

## Quick Start Coaching Program Outline

1. Take Massive Action
  - a. Start Coaching Immediately (for free is fine, 3-5 times a week)
  - b. Set a short-term goal and GO FOR IT!
2. Work minimum of 5 hours per week
  - a. Work = Quick Start Communication
    - i. "Gold Mine" List (friends, family, associates, acquaintances, etc.)
      1. From highest comfort to lowest comfort
    - ii. 5 hours per week of calls for minimum of two years
      1. Step 1: small talk
      2. Step 2: Set free session "Would you like a free session?"
  - b. Free Sessions = Strategy Sessions
    - i. Leverage
      1. Email
    - ii. Compelling Name
      1. "Explosive business growth strategy session"
      2. "Double your business coaching session"
    - iii. Specific/measurable results
      1. Create powerful expectations
        - a. You will leave with written positive outcomes for your business
        - b. A new awareness of what the challenges are in your business
        - c. A renewed sense of energy in turning your business around
        - d. And an action plan for moving your business into the next phase of success
    - iv. Give them a sense of what to expect
      1. Let them know they will need to be sharing information with you
      2. They will need to give you some insight into the history/challenges/and victories they have seen in their business
      3. They will also need to share with you the three top goals they have
      4. Let them know you will share with them some ways they can accomplish those goals
    - v. Use urgency and scarcity
      1. Let them know you only have 10 sessions available for free
      2. After that it is a \$200 session
  - c. Joint Ventures
    - i. Ask: "Who already has my customer?" No one is sacred...
    - ii. Lead with the "giving hand"
      1. Let them know what you will give them in return for your favor
      2. You may need to ask them what they may want
    - iii. Quick Start Currency (in order of value)
      1. Your list / endorsement
      2. Kickbacks
      3. Internet traffic

#### 4. Content/Barter

#### 3. Quick Start Levers

- a. Web Video
  - i. Discoverable while you are doing something else
- b. Blog
  - i. People can read about you and your services
- c. Online advertising
  - i. You need to develop a targeted strategy
- d. Email
  - i. You can reach out to thousands easily
- e. Public Speaking
  - i. You can reach tens, hundreds, even thousands at a time
  - ii. Builds credibility
- f. Joint Ventures
  - i. Sharing contacts and leads
  - ii. Giving additional value and benefit

**Note:** Use this outline to further your coaching endeavor. While we believe the ideas presented here are of incredible value as is, if you need/want a deep explanation of the concepts presented here be sure to enroll in the certification course to have each point fully explained in detail. If you need any additional incentive to make the decision to enroll now at the Austerity Health Academy, use the coupon code "AUSTERITY2021" at checkout for an additional 15% off of the posted price.