag: Programs that promise stage 6 or 7 results if you're working on stages 3, 4 or 5.

4. Will it support you in walking both the paths of authentic success **and** authentic leadership?

Red Flag: Programs that focus just on teaching you how to be successful, without helping you take the fears and conflicts that show up on the path to success, and transmute them into growth, leadership and deep change.

5. Does it provide business systems or just techniques?

Red Flag: Programs that don't provide proven examples, templates, systems, and step by step formulas.

6. Is it transparent about the overall results its graduates have received?

Red Flag: Testimonials that focus just on the leader's success or on the results of a few select stars.

Program Benefits

Selling By Giving is not a silver bullet, and it's not for everyone. Everything you've just learned came out of our own challenges with understanding who's a fit for these programs, and who isn't. For people who are a fit, it has a remarkably strong track record. Here are some of the benefits our graduates have reported receiving:

❖ **Learn to do business in a way that you love**



"Thank you from the bottom of my bank account. Why knew business could feel so good!"

– Melanie DuPuy, Breathing-Life Coach

❖ **Create your soul-centered, six-figure practice**



"Thanks to Brian and Selling By Giving, I increased my income by \$74,600 in one year. This stuff works!"

– Susan Ortolano, Relationship Coach

❖ **Transform the way you feel about selling your services**



"I have doubled my income since taking this class, my income is now regular and consistent, and I no longer fear selling my services."

– Nilofer Safdar, Energy Healer

❖ **Avoid years of painful trial and error**



"Even though I already had a lot of prior business experience, I figure this program saved me \$50,000 - \$100,000 and trimmed years off my practice building process."

– Michael Schantz, Executive Coach

❖ **Develop your business in integrity with your purpose and values**



"I have the utmost amount of respect and love for Brian, because he helped me get to the place of integrity and alignment that I value most. He has mastered the process of heart centered enrollment, of how you stand in integrity, in that place of loving the enrollment conversation and loving business."

– Max Simon, CEO of Big Vision Business

❖ **Achieve results beyond what you imagined possible**



"As someone who's blind, I didn't think I could be successful, either as a coach or as a student of Selling By Giving. But I took a leap of faith and learned 'how to feel the fear and do it anyway.' Today, I've partnered with a top healing center, I'm speaking in front of groups, publishing articles, serving amazing clients, leading a non-profit, and making a difference in the world."

– Patricia Estes, Life Coach, Speaker, Author and Energy Healer

❖ **Beat the odds and build a healthy, purpose driven business**



"Without the work I did with Brian, our company probably would have gone bankrupt in 2009. Instead, we're now thriving, I can't believe how much I've grown as a leader, and I'm loving my life."

– Jennifer Taylor, CEO of Quantum Touch

❖ **Eliminate the emotional blocks that have been holding you back**



"My income almost doubled after taking this class. It helped me release my fears and judgments around money and it gave me some great ideas and tools for marketing my business."

– Stephanie Wiltgen, Educational Consultant

❖ **Master a simple, proven, step by step recipe for success**



"This course has been absolutely life-changing for me! I know without a doubt I'll be able to implement what I've learned and make a success of my practice. And it's simple!"

– Liesel Teversham, Energy Healer

❖ **Create sustainable success**



"Before working with Brian Whetten, I was close to giving up on my business. I didn't know what was wrong, but I was putting all my energy into it, feeling drained, and not getting the results I wanted. Today, I've learned how to build a sustainable practice that also feeds me both financially and energetically."

– Adinah Barlow, Massage Therapist

❖ **Fill your practice with high quality, high paying clients**



"Through my participation in Selling By Giving, I made major breakthroughs with all 9 of the Fatal Business Mistakes, and my practice increased from zero clients to 13 clients and \$7,000 a month."

– Heather Vaughn, Life Coach

Note: Heather passed away in August of 2011. We miss her, and she continues to inspire us by reminding us of what's possible when we make our dreams more real than our fears.

❖ **Receive support in working with any challenges as they come up**



"To think, I almost gave up – inches from the water trove, the paradise of doing my true heart's desire and being paid well for my offering. Thanks, Brian!"

– Marsha Jane Orr, Small Business Coach

❖ **Deliver your gifts to the world**



"I have often stated that I wish I could find someone who does for me what I do for laboring women. Well, Brian Whetten has become my money doula. If you have the chance to work with this brilliant young man, run towards the opportunity as fast as your heart will carry you."

– Tanya McHale, Monitrice and Pregnancy Coach

❖ **Develop the presence and consciousness of a true master coach**



"With almost no fanfare or self-promotion, Brian is becoming a legend in our industry. I'm inspired by how he models what it means to be a master coach, and by how he helps others, including me, to do the same."

– Morgana Rae, The Charmed Life Coach and Money Magnet Queen

❖ **Master the art of heart-centered enrollment**



"Selling By Giving is one of the most powerful and useful training programs I've ever seen. Selling is what usually stops people, and this course is the solution to that."

– Steve Chandler, Coach, Speaker and Bestselling Author

❖ **Double or triple your income**



"I referred a colleague...he mentioned that he's not even done with the program and has already doubled his client load!"

– James Stevensen, Massage Therapist

❖ **Discover your calling and turn it into a thriving business**



"It only took me 7 years and \$68,000 to fail as a coach. But when I stopped asking 'how can I be special?' and started asking 'how can I serve?' everything changed. Within two months, I'd created a new business, delivered exceptional value, and earned enough to quit my job and go full time."

– Jim Niswonger, Conscious Copywriting

❖ **Make the jump from individual to group work**



"Since working with you, I moved from individual sessions making \$35,000 a year, to six month transformational group programs, generating over \$100,000 this year! Before working with you, I never thought this was possible. I've moved from surviving to thriving. Thank you Brian!!!"

– Michael Casteel, Transformational Leader

❖ **Face your fears and follow your dreams**



"Since taking your course, I summoned up the courage to move to Mumbai, where I knew no one...just a dream. Today, I am one of the top photographers in the city. I routinely shoot for Vogue and GQ, just shot the cover of Cosmopolitan, and I use this money to support charities in the slums of India that can't afford my services. Thank you!"

– Martin Pihoda, Photographer

❖ **Own the value of your services**



"Brian, I have to share that this 4th chapter was incredibly powerful for me in seeing that I truly have a valuable service and package (me!)"

– Frances Fuji, Executive Coach

❖ **Eliminate procrastination and negativity**



"Selling By Giving is extremely powerful at clearing and removing blocks to success and then not only giving you the tools, but also ushering in the energy to manifest a Soul-Centered, Six-Figure Practice. Just being in the energy of this program has moved mountains in my Intuitive Life Coaching practice."

– Alanna Arthur, Intuitive Life Coach

❖ **Release the fears and blocks that have been holding you back**



"If you get triggered (like I do) around selling your services...run – don't walk – to get some of Brian's material. This stuff is amazing, and I hope you find as much value from it as I have."

– Doug Miller, Executive Coach

❖ **Take your practice to the next level**



"After graduating, I built my practice from nothing to \$16,000 a year, in a single month, just by giving out 9 gift certificates and then following through on what I've learned."

– Susan Bryan, Life Coach

❖ **Develop trust that you really can create your ideal practice**



"This is the class I've been waiting for my entire life."

– Aileen McKenna, Energy Healer

Program Results

With the last two **six-month** Selling By Giving programs:

One group **increased their income by an average of 87%** (by \$18,040 a year).

The other group **increased their income by an average of 221%** (by \$43,460 a year).

A full breakdown is available at www.sellingbygiving.net/reportcard.pdf

Please note that while we make our best efforts to be accurate and transparent with our programs' results, the reported results may not be typical, and can't be taken in any way as a guarantee of the results you would receive. We don't offer get rich quick programs, and we can't guarantee your success – only you can do that, through your commitment, hard work, consciousness, and dedication. And, if it's a fit for you, we're here to help.