The Super-Connected Coach:

Innovative Strategies for Finding & Keeping Clients

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Author
Speaker
Former Pastor
Adjunct Professor
Trouble Maker

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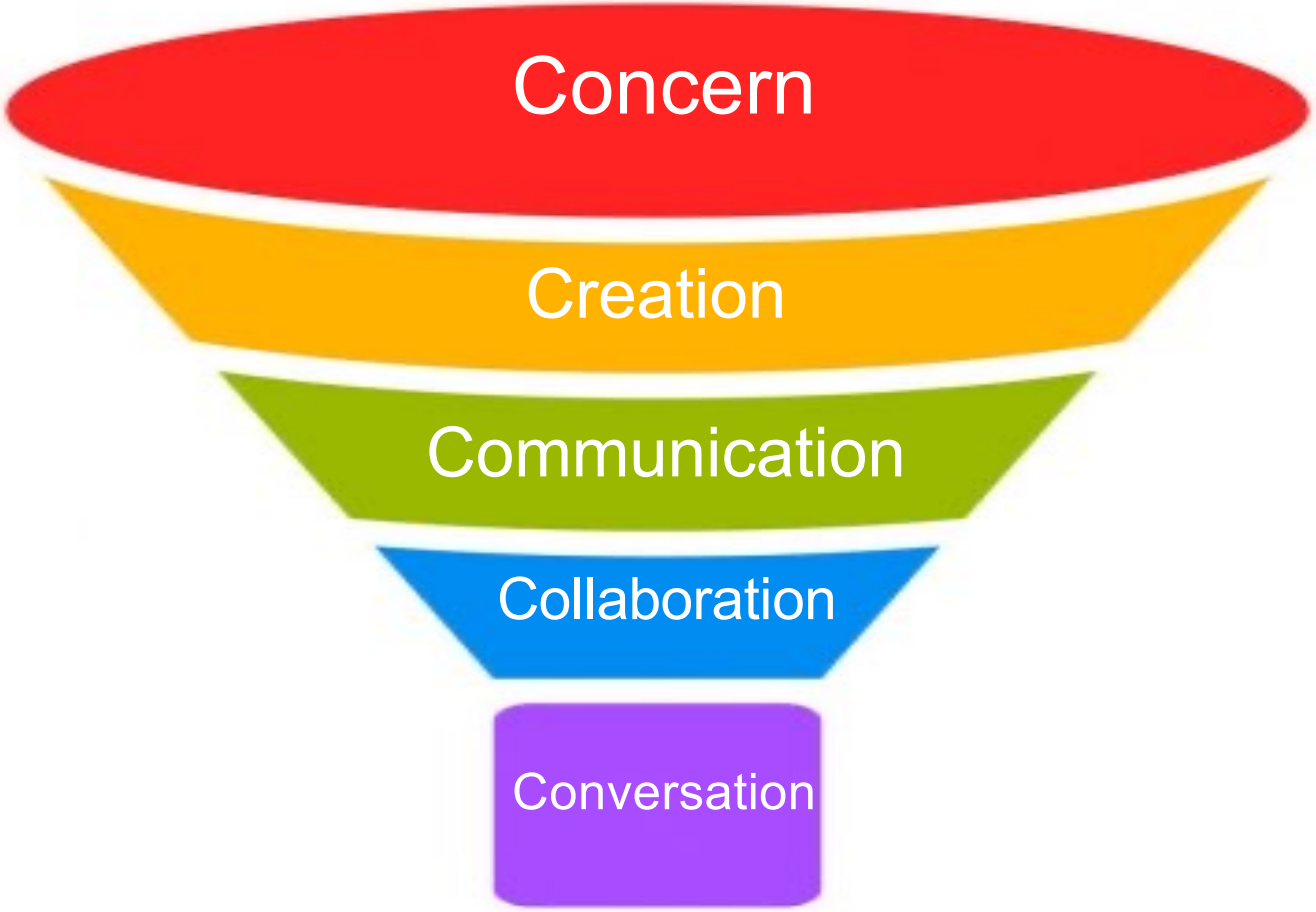
MY STORY

Five Levels of Connection



*The future of your coaching practice lies not in the ads you have yet to run, but in the **conversations** you have yet to have.*

How “Coach Jesus” Did It

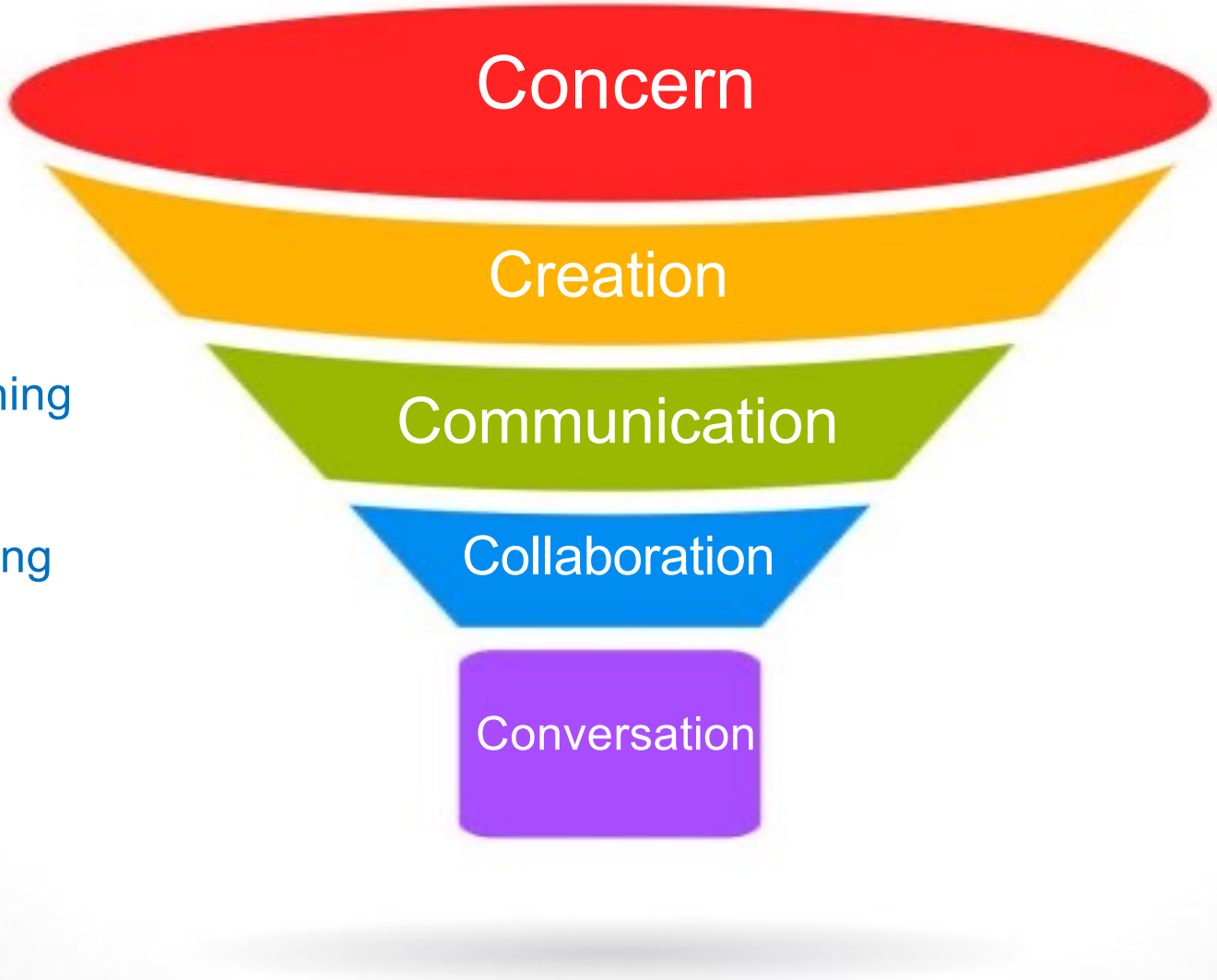
Showed up

Storytelling

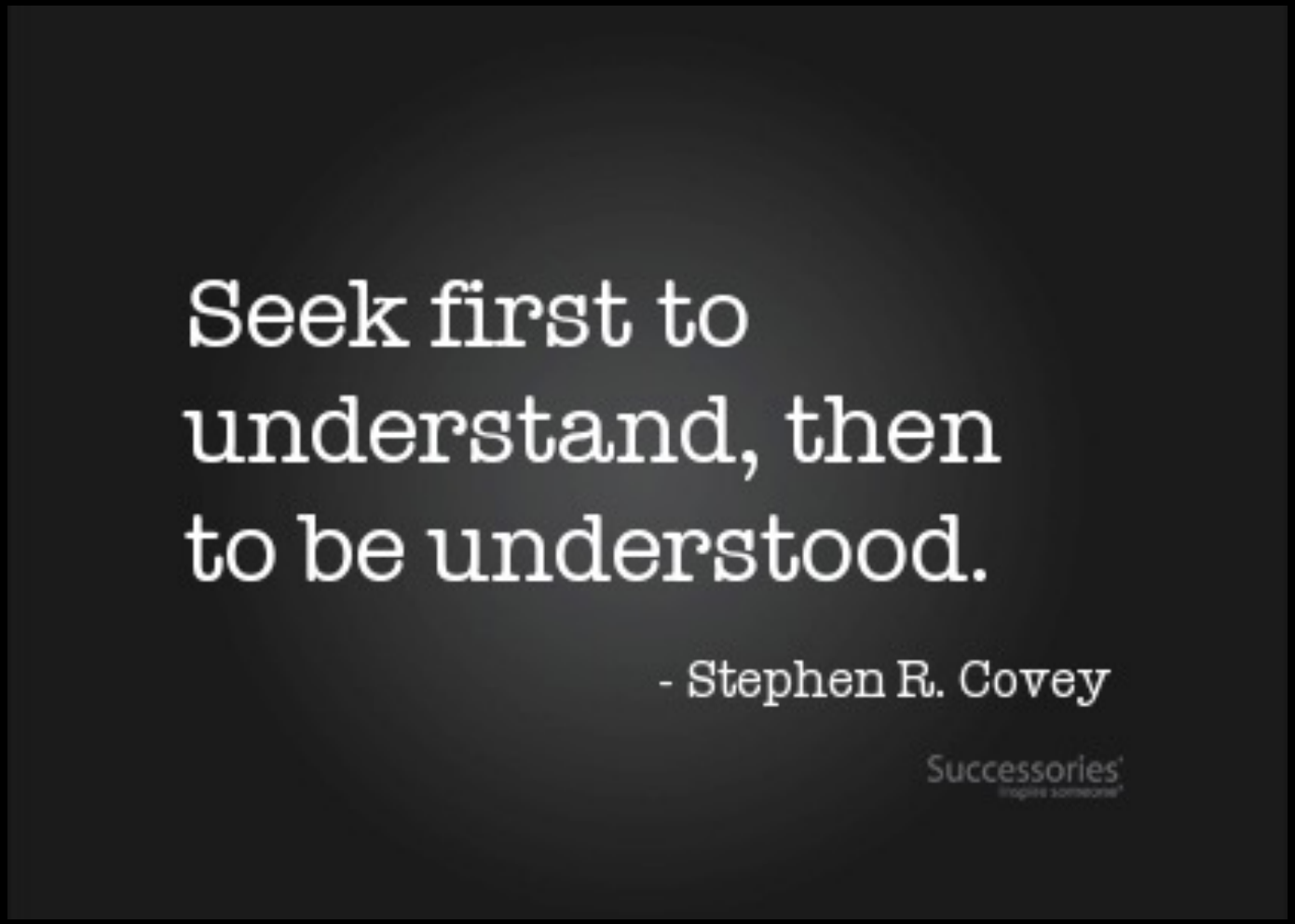
Teaching/Preaching

Discipling/Sending

Inviting



Concern – Showing up



Listen, Listen, Listen!

- Dreams to Fulfill
- Goals to Achieve
- Problems to Solve
- Questions to answer

Find Your Niche…
or Let Your Niche Find You!

I help _____

Who want to

_____,
_____, and
_____

Sample Niche Interview

(Don't try to write this down)

1a. Let's imagine it's [future deadline-type date 12-18 months away] and your most significant goals have been accomplished. What does that look like for you?

1b. How does that compare with where you are today?

Sample Niche Interview

(Don't try to write this down)

2a. Similar question, but different focus… Let's imagine it's [future deadline-type date 12-18 months away] and your most significant problems have been solved. What does that look like for you?

2b. How does that compare with where you are today?

Sample Niche Interview

(Don’t try to write this down)

3. Of the things you have listed, what would you say consumes the most amount of energy for you (positive or negative)?

Sample Niche Interview

(Don’t try to write this down)

4a. What would it mean to the church if that particular goal was met or problem was solved?

4b. How would that make your work easier or more effective?

Sample Niche Interview

(Don’t try to write this down)

5. What would it mean to you and the church if we got to that date and nothing had changed

6. If you could hire someone to help you meet the goal or solve the problem, what could they do that would benefit you the most?

Sample Niche Interview

(Don’t try to write this down)

7. Looking at the next year, what sort of budget or funds do you have to help meet the goal or solve the problem?

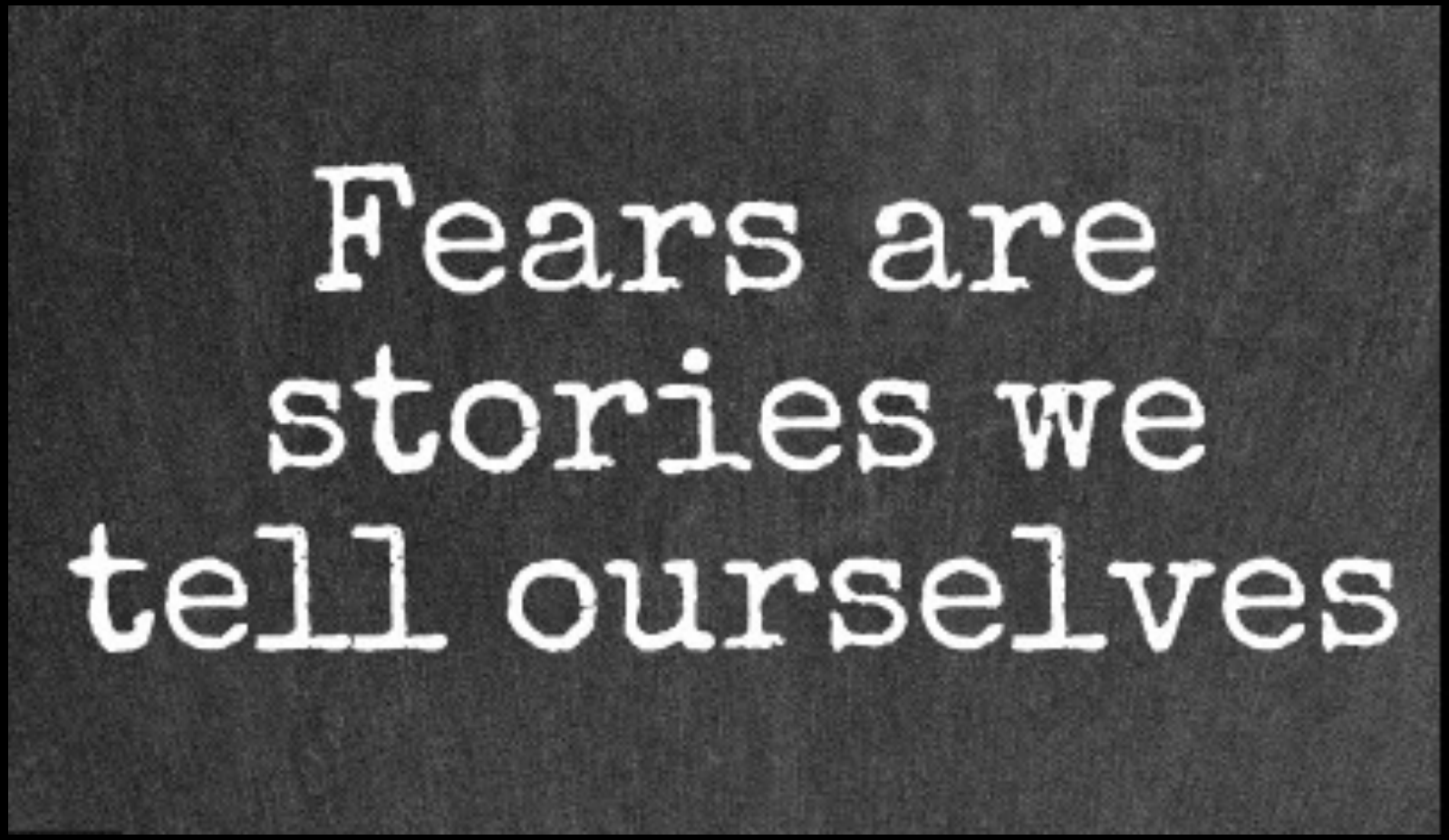
8. Thank you so much, this is very helpful. Is there anything I can do for you?

Create!
Become a Collector of Stories

Communicate!
Build a Breadcrumb Trail to Your Coaching Door

- Speaking
- Publishing Books & Articles
- Blogging & E-newsletters
- Podcasting & Media Interviews

FEAR


Fears are
stories we
tell ourselves

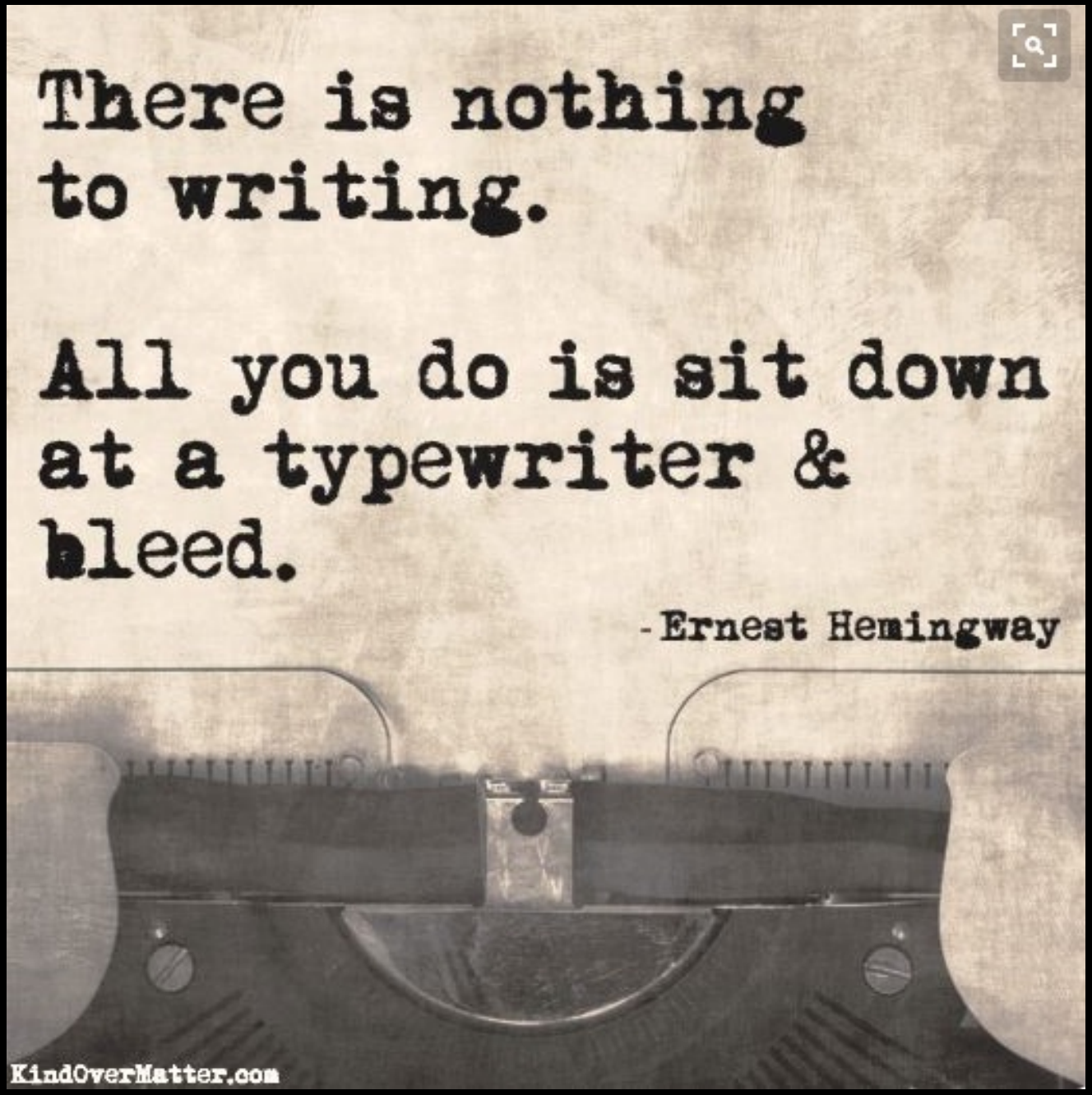
Why Write?

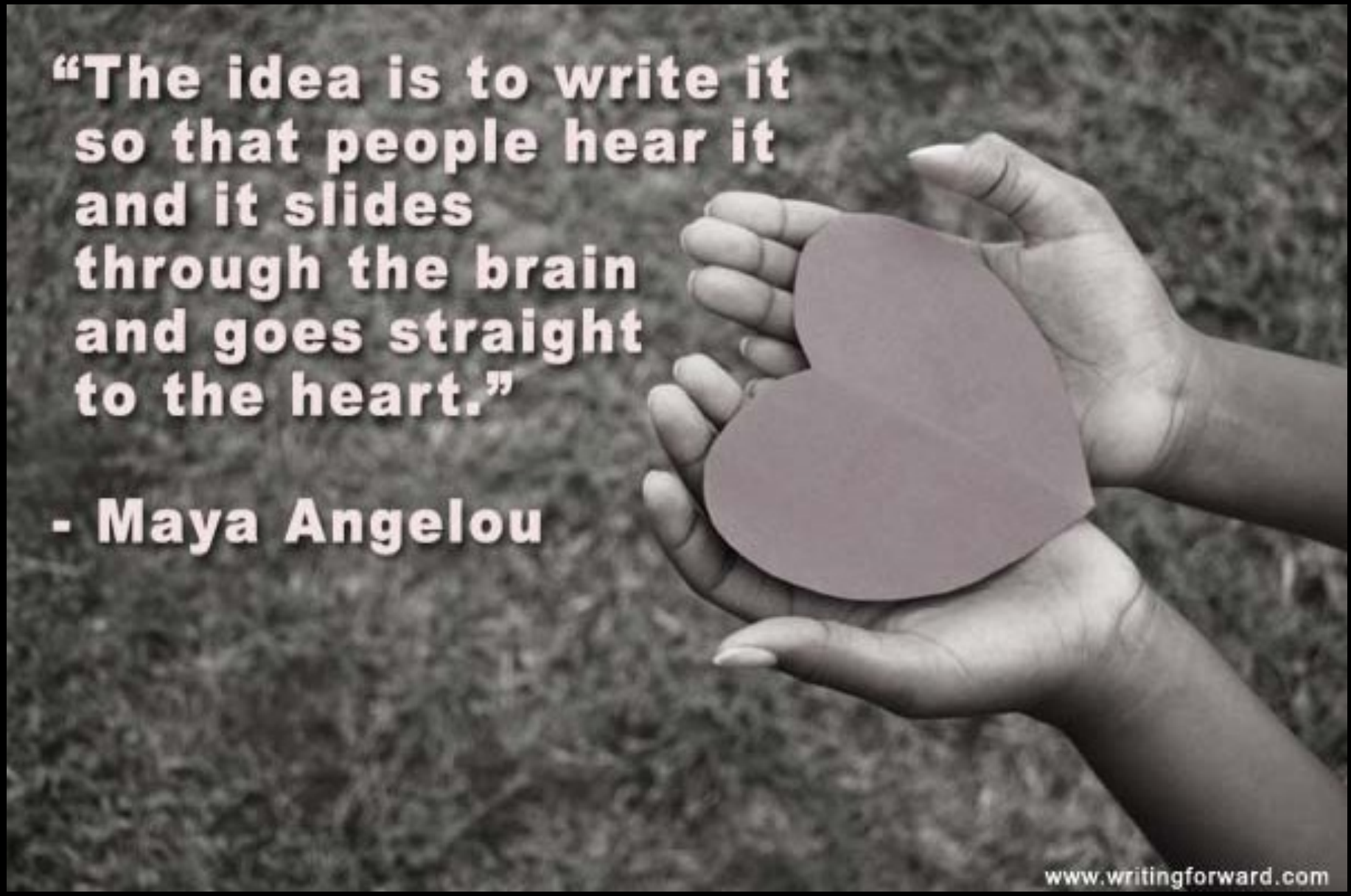
Why Speak?

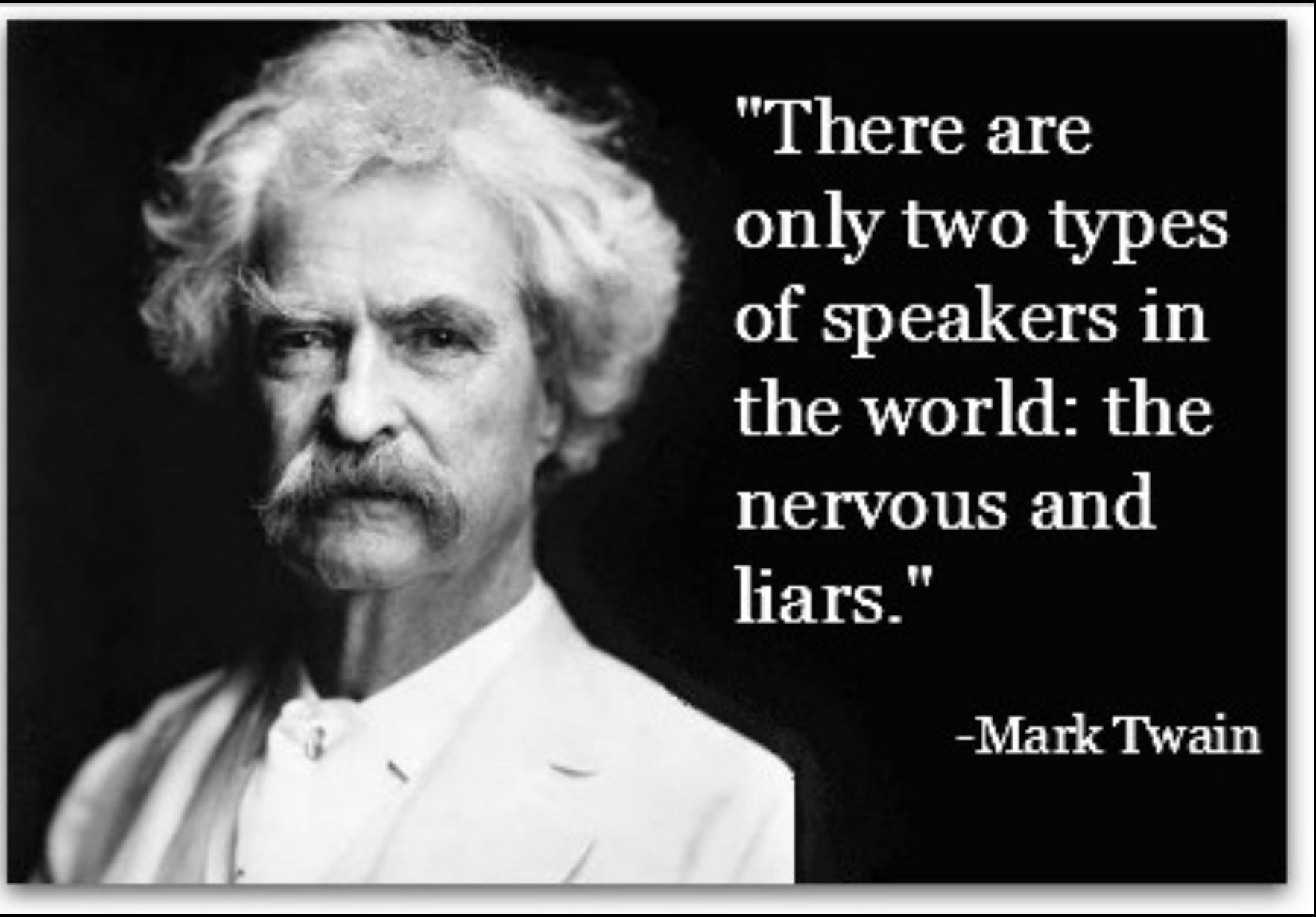
finance
product
viral
promotion
sale
team
business
internet
social media
presentation
represent
management
price
marketing
strategy
strategy
recommendation
market
innovation
advertising
distribution
quality
branding
blogs
place
design
planning
growth
store
manager

Why Market?

We
COMMUNICATE
to
CONNECT
our
CREATION (stories)
to people we
CARE about.

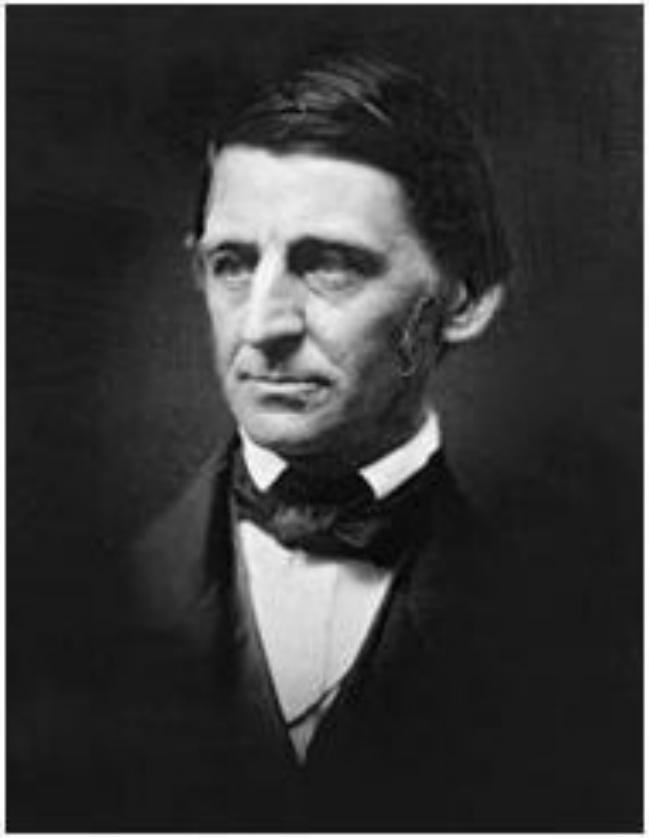

There is nothing
to writing.
All you do is sit down
at a typewriter &
bleed.
-Ernest Hemingway
KindOverMatter.com


"The idea is to write it
so that people hear it
and it slides
through the brain
and goes straight
to the heart."
- Maya Angelou
www.writingforward.com


"There are only two types of speakers in the world: the nervous and liars."
-Mark Twain

"All the great speakers were bad speakers at first."

- Ralph Waldo Emerson

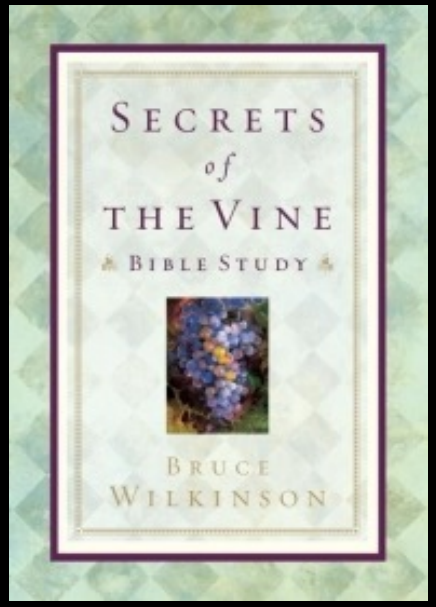


Marketing is simply sharing what you love with people who will appreciate hearing about it.

Dream BIG! Aim HIGH!

"Jesus hasn't led us to this place to make *our dreams* come true.

Our dreams, as the disciples', are always too small. We are here to fulfill GOD's dream – that we will bring him glory through a remarkably abundant life."



- Bruce Wilkinson

Secrets of the Vine

SPEAK before you WRITE!

Create a FOLLOWING!

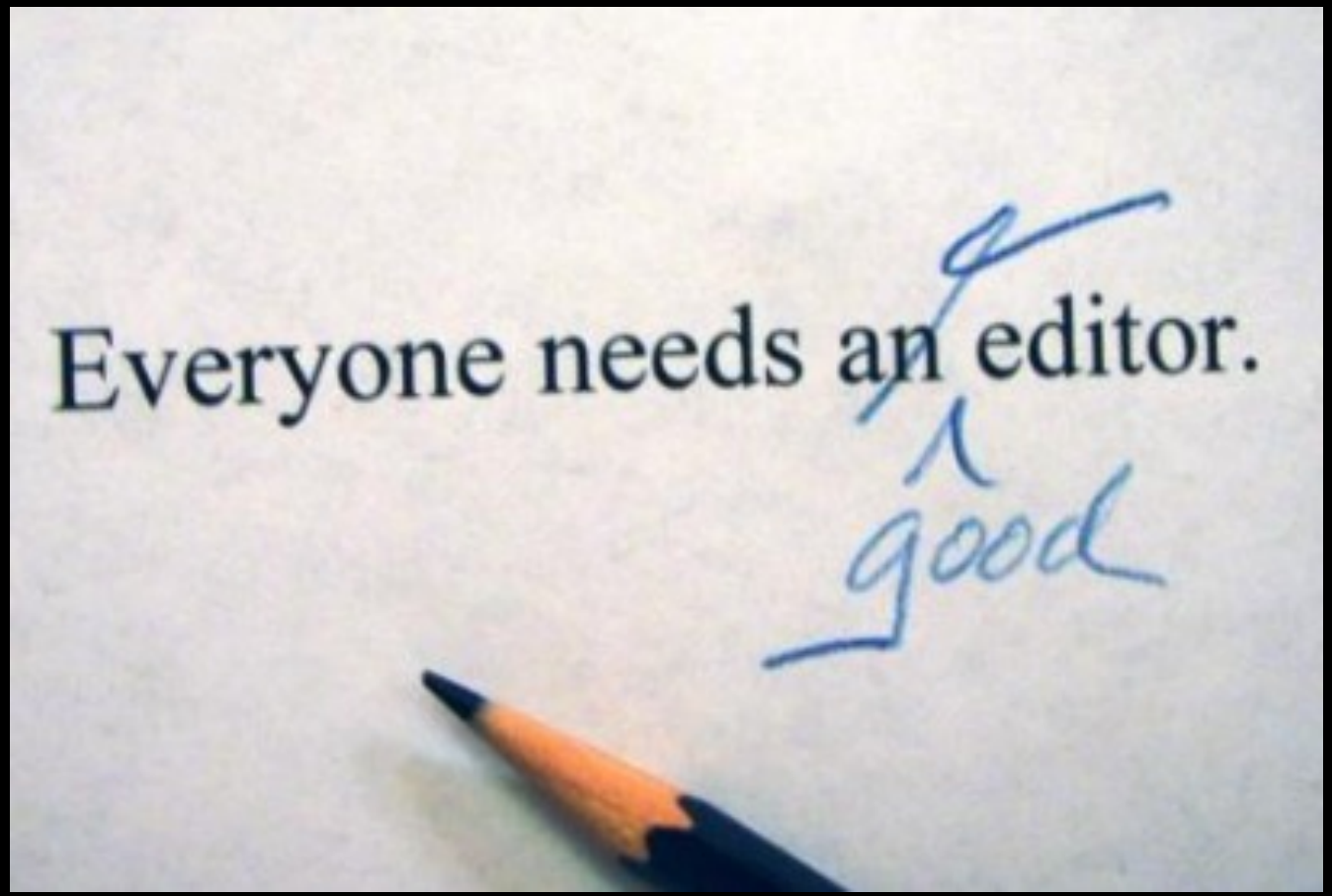
Read, Read, Read

Carve Out TIME to Focus

Be REAL with your Audience!

PACE Yourself!

EMBRACE Editing!



Offer yourself!

Be a Relevant Expert

PUSH through your pain!

THERE IS NO GREATER AGONY THAN BEARING AN UNTOLD STORY INSIDE YOU

Maya Angelou

Start writing,
no matter what.
The water does
not flow until
the faucet is
turned on.

– *Louis L'Amour*

You don’t have to go it alone!

Collaborate!

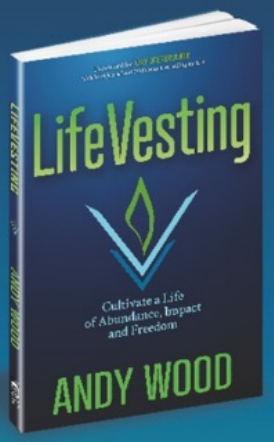
Two Types of Groups

- MasterMinds – Creating a group where everybody contributes to the MIND of the group and receives from THE MASTER mind.
- Group Coaching – Facilitating a group of people who are studying AND APPLYING a specific topic, usually for a specific period of time.

Group Advantages

- Easier price threshold
- Shared accountability
- Focused topic
- Often lead to individual clients

LifeVesting



"This book will show you the indescribable JOY of living in the freedom and abundance made possible through God's grace to every believer."

-Shannon Ethridge
Coach, Mentor,
Author of 22 books

ANDY WOOD
Author
lifevesting.com

Group Coaching is NOT just a Bible or Book Study!

It is a SHARED, IMMERSIVE experience under the guidance of a trained coach.

Coaches, Trainers, Counselors!

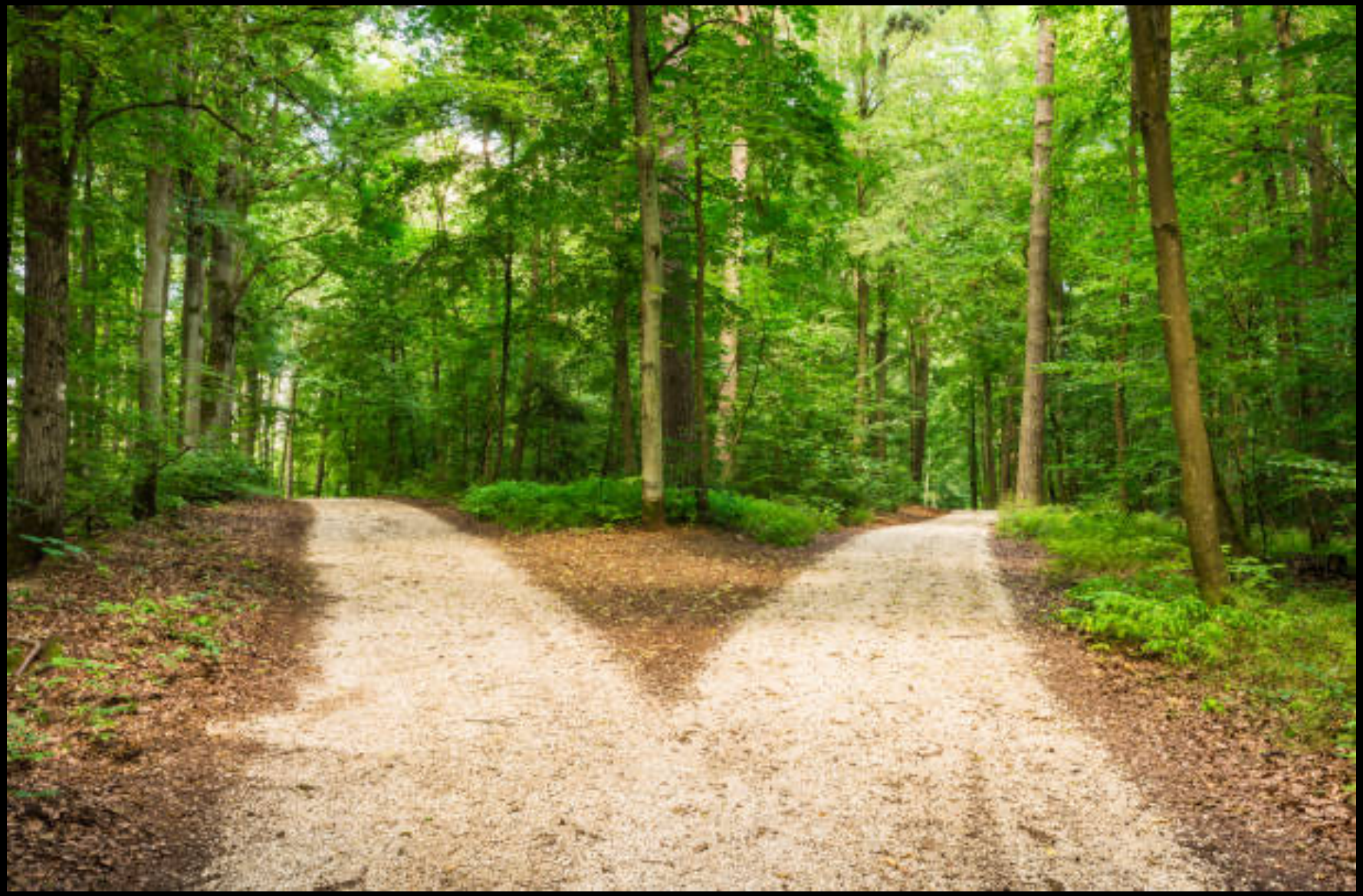
Grow your practice or business by becoming a certified *LifeVesting* facilitator!

You will receive:

- Nine weeks of group *LifeVesting* training
- Three weeks of facilitator training
- Exclusive access to *LifeVesting* books and other materials at wholesale prices.
- Complete access to all training materials, including teaching notes and slides, facilitator guides, and video training.
- Ideas for building your group
- Private access to a *LifeVesting* Facebook community for support and ideas
- Priority coaching from Andy Wood (extra fee required)

Check out the AACC Pre-pub special at lifevesting.com/facilitator

My Two Favorite Conversations



My Two Favorite Conversations

Shannon Ethridge
COACH. AUTHOR. SPEAKER. TRAILBLAZER.
Every Woman's Battle
Every Young Woman's Battle
Completely His
Shannon Ethridge
The Sexually Confident Wife
Shannon Ethridge
The Fantasy Fallacy
Shannon Ethridge
Shannon Ethridge
The Passion Principles

Let's Stay Connected!

Text "Shannon" to 22828

June 1, 2020

PLAY like it's Summertime!

Life & Relationship COACHING

Shannon Ethridge

COACH. AUTHOR. SPEAKER. TRAILBLAZER.

Women at the Well

4-DAY INTENSIVE WORKSHOPS

Debt Women
Alliance

B.L.A.S.T.
BUILDING LEADERS, AUTHORS,
SPEAKERS & TEACHERS

1 3 5 7 9 11 13 15 17 19 21 23 25
B.L.A.S.T
Next level
BUILDING LEADERS, AUTHORS, SPEAKERS & TEACHERS

NOW let's
TALK about YOU!
For a FREE 15-minute consultation
about YOUR goals,
email me at
shannon@shannonethridge.com

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Register at www.shannonethridge.com

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B.L.A.S.T.

author

Andy Wood

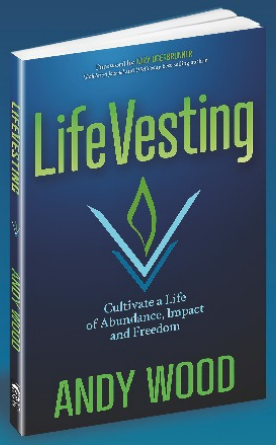
will be giving signed copies of his new book

LifeVesting: Cultivate a Life of Abundance, Impact and Freedom

to the first 50 people to stop by

BOOTH 410-412
Friday, 5:00 pm

LifeVesting



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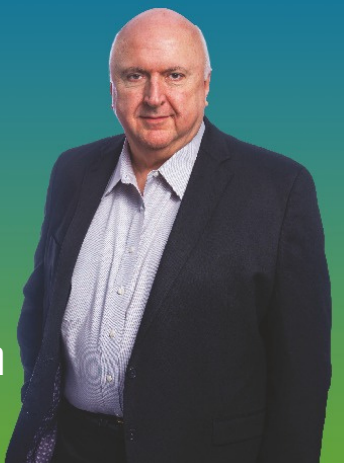

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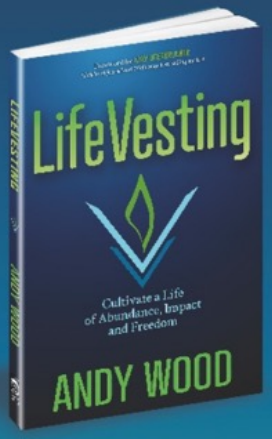

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andy@lifevesting.com

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