

High Performance Coach Certification - Day 5 - June 19, 2015

DAY 5 - High Performance Coach Certification Fri, June 19, 2015 - Marriott - Santa Clara, California

Notes by Charly Caldwell II - <http://life.successacademy.us>

"The world wants you to look them in the lens and talk! Consistently, over the long term!"

"The momentum comes from consistency!"

"It's all about the copy and images now." - Brendon Burchard

"Never back down from the learning journey..."

"If you don't master the tools — you'll never master the industry!"

"Outsource it AFTER you've done and mastered it yourself!"

"I'm a writer first, and trainer second!"

"Stop selling your past — start selling your process!"

ACTION: Search "Interview Your Family Before They're Gone" on Brendon's YouTube for the powerful questions and approach to interviewing all of your loved ones, before it's too late.

ACTION: Reach out to my HPA 2015 attendees - assure they have dates & commitment.

ACTION: Create the bullet points for the What I Believe video and FILM it!

ACTION: Spend time writing every day!

READ: "Return to LOVE!" Marianne Williamson (two paths love and fear)

READ: "Great Speeches in History" William Saphire

Day 5 Overview —

We're helping people think about what matters — think about what's important to them — opening up a whole new avenue in peoples' minds.

We're opening peoples minds to a different level of engagement, enthusiasm and vibrance.

The business & career — professionalism, decorum — so you gain the respect of your peers, and are treated correctly.

When you're on your agenda of anger, negative thoughts & energy etc., — give it a second — "Maybe there's a reason?" Then you have understanding and respect and the world needs it.

Don't ever believe there is a reason to be rude!

What are you going to do to project your professionalism into the universe —

Brendon's Overview:

The Front End (developed in the last year) —

- **Podcast - iTunes**
- **YouTube Show**
- **Facebook**

Previously, for Brendon it was all about email, updating his list once a week — until last year, he didn't focus on Podcast, YouTube, and

Facebook. He still updates his lists.

Straight up consistency is the #1 thing!

The world wants you to look them in the eyes and talk expressively, authentically, and influentially — the momentum comes from the consistency!

A typical business startup —

- 1 to 2 Years - Survive or Die Trying!
 - 3 - Understanding what's working, getting into your groove.
 - 4+ Operations and Scale — The BIG stuff happens here!
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- Momentum is the key — they wear the hat as content creator — consistently, for the long term.
 - Brendon has 15 major online courses now.
 - "I have to get online — get content out!"

The Front End completely functions to get their email address, and permission to create, build and maintain a relationship.

- Once we've got the email — then we can send out the content, and get them into more opt-in pages.

The Middle (Adding The Value) —

- The opt-in pages, where I deliver more value (Total Product

- Blueprint, EA, HPA, etc)
- Recycle the winners as you build your quote cards — consistently post and direct them to your opt-in's (every so often).
 - The sequence per brand goes like this —
 - VVVS - AAA = Value Value Value Sale Ask Ask Ask
 - VVVS - Experts Academy — if they don't buy, ask are you sure, 3 times, then off to VVVS - HPA using Auto-Responders using InfusionSoft on Ontraport. This allows people to be tagged, etc.

"The job is to keep in front of people!"

THE MAGIC = Opt-In - Value - Offer (OVO)

- How many OVO's do you have setup?
- How well are they converting?
- How many more are setting up?

The mastery for you lies here:

- **QUALITY** - the quality of the content creation
- **CONSISTENCY** - the consistency
- **CONVERSION** - the effectiveness of conversion.

Minimally, use these modalities:

- **SOCIAL** - Post every 4 hours on Facebook & Instagram, people

only look back that far.

- **EMAIL** - They handle that like a task list, and review (at least for a quick second) each email (Charly's note — dial in your SUBJECT lines!)

The Back End —

- **The Books**
- **The Seminars**
- **Online Courses/Products**
- **Coaching and Speaking**

Because of the backend — you can charge more as a coach.

The bigger the community — the more people want to work with you, and the more you can charge.

ONLINE DEVELOPMENT TODAY —

“It's all about the copy and images now.” - Brendon Burchard

- We are building a page.
 - We are shooting a video.
 - We are setting up email sequences.
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- **GOAL** - Be able to search for people who have opt-ed in — “Who opt-ed in to EA in 2011”

- “Never back down from the learning journey...”
- “If you don’t master the tools — you’ll never master the industry!”
- “Outsource it AFTER you’ve done and mastered it yourself!”

Facebook Best Practices —

- Post 4 times per day.
- Boost one of your posts — at least once per week.
 - Facebook likes you more (and no, it’s not fair!)
- Shares get more likes/reach — share things on my page from other FB pages.
 - Facebook likes people who share Facebook things.
- Repost your winning posts (the ‘In 2006, post...’ drive to 20 minute Sunday eve Webinar!)
 - Have a file folder on your computer of the ones that do well, and keep posting them.
 - On Sundays and Mondays (assume I take themes from my videos).
 - DISTINCTION — People like what’s familiar — or what they agree with!
- High Contrast Posts work the best (black and white) — darker backgrounds, lighter forefront. Image in background blurred out.
 - ACTION — Search “Interview Your Family Before They’re Gone” Brendon’s YouTube.
- Message Formula — Life Truth + Directive
 - Life Truth - Inarguable
 - Directive - Tell people what to do
- Post Longer Posts with a Photo (like the ISMI Building or Tribute Posts)

- Facebook loves longer post.
- Longer format shares more.
- Buyers love longer more content — SECRET — Longer post with a photo.
- Share Personal Milestones! (Josie & Paige’s awards are example).
 - WRITE IT MEANINGFULLY!
 - Tell the story!
 - CHALLENGE — Challenge yourself to be a better writer!
 - Don’t think of this as social media — this is a record book of life! How I felt, and feel, and what I think.
 - Approach it as an “art” medium, not a “marketing” medium.
 - This creates a real connection with people.
- Link to your Blog A LOT!
 - Assure your LIKE button is right under the headline.
 - Below your video — “Follow this blog”.
 - Link to the audio file on iTunes.
 - Have LeadPage pop-in (10 to 15 seconds pops up).
- Facebook hates YouTube — Loves Tumblr, LinkedIn, Newer Wordpress.
 - Huffington, Media, etc.
 - ACTION - Upload video on Facebook (do the 3 London videos).
- BONUS — BE ROMANTIC.
 - Take time to honor your audience!!! Tell wonderful stories!
 - SMILE MORE — Know your objective and how can I say it artistically.
 - What’s it feel like to smile?

*"I'm a writer first, and trainer second!" - Brendon Burchard
(CHPC Training 6/19/15)*

How do you package this all together —

- Ebooks and Books
- Teleseminars
- Audio Programs
- Webinars/Webcasts
- Continuity/Membership
- Speeches
- Blogs
- Seminars
- Online Courses
- DVD Programs
- Coaching
- Certifications
- Masterminds
- Apps

THE BIG SKILLS —

• SPEAKING —

- I'm going to become an awesome speaker.
- Speak without notes — two or three bullets, max! (DONE, WHOO HOO!)

• WRITING — QUALITY OF WRITING MATTERS

(BLOG, BOOKS)

- Recommendations —
 - “On Writing” - Stephen King
 - “Bird by Bird”
 - “Brain Pickings” - Maria (Blog) - type in “Best Books on Writing” (she has 7)
- *“Writing gets better with time...” Write it, take a day off, look at it again, write again.*
- **ACTION - Spend some time on this!**
- **ONLINE MARKETING —**
 - Learning to put and effectively run OVO
 - Building the OVO the faster, or feeding it — don’t look at!
- **BUSINESS ACUMEN —**
 - You got to approach this as a business!
 - I am a business owner — you look at your numbers, you protect IP, you get more professional with your customer service management.
 - You think about the legacy — goals, dreams, etc!

15 MINUTE BREAK —

High Performance Institute — We are certified there!
www.highperformanceinstitute.com

- Versus being certified by High Performance Academy (which is Brendon).
- Where do we want to take people from the HPI website.
- White paper research will roll out in fall - on clarity, energy, psychology, etc.

- ACTION - Make videos with stories to frame each white paper.

Housekeeping —

- If you change any of the worksheets — by putting your logo — you have to include the the citation. This makes sure the source copyright is still protected.
- If you don't go through the 12 sessions, or change the process — you can't call it CHP Coaching.
- You can't use Brendon Burchard's name in any marketing.
- You can talk about the pillars in your own way and teach them in your own way — you can **not** USE the sheets for the curriculum of the product.

NOTES — GUESTS MUST REGISTER 30 DAYS PRIOR TO HPA 2015!

Michelle is the Certified Coach — CHPC Contact for All CHPC coaches!

QUESTIONS & ANSWERS —

- **YES! You can write about HP from your own perspective! Don't copy and paste materials!**
- **Billing — Brendon recommends anytime you get a client to pay up front, DO IT! Incentivize them! If they multi-pay, 15% to 20% increase in pricing. Monthly payments.**

- **PRICING — "Pricing is not a science — it art!" It depends! Charge different clients different amounts — it's FINE! Have a range, and a minimum. Here's the scoop —**
 - **BRAND** — Charge at the level of your brand — Tony Robbins charges a lot because of his brand, 30 years. Don't charge zero - but start!
 - **PERSONAL DECISION** — Industry average in life coaching - \$200/\$300 session. In business coaching - \$300 to \$1000 session. Do not undercut yourself. You just got the best coaching training the world — period. People buy what's in front of them. "I have a goal, need, dream — will you serve." "Stop selling your past — start selling your process!" Less about your past, talk about the process. **TEST YOUR PRICE — it's the only way to know!**
 - **DEPTH & DURATION** — A year of coaching — add other products and coaching! Add everything you can to charge more. The deeper experience — the longer it goes.
 - **DISTINCTION & UNIQUENESS** — How unique is what you've got? 300 people have this certification — there's over a million coaches active in the world. The market doesn't dictate price — don't listen to the market.
 - **HIGH PERFORMANCE** — That is going to dictate your price over the long-term. You role-model this — they want what you've got. You're focusing on what's important! Every day you work towards this — be it! When you're a bad ass — you differentiate! ;)

If they say NO — “What would be more possible for you?”

“Trust the process!”

“It works - so get to work!”

MORE OPTIONS FOR GETTING YOUR MESSAGE OUT THERE WITH HELP —

- **Travis Shields** — VVVS + What I Believe + Welcome - 2 Days - 1 Payment (\$20k)/3 Payments (\$68k)
- **Brendon’s Small Group Mastermind** - November 3 - 4 - \$10k (20 people)

ACTION: Create the bullet points for the What I Believe video.

Brendon wrapped up with a visualization meditation around 1:15 and it was AwEsOmE! :)