

CHPC Coaches Training - September 21, 2016

Sapphire Ballroom A - Hilton Bayfront in San Diego, CA

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“In all marketing, what your customer says is your GOLD!”

- Write, track, have both ears open to those phrases.
- Use those phrases (keeping confidence) in your marketing later.

HPA Event — 1600-1800 (coaches are bringing near 300 people to HPA!)
Take the survey Brendon sent — he spent 7 months creating this with graduate training (The systems that administer the survey, alone, costs Brendon \$11K/month — he’s aiming for millions to take it over time!)

The survey is showing that what Brendon’s been training is basically spot on!
WHOO HOO!

"It’s scary to see the data because it may not back up the training." (So far it has!)

- The good news is you’re going to be armed with so much data because of the research Brendon is doing, diligently.
- The High Performance Indicator scale helps with this (just released yesterday).
- Innate strengths — this is what Strength Finder is about; innate strengths have been completely dismissed from the realm of how they create & maintain high performers. Strength finders has been filled out 17 million times.

- “No evidence that not working on your weaknesses is beneficial.”
- “Refining and working out the weaknesses at what your already competent at, gives you the edge.”
- “We’ve been measuring personality, **not** performance. We’ve been labeling people by these measurements — but when we categorize people we’ve done a disservice.”
- “When you start labeling people — nothing good comes from it.”
- "Let’s pay attention performance movement factors — vs. personality, it’s time!"

The world needs this — you're seeing a lot of anger, turmoil — we're seeing people who have been struggling, now, who have been achieving a very long time, but they're trying to navigate the complexities of the world.

"I don't want to just judge people on personality any more, I want to judge people on performance."

"High Performers are awesome people."

The publish of this survey comes out in April 2017 (we will get this data a full month earlier than the general population).

Who is a High Performer?

- "Achieving more than their peers, and amazingly they don't feel as stressed as their peers."
- When they see a success person, their stress goes up amongst their peers — High Performers don't have that at those levels.
- "I prefer to work alone than with others" — High Performers prefer to work with others.
- They report a higher life satisfaction (psychology's way of saying "happiness") than any of their counterparts.
- Happier, less stressed, work out more — 3 to 5 times a week.
- Validated demographic information — it's not correlated to race or gender in anyway. WHOO HOO!

The strongest correlation to be found in the study — "I'm confident I will achieve my goals despite challenge or resistance."

READ - "Grit" by Angela Duckworth

Brendon missed something in the 5 core competencies — it's important, it has to be there.

These are our first sessions — clarity, energy, courage, productivity, influence.

DISTINCTION — End your speech with Courage (it's more motivating), if you're presenting the 5 core competencies of our work (clarity, energy, etc...)

NECESSITY — is what's been missing!

Our clients need the most help here.

NOTE — This data has bias for those who have opted into High Performance but not bought anything.

The new ADD in our framework is: NECESSITY, this will roll out in June 2017 Certification.

- People score the lowest in, but need it the most.
- **DISTINCTION — You feel it is necessary for you to achieve long term success, both internally and externally.**
- The metaphor is two tennis players who are equals, but one has something inside who feels it's more necessary to win the game - usually wins the game.
- There's an internal demand that says "I must do this."
- You have to feel an external demand - social pressure - to do well (the stakes).
 - Like competition, that makes people perform better.
 - "World records are set in competition, not practice."
 - "They had to get better to win the race."

Out of the core 5 plus necessity our clients may need the most help from necessity is where they need the highest help; our clients don't feel the pressure or drive or "charge" isn't there.

"You have to demand more of yourself than anyone else would ever expect."

With the most successful people, sometimes you have to stoke that flame for them - internally, or externally.

There's a difference between initial success and high performance success.

- Initial - did they graduate.
- HP - long term, enduring performance.

It's important for them to reconnect with the reason WHY they NEED to do this — Brendon thinks that the external will be AS important as the internal after the initial success.

ASK — Why is that so important to you right now? (finds the internal pressure)

ASK — Tell me is there anything external that's pushing you to do it, too? (This is new, for the external pressure — if there's pressure there for your client, you need to push that button, too).

PRODUCTIVITY is 2nd (3.6/5 average):

- Number 2 where our high performers need help — PRODUCTIVITY (in a BIG WAY).
- Productivity may change to “Productive Output”.
 - The research is looking to prove this.
 - Is the productivity kicking out output toward the field you're trying to create success in.
 - Example — Mozart & Beethoven wrote MORE music on a factor of 6x.
- "They work with the end result — DO the end, not begin with the end in mind."
- EX — Brendon doesn't say “I'm going to create a video...” he “creates the video, uploads it, and puts it in the funnel.”
- Brendon shot 3 courses in ONE month, then hit the new Oprah course.
- Get in house, turn on camera, upload to member site.

****NEW PRODUCTIVITY DISTINCTION ASK —**

“Are you actually doing the end result — or are you pushing stuff around?”

ACTION — Add the question to my CHPC coaching template in Evernote.

COURAGE and ENERGY are 3 and 4 — very close with the struggles people are having.

- Speaking up for themselves when there is risk — courage.

CLARITY is 5th.

INFLUENCE is 6th.

Another highly correlating statement, too, "I love mastering new challenges."

Some high performers are not creative — Brendon believes that it's a part of your initial success, vs. the enduring high performance.

"Get in a group of people who inspire demand vs. a person who is pushing you."

Questions & Answers —

Who were first coaching clients, how much, and where did you find them?

- They were kind and patient — because Brendon didn't have the structure.
- Co-workers, clients (personally/professionally) and asked Brendon to coach.
- 10 to 11 people on a weekly basis without getting paid.
- 6 to 7 months; told them they had to pay, and none of them stayed (because Brendon waited to ask for money).
- "It's better to charge sooner than later."
- \$250/hour when he first started, then \$350/hour.
- Find them —
 - Work is where it started; his existing network (co-workers).
 - Ask the people who coached "Who do you know who could use this process?"
 - Or ask "Who do you know that you might like this?"
 - Asking this every other session "Do you mind if I reach out them, phone, email, etc.?"
 - Then he reached out to them and mentioned the referral, danced with the call, added value, and asked for the 1st session and reviewed price.
- "If you increase your prices by 20%, you lose 5% of your customers."
- He increased to \$500/hour.
- **DISTINCTION — TODAY SAY IT IS BY THE SESSION NOT THE HOUR.**
- "If your client thinks they're paying for it by the hour, you're dead. It's a 12 week coaching program."
- **DISTINCTION — The most effective way to grow your business is with, and through the people you're already serving.**
- **DISTINCTION — Nothing has gotten Brendon more coaching clients**

than seminars, though. Because it's such a demonstration of value, authority and humanity.

- **HUGE DISTINCTION** — After his brand grew - the follow up phone calls **AFTER THEY BOUGHT SOMETHING** over \$197 (educational) have cleared all records. Usually get 20% of people to sign up for the coaching.
 - The CALL after the purchase —
 - Where they are at?
 - What they are trying to do?
 - Where they need help?
 - This is a GATE call strategy - the first gate was opened (they purchased).

- **HUGE DISTINCTION** — \$197 is a **SWEET SPOT** in the market place!
- 80% of your people won't OPEN your email, or even see it! That's why you have to send more emails than you think you have to.
- If they didn't auto-schedule the strategy session, then you call them (you let them know this in the email).
- **ASK** — **Could I spend 30 minutes helping you?**
 - **ASK** — **You just bought this program — why did you buy this program?**
 - **ASK** — **Why are you trying to get better at this?**
 - **ASK** — **What's wrong with your house?**
 - **ASK** — **Are you struggling in other areas?**
 - "House, kids, scandal — you've got so much material!"
- "Selling is no different coaching in the sense you're just asking questions."
- "Hand to hand combat - conversations on the phone, conversations in person!"
- "Achieving 6 figures in your current network is probably already there."

- You've already met your BIG client — you just haven't followed up with them, and had the conversation.
- **DISTINCTION** — **You just have to ask!**
- "If you're ever down economically you're just not asking."
- "Calling people and asking for money when you're strategy session."

Brendon \$4995 was his first seminar price (Partnership Seminar).

- “The world belongs to the energetic!” Ralph Waldo Emerson
- “Honor the struggle — be okay if sucks starting.”

Which conferences would you recommend we attend?

- **Marketing — 3 main events**
 - Ryan Deiss - Traffic & Conversion Summit
 - Jeff Walker - PLF
 - Expert’s Academy - Brendon
- **Corporation — go to one**
 - Fast Company conferences
 - Inc conferences
- **Personal Development —**
 - Les Brown, etc.

How do you start out coaching?

- Start out face-to-face, even Skype, but in person.
- Then transition to calls.

If you had to do all over again, what would you have done?

- **ACTION — Setup a course!**
- Recurring revenue — is KEY!
- By 2006 to 2009 — he was hustling.
- Online courses — are the key!
- “The reason for an online course — the downsell — but check out this video, I’d still like to be able to help you.” (\$197 and \$297)
- A great friend filmed his course on his phone.
- KAJABI all day long! It builds your website.
- **DISTINCTION — Brendon’s exact template for \$90 to roll out on Kajabi soon.**
- “If you’re making an extra couple hundred bucks a month, that’s awesome!”

- **MAJOR ACTION — With SUON (revamped) at \$197:**
 - **Run a FB AD —> Video Ad (The Influence Course @ \$297) 30 seconds**
 - The copy says the same thing he says in the video.
 - **MAJOR DISTINCTION — Sales VIDEO —> Not an opt-in, a little value, tells:**
 - Why it's important,
 - Why people struggle with it, and
 - What I've got (walks them through the influence course, video 1, you'll learn this).
 - It says the **PRICE** on it and everything!
 - **CC# Page — he upsells one of his \$50 courses.**
- **ACTION — Setup Facebook RETARGETING.**
- In a 60 day period, we're 58% ROI.
- It took Brendon 40 minutes to set this up!
- If you're totally new it will take a day, two, or three.
- For those who don't buy, we retarget them and hit them later.
- **ACTION — Once they buy your course, call them and sell them your coaching.**
- **DISTINCTION — The OVO process is for things above \$300 priced items.**
- It's a straight buyer funnel.
- "For those who didn't buy, they are retargeted and generally opt-in because it's free." (Price juxtaposition)

"The reason this is selling is topic + price point!"

How do well do you know your customer?

- You can target specifics in Facebook Ads.
- **ASK — Who do your clients follow? Who do they watch?**
- Loves targeting business owners/entrepreneurs and personal development interest.
- You can target people who follow others (Oprah, Brendon, etc).
- Facebook Look-a-like — upload the 100 email addresses and Facebook finds people just like them for you; you can review how large you want that to be.

- **ACTION — Research “Facebook Look-A-Like”!**
- "When people watch your course, they love you."
- Also, you can go broad — their algorithms are set to figure it out for you.
- **ACTION — Target your people, then run the same ad with everyone in the USA from 25 to 50 years old. Facebook’s algorithm is find the people to click.**
- **DISTINCTION — Using a Facebook Pixel knows who clicked AND bought and goes out finds out others like them on a broad scale.**
- Brendon is against the customer avatar — we don’t know who are customers are — it’s hubris, let Facebook determine it based on behavior!

ACTION — Watch the EA ESP story positioning to properly build credentials in the above sales video.

- When you’re selling education — speed to success is all your selling. Shortening your learning curve; you don’t have go through my journey (\$1000s of education).
- Always start with humility, work yourself UP to your credentials (I got so good, I become CEO, etc).
- Don’t worry about humility — come from a place of service, what’s necessary for me to generate service for their growth?
- You went through a process, and now you came out better!
- “In coaching it doesn’t matter what your background is.”

What’s in the pipeline for the future of CHPC?

- Brendon is aiming to continue to grow — keeping the High Performance conversation.
- There’s no data supporting that you’re introvert and you can’t succeed.
- High Performance doesn’t connect to personality.
- “We have to stop paying attention to personality, and empowering and equipping people in high performance.”
- Stop guessing if people are going to be good — empowering people to live high performance.
- **200 Active Certifications — Active = 5 clients at any time!**
- Brendon has kept the exclusivity on a very specific topic.
- More profile data of coaches — CHPC High Performance Institute.
- 36 sessions will happen in 2017, then another 12 in 2018! 48 total sessions!

How do you handle people who ask how long?

- Divert!
- Say “everytime”.
- “When someone shares a concern - make them laugh.”
- “This is a process that started way before I started — 20 years ago, by the world’s authority on High Performance, that’s been empirically validated across multiple sample sets in a scientific way.”
- “This isn’t about me — it’s about you, and empowering you with a process that helps you go to next levels.”
- “Never let your insecurities guide the conversation - let the outcome guide the conversation.”
- ***Her question become ‘absurd’ because of the process.***
- “If you want, I can tell you about me, but honestly it’s not about me - it’s about you and giving you a process to reach higher performance.”

If you’re stuck in money —

1. **Be more confident doing the call — give yourself permission be more confident on that call.**
2. **DISTINCTION — Assume the sale.**
 - If they haven’t hung up on you, it’s working!
 - Be confident - say it - if
 - “Where else does not being sure pay off!”
 - Can you be confident in trying two calls - you’ll have to pay for it!
 - “Absurdity and humor is what you do when you’re confident.”
 - “Isn’t it time for a change, let’s just do it!”
 - “When they express doubt, you go into confident mode!”
 - **The process is a 9.3!**
 - “If you don’t have confidence — have confidence in Barbara!”
 - “I’m confident if you just keep showing up, Barbara, then we’ll get the breakthrough!”

“Because we don’t integrate our successes — we don’t build our strengths!”

“I know you’re thinking about your prices - I want to encourage you to raise them!” — Brendon

- The average life coach is being paid between \$150 and \$300 an hour.
- Raise your prices — if you're not charging that yet, you're better than that.

The purpose of this event is not client poaching, it's for them and their high performance.

LEAD THE ENERGY OF THE ROOM! WE SET THE TONE!