

The webinar will begin shortly



NEW COHORT

Mondays @ 3:00PM (EDT)

Starting October 16

DISCOUNT

Save \$99 using the promo code "webinar"

coachapproachministries.org/cclc

HOW TO TALK ABOUT CLIENT
RESULTS
(WITHOUT MAKING CRAZY
PROMISES)



Bill Copper, PCC
Executive Director of CAM

~

Chad Hall, MCC
President of CAM

The logo for Coach Approach Ministries (CAM) features the letters 'CAM' in a large, bold, dark blue sans-serif font. Below this, the words 'coach approach ministries' are written in a smaller, dark blue, lowercase sans-serif font. A vertical dark blue line is positioned to the left of the text.

CAM
coach approach ministries

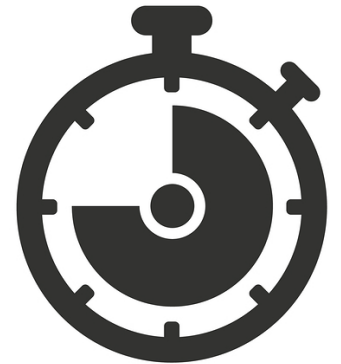


BEST PRACTICES

- Lots of attendees, so everyone is MUTED.
- Use the QUESTION feature to ask and share anytime
- SHARE your experiences and examples
- Keep things CONFIDENTIAL

Agenda

- ✓ Why talk about results?
- ✓ What kind of results?
- ✓ 7 things to keep in mind
- ✓ Time for Q & A



45 min

Why talk about results?

“Nobody buys coaching”

Potential clients are not looking for “coaching,” they are looking for the benefits that come from the coaching relationship.

To attract clients, you need to talk about the benefits: the results they can expect.

What kind of results?

There are two kinds of results you can talk about:

- 1. General:** address common issues in coaching; more applicable if you're doing free-range or familiar coaching
- 2. Specific:** addresses the issue peculiar to your target niche; more applicable to framework or formula coaching

The Coaching Content Spectrum

Free Range	Familiarity	Framework	Formula
Totally open to whoever, whatever. The coach brings zero content expertise.	Focused on particular clients. Coach brings context expertise.	Focused on particular outcomes. Coach has a process that supports client goal.	Very focused. Coach provides principles and coaches client toward application of the principles.
What would you like to talk about today? What brings you to coaching?	Staying Motivated Recently promoted Life after tech Church planters	HPP coaching Writing coach Best Year Ever ADHD coaching	Financial Peace Franchise owner

— Coach's Level of Content Expertise +

What kind of results?


General results:

- Get more accomplished with less time
- Improved relationships
- Help with big decisions
- Setting and reaching goals



What kind of results?

Results specific to a niche:

- Successfully launch a new church plant
 - Finally start (and finish) your book
 - A sabbatical that was worth the effort
 - Take your marriage from languishing to flourishing
 - Get out of debt
- 

What's the tension?



The clearer and more specific the results, the better at attracting the right clients.

Guaranteeing results can be unethical because that's not how coaching works.

WHAT TO KEEP IN MIND?

1

Know (and **care** about) your clientele.

WHAT TO KEEP IN MIND?

2

The most powerful results address both **aspirations** and **frustrations**.

WHAT TO KEEP IN MIND?

3

Emphasize **results**, but still give some attention to the coaching **process**.

WHAT TO KEEP IN MIND?

4

Always emphasize that getting results requires **work** from the client.

WHAT TO KEEP IN MIND?

5

When describing results, avoid using words like **“guarantee”** and **“promise.”**

WHAT TO KEEP IN MIND?

6

Never pitch coaching as “**big results with little effort.**”

Remember: coaching unlocks the client’s latent motivation and hard work, it does not minimize the challenge or need for effort.

WHAT TO KEEP IN MIND?

7

Use **testimonials** to help clarify expectations.

WHAT TO KEEP IN MIND?

1. **Know (and care about) your clientele.**
2. **Powerful results address aspirations and frustrations.**
3. **Emphasize results, but still give some attention to process.**
4. **ALWAYS emphasize that getting results requires work from the client.**
5. **Avoid words like “guarantee” and “promise.”**
6. **NEVER pitch coaching as “big results with little effort.”**
7. **Use testimonials to help clarify expectations.**



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QUESTIONS & RESPONSES



Thanks for attending!



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