

From the creators of
LEAP: THE COACHING MOVIE

TAKING THE LEAP

How to Build a World-Class
Coaching Business

EDITED BY

KASIA WEZOWSKI

Taking the Leap

How to Build a World-Class Coaching Business

By Kasia Wezowski



N I C H O L A S B R E A L E Y
P U B L I S H I N G

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Introduction

KASIA WEZOWSKI

Any list of the most successful coaches in the world must include Marshall Goldsmith. He was ranked by *INC* magazine as the No. 1 executive coach in America. The *Economist* called him one of the most credible thought leaders in the field of business. He counts a former CEO of Ford Motor Company and the twelfth president of the World Bank as friends and clients.

Most coaches, of course, are not as successful as Marshall. Some may struggle to make ends meet. They spend days on end working on marketing and sitting on social media when they'd rather be spending time with their clients. They charge less than they are worth because they don't have the confidence to recognize their own value.

When my husband, Patryk, and I asked Marshall why so many coaches are struggling, his answer was simple: *"Many of the people in the coaching profession are really good coaches, but they are awful businesspeople."*

This book is about becoming *both* a good coach *and* a good businessperson. It's about ensuring that, as you help your clients thrive in their businesses, you are thriving, too! It's about helping you become a model of success for your clients, so they look at you not just for advice, but as an example of what happens when the attitudes and principles of coaching are successfully applied.

In our society, we naturally associate the *value* of any professional with how successful they have become. If you had to find a dentist and the first practitioner you visited had an empty waiting room and a snarling receptionist, you'd be unlikely to have confidence in their professional skill. On the other hand, if you found a dentist with a packed waiting

room, a smiling receptionist, and happy patients, you'd likely conclude that this was a competent professional whom you could trust.

It could be that both dentists attended the same school, got the same grades, and have roughly the same level of skill. For whatever reason, however, one had become successful at the *business* of running a dental practice, and the other hadn't. As a patient, your trust immediately follows the trappings of success, and you feel more confident giving your business to the practitioner with the packed waiting room, smiling receptionist, and happy patients.

On some level, we are intuitively aware that the value of a dentist, a lawyer, or a banker isn't exclusively connected to the amount of training they have received, or even to their level of professional skill. It's about more than that. It's about how they have managed their business and their life to become holistically successful.

This distinction matters for every profession, but for coaches it's even more important. Our value and credibility as coaches is directly linked to our own level of personal and financial satisfaction. You wouldn't trust a toothless dentist, and yet many coaches who are dissatisfied with their own lives or careers expect clients to come to them for advice.

As a coach, it's not enough that you ask the right questions of your clients. It's not enough to care deeply about their problems and to wish them to succeed. You will not be the best coach you can be unless you find and recognize your own unique value and use this to create a level of success *for yourself* before you create it for your clients.

For those willing to develop themselves, now is a fantastic time to enter the coaching profession. The coaching industry around the world has grown 19 percent since 2011. In 2016, the total revenue of coaches around the world was US\$2.35 billion.¹ Once considered a luxury for the business elite, more and more people now realize the value of coaching.

Awareness of coaching is on the rise among young people, with two-thirds of 24- to 35-year-olds familiar with the industry.² About 75 percent of coaches working today expect an increase of clients and revenue during the next 12 months. This means there are strong opportunities for new coaches to make their mark on the profession and for established coaches to have long and rewarding careers.

Today, the average annual income for coaches around the world is US\$51,000.³ That's almost *exactly* the same as the national average income

in the U.S. It's also much less than most coaches deserve. Coaches who can develop and hone a specialization, who have established strong reputations, and who have the business skills to capitalize on this are capable of earning six or even seven figures per year.

When you learn the *business* and personal development skills to build a thriving life for yourself, you'll be able to shine as a coach and speak from a position of authority and confidence. This book sets out to help you achieve this—to become the kind of coach whose value is immediately obvious to everyone you meet, who attracts the right kind of clients, and who exudes success in everything you do.

Inside this book:

- You'll learn how to quantify the impact of your coaching so that you can charge high fees with integrity, with both you and your clients confident that you're worth every cent.
- You'll learn how to design your specialization so that you attract the right kind of clients, positively impact their lives or businesses, and become recognized locally or even internationally as *the* expert in your field.
- You'll learn how to live life as a successful coach, able to overcome your own barriers and evolve as a person while helping your clients do the same.

This book presents wisdom directly from some of the most successful coaches in the world. Many of the people you'll hear from are millionaires. Some are celebrities. But they all started off exactly where you are now.

There was a moment in the life of each of these coaches when they realized that making a difference for other people also means being successful yourself. We hope that their stories and advice will help you *take your leap* and become the kind of coach who inspires your clients not just because of what you do, but also because of who you are.

Congratulations on taking the first step, and I can't wait to embark on this journey together.

Kasia Wezowski, July 2017



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World-Class Coaching

How to Develop and Live a Mind-set that Inspires and Transforms Clients

KASIA WEZOWSKI

Kasia Wezowski is cocreator of the film *Leap* (learn more at CoachingMovie.com), the first feature-length documentary film about the coaching profession, the director and producer of the documentary *Impact*,⁹ and the cofounder of the Center for Body Language. Alongside her husband, Patryk, she is working toward her goal of inspiring 1 million lives around the world through her work as a coach, film producer, and author.

Successful coaches are role models of change. They inspire their clients not just with their skill set, but also by virtue of who they are. Learn how to grow as a coach by manifesting a life that is a true reflection of who you are, and coach from a place of abundance.

As coaches, we are first and foremost role models for our clients. We are role models of the results they want to achieve and the changes they want to experience. When we are impaired by our own doubts or uncertainties, then our clients suffer with us. The best coaches are walking

testimonials for their own methods. Their mere presence and the success and happiness they project provide some of the best marketing available.

Before I could thrive as a coach, I first had to transform my mind-set and overcome the limiting beliefs that had been holding me back since my youth. I first entered the coaching profession after completing a master's degree in psychology and psychotherapy, cognitive behavioral therapy, and neurolinguistic programming (NLP). My approach blended the techniques of coaching with those of therapy, and I found frequent success. Despite my track record, I still wasn't confident in my practice, and at the beginning I refused to charge my clients more than a fraction of what I was worth.

Many coaches struggle with valuing their work, and they experience the exact same doubts that I did in the first years of my practice. *"Am I really worth this much money? Will someone really pay this for coaching?"* Thanks to the help of my own coaches, I finally made the decision to accept and recognize my professional value. Then things changed not only for me, but for my clients as well.

Daring to charge more forced both my clients and me to grow. The higher price tag was a great motivator for clients to try harder and commit to the work. My increased income meant I could create a better lifestyle, which gave me more freedom to develop myself and focus on my clients. Shifting my mind-set helped me not only become a happier person, but a better coach.

Your success and your abilities as a coach are inextricably linked. In this chapter, we'll look at how your mind-set and self-esteem can help you become a role model of change. This will result in a better experience for your clients and, of course, a richer, more rewarding life for you as well.

HOW TO DEVELOP SELF-ESTEEM AS A COACH

Having high self-esteem as a coach will fuel a tremendous increase in success in both your personal and professional life. You will project confidence and assurance, meaning more clients will want to do business with you. You will make better decisions because you'll be happier and more focused on the areas that matter.

To maintain high self-esteem, world-class coaches focus on their strengths, not their shadows. They first become a manifestation of the

very change they wish to help their clients achieve, and then endeavor to show clients how it's done.

Many coaches first enter the industry as a way of doing battle with their own personal issues. There's nothing wrong with having problems to work through (who doesn't?), but this becomes professionally risky. When we are walking our clients through issues that we ourselves are currently facing, then we are coming from a place of doubt and uncertainty. This lowers our credibility, and it also creates the risk of us projecting our own issues onto our clients. In this situation, a well-meaning coach could end up doing more harm than good.

While coaching clients to overcome issues that we are currently facing is risky, it's actually beneficial to coach from a place of *personal experience* and lead clients to overcome challenges and problems that we too have overcome in our past. The essence of being a good coach is knowing when we have resolved an issue to the point where we speak from a place of success and experience, versus when we are still dealing with an open wound.

The One-Year Rule to Become a Credible Expert

The One-Year Rule helps us maintain our self-esteem as coaches and coach from a position of strength. It prevents us from using our clients as a proxy for our own personal issues. It works like this: If you have an issue in your own personal or professional life, you should wait **one year** after having fully overcome this issue before coaching others on the same topic. This ensures that by the time you are claiming to be an expert on something, you have already *fully resolved* the problem for yourself.

For example, several years ago I had an issue with eating too much sugar and not maintaining a healthy diet. I made the decision to improve my eating habits to become healthier, and I set out on a journey to change. I tried several diets—raw food, macrobiotic, high protein, low fat—to see if I could firmly replace my old, unhealthy eating habits. Eventually, the changes stuck.

During the process of transformation, I wrote blog posts and articles detailing the diets I was trying and the results of each. It's fine to *write* about an issue you are currently facing as an honest account of your experience. This is likely to be instructive to others. But I did not accept

clients who wanted me to help them improve their eating habits until **one year** after my own problems with food were completely in the past.

Your burden of responsibility as a coach is much higher than that of a friend or the author of a blog post. I couldn't have confidently or congruently helped someone correct their own eating habits while I was still experimenting and trying to correct my own diet. Only after one year, when my insecurities and uncertainties were resolved, could I truly claim to be an expert on this particular transformation.

The Rule in Practice

If you battled with confidence problems, overcame them, and want to help others to become confident, *wait one year* to make sure your issues with confidence have, in fact, been overcome. During this year, experiment and educate yourself to make sure the changes you have experienced are indeed the result of solid principles that you can explain and teach to others.

After the one year, you will have the benefit of your own personal experience plus the knowledge that you are well and truly an expert on your subject matter. Clients will see you as a *manifestation of the change* that they wish to undertake, and your advice will resonate with them.

Here's how the process of **becoming a credible expert** using the One-Year Rule works, step by step:

1. Encounter a problem or challenge in your professional or personal life.
2. Engage in the process of transformation to overcome this problem.
3. After you have overcome the problem, spend one year educating yourself about how best to help others through it.
4. After one year, if your problem is truly in the past, then you can consider coaching clients on how to overcome the same issue.

In the meantime, as you are working through issues, coach from your existing strengths to keep your business growing. Focus on your current strengths in your coaching practice to boost your self-esteem and confidently effect change. One useful way to emphasize your strengths as a coach is to create a coaching diary.

The Coaching Diary Technique

In the same way that rushing into a coaching relationship before we have properly resolved an issue for ourselves can cause us to project our problems onto our clients, the reverse happens as well. Clients will sometimes see their coaches as having the very problems they wish to overcome. They may become angry and blame their coaches when it is in fact their own problems they are dealing with, not yours.

Being as certain as possible that you are coaching from a position of strength helps you to insulate against this. To maintain your self-esteem in the face of the inevitable ups and downs of your coaching life, consider keeping a **coaching diary**.

A coaching diary will be a log of all your successes.

- Each happy client whom you have helped to transform
- Each victory you have scored in your coaching practice
- Each problem you have solved

This way, when the low points occur in your career, you'll be able to refer to your diary to give yourself a needed boost of self-esteem, confidence, and motivation.

In the early days of your practice, your coaching diary will also help guide you to realize your own specialization. You may notice that you have a particular knack for helping clients with certain goals or issues. You can then choose to focus on this specialization as a way of standing out as a coach, charging higher fees, and boosting your self-esteem by playing to your strengths.

How This Works in Practice

Let's bring the ideas of using a coaching diary and the One-Year Rule together. Say you're personally dealing with weight loss. You're trying various techniques to lose weight with mixed success. Instead of coaching your clients on how to lose weight, you refer to your coaching diary, and you notice that you have been getting amazing results with clients who come to see you for help with releasing negative emotions. You choose to market yourself as a specialist at releasing negative emotions.

One year later, you may have resolved your issues with weight and could consider accepting clients on this topic as well, giving you another area of expertise and broadening your practice. You could also choose to double down on your strengths and continue to focus on helping clients to resolve negative emotions. Either way, you have managed to prevent your personal struggles from interfering with your work, while defining a marketable specialty for your practice.

Find a Mentor to Guide Your Journey

Every coach, no matter how successful, needs a coach of their own. Someone with whom you can share not just your triumphs, but also your insecurities. It can be anyone with coaching skill, but ideally your mentor will be someone who has experience in achieving what it is you are setting out to achieve—someone you admire and look up to.

One of the easiest ways to find a coaching mentor is simply to *become a coaching client*. Search for the coaches in your area who have the best reputation. Experience a few coaching sessions as a paying client to see if there's a connection. If there is, explain that you are a coach and are looking for a mentor. If they really are as successful and well-meaning as they seem to be, then chances are they'll be enthusiastic about entering this kind of relationship with you.

A mentor who has been a tremendous help to both Patryk and me is Mark Thompson, who contributed chapter 10 to this book. As he notes in his chapter, Mark has been an adviser to some of the biggest figures in business, including Steve Jobs, Sir Richard Branson, and Charles Schwab. We needed his help when finding investors for our film *Leap*. Mark guided us by helping us create a business plan, reach out to the right people, and communicate our mission effectively. We raised nearly \$1 million for our film, and Mark played a major role in making that possible.

When you have a trusted mentor, you have not only a source of advice and wisdom, but also a useful outlet for professional stress or angst you may have. You can explain your problems to them in confidence, which is much healthier than keeping it bottled up or unloading it onto your spouse. You can discuss your professional problems in a safe environment while keeping your personal life secure.

To Succeed as a Coach:

- Wait one year before advising clients on issues you personally face.
- Create a coaching diary and use it to boost self-esteem and find your strengths.
- Find a mentor who has achieved what you want to achieve.

**HOW TO LIVE YOUR LIFE AS A
WORLD-CLASS COACH**

Most professionals are capable of drawing clear distinctions between their personal and professional lives. If a banker is overweight, it need not damage his or her credibility. After all, their business is money, not fitness. Coaches are, of course, human beings and have no obligation to be perfect. As we saw in the sections above, we will inevitably have our own issues, and a few simple rules can help us keep our personal challenges from blunting our professional focus.

Unlike other professionals, however, coaches are in the business of *helping people achieve happiness and success*. As such, it speaks to our own credibility if we can achieve happiness and success for ourselves. Coaching is also the vehicle through which we earn a living. Being a coach isn't just our job, it's our career, and more often than not, our business. Therefore, your personal beliefs and emotions around success and money are directly relevant to your professional life as a coach.

As we learned earlier, coaches should strive to become a *manifestation* of the very change your client is looking to create. The more successful you are in your own life, the better you will be at coaching.

Wealth Matters—but Not for the Reasons Most People Think

When I overcame my own limiting beliefs around money and began charging more, my success as a coach immediately and dramatically improved. Daring to charge more reflected a profound shift in my mind-set. Instead of being guided by my insecurities around money and business, I cultivated positive emotions and let these feelings guide my decision making.

Once I made the shift, my increased income helped me create more positive emotions, which ricocheted back into my coaching life. With

more money, I could create a better lifestyle for myself. I designed a home in Spain near the seaside and mountains, which provides me with space to work and space to relax. This means that when I meet clients, I am at my best.

Money matters because being financially secure means we have more opportunities to use our skills and thrive as coaches. Many coaches have other beliefs and desires about money that cause anxiety and lead to poor decision making in their business lives. What matters isn't the *wealth* itself, the numbers in the bank, but the *feeling* that this money enables us to create. When we let this positive feeling guide our decision making, we make smarter choices and create the very success we seek.

Let's examine this a little more deeply.

Exercise: The Red Ferrari

Take a moment to think about this question: What symbolizes wealth and business success for you?

Is it you stepping into a brand-new, bright-red Ferrari? Is it a beautiful house? A certain sum in the bank? Whatever concept or image comes to mind, focus on it and make it as real in your mind as possible. Take a moment to really experience this. Live it. Make it real to you with all five senses. What do you see? What do you touch? What do you hear? What do you smell?

Now, focus not on the experience itself, but on the feeling that this creates in you. Make this feeling as big and powerful as possible.

Remember this feeling. This is the feeling that the idea of wealth inspires in you.

How Positive Feelings Cause Immediate Change

Think about that feeling that you created above. Most people think this feeling is the *result* of wealth. In fact, it's the other way around. This feeling of wealth and success that you found in the exercise above will be the *source* of your success, not a reaction to it. The feeling will be your

compass, your guide, and it can lead you to *create* the very level of success and satisfaction to which you aspire.

In every moment of your life, you make decisions. Enough choices are made in each hour of your life to alter your destiny. You decide how to interact with your clients, your business partners, your family. You decide what to focus on, what to do, and how to do it.

While we like to think of ourselves as rational agents, research has consistently shown that emotions play an outsize role in our decision-making process. A 2015 review by Harvard University concluded that “*emotions constitute powerful, pervasive, and predictable drivers of decision making.*”⁸

Since emotions have such a profound influence on our decisions, it makes sense to deliberately fill our lives with the emotions connected to what we want. By focusing on the feelings that success gives you and bringing it into your life, you are helping yourself to make better, more empowering choices in every situation that you encounter. Some of these decisions will be big, others frighteningly noticeable at the time, but together they will result in major changes to your life and business.

A few years ago, my husband, Patryk, and I took a trip to Bali, Indonesia. It was our first holiday in a while, and for our first week away I was still feeling wound up from work. The traffic was loud and aggressive. The air seemed dirty. The streets looked filthy. The people seemed unfriendly. Without realizing it, the stress that I carried with me from home was causing me to focus on the negative and make choices—small and large—that emphasized the frustration and depression I was feeling.

After a week or so, this gradually began to change. As I swam in the sea and took walks through the forest, I slowly began to relax. The streets were the same streets that had seemed loud and filthy a week ago, but that day they seemed cleaner, gentler. The people were the same people I had felt irritated by before, but now I noticed their smiles, their warmth, their sincerity. What started out as the worst holiday of my life ended up being one of my best vacations ever. Bali did not change during my time there, but the shift in my state of mind and the different *decisions* that this caused led me to have a completely different, more positive experience.

In Practice: Deliberately Cultivate Positive Feelings to Make Better Decisions

The first step toward manifesting wealth, success, and happiness as a coach is to deliberately cultivate the *feeling* that success gives you. Make it a daily ritual to deliberately place yourself in and experience this feeling. Do it first thing when you wake up: Find that feeling and experience it for just a few moments before you start your day. Meditate on this feeling, and return to it whenever you have the opportunity to indulge in it.

The difference that this causes will be immediate and profound, with each small action you take throughout the day bearing the influence of this new, positive feeling that you have deliberately introduced into your life. You may find yourself being kinder to your spouse and your children. The little things that would have annoyed you before will now just slide off because you will be *feeling* better and therefore focusing on what you love, not what bothers you.

At work, you will be smarter and more focused. Instead of being distracted by fear and negative emotion, you will act deliberately in pursuit of this positive feeling. You'll begin to learn the difference between choices that will lead you *toward* this feeling, and choices that will lead you *away* from it. This may affect decisions that you make about your finances, your marketing, how you deal with your clients, even how many hours you choose to work.

As you practice deliberately cultivating this feeling and its effects are felt in your work, it will become easier to make this feeling part of your life, and you may even end up in the exact situation that you visualized in the exercise above. But when you do, you'll know that it doesn't matter whether or not you have that red Ferrari or that beautiful penthouse. What matters is the *feeling* that you set out to pursue. You'll realize that you can have the same level of satisfaction with or without the external symbols.

This is the coach's path toward wealth. In the same way that your coaching diary enabled you to deliberately cultivate self-esteem by focusing on your successes, this daily habit enables you to deliberately cultivate the **feeling** of success in your life. This feeling will cause you to make better, positive choices. The result of these choices will be the very wealth and success that you set out to pursue in the first place.

You will have become the manifestation of the change that your clients seek to create, making you not only a happier, richer person, but a better coach as well.

Summary and Your “To Do” List

Your success and your abilities as a coach are inextricably linked. The more successful we are in our own lives, the more credible and convincing we will be in our work. Your mind-set and self-esteem can help you become a role model of change. This will result in a better experience for your clients and, of course, a richer, more rewarding life for you as well.

- **Apply the One-Year Rule:** Do not use your clients as a proxy for your own issues. If you have an issue in your own personal or professional life, you should wait **one year** after having fully overcome this issue before coaching others on the same topic. This ensures you have *fully resolved* the problem for yourself.
- **Keep a coaching diary:** Log all of your successes in a coaching diary. Each happy client, each victory, each problem solved. When low points occur, you'll be able to refer to your diary to give yourself a needed boost of self-esteem, confidence, and motivation.
- **Find a mentor:** Search for coaches in your area who have the best reputation. Go to a few sessions to see if there is a connection. If there is, explain that you are looking for a mentor.
- **Cultivate the feeling of success:** Think about what symbolizes wealth and success for you. Focus not on the experience itself, but on the *feeling* that wealth and success give you. This will help you make better decisions and drive the success you desire.
- **Be patient:** These principles take time and practice to apply, and you should not expect things to go perfectly right away. It's not like flipping a switch. It's about developing the habits and gradually adopting the mind-set of a world-class coach.

Seven Keys to Scaling Your Business

Forging a Mission and Legacy

PATRYK WEZOWSKI

Patryk Wezowski is the cocreator of *Leap* (learn more at CoachingMovie.com) the first feature-length documentary film about the coaching profession, and the director and producer of the documentary *Impact*.¹⁰ Alongside his wife, Kasia, he is the founder of the Center for Body Language, which has fifty representatives in twenty countries and has trained more than 50,000 students.

Once you've set yourself up as a successful coach, the question then becomes, what's next? What legacy do I want to leave in the world? How do I scale my business? In this chapter, we'll explore how to scale your coaching business and create a legacy you can be proud of.

There's nothing wrong with having a private coaching business and spending your time with clients one-on-one. That's a fantastic way to earn a living and make a difference. But if you're eyeing *bigger things*, if you see yourself leaving a huge legacy and inspiring more people with your ideas, then there are a few things you can do to make that happen. It's about taking the material you have and leveraging it so you extract maximum value from your ideas.

I started small, a Polish kid who grew up in Belgium trying to speak a foreign language. To make things harder, I had a hearing disorder, which meant I was disadvantaged and really struggled to connect and communicate with others. Because I couldn't always hear or understand what people were saying, I started focusing on visual cues like body language, facial expressions, and posture.

This led to a passion for body language, which I ended up transforming into a business. I studied as much as I could in the early days, soon realizing that I had ideas, techniques, and material that would benefit other people.

When I decided to create my first body language training course, I rented a video camera for about \$50. I spent a day recording a body language training program in Dutch, which is spoken in Belgium. I thought to myself, "This is never going to work. I'm not well-known—who's going to buy a DVD featuring *me*?"

That one DVD went on to sell enough copies to generate \$50,000. Since then, my wife, Kasia, and I have forged a partnership as coaches, body language experts, and now, filmmakers. Our body language business is flourishing in twenty countries, and we raised close to \$1 million to create our dream project, the movie *Leap*.

Throughout every step of the journey, I have been driven by my *passion*, the desire to make a difference and leave a legacy to the world. If you aspire to create something bigger than yourself, then these seven "keys," which I developed through my own work, will help you to engineer your own seven-figure coaching empire.

1. JUST DO IT—DON'T WAIT UNTIL TOMORROW

When I started out, I didn't have a company. I had no business experience. I didn't know what to do. I was given the advice that I should create a DVD program or an online course. So, I started brainstorming, thinking about what I could teach others.

At the top of the list was *body language*, which I had been studying since I was a child. My father was an Olympic trainer in fencing, and I'd trained alongside him since I was fourteen. So, I knew about body language, and I knew about training. I put them together and created a body language course.

I read several books on marketing and business, and I had long possessed the goal of creating something independent from me—something that could sell over and over without requiring additional work. This is when I rented that camera for \$50 from a friend. I had it for only one day. After twelve hours of almost straight filming, I nearly collapsed from exhaustion.

The DVD I created mainly targeted recruiters, helping them read candidates they were interviewing. I was a consultant to recruiters, so I had contacts and experience in the field. It occurred to me that the material could also be useful for people on the other side of the table, the job seekers.

Because I worked in recruitment, I knew a lot of job seekers. Through these connections, I invited a group of unemployed people to attend a free seminar about job interview techniques. I planned to speak for an hour and pitch my DVD at the end.

That evening was historic for me. I feared that I wouldn't sell one copy. But almost half of the fifty people in the room bought the DVD on the spot. These were unemployed people who opened their wallets, took out \$40, and bought my DVD. Wow!

I walked away with about \$500 in profit, just from that one speech. It hit me: With just two or three presentations like this a month, I could make more than I earned at my regular job.

Create Your Own Product Today!

If you have an idea for a product, a training program, something you want to *build* and *create*, then start right here, right now. Your first product may not be your best work. It may not be your legacy on its own. But it's a start, it will get the ball rolling. If you continue to wait until you're struck by the perfect idea, there's a good chance you'll be waiting forever.

Make a list of topics you have expertise in, then brainstorm the kind of people who may buy what it is you have to offer.

You will never create your masterpiece if you're not willing to *start from wherever you are right now*. I wouldn't have been able to create my business if I hadn't been willing to start out with that small DVD filmed on a \$50 rented camera. This created momentum and helped me build my confidence while realizing, "Hey, I have something to offer that people

want!” Follow your idea, and eventually it will lead you to where you want to be.

2. DO THE WORK TO CREATE SOMETHING UNIQUE AND BUILD MOMENTUM

When I met my wife, Kasia, I was the top body language expert in Belgium, but I had a very low profile overseas. Kasia said, “If we’re going to have a company together, it has to be international, because I don’t speak Dutch!” We translated our materials to English, asking ourselves, “What can we create in the English market that is better than anything else out there?”

We did research. We looked at Google keyword trends in our specialty. We noticed that there was demand for a training program with videos of microexpressions, those tiny little half-second facial expressions that are impossible to fake and which reveal people’s true emotions. Nobody else had a microexpression video training program. People were looking for microexpression training, but there wasn’t a single course with videos of microexpressions on the market.

Our Micro Expression Training Videos catapulted us into being major players in the body language niche *globally*. They helped us land speaking appearances at TEDx and Harvard University, and we appeared on U.S. TV networks like Fox and CBS.

Create Something Unique That People Want

For your product to succeed, people have to *want it*. Marketers very seldom create desire. Instead, they tap into existing currents and *channel them* toward their products. My new products tend to begin with *research*. Ask people what is important to them, find out what they are looking for. Don’t subordinate your own vision to other people’s prejudices, but get a sense of the market that is out there.

- Who is your target audience?
- What are they motivated *toward*—what do they want to gain or achieve?
- What are they motivated *away from*—what do they fear?

The best way to know your market and get your name out there is to show up and be in front of an interested audience as much as possible. With the Center for Body Language, we've trained more than 50,000 people worldwide. These days we can charge high fees for our training programs, but in the early days I was willing to talk for free as often as I could. This increased our exposure, and it enabled us to evaluate the audience to see which ideas most excited them.

Be Everywhere You Can Be

In addition to the live trainings, Kasia and I have worked hard to make our body language ideas accessible all over the Internet. We write articles for websites and publications. This started out small and local but recently has snowballed into bigger, international publications like *Harvard Business Review* and *Forbes* magazine.

Whenever possible, we film our live talks and put them on YouTube. Some of these went viral, and our videos now collectively have over 3 million views. During the 2012 U.S. presidential election, we approached TV stations and told them we would use body language to predict the outcome, which led to appearances on Fox News and CBS. This gave us huge publicity and, of course, our prediction was correct!

Get your name out there every way you can. Think about how you can package your ideas to appeal to a mass audience. What benefits do people get? What interesting ways can you prove your effectiveness?

Leverage Attention to Build Your Network

When people watch our videos on YouTube or read our articles, they're invited to come to our website to learn more about body language. There, they can receive a free course.

This means that, instead of just reading an article or watching a video and then disappearing, people stick around. They become fans and eventually repeat customers. We get 10,000 leads per year from people signing up for our free body language videos. This now happens purely *on autopilot*, without having to do any more work. Once you've set something like this up, it's done.

Think about what you can offer people who visit your website to get them to stick around. Create a small PDF report or a free e-mail course and offer this to people in exchange for signing up and giving you permission to e-mail them. *Enroll people* into your brand, and you begin to build up a solid fan base.

3. AUTOMATE WHAT WORKS FOR RECURRING PASSIVE INCOME

Once you have a system in place that generates attention, subscribers, and sales, put it on autopilot. We have twenty online courses that are ready made and available for people to instantly download—without us having to do a thing. When people join our e-mail list, the introductory e-mails are programmed in. Our free courses are delivered automatically. This introduces people to our programs. If they buy them, it's also automatic.

With technology like autoresponders, you can effectively clone yourself. You have to do everything just once, and then it can repeat itself without your help.

Automate at the Right Moment

Some tech-savvy businesspeople make the mistake of automating *too early*. There's no point in replicating something that doesn't work. Instead, wait until you have a successful, proven model. If people are reading your content, opting in to your e-mail list, and then buying your courses, you're probably there.

Once you have a working model, break down each stage in the process: What e-mails do your subscribers receive? What is your onboarding process? What sales e-mails are the most effective? How are your products delivered? Then, use an autoresponder to plug everything in and let it run itself.

4. LICENSE YOUR FLAGSHIP PRODUCT TO EXPAND YOUR REACH

Now you have some traction, a fan base in place, and at least one proven product that people love. It's time to start thinking bigger. Real, international success comes when you *franchise* yourself.

First, make sure you have a clear *flagship course*. For me, this was the Micro Expression Training Videos program, a unique course that delivers real value for people interested in body language and communication.

Your flagship course should become an extension of your *surname*. I am “Patryk Wezowski, creator of the METV program.” You want your name and your flagship course to be married, so when people think of one, they immediately think of the other.

When you have this level of recognition, systematize your course so that other people can teach it for you. Break down each element, step by step. Then, offer to train other people to deliver this course *for you*. They'll make money by teaching a proven, recognized course. You've done the research, built up the reputation, and created the program. All they have to do is deliver it for you. They win, and so do you.

By training others in your unique methodology, you set yourself up with an incredible passive income stream. You are *licensing* your intellectual property to other people. In exchange, you typically receive a percentage (15 percent to 30 percent) of the revenue they generate from your material.

We now have fifty licensed trainers in twenty countries around the world teaching our body language courses. When they make money using our intellectual material, a portion of their revenue comes to us.

Imagine if you had an army of coaches around the world teaching your ideas for you, and you are getting paid for this! This is not only a fantastic business model, it's also an incredible way to create change. You can't be everywhere at once, but when you train other people to teach your material, you can reach more people, change more lives, and spread the inspiration *further* than you ever could alone.

5. CONNECT WITH PEOPLE ON THE LEVEL OF YOUR *MISSION*

Now that our body language business is practically running itself, Kasia and I have had the opportunity to go back to the drawing board and ask ourselves, “What’s the mission now? What legacy do we want to leave the world?”

The idea for the *Leap* film came to Kasia as she was meditating on a beach in India. We had just appeared as coaches in a documentary, and Kasia was thinking about her dreams for the future. She had a vision of a world where 1 million people were inspired after seeing others transformed on the big screen. We came up with a plan for a theatrical movie about coaching that would inspire 1 million lives and amplify the entire profession.

Because our mission drives us, we found it easy to recruit other mission-driven coaches to get on board. When we contacted people like Marshall Goldsmith, Mark Thompson, and Jack Canfield about *Leap*, we were just starting out. We had an idea. We had passion, but that was it.

When we spoke to these people, we didn’t talk about money. We didn’t talk about getting rich. We spoke about our *mission*. Because they shared a similar mission to ours, they were inspired to get on board and take a chance on us.

Formulate Your Mission in One Sentence

We distilled our vision into one sentence: **To create a film that inspires 1 million people to be more successful in life and business.**

How would you phrase your mission in one sentence? This should be a true reflection of what drives you, your purpose, and the legacy you want to leave behind. But it’s not just about you—this sentence should be clear and inspiring to others.

It shouldn’t be about you, it should be about the world. Don’t say, “To make a million dollars a year.” That’s a valid goal, but it’s not an inspiring mission. Think deep. Go for a walk. Meditate on it. And then cut to the core.

Your Mission Will Drive Your Success

This *mission statement* isn't just about connecting with others, it's also about motivating yourself. On the journey to raise funds for *Leap*, I had many moments of doubt. Once we reached the \$100,000 mark, I almost panicked: What if we don't raise enough to produce the movie, and we have to give every cent back? What would that do to our reputation, our careers?

With the help of my coaches, I was able to transform these moments of doubt and stay focused on my mission. It's hard to achieve big things. It's scary to create something, to put some part of yourself out into the world for others to judge and possibly reject. If your vision is strong enough, if you're powered by a compelling mission, then you will get through it, persist, and succeed.

6. GET PAID FOR THE RESULTS YOU CREATE

Most coaches get paid per hour, but this is not a formula for a seven-figure business. If you want to work with people one-on-one and command large fees as a coach, you have to charge for *results*, not *time*.

This strategy is risky: You're opening yourself up to the possibility of working hard and getting nothing in return. But if you're really good at what you do, if you can walk your talk, then you stand the chance of succeeding alongside your clients and creating a huge windfall for everyone involved.

Of course, you'll be at your most effective when the work you do is aligned with your *vision* and *passion*. Kasia and I are passionate about making films. One of the most important phases of filmmaking is fund-raising.

For *Leap*, we ran a successful crowdfunding campaign that exceeded our expectations and gave us the budget to create the film of our dreams. We'd learned from the best and synthesized the advice of different coaches and experts, until we cracked the code and found a formula that worked.

Combining our passion for filmmaking with our crowdfunding expertise, we now consult for other filmmakers and run their campaigns for them. At the beginning, when we were first establishing our reputation in this field, we charged for results only. If the fundraising campaign reached its target, we'd get a percentage of the amount raised.

Among our earliest clients were the executive producers for the movie *THINK*, a documentary based on Napoleon Hill's classic book, *Think and Grow Rich*. We connected with the producers on the level of *mission*—like us, they want to inspire others to be more successful in life and business. We went to work for them and ended up breaking the record for the most-funded documentary *ever* on the popular Indiegogo crowdfunding platform.

Now that we have a proven track record, we can afford to charge upfront fees because people know they're likely to get a result.

Get Results and Think Big

If you're good at what you do, if you reliably get results for your clients, then you can work fewer hours and make more money by charging for results. The key here is to think BIG: big clients, big projects.

Ask yourself who would benefit most from your skill set? Then, think about how you can quantify this value in a clear, measurable way. For example, a percentage increase in revenue. Then walk the talk. There's little risk to the client, so don't be surprised if you start getting some very exciting offers by using this strategy!

7. LOVE WHAT YOU DO, LEARN AS YOU GO

What are you really, amazingly passionate about, and what would you be doing even if you weren't getting paid at all? Kasia and I are really passionate about making movies and inspiring others. Our passion is connected to our mission: We are motivated by the end goal, but we also love the day-to-day *process*.

In the beginning with *Leap*, we were driven by a love of the work and that burning desire to make this happen. We didn't have any delusions about this being the next *Star Wars* installment. Sure, money is nice, but that's not why we went to work on it every day. Our feeling was, "*This must happen—this is our legacy, our lives' work. This is how we make our lives matter!*"

Ask yourself: What would you do even if you didn't have to? It's about taking your vision that we looked at in step five, expanding it, and connecting to your day-to-day life. For us, this is about making the film.

Which coaches can we put on the big screen? Which story lines are going to inspire people most? What can we create to help other people *get it*?

These are the things that energize and motivate Kasia and me. We wake up in the morning excited, charged, and driven. Each day is a chance to make this vision more real, to do more of what it is that we love. We help other people to create a legacy, and their legacy in turn becomes part of *our* legacy. Everything snowballs together, the different parts of our business feeding and empowering each other.

Kasia and I used this process to grow the Center for Body Language internationally. We used this process again with *Leap*, and we are in the midst of using it again for our next film, *Impact*. We help our clients use this process to launch products and build huge businesses. It's a circle that grows over time and gets more powerful each time you repeat it. None of this would have happened if we weren't willing to take action at the very beginning. Now it's your turn to make this work for you. Take the first step, and enjoy the leap.

Summary and Your "To Do" List

Creating a successful coaching business is about three things: vision and passion, starting small while thinking big, and connecting your passion to your mission. When you create things that have meaning and put yourself out into the world, the money will come. You will create a circle that grows over time and becomes more powerful each time you repeat it.

- **Just do it—don't wait:** Start small and create something *now*!
- **Create something unique:** Research, put your name out there, and find out what people want.
- **Automate what works for recurring passive income:** Make technology work for you—once you have a proven system, automate it and let your business run itself.
- **License your flagship product to expand your reach:** Train others to deliver your material for you to increase your revenue and inspire more people.

- **Connect with people on the level of your mission:** Think about the legacy you want to leave the world, and distill this into one meaningful, empowering sentence.
- **Get paid for the results you create:** Charge for what you achieve on projects connected to your mission.
- **Love what you do and learn as you go:** Connect your vision to your day-to-day life. Pursue your passion, and keep going no matter what!

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From the creators of
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How to Build a World-Class
Coaching Business

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