ESTTA Tracking number: **ESTTA685815**
Filing date: **07/25/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Heart of Success, Inc.		
Entity	Corporation	Citizenship	Arizona
Address	9121 East Tanque Verde Road Ste. 105-117 Tucson, AZ 85749 UNITED STATES		

Attorney information	Francine Ward Law Ofc. of Francine D. Ward 775 East Blithedale Ste. 325 Mill Valley, CA 94941 UNITED STATES info@fwardattorney.com Phone:4153890975

Applicant Information

Application No	86512479	Publication date	07/07/2015
Opposition Filing Date	07/25/2015	Opposition Period Ends	08/06/2015
Applicant	Quintana, Angel #7 Eagle Rock, CA 90041 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 2012/01/01 First Use In Commerce: 2012/01/01
All goods and services in the class are opposed, namely: Business consulting and information services

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)

Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	86681096	Application Date	07/01/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SIGNATURE SYSTEM		

Design Mark	Signature System
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2009/07/22 First Use In Commerce: 2009/07/22 Digital materials, namely, articles, checklists, newsletters, transcripts featuring information on personal and professional development; Downloadable electronic newsletters delivered by e-mail in the field of personal and professional development; Downloadable electronic newsletters in the field of personal and professional development; Downloadable fact sheets in the field of personal and professional development; Downloadable multimedia file containing audio relating to personal and professional development Class 016. First use: First Use: 2009/07/22 First Use In Commerce: 2009/07/22 Printed educational materials in the field of personal and professional development; Printed lectures; Printed materials, namely, written articles in the fieldof personal and professional development; Printed seminar notes; Printed teaching materials in the field of personal and professional development Class 041. First use: First Use: 2009/07/22 First Use In Commerce: 2009/07/22 Arranging and conducting business seminars in the field of personal and professional development; Education services, namely, providing live and on-line seminars, webcasts, webinars, classes, lectures, conferences in the field of personal and professional development; On-line journals, namely, blogs featuring personaland professional development; Personal coaching services in the field of personal and professional development; Professional coaching services in the field of personal and professional development

Attachments	86681096#TMSN.png(bytes) Opposition-scanned.pdf(589469 bytes) Class 41 - 2010event-signaturesystem.pdf(1531525 bytes) Class 41 - 2009event-signaturesystem.pdf(1527932 bytes) Class 41 - 2011event-signaturesystem.pdf(478442 bytes) Class 41 - 2012event-signaturesystem.pdf(409881 bytes) Class 16 - article-overwhelm.pdf(110136 bytes) Class 16 - article-signaturesystem.pdf(132756 bytes) Class 16 - course-signaturesystem-vip-talk.pdf(141606 bytes) Class 16 -article-1on1clients.pdf(91529 bytes) cmms-signaturesystem-2009-transcriptD.pdf(235501 bytes) cmms-signaturesystem-2010-transcriptD.pdf(144306 bytes) cmms-signaturesystem-2011-transcriptD.pdf(331774 bytes) cmms-signaturesystem-2012-transcriptD.pdf(270060 bytes) cmms-signaturesystem-2014-transcriptD.pdf(242997 bytes) cmms-signaturesystem-2013-transcriptD.pdf(271424 bytes) CMMS-signaturesystem-creationscriptoutline.pdf(184071 bytes) article-clientswant.pdf(137965 bytes) article-webpage-signaturesystem.pdf(126281 bytes) Class 9 - cmms-signaturesystem-2009-transcriptD.pdf(235501 bytes)

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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by USPS Express Mail Post Office to Addressee on this date.

Signature	/Francine D. Ward/
Name	Francine D Ward
Date	07/25/2015

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 86512479
Filed On January 23, 2015
For the Mark Signature System
Published in the *Official Gazette (Trademarks)* on July 7, 2015

Heart of Success, Inc.
Opposer,
v.
Angel Quintana
Opposer.

Notice of Opposition

Dear Commissioner:

The *Heart of Success, Inc.* is an Arizona corporation, with a principal place of business located at 9121 East Tanque Verde Road, Ste. 105-117, Tucson, Arizona 85749 (the "Opposer").

The above-identified Opposer believes that it will be damaged by registration of the mark cited in application with the Serial #86512479 ("Mark to be Published"), because it is confusingly similar to Opposer's mark, with the Serial # 86681096 ("Opposer's Mark"), and therefore should be refused registration on the Principal Register of Trademarks, under Lanham Act §2(d).

The Mark to be Published was first used in commerce and anywhere as early as January 1, 2012. The Opposer has used the Opposer's Mark since July 22, 2009, and has an extensive online presence dating back to that time. The Opposer, while not required, filed a §1(a) Use application on July 1, 2015 in the following classes:

- Class 9. Digital materials, namely, articles, checklists, newsletters, transcripts featuring information on personal and professional development; Downloadable electronic newsletters delivered by e-mail in the field of personal and professional development; Downloadable electronic newsletters in the field of personal and professional development; Downloadable fact sheets in the field of personal and professional development; Downloadable multimedia file containing audio relating to personal and professional development.
- Class 16. Printed educational materials in the field of personal and professional development; Printed lectures; Printed materials, namely, written articles in the field of personal and professional development; Printed seminar notes; Printed teaching materials in the field of personal and professional development.

- Class 41. Arranging and conducting business seminars in the field of personal and professional development; Education services, namely, providing live and on-line seminars, webcasts, webinars, classes, lectures, conferences in the field of personal and professional development; On-line journals, namely, blogs featuring personal and professional development; Personal coaching services in the field of personal and professional development; Professional coaching services in the field of personal and professional development.

Opposer alleges that there is a likelihood of confusion between the goods and services of the Mark to be Published in Class 35 and Opposer's Mark in Classes 9, 16, and 41. While the goods and services of the parties are not identical, in this case because the word marks are identical and the services are in some way related, that similarity could give rise to the mistaken belief that the goods and services emanate from the same source. Thus, Opposer respectfully requests that the Mark to be Published NOT be registered, and that Opposer's Mark be moved to registration.

If any further information or response is needed or desired, please feel free to contact the undersigned Attorney of Record at 415-389-0975.

Respectfully submitted,

J Ward

Counsel for *Heart of Success, Inc.*
Francine D. Ward, Esq.
CA SB# 251837

Signature System Live Workshop with Kendall SummerHawk

"Here's Your Chance to Learn at My Live SIGNATURE SYSTEM Workshop on October 21-23, 2010 the System I Used to Go From Frustrating 5-Figures to a Million Dollar Home-Based Business in 3 Short Years ... And How You Can Too!"

Why struggle and leave your success up to chance when I'll HAND YOU my proven, *simple-to-implement* Million Dollar Business Signature System Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates, examples and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

But, I URGE you to act FAST because there is ONLY *1* seat still available before we're completely SOLD OUT!

From: Kendall SummerHawk,
At my desert oasis horse ranch in Tucson, Arizona
Monday, 10:00 a.m.

Dear Solo-preneur,

- Are you frustrated because you can't seem to break through your current income level?
- Have you tried creating "passive revenue," only to be overwhelmed with how much work it takes, then disappointed with the results?

- Are you giving all of your time and energy to your clients, then winding up exhausted and even resentful of how much work you do?

- Are you tired of sitting on the sidelines — watching others break into six figures, high six figures and even seven figures — wondering why they're reaching success so much faster than you?

Believe me, I understand! I was once where you are now.

Just a few short years ago I could only imagine breaking through to 6-figures. And 7-figures? That felt like a dream that wasn't meant to happen for ME. And while I was happy for the success of others, I kept asking, "When is it going to be MY turn?"

Back then, I worked my fanny off, marketing like crazy to get 1-on-1 clients and fill the sporadic teleseminar program. I was stuck, frustrated and, I admit, getting pretty cranky.

As you well know, making even $90,000 doesn't go very far when you consider ALL of the expenses! Every dollar I made seemed to go right out the door, making it impossible to bust through the 6-figure barrier. There was a moment (okay, several) where I thought, "If I don't break 6-figures soon, I don't know what I'm going to do!"

Here's What Happened Next...

Working with amazing soul-preneurs doesn't feel like work, but a joy, knowing I'm helping them create their dream business!

The next year I quickly broke into 6-figures! And it was all from making **one simple change in my business**.

Encouraged, I realized I was onto a formula that could be repeated. The next year I implemented just a few more simple changes and **MORE THAN TRIPLED** my income, bringing in over $564,000. The year after that I nearly **doubled my income** to break through the **magical million dollar mark**.

Now, I bring in **more in one week** than I used to make all month. I consistently have **6-figure MONTHS** and am on track to more than double my income again this year into multiple millions. All while working comfortably at home, where I get to enjoy my horses, plenty of time off and a truly enviable lifestyle thanks to the financial success of my business.

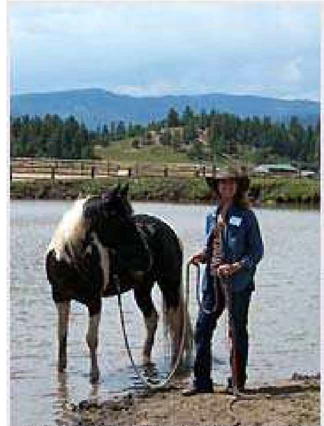
Clearly, I proved this **SIGNATURE SYSTEM Works!**

Building our new home is a dream come true! I never thought I would be able to afford such a gorgeous piece of property.

The best part is, this Signature System has **worked its magic** for my clients, too. Once I **showed my clients what to do** they began to experience similar results in their life and business -- increased income with greater ease, joy and authenticity than they had previously ever thought possible. I now have helped **create 6-figure breakthroughs** for client after client.

The success stories that flow in every week fill my heart with gratitude that I'm able to help so many people do just what I've done -- make fabulous money doing what they love. How **awesome** is that!

I ONLY work with clients I LOVE: high-achieving, spiritually oriented women entrepreneurs who want a thriving business AND a life they love. They line up to work with me because they respect how I "talk my walk" (always living the same concepts, strategies and values I mentor them on). Every program I offer is sold out, which means I can "bank" on money coming in the door. You can imagine what a secure feeling that is!



I value learning so taking time off to go to "horse camp" every summer is an experience I'll remember the rest of my life!

I only "see" clients 2 days each month, leaving plenty of time to create new programs and products that add passive revenue to my business, grow my list, create profitable joint venture relationships, and spend time on the other activities I truly enjoy in my business, such as hosting inspiring retreats and workshops throughout the year.

I have a dedicated team take care of me and all the details of running my business. I can't tell you what a relief it is to have enough help and support, giving me even more freedom to enjoy my business and my lifestyle.

Richard and I are so much more relaxed and happy, now that the money continues to flow in.

I am truly humbled and **grateful every day** that I make this amazing amount of money, all the while fulfilling my Soul's Divine Purpose™: helping self-employed entrepreneurs **create financially and spiritually thriving businesses.**

There's nothing like knowing you have a **consistent flow of money** coming in to bring you **peace** and security.

I truly hope you understand that I'm not telling you all of this to brag (that's so not my style), but to inspire you that if this dream business is possible for me, it's possible for you, too!

Everything I've done is simple and easy to repeat in YOUR business. You don't need to already be a "big name" or even have a list. You just have to have the desire for authentic success...more money, more time and more freedom in your life and business. **I'll show you exactly how to achieve this for yourself using my Signature System!**

In fact, ANYONE who has a soul-preneur business can repeat this same type of success IF they're shown how.

Imagine That THIS Is YOUR Business ...

Your day **starts after a relaxing morning** spent with your family or working out. When you step into your office you **feel excited**, full of the knowledge that **your day is focused on the activities you truly love** and that bring you joy. Your day flows smoothly because your business model makes it easy for you to focus your gifts on doing what you do best.

You only work with **clients you LOVE** and in return, they are a joy to work with. Even better, you are respected as an expert in your niche. Your clients get outstanding results because they're so **motivated**, they write you **amazing testimonials**, and **refer other high-quality people** to you as well. Best of all, they **happily pay what you charge**, which is now higher than ever before.

You're recognized in your industry as **someone who is successful**, someone who has discovered the secret to enjoying both an amazing -- maybe even enviable --lifestyle and a **thriving business**.

The **money is flowing in**, in amounts that surprise and delight you. You're now making **more per month** (even as much as **6-figures**) than you used to make in an entire year.

You feel blessed and appreciative to be **so highly paid** for simply doing what you love. You're so happy now that you can comfortably **pay for the things that are really important to you**, such as buying gifts for your family, **investing for your future**, traveling to exotic vacation spots, adding **generously** to college funds or savings accounts. It's **all possible for you** now.

But the best part is, you're **experiencing freedom like you've never had before**. Your business fulfills you, leaving you energized and happy so that when you're with your family and friends, you're able to focus on them, giving them your full attention and support. Your **confidence and gratitude are overflowing**. You're secure in the knowledge that you're doing your life's work...and being **well paid for it**.

This is the version of what a **truly successful small business can be. It sounds wonderful, doesn't it?**

Elizabeth Genco Purvis

"Within 3 months of working with Kendall's Signature System, I celebrated my first month of $17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing."

"Not so long ago, I was totally burnt out and frustrated in my business. Too much work, not enough money... and on top of it all, I was sick and tired of turning to so-called experts who were great at making promises, and not so great at solutions that worked for me. It was time to **make a decision**: pick ONE mentor and absorb everything of theirs I could get my heads on. That mentor was Kendall SummerHawk.

Within 3 months of working with Kendall's Signature System, I celebrated my first month of $17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing.

Kendall's Signature Systems are **simple, authentic** and **extremely effective**. There's a lot of talk about 'millionaire mindset' out there, but nobody teaches the **practical** and **energetic principles** behind money like Kendall does, and that has made all the difference in my life and my client's lives. Thank you, Kendall!"

Elizabeth Genco Purvis
The Marketing Goddess
www.marketinggoddess.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October 2010**

So, What's In The "Secret Sauce" To Creating Six, High Six and Even Seven Figures, Just Like I Have In My Business And Have Repeatedly Created For My Clients' Businesses Too?

Getting My SIGNATURE SYSTEM Plan!

Since I've **CONSISTENTLY** created high-income results for my clients, I knew I had a Signature System that could be used by ANYONE. A Signature System that, if followed, would produce predictable results over and over again, just like your favorite shampoo: wash, rinse, repeat.

And, the best part about this Signature System is its **simplicity**. This Signature System can be boiled down to just two very simple concepts:

Signature System Concept #1: Creating Powerful MONEY Breakthroughs

My groundbreaking Money Archetypes Signature System demystifies WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**. This amazingly accurate system outlines your Money Spiritual Path and lists the Practical and the Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.

And this is only the START! The **money breakthrough strategies** I'll reveal in this Intensive include busting through old myths and stories you may have "inherited" from your family and friends and dissolving old beliefs about **how much you can charge** and **how much money** you even deserve to keep. These strategies alone are easily **worth TEN TIMES** the modest investment in this live event!

Signature System Concept #2 Creating a Business Model That Gracefully LEVERAGES Every Service, Program or Product into Multiple Streams of Cash Flowing into Your Business

This is where my life -- and the lives of my clients -- really started to change. Instead of worrying where the **money** will come from I'll show you a simple way to create stream after stream of **cash flowing into your business**, all from even a single product or program. This is the **magic you've observed** in my business...and the REAL secret as to how I keep creating **6-figure MONTHS**, all while **working FAR LESS** than I ever have.

Miriam Ortiz y Pino

"I gave myself 6 weeks to make $10,000 and now that I add it all up I made $11,157.59!!!!!"

"Participating in Kendall's programs gave me all the steps and resources I needed to raise my rates and launch a new workshop series. Kendall and her team helped me finally feel like someone is on my side in up-scaling and streamlining my business. Everything is systematic!

I gave myself 6 weeks to make $10,000.00 and now that I add it all up I made $11,157.59!!!!! Now I'm going to do it in 4 weeks."

Miriam Ortiz y Pino CPO®

More than Organized
www.morethanorganized.net

*** Already secured her seat to attend ***
Money, Marketing and Soul Intensive **this October 2010**

Uh-oh ... I'm About To Get Myself In Trouble With Some Of The "Marketing Experts" Out There ...

What I'm about to say may **SHOCK you** but I need to get this off my chest...

You've been led to believe some things that have HELD YOU BACK from achieving your dream business. They are myths, lies even, that have cost you money, time and happiness, making you think what you're doing isn't good enough, or, worse yet, that YOU'RE not good enough.

Ugh! This makes me so mad I could just scream! **You know by now** that I'm a woman with the utmost integrity, someone who can be trusted to **tell the truth** (even if I risk offending some of the "experts" out there).

So, I'm pulling back the curtain right now, on some of the lies you've been told:

- ***"If you just create "passive revenue" you can retire to a beach with a fruity drink and an umbrella."*** Yeah, right. The TRUTH is that while passive revenue (such as info products, ebooks, CDs, etc.) are an important part of a successful business model, relying on these income streams can take years to pay off. Who can wait that long?!

- ***"If you just work more hours, you'll make more money."*** Good golly, you're already working yourself to the bone, how much more could you possibly squeeze in? Working more is the first thing small business owners think will solve their cash flow problems, but in TRUTH, it's the LAST thing that should be attempted.

- ***"If you keep your fees low, you'll attract more clients."*** If this were true, then WHY are the super-stars in your industry each offering pricey coaching programs and home study courses? Once you learn HOW to raise your fees you'll eagerly and confidently do so.

- ***"If you're working this hard at 5-figures, imagine how hard you'll work at 6-figures, and high 6-figures."*** This one really makes me mad, it's simply not true! The TRUTH is that the actions that bring in 5-figures are NOT the same ones that bring in the big bucks. The secret is to know the **right business model** that will produce the income you desire, helping the people you're supposed to serve.

- ***"My clients won't pay higher fees."*** TRUTH is, they will. I've proven it over and over in my business (increasing my fees to amounts I never before dreamed I could charge). Then I turned around and proved it again with hundreds of my clients. It's just that no one ever gave you the **right system** that shows you EXACTLY how to tap into a secret, **hidden desire** your clients have to **actually pay you more**.

- ***"Creating a new income stream takes time and money"*** TRUTH is, while some income streams are indeed, costly and time consuming to implement, there are a select few that are **fast, simple, and even virtually FREE to start.** These are quick to implement and they pay-off with real money flowing instantly right into your purse. But, the experts don't want you to know about these select income streams because then you won't be so **eager to buy their products**.

Now, don't be too hard on yourself. If you thought these lies were true it's not your fault! No one ever told you the truth because let's face it, the truth doesn't sound nearly as sexy, right? But I'm telling you the whole truth because I know for a fact that if you implement what I share you're going to have all of the time, money and freedom you want. Now, that's sexy! So come with me because you're about to be handed the **Keys to the Money, Time and Freedom You Desire and Deserve...**

Laura H. West, PCC, CPCC
Center for Joyful Business
Attraction Marketing and Success Mindset

"In last six months of last year I more than doubled my revenue adding $10,000 clients and busting through the six figure ceiling! Now, I've already made 6-figures in just the first FOUR months of this year and I added my first $18,000 private client!"

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

Helen Graves
Grand Poohbah of Crackerjack Online Marketing Strategy

"Using Kendall's strategies I more than DOUBLED my income last year. Now, I've already made MORE in the first 6 months of this year than all of last year combined!

You're right that creating a 6-figure business is A LOT easier than I ever thought!"

Kendall generously shares her very specific step-by-step details so you've got a blueprint for success.

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

If This Transformation Can Happen For Me, It Can Happen For YOU!

Which is why if you give me 4 magical days I'll <u>HAND YOU</u> my time-tested and proven, *simple-to-implement* Million Dollar Business <u>Signature System</u> Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

Signature System Workshop

In this **hands-on, LIVE** event designed specifically for **coaches, consultants, speakers, healers and other solo-preneurs** we're going to **transform YOU and YOUR BUSINESS** using my Signature System, synergistically, so that you create a joyful and authentic, high-income business.

In this Money, Marketing and Soul Intensive I'll generously share ALL of my Signature System **SECRETS**. Ladies, we even stock the beautiful ballroom with tissues to handle the tears of **happiness and relief** that are likely to flow!

Here's A Sample Of EXACTLY What You'll Get So You Can Break Through Your Money Barriers and Achieve the Emotional, Spiritual and Financial Success You've Dreamed About ...

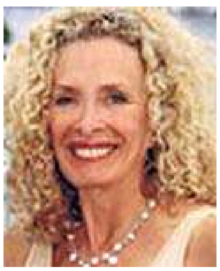
1. *Signature System* Plan "Show Me The Money"

- A simple but powerful "**wealth secret**" that will transform how much you make each month (your bookkeeper may think she made a typo when she sees your new numbers!)
- Why you may be trapped by your family's money history...and how to **let go without guilt** so you can create your own money legacy
- Which specific money actions are keeping you stuck in low-end income or needy clients, and what you can do **TODAY** to reclaim your "**money power**" with **grace and dignity**
- Resolving that insidious inner conflict between wanting to make more money and feeling guilt, shame or fear about **increasing your income** (this alone will open up a floodgate of new income for you...even BEFORE **I hand you** my million dollar blueprint!)
- Why you may be unconsciously **pushing money away** from you and how you can **fix that right now** (Hint: the secret is revealed in your Money Archetype)
- Which spiritual **money practices are bogus** and what to do instead that will kick up your revenues... fast!
- Which areas of your **environment** are likely holding you back from making more money and what **ONE simple action** you can take to **overcome this important problem**

- Why you are **pre-destined to make more** than you are now, and how to know how much that is!
- Five ways you **may be throwing money away** and **what to do right now** to stop these disempowering actions
- The **single most important** question you can ask to **instantly transform** how much you make (this is like being handed the keys to the kingdom!)

BONUS: You get my...

- Money Tracking Form
- Money Archetype Assessment
- Money Archetype Cards
- Checklist of Practical AND Spiritual Money Practices



Evana Maggiore

"In just one year of working with Kendall I TRIPLED my income and launched multiple new income streams!"

Evana Maggiore
www.fashionfengshui.com

#2. *Signature System* Plan "Leverage Your Time"

- How to stop wasting time on traditional "time management" systems that don't work and instead **manage your time like a million dollar business owner** (this is so simple, you'll wonder why no one told you this before!)
- How to **free up as much as two hours per day**, and eliminate loads off your to-do list
- Why hiring a "virtual assistant" may sabotage your success (and what you can do instead to **get the help you desperately need even if you're on a tight budget**)
- How to turn your assistant's time from an expense into **income**

- How to know which are the **right things to focus on** so you don't end up frustrated with low-income results
- Why you **must get rid of this deadly distraction** sitting right now in your office (believe me, it's costing you tens of thousands, maybe even hundreds of thousands in lost income just for this year alone!)
- The **four simple words** that will transform your time from "wasted" to "wealthy"
- One simple trick for **cutting out an entire day of work each wee**k (think about it - 52 additional days each year to **spend how YOU want**)
- How to know which tasks to **delegate** based on the stage of growth your business is in (Hint: holding on too long to 5-figure tasks will keep you from **leaping** into 6- and high 6-figures)
- How to **get others to respect your time** so you're not interrupted from your high payoff activities
- Why **setting clear time boundaries** with clients will **instantly increase** your income (and a simple tip on how to do so in a way that actually **strengthens** your relationship)

BONUS: You get my...

- What's The Value Of Your Time? Chart
- Word for Word Script For Setting Clear Client Boundaries With Grace And Ease

Baeth Davis
Hand Analyst

"Kendall showed me how to fill my first high-end program with a simple email campaign in a couple of weeks with 11 people at $12,000/ person. That's over $132,000.00 dollars in income!"

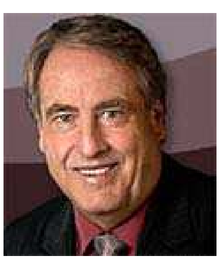
"Since that time, I've added over one million dollars to my bottom line with high-end programs. I work with highly-motivated, DECISIVE clients. Thank you, Kendall, for providing a paint-by-numbers model that raises the bar in terms of business profitability and client satisfaction."

3. *Signatue System* Plan "Leverage One Single Program or Product Into MULTIPLE 6-figure Income Streams"

- How to create the "**Kendall Cascade**" of programs, products and services, all from just **one simple idea** (this is what will practically guarantee your income...for life!)
- Step-by-step **million dollar business blueprints** (each one is **shockingly easy** to implement) *See my note below as to WHY I'm **handing these valuable documents to you**. My marketing buddies may get mad but I'm committed to helping as many solo-preneurs as possible **achieve their dream income and lifestyle business!**
- If you're launching a teleseminar, info product or coaching group, why you're likely **missing out** on the **real secret** to creating multiple 6-figure income streams
- When it's best to **create Passive Income** versus **Leveraged Income**
- The **3 hottest income streams** that are **easy to implement** and yield high payoff ... and which ones are best to avoid
- The **exact system** I use to **plan out every product or program launch** so I keep my sanity and protect my valuable time off
- How to create a 12-to-24 month action plan so you can **predict your cash flow** month-to-month
- How to **quickly and easily** transform your **current business model** into a multi 6-figure, even 7-figure, success... without giving up what you most love to do (you'll find you get to do MORE of **what you love**, and less of what you detest)
- How long it **really takes** to create an info product (such as a home-study course or CD set) and how to **dramatically cut that time**
- How to fund your info product projects **without spending a dime** of your own money
- How to quickly and **easily create content** without ever running dry of ideas

BONUS: You get my...

- Million Dollar Business Signature Systems!
- Detailed Checklist of Which Income Streams Are Hot
- Sample Implementation Plan
- Marketing Calendar Template
- Simple Product and Program Launch Flow Chart
- Info Product Creation Checklist and Sample Work Plan



Terry Hickey

"Thanks to just ONE idea I got from Kendall I've brought in over $20,000 in the past 90-days, and the opportunities for more are right at my fingertips!"

"I knew I wanted to switch from being a traditional therapist to offering specialized coaching, but I didn't know what to do first or how to get started. Kendall gave me a specific action plan, showed me how to pinpoint my ideal market, then helped me **design a strategy** and **lucrative packages** that my clients are clamoring for.

I'm helping people make dramatic changes AND I'm making great money doing what I love most, which was my dream. Plus, the opportunities for JV partnerships are streaming in, which is exactly what I hoped would happen. **When she says that making great money is part of your spiritual path**, believe it, because it's **true**!"

Terry Hickey
Belief Change Alchemist
TerryHickey.com

4. *Signature System* Plan "How To Create Membership ('Continuity') Programs"

- What one simple addition to your membership program will likely **keep members for life**
- Often overlooked membership style programs **anyone can offer**
- How to start your membership program on a **shoe string budget**
- How to **serve your members** without getting burned out or resentful
- How to **LEVERAGE your membership program i**nto greater income streams, while serving the needs of your members
- Which components you need and what you don't, plus which tools to use to **make your membership program simple to run**
- How your membership program fits nice and neatly into your million dollar blueprint strategy
- When is the **right time** (and how) to launch your continuity program
- **How to price** your membership program (and where to find the hidden GOLD in this important revenue stream)
- Creative **ways to turn** one membership program into multiple streams of income in 12 months (or less)

BONUS: You get my...

- Membership Program Checklist
- Sample Guest Speaker Form
- Sample Call Reminders
- Sample Ezine Special Announcements
- List of Sample Membership Program Components
- Resources for CD Duplicating and Fulfillment

Nancy Marmolejo
Online Visibility and
Social Media Expert

"I'm consistently having my BEST MONEY MONTHS EVER and have now TRIPLED my income"

"Kendall helped me transform my various coaching packages into lucrative programs my clients LOVE! I'm consistently having my BEST MONEY MONTHS EVER and have now tripled my income.

Plus, my clients are experiencing unprecedented success. By focusing on value, my Unique Brilliance, and client results, it's a win-win for all. What makes this even sweeter is the type of client I'm attracting: the serious entrepreneur who knows that investing in herself and her business will yield incredible pay-offs."

Nancy Marmolejo
Online Visibility and Social Media Expert
www.VivaVisibility.com

#5 *Signature System* Plan "How To Attract And Lead A High-Service Team That Serves You"

- How to know if you're tolerating poor performance on behalf of your team and **what to do about it** without being a you-know-what
- Why your **communicating style** may be sabotaging you getting the support you need (and how to communicate authentically while still **getting your needs met**)
- Creative ways to **turn your team's time** into profitable time
- One simple thing you must do to **keep from outsourcing your power** when you outsource your tasks
- Why **women need more team support** than men and how to get that support even on a tight budget
- The reason why you're likely still doing too much (even if you have a team) and what **one simple mindset shift** you must make to eliminate this pesky problem forever
- How to stop trying to "model men" in your leadership style and instead **lead like the Divine Feminine Goddess** you truly are
- How to **respectfully** terminate your assistant (else risk putting up -- and paying for! -- inferior service that will slow your success down by tens of thousands of dollars!)

- How to get out of the "I can do it better/faster" trap and start **delegating like a million dollar business owner**
- Which things are best to outsource locally versus virtually
- The one deadly **mistake most solo-preneurs make** when hiring their team (not knowing this will cost you a ton!)
- A **simple strategy to keep from** drowning in emails and questions from your team (this strategy alone will **save you hours** every week!)
- Which documents you must have your team members sign to protect you and your business
- How to "**secret shop**" your team's emails to clients so you're assured that all communication **matches your integrity** and brand
- Why having everyone on your team totally **"get" you and your brand** is crucial to **building a high-income business**

BONUS: You get my...

- Checklist of What I Outsource
- Sample Script of How to Terminate a Team Member
- Sample Email Between Me and My Team That Saves Me Hours Every Week

Dr. Ritamarie Loscalzo

"Within less than a week of listening to Kendall's home study course, I made $10,000.00 enrolling clients into my first 90-day Platinum Level program."

"I used her enrollment form template, phone strategy and mindset techniques and **I couldn't believe how easily I was able to get people enrolled.** I can't wait to see the amazing results next time, when I fully apply ALL of the principles."

Dr. Ritamarie Loscalzo
www.FreshnFunLiving.com

#6 *Signature System* Plan "How To Charge What You're Worth And Get It"

- How to know if you're undercharging (you probably are!) and what to immediately do to **stop this destructive habit**

- Why keeping your fees low is **hurting your reputation** and turning clients away
- Why it isn't "greedy" to charge more (and how doing so actually helps you **serve others in a bigger, more meaningful way**!)
- My signature fool-proof-formula to **know what to charge** every time
- How to **answer the question**, "What do you charge" without shooting yourself in the foot
- When is the **right time** to introduce your fee to your client (not knowing this practically guarantees losing the sale)
- How to know when it's appropriate to **raise fees with current clients** (and what to say so they accept the change without blinking an eye)
- The secret your **Money Archetype reveals** about how much you can really charge
- How to **confidently quote your new fee**...and hear "yes!" from your prospective client (this feels so good you'll be excited to do it again)
- What one thing you must have to **easily and ethically** justify charging more
- Simple **payment plan strategies** that help your clients pay more without feeling the pinch

BONUS: You get my...

- Script of How to Handle Questions About Your Fees
- Script When Raising Your Fees With Existing Clients
- Sample Payment Plan Strategies

Sue Crutcher

"Within just one week of Kendall's workshop in Tucson, I doubled my rate, then added another 50% to it, then doubled it again. Clients keep saying 'yes' so I keep raising my fees!"

"Originally, I had decided to work with seven people until I got my feet wet and felt comfortable with what I was offering. Then, I got thinking: "That's pretty pathetic, Sue. Why not make it three, then raise the price; break at seven; raise the price again with a final break at twelve before I go into my full program?"

In reality, when I brought the concept up in my conversations, my first 'client' (whom I had suggested a rate to and asked her to think about it) – **doubled** the rate I had suggested of her own accord. Woohoo!

When I talked to the second person, my mouth **automatically added 50% more** to the rate which she accepted without so much as blinking. When I talked to the third person, who is very excited and part of another coaching program I am in, my mouth **smoothly doubled the previous rate**.

Yesterday, I happened to mention the new workshop I had just returned from, how excited I was and a few things that I learned. One woman immediately grabbed my arm and practically begged me to sign her up. I told her straight up that I had reached my cap at my introductory rate and that hers would be higher. It didn't phase her. So, she is at **triple** the first client for pricing. So, it would appear, sometimes when my mouth gets ahead of my brain it can be a good thing!

Two weeks later – I am half way to my final pricing goal, signing up a minimum of one private client a week, and well on my way to developing my first group workshop to be presented this fall. I look forward with great anticipation to the leaps and bounds ahead."

Sue Crutcher
www.suecrutcher.com

*** Already secured her seat to attend ***
Money, Marketing and Soul Intensive **this October**

Signature System Workshop

As Much "How To" Info As I'm Already Generously Giving Away In This *Signature System* LIVE Workshop, The Benefits Wouldn't Be Complete If I Didn't Mention This...

BONUS "Spiritual Benefits Of Attending This Live Event"

- Dramatically **increased self-confidence** and personal self-mastery
- A clear map of **what to do next** in your business so you're **serving more people** in a highly paid, highly leveraged way
- Satisfaction of knowing your **business model supports** your desire to **make a difference in the world**!
- **Powerful networking opportunities** (the potential JV relationships you can create here are awesome!)

For the first time, feeling like you've "**found your tribe**" of soul-sisters

An **inspiring** and **truly safe environment** in which to authentically share what you value most about yourself and your business

To join a **community** of **amazing, inspiring women** (and some great guys, too!) who have big hearts and want to share their gifts with the world...just like you do!

Be part of the "**Kendall Way**" of creating an **amazing lifestyle that serves you so that you can serve others**

Being **connected** to a **mentor who truly loves** and cares about you (you know the power love has to transform good into great!)

Creating **life-long friendships** that **inspire** you to achieve and **live your potential**

Contribute your **support** to other like-minded entrepreneurs in their quest for **spiritual** and **financial success**

Opportunity to rub shoulders with my star clients (these super supportive people will **generously help you** easily absorb what you're learning)

A masterful, graceful live event experience that makes learning **effortless** and most of all, **FUN!**

BONUS: You get my...

- Divine Feminine Wisdom throughout the entire event!

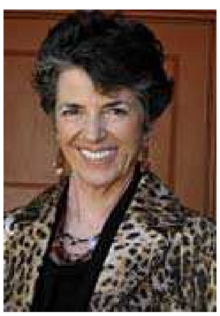
Signature System Workshop

Is This LIVE Signature System Event Right For You?

No event can meet the needs of everyone. Which means that only the RIGHT people will be attracted to the energy and information of this transformative event. Let's see if this is a fit for you so you can feel confident about securing your ticket today, okay?

This Intensive is **PERFECT** for you if you:

- Want **freedom** from fear about money
- Feel stuck or overwhelmed about how to redesign your business model so it meets your **financial** and **lifestyle goals**
- Love the **idea** of c**reating a multiple streams of income business** (and the freedom that goes with it!) but are confused as to how to actually **accomplish it** without working harder
- Feel you have something **powerful to share** with the world, but need direction and a **step by step plan** (plus a loving kick-in-the-pants) from a mentor you feel **connected** to
- Crave **community** and **connection** (like being part of a healthy, extended "family") with people who **support you** and who you **enjoy being around**
- You've been seeking **practical marketing** and business information but only if presented in a way that **honors your heart** and **soul**
- Want to **feel good** about the difference you're making in the world AND make an **amazing income**
- You want to be a **positive role model** of soul and success for the people in your life
- Wished you had a real-life mentor who would **tell it to you straight** and show you **exactly what to do** and when to do it so you can **live up to your potential, helping others**
- Love my Money, Marketing and Soul message and have been waiting for an affordable way to **learn with me — up close and personal — LIVE**



Vicky White

"I'm celebrating my first $20,000+ month"

"In the past, I offered several 12 month programs and never did fill any of them. But this time, using Kendall's specific step-by-step strategies, my program SOLD OUT so easily I could hardly believe it was happening for ME.

As a result, by August I'd already made more than I did for all of last year! In fact, I'm celebrating my first $20,000+ month. Now **I have a template for platinum success** I know I can use again and again. This is the system and structure I've been searching for."

Vicky White
www.LifeDesignStrategies.com

What This LIVE, In-Person *Signature System* Event Is NOT...

- ***A multi-speaker show that just tries to cram stuff down your throat.***

  --> 90% of this event is taught by yours truly, so you're getting what you came for -- training, mentoring and Q&A directly from the source.

- ***A lot of theory that glosses over with the "what" and the "why" but not the HOW.***

  --> I'm revealing step-by-step HOW to design and run your high-income business. I'm even including templates, scripts where needed, checklists and resources so you have EXACTLY what you need to be successful!

- ***A replay of material I've already taught in past teleseminars.***

  --> Nearly ALL of what I'm delivering at this event is BRAND NEW. Innovative marketing and soul strategies are what I'm famous for so you can trust you're getting the freshest, BEST information I have to offer!

- ***A rehash of what other marketing experts teach.***

  --> I think it's fair to say that NO ONE teaches how to create money breakthroughs or how to charge what you're worth like I do. And I don't mean to brag but honestly, I'm considered the master at these topics. Plus the "go to gal" on how to create not just one, but MULTIPLE streams of income from every program or product you launch. These are my signature systems and I'm sharing them, LIVE, with you on October 21-23.

- ***One of those "infotainment" events that are like fast food -- fun to consume but doesn't deliver any real content.***

  --> While you WILL have a great time, this event is designed to deliver what you came for —practical, how-to steps that are easy to implement.

- ***A carefully "choreographed" event where you never have the opportunity to ask questions***

  --> I've designed "spotlight" coaching time throughout the Intensive so you have ample opportunity to get up close and personal with me on stage. Plus, we've designed in plenty of Q&A time, providing even more opportunity to get your questions answered. And as a special bonus, we'll have my Certified Money, Marketing and Soul Coaches on hand to help out with any additional support you need. So, we've got you covered!

Carolyn Ellis

"Good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Absolutely -- way more money, much less time and effort -- and more fun!"

"I'm so excited to share with you that I've just signed up my first client for Brilliance Mastery. I told her how I designed a program just for her -- and she was chomping at the bit (hey, that's a good one isn't it Kendall, you horsewoman you!) to say yes!

I'm stopping doing the traditional coaching 3-4x/month program. But the good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Thanks to using Kendall's tools in just 20 minutes I created a graceful way to make $500,000. So... yahooo! I'm thrilled!"

Carolyn Ellis

www.BrillianceMastery.com

**** Already secured her seat to attend ****
***Money, Marketing and Soul Intensive* this October**

"Okay, Kendall, Sounds Great! But What's The Investment?"

Clearly, I could charge just about anything I wanted for this one-of-a-kind event. After all, what I share will literally be **worth** at least TENS of THOUSANDS, even HUNDREDS of THOUSANDS of dollars to you over the lifetime of your business. And that doesn't even include the value of you feeling increased confidence and happiness as you make more money, doing what you love.

Remember, I'm sharing a complete, Signature System that took me years to develop, so you know this event will:

- **Take months of planning and preparation off your shoulders**
- Give you new **income streams** you can **launch almost immediately, some are even virtually FREE**
- Include **checklists, forms and templates** to help you be successful
- Save you from **making costly, time consuming mistakes**
- Help you create **dramatically more money**, even with your very first or next client
- Remove all of the guesswork regarding **getting started** the right way
- Solve the problem of how to **leverage your time** into **greater income while working less**
- Bring you the soul-fulfilling **financial and spiritual rewards** you've been seeking
- Position you as an **expert** in your industry
- Ensure you **only work** with your **ideal clients**
- Transform your business model into **one you love**

As you can see, it’s packed with value. In the past, this step-by-step information has ONLY been shared with my most elite clients. BUT, I honestly wouldn't be fulfilling MY Soul's Divine Purpose™ if I held back and didn't share this you.

So after much **soul-searching**, my inner wisdom kept urging me to make **attending this event** a no-brainer for you.

Honestly, just one strategy alone from the How to Charge section would cover the reasonable ticket price, plus all your travel expenses, **at least ten times** over. When you add in the strategies on **creating multiple 6-figure income streams** I'm sure you'll agree that this is an investment that provides a **life-time** of return and **value**.

The Signature System Event Investment Is Only $2,997!

Yes, that **includes all three days of the Signature System Event**.

Yes, I know that this seems almost too good to be true, especially when you consider what this information is worth in terms of your return on investment (which could easily be instant). I'm positive that $2,997 is significantly LESS than how much **more you'll make** with your very next client alone.

AND don't forget, that doesn't even begin to scratch the surface of how **much this information will be worth to you** in the upcoming months, even years. That means this event will **likely pay for itself IMMEDIATELY...and keep on paying for itself, over and over again.**

I can tell you that the blueprints you'll discover in this Intensive are the EXACT same ones I've used to first create a six figure business, and now a seven figure business.

What is THAT type of information worth to YOU?

"Just 3 days after learning Kendall's system I got my first client!"

Carey Peters

"I just mentioned to her ONE idea I got from Kendall and she was ALL over me about it! Yee-haw! Thanks for all the support!"

Carey Peters, coachtoolstogo.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

***Signature System* Workshop**

Plus, You Can Bring a Friend for ONLY $50. Here's Why ...

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional $50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

Want to Get the Very Most Out of This Event?
Join an Elite Group of VIPs and Receive BONUS Add-On Day FREE

Bonus Add-On Day Includes These Celebrity Guest Speakers and Mentors...

Multi-Millionaire Entrepreneur James Malinchak teaching ***"How to Make Money From Speaking"***
Marketing Coach Helen Graves revealing ***"What to Say if You Hate to Sell"***
Master Belief Change Expert Terry Hickey and I co-leading ***"How to Eliminate Bad Apple Money Beliefs so You Can Enjoy the Abundant Fruits of Your Money Tree"***

Upgrade your ticket to **VIP** or **VIP Elite** and you'll enjoy privileges such as the **BONUS Add-On day FREE** (Oct 24th) where you'll learn in-depth info with celebrity guest speakers (and my personal mentors), enjoy **gourmet lunches** — my treat! — feel pampered and appreciated with special **goody bags** and **network**.

Networking at events is a **fantastic opportunity** to create JVs, forge new relationships, create collaborations projects, meet people **you've heard about** and to rub shoulders with women who've **walked the path of where you are now**. VIP tickets are an additional $297. VIP Elite tickets are an additional $497.

NOTE: VIP Elite is strictly limited to 100 tickets and we have **LESS THAN 9 still available**! VIP Elite includes additional privileges such as **VIP "front and center" seating**, **early event** check-in, **deluxe** goody bag filled with items **hand selected** by me, ticket to **invitation only cocktail reception** with me AND my **special bonus day guests James Malinchak**, Helen Graves and Terry Hickey, photo **opportunity with special guests** and more.

How To Upgrade: You'll have the opportunity to upgrade your ticket to VIP or VIP Elite right after you secure your ticket to the Intensive. Details are on the "thank you" page you'll see in just a moment.

May I Show You How You Can Attend The Money, Marketing and Soul Intensive For Free?

- Adding just ONE new high-end client will **easily cover** your investment in getting your hands on this life-changing information. Multiply that by three clients...now ten...pretty amazing return on investment, don't you agree?
- Launch just ONE **new** income stream (don't worry - I'll show you how) and your investment will seem like peanuts
- Use any ONE of the **money breakthrough systems** I'll teach you and you'll immediately experience the joy of increased cash flow
- My **money back guarantee** makes your investment **RISK FREE** (see below for details)
- Your ticket likely qualifies as a **business deduction** on your taxes (of course, be sure to check with a tax professional)
- ... the list of ways this investment **MORE** than pays for itself is endless!

Alicia M Forest, MBA
Multiple Streams Queen & Coach™

"In less than 3 weeks, I had 7 new clients and generated $43,450 in new income. It truly could not have been easier."

"I had basically stopped coaching one-on-one because I wasn't happy with the traditional coaching model. I felt it didn't serve my clients or me in the best way. I wanted to put in place a process and a program that lifted the coaching relationship to a new level where we both received a lot more value from it.

I went through the entire program within two days and in less than 3 weeks, I had 7 new clients and **generated $43,450 in new income**, all from simply following your program, step-by-step. It truly could not have been easier. Everything I needed was included – all I had to do was implement it to get these amazing results!

What was the most meaningful to me was being able to **share my results with my husband**. I can't tell you how good it felt to say to him, "Thank you for believing in me -- it's now paying off! I can't adequately express my **deep gratitude** and joy at being able to validate his belief in me in this way. Thank you, Kendall, thank you..."

Alicia M Forest, MBA
Multiple Streams Queen & Coach™
www.ClientAbundance.com

***Signature System* Workshop**

And, If You Register Now, You'll Receive These

FREE BONUSES:

1

Money Archetypes Assessment and Full Color Money Archetype Cards

Archetypes; Personal Assessment

Wondering what **YOUR Money Archetype** is? This easy assessment will solve the mystery for you! **Find out at the Intensive!**

Beautiful Money Archetypes; Cards

4 **stunning**, full color, large format "cards" - one for each of the four archetype quadrants of Transformation, Discovery, Power and Attention.

Each card beautifully illustrates the **Spiritual Money Path** of your clients' Money Archetype, plus provides detailed information (on both sides) about the specific money challenges, spiritual **money actions** and motivating money words to help you create amazing money breakthroughs. Each card set comes in its own envelope for elegant presentation.

Value of this information? Considering it has the power to transform how much you make -- and keep -- each month I'd say it's PRICELESS!

2

Templates, Scripts, Checklists, Examples And More!

This special bonus will **save you HOURS of time**. I've carefully packaged the tools you need to be successful with each of the income streams I'll reveal. These are the SAME tools I've used in my business for years, so you KNOW they work!

Each of the templates, scripts, checklists, examples and more is beautifully presented in a gorgeous binder. Easy for you to reference over and over again, as part of your six and seven figure success blueprint!

Value: Honestly, the worth of these templates, scripts, checklists, examples and more is hard to estimate. Especially when you consider they represent years of work and effort on my part to create. So I think it's reasonable to say they're worth $497

3

Million Dollar Business *Signature System* Plan

I'm handing you the keys to the kingdom when I give you my million dollar Signature System that anyone can use to create a six and seven figure businesses. This is the **EXACT** Signature System I used to create my seven figure lifestyle business. Your blueprint is beautifully printed in full color, ready for you to hang in your office so you stay on track, every day. The blueprint will tell you EXACTLY what to do!

Plus, I'm including many examples of six and seven figure business models. These "done for you" templates mean you can just "select and go" when it comes to designing a high income business you love. Honestly, making a lot more money couldn't be easier!

VALUE: Clearly, the value of the Million Dollar Business Signature System is worth, well, seven figures! Even more when you think of repeating that kind of income year after year, like I'm now doing. So let's just say this bonus is worth $2,997

4

Spotlight Coaching Sessions LIVE With me On Stage

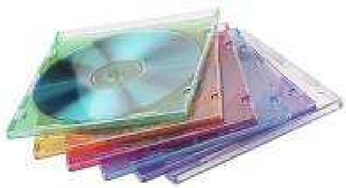
I'm including opportunities for you to receive "spotlight" coaching with me, up on the main stage, throughout the event.

I'm known for my ability to get right to the bottom line of an issue...FAST, and LOVE these

spotlight sessions! Believe me, what can happen in just a few minutes of coaching with me has the power to transform your business and create extraordinary new possibilities for you that can benefit you for a lifetime!

VALUE: Taking into account that I've created a 7-figure business the value of these spotlight sessions is easily calculated to be over $1,000

5



Complete Audio Recordings Of The Intensive

A few weeks after the event we'll send you your personal set of recordings, ready to play back and recapture the information and the spirit of the event. (Note: If you live outside North America there will be a small shipping fee off $19 applied prior to mailing your order)

VALUE: Considering that I'll sell these recordings as a home study program later, the value is easily $1,500

6

Lavish Goody Bag

We'll pamper you with a goody bag FILLED with fabulous treats to inspire you and keep you comfortable. Each item is hand-selected personally by me so you know everything is of top-notch quality!

VALUE: $197

7

Bring a Friend Option For Just $50!

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional $50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

VALUE: Full $2,997 ticket price

NOTE: You Can Purchase This Special Option Only AFTER Purchasing Your Primary Ticket To The Intensive. You'll find the link for this option on the following "thank you" page.

I'll Even Include These Two Pre-Event Bonuses To Help Get You Started On Your Money, Marketing and Soul Journey Today...

Pre-Event Signature System Video Tip Series

Between now and October 15th when you walk through the doors, I'll send you video tips on my favorite million dollar mindset and business model Signature System strategies.

VALUE: While one tip alone could be worth the value of a new client, or doubling your fees, or any number of other benefits, let's just say this bonus is worth $497

THREE MONTHS * FREE* membership in my popular Success Circle Coaching Club

You may have already heard about my popular Success Circle Coaching Club. It's been an overwhelming success with hundreds of members.

I'm gifting you with a FREE THREE MONTHS membership that includes ALL Success Circle benefits.

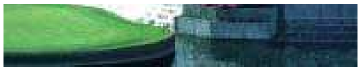
You don't have to wait -- your membership benefits will begin as soon as you complete your ticket purchase to the Money, Marketing and Soul Intensive. If, after the 90 days you want to cancel your membership, simply let us know via phone or email, and we will stop your membership immediately. Otherwise, your credit card will be automatically charged $97/month for this great value.

Note: If you're already a Success Circle member, this bonus does not substitute for your regular monthly membership tuition.

Value: $291

Here's a Peak At Our Beautiful Money, Marketing and Soul Oasis in Peaceful Tucson, Arizona

I cannot think of a better setting to have this event! Every time I'm at this resort, magic happens. Nestled right up against the scenic Catalina Mountains, in the beautiful Tucson foothills, is where we'll spend 4 magical days together. Every room has a **private balcony** so you'll wake up **relaxed** and ready for an **amazing day** you'll spend with me and your Money, Marketing and Soul colleagues.



When you attend this event, at this beautiful luxury hotel, you'll be saying yes to an **environment that supports** your business vision and your journey into a whole new level of success.

I take my environment very seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 4 days together. Environment has a HUGE **impact** on how productive, creative and effective we are able to be in our work so I wanted to include that mindset into this entire experience.

As soon as you register for the MMSI, hotel details will be provided to you so you can book your reservations. We've negotiated an amazingly low rate for you, at just $149/night. You're also welcome to arrange a room share if you're watching your budget.

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. I'm a huge fan of daily self-care because I know that when we feed our soul, it's easier to fill our purse!

The rooms are gorgeous, a perfectly cozy space so that you can soak in everything that happens at the event.

Your room also has a huge "soaking tub" and even has a t.v. next to the marble sink. **I love that**!

Here's the dining room where you'll hang out in the evening, chatting and sharing notes with your colleagues. Notice the views of Tucson through the picture window? Gorgeous!

You'll feel like you've stepped away from everything so you can really soak up what you're learning.

And, with a tennis center, two 18-hole, Fazio-designed PGA golf courses, hiking, biking, recreation and fitness facilities and classes, and many other activities you'll never run out of stuff to do.

Or, if relaxing is more your style, you can hang by one of the two beautiful swimming pools or get a treatment at their 7,000-square-foot, full-service spa. Or enjoy some really delicious room service when you're up for a quiet night in.

Away from your everyday activities, in a peaceful but energizing environment, you will discover:

- Your **spiritual money path** – critical for determining your practical Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.

- Your **Money Archetype** – necessary to demystify WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**.
- And **How to Leverage Your Business Model**...which holds the key to creating stream after stream of **cash flowing into your business**

Plus, to put you **100% at ease**, I'm giving you...

My Generous "MORE Than Your Money Back" RISK FREE Guarantee

I'm so confident that the information you'll learn at this Intensive will give you what you need to transform your money mindset and your business model that if, at the end of the first day, you feel I'm not delivering on what is promised on this website, you can choose to turn in your materials, exit the event and ask for a full 100% REFUND.

I'll refund your main event ticket PLUS **I'll even donate** $250 to the animal charity of my choice.

(Sorry, there are no refunds for VIP Networking or Bring-a-Friend tickets).

No quibbling...you have my word on it!

Kendall

ARE YOU READY?

** *NO RISK* REGISTRATION FORM **

"Yes Kendall, I can't wait to learn the Signature System Plan on creating a six and seven figure business!"

I understand that when I attend the Money, Marketing and Soul Intensive with this group of other soulful, spirit-rich entrepreneurs in Tucson, Arizona, October 21-23, 2010 (with a special add-on day, October 24), I will receive instant access to:

1. **My Money Archetype** which will reveal my **Spiritual Money Path** and **Spiritual Money Actions**

2. The **Million Dollar Business Signature System** which will show me, step by step, how to transform my business into a six or seven figure success (provided I follow the steps and do the work)

3. **Specific training** on how to transform even one idea into multiple six figure income streams

I also understand I will receive these benefits:

- Money Archetypes Assessment and a set of full color Money Archetype Cards
- Workbook filled with templates, scripts, checklists, examples (and more) for each section of the blueprint.
- Opportunity to receive spotlight coaching with you on the main stage during the event.
- Opportunity to ask questions of you during the event.
- Audio recordings of the 3 main event days, sent to my home a few weeks after the event (thank you for this amazing bonus!)
- Lavish goody bag, filled with items you've hand-picked.
- Pre-event video series to help me get off to an awesome start.
- **3-months FREE membership in your Success Circle Coaching Club**. I understand that includes live monthly calls with you, CDs of calls mailed to my home, every-other-month GUARANTEED personal coaching with your Success Circle coaching team and access to your online Mastermind community.
- Option to bring a friend, spouse or colleague for a MORE than generous $50 additional fee. I understand this option is available once I complete my purchase of my event ticket. Sorry, only ONE Bring-a-Friend ticket allowed per regular ticket purchase.
- Better than NO RISK guarantee. I realize I have up until the end of the first day to ask for my money-back. I also understand I'll turn in my materials, exit the event and that in addition, you'll donate $250 to your favorite animal charity should I chose to quit the Intensive.

  *** **PLEASE NOTE:** If you decide not to attend the Intensive, you have up until **30 days before the event** begins to ask for a refund. We'll refund your ticket purchase, less a modest $50 bookkeeping fee. After the 30-day cutoff, you can apply the funds to Kendall's future events or any other products and services within one year. This is so we can prepare all of the fabulous goody bags, event materials and lunches for an accurate count of participants. ;

Pay in full now for only $2,997

I can't wait to welcome you to the "Kendall Way" of making amazing money doing what you love! Your success is dear to my heart and I will do everything in my power to help you break through your money barriers, create multiple streams of income and achieve the emotional, spiritual and financial success you've dreamed about!

Love and brilliance,

Kendall SummerHawk
Million Dollar Marketing Coach

P.S. - If you watched the video on the top of this page you got an idea of what it would be like to work with me live. I know people say this a lot but I **promise** you this will be like no other event **you have ever attended**!

I have a reputation for **cutting out the fluff**, getting to the heart of what you need and delivering proven, simple tools you can **implement immediately** to **see results**. This event will be no different! I've put together a system that has **proven** itself over and over again and have designed the Intensive so you'll feel energized and **inspired** to **take action** and you'll know **EXACTLY what to do next**...unlike other events that leave you feeling totally overwhelmed. So, click here now **to join me, okay?** And finally claim the time, freedom and money you want in your life!

P.P.S. I'm known for challenging my clients on the spot. So, if you're wondering if this investment is worth it or how you are going to find the money to pay for it then I challenge you **right now** to go out and get a client. **Do what it takes** to find the money to cover your event ticket, VIP ticket, travel and accommodations right now. **I'm not kidding.** The **magic starts the moment you say "Yes!"** You can do this, I have **complete confidence** in you!

Jane Button

"I followed Kendall's simple steps and in just one month I had signed up 3 Private Platinum Fast Track members for a 6 month program paying nearly $8,000.00 EACH...with NO website or sales letter!"

" Though I have been an entrepreneur for many years and have started two businesses each with well over $1M in sales, I was in the beginning stages of my dream business and looking for all the help I could get to jump-start my newest venture. So when Kendall started talking about how I could easily and effortlessly start at the top with a "Platinum style" program, she really got my attention.

I am so grateful to Kendall for her wisdom, caring and masterful insight into business and people. I set what I thought was a pretty lofty sales goal for the first year. Kendall encouraged me to revisit that initial goal, and I have now doubled it. What she teaches works."

Jane Button
www.CraftABusiness.com

"Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible!"

"Before learning Kendall's secrets for signing up Platinum Style clients my coaching fees were about the same as everyone else's. Thanks to ONE simple strategy, I made more


Diana Long

working with just one client in ONE DAY than I ever thought possible! Plus, the client was thrilled with her results. I can't wait to duplicate my success again and again!"

Diana Long
www.DianaLong.com

Legal Disclaimer: Every effort has been made to accurately represent our product and its potential. The testimonials and examples used are not intended to guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

Still Undecided?

Ask me any question about the Money, Marketing and Soul; Intensive and I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question either I or my husband and business partner, Coach Richard, will be contacting you personally.

Kendall SummerHawk
tf: 877-393-SOUL (7685)
ph: 520-529-4960
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www.KendallSummerHawk.com
9121 East Tanque Verde Rd, Suite 105-117, Tucson, AZ 85749

Signature System Live Workshop with Kendall SummerHawk

"Here's Your Chance to Learn at My Live SIGNATURE SYSTEMWorkshop on October 15-18, 2009 the System I Used to Go From Frustrating 5-Figures to a Million Dollar Home-Based Business in 3 Short Years ... And How You Can Too!"

Why struggle and leave your success up to chance when I'll HAND YOU my proven, *simple-to-implement* Million Dollar Business Signature System Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates, examples and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

But, I URGE you to act FAST because there is ONLY *1* seat still available before we're completely SOLD OUT!

From: Kendall SummerHawk,
At my desert oasis horse ranch in Tucson, Arizona
Monday, 10:00 a.m.

Dear Solo-preneur,

- Are you frustrated because you can't seem to break through your current income level?
- Have you tried creating "passive revenue," only to be overwhelmed with how much work it takes, then disappointed with the results?
- Are you giving all of your time and energy to your clients, then winding up exhausted and even resentful of how much work you do?

- Are you tired of sitting on the sidelines — watching others break into six figures, high six figures and even seven figures — wondering why they're reaching success so much faster than you?

Believe me, I understand! I was once where you are now.

Just a few short years ago I could only imagine breaking through to 6-figures. And 7-figures? That felt like a dream that wasn't meant to happen for ME. And while I was happy for the success of others, I kept asking, "When is it going to be MY turn?"

Back then, I worked my fanny off, marketing like crazy to get 1-on-1 clients and fill the sporadic teleseminar program. I was stuck, frustrated and, I admit, getting pretty cranky.

As you well know, making even $90,000 doesn't go very far when you consider ALL of the expenses! Every dollar I made seemed to go right out the door, making it impossible to bust through the 6-figure barrier. There was a moment (okay, several) where I thought, "If I don't break 6-figures soon, I don't know what I'm going to do!"

Here's What Happened Next...

Working with amazing soul-preneurs doesn't feel like work, but a joy, knowing I'm helping them create their dream business!

The next year I quickly broke into 6-figures! And it was all from making **one simple change in my business**.

Encouraged, I realized I was onto a formula that could be repeated. The next year I implemented just a few more simple changes and **MORE THAN TRIPLED** my income, bringing in over $564,000. The year after that I nearly **doubled my income** to break through the **magical million dollar mark**.

Now, I bring in **more in one week** than I used to make all month. I consistently have **6-figure MONTHS** and am on track to more than double my income again this year into multiple millions. All while working comfortably at home, where I get to enjoy my horses, plenty of time off and a truly enviable lifestyle thanks to the financial success of my business.

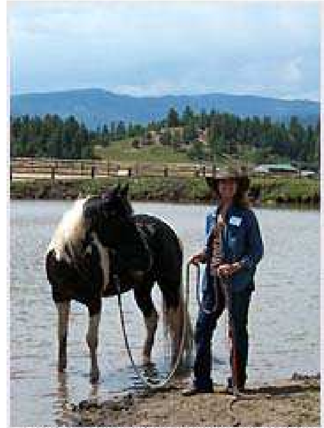
Clearly, I proved this **SIGNATURE SYSTEM Works!**

Building our new home is a dream come true! I never thought I would be able to afford such a gorgeous piece of property.

The best part is, this Signature System has **worked its magic** for my clients, too. Once I **showed my clients what to do** they began to experience similar results in their life and business -- increased income with greater ease, joy and authenticity than they had previously ever thought possible. I now have helped **create 6-figure breakthroughs** for client after client.

The success stories that flow in every week fill my heart with gratitude that I'm able to help so many people do just what I've done -- make fabulous money doing what they love. How **awesome** is that!

I ONLY work with clients I LOVE: high-achieving, spiritually oriented women entrepreneurs who want a thriving business AND a life they love. They line up to work with me because they respect how I "talk my walk" (always living the same concepts, strategies and values I mentor them on). Every program I offer is sold out, which means I can "bank" on money coming in the door. You can imagine what a secure feeling that is!


I value learning so taking time off to go to "horse camp" every summer is an experience I'll remember the rest of my life!

I only "see" clients 2 days each month, leaving plenty of time to create new programs and products that add passive revenue to my business, grow my list, create profitable joint venture relationships, and spend time on the other activities I truly enjoy in my business, such as hosting inspiring retreats and workshops throughout the year.

I have a dedicated team take care of me and all the details of running my business. I can't tell you what a relief it is to have enough help and support, giving me even more freedom to enjoy my business and my lifestyle.

I am truly humbled and **grateful every day** that I make this amazing amount of money, all the while fulfilling my Soul's Divine Purpose™: helping self-employed entrepreneurs **create financially and spiritually thriving businesses.**


Richard and I are so much more relaxed and happy, now that the money continues to flow in.

There's nothing like knowing you have a **consistent flow of money** coming in to bring you **peace** and security.

I truly hope you understand that I'm not telling you all of this to brag (that's so not my style), but to inspire you that if this dream business is possible for me, it's possible for you, too!

Everything I've done is simple and easy to repeat in YOUR business. You don't need to already be a "big name" or even have a list. You just have to have the desire for authentic success...more money, more time and more freedom in your life and business. **I'll show you exactly how to achieve this for yourself using my Signature System!**

In fact, ANYONE who has a soul-preneur business can repeat this same type of success IF they're shown how.

Imagine That THIS Is <u>YOUR</u> Business ...

Your day **starts after a relaxing morning** spent with your family or working out. When you step into your office you **feel excited**, full of the knowledge that **your day is focused on the activities you truly love** and that bring you joy. Your day flows smoothly because your business model makes it easy for you to focus your gifts on doing what you do best.

You only work with **clients you LOVE** and in return, they are a joy to work with. Even better, you are respected as an expert in your niche. Your clients get outstanding results because they're so **motivated**, they write you **amazing testimonials**, and **refer other high-quality people** to you as well. Best of all, they **happily pay what you charge**, which is now higher than ever before.

You're recognized in your industry as **someone who is successful**, someone who has discovered the secret to enjoying both an amazing -- maybe even enviable --lifestyle and a **thriving business**.

The **money is flowing in**, in amounts that surprise and delight you. You're now making **more per month** (even as much as **6-figures**) than you used to make in an entire year. You feel blessed and appreciative to be **so highly paid** for simply doing what you love. You're so happy now that you can comfortably **pay for the things that are really important to you**, such as buying gifts for your family, **investing for your future**, traveling to exotic vacation spots, adding **generously** to college funds or savings accounts.

It's **all possible for you** now.

But the best part is, you're **experiencing freedom like you've never had before**. Your business fulfills you, leaving you energized and happy so that when you're with your family and friends, you're able to focus on them, giving them your full attention and support. Your **confidence and gratitude are overflowing**. You're secure in the knowledge that you're doing your life's work...and being **well paid for it**.

This is the version of what a **truly successful small business can be. It sounds wonderful, doesn't it?**

Elizabeth Genco Purvis

"Within 3 months of working with Kendall's Signature System, I celebrated my first month of $17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing."

"Not so long ago, I was totally burnt out and frustrated in my business. Too much work, not enough money... and on top of it all, I was sick and tired of turning to so-called experts who were great at making promises, and not so great at solutions that worked for me. It was time to **make a decision**: pick ONE mentor and absorb everything of theirs I could get my heads on. That mentor was Kendall SummerHawk.

Within 3 months of working with Kendall's Signature System, I celebrated my first month of $17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing.

Kendall's Signature Systems are **simple, authentic** and **extremely effective**. There's a lot of talk about 'millionaire mindset' out there, but nobody teaches the **practical** and **energetic principles** behind money like Kendall does, and that has made all the difference in my life and my client's lives. Thank you, Kendall!"

Elizabeth Genco Purvis
The Marketing Goddess
www.marketinggoddess.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October 2009**

So, What's In The "Secret Sauce" To Creating Six, High Six and Even Seven Figures, Just Like I Have In My Business And Have Repeatedly Created For My Clients' Businesses Too?

Getting My SIGNATURE SYSTEM Plan!

Since I've **CONSISTENTLY** created high-income results for my clients, I knew I had a Signature System that could be used by ANYONE. A Signature System that, if followed, would produce predictable results over and over again, just like your favorite shampoo: wash, rinse, repeat.

And, the best part about this Signature System is its **simplicity**. This Signature System can be boiled down to just two very simple concepts:

Signature System Concept #1: Creating Powerful MONEY Breakthroughs

My groundbreaking Money Archetypes Signature System demystifies WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**. This amazingly accurate system outlines your Money Spiritual Path and lists the Practical and the Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.

And this is only the START! The **money breakthrough strategies** I'll reveal in this Intensive include busting through old myths and stories you may have "inherited" from your family and friends and dissolving old beliefs about **how much you can charge** and **how much money** you even deserve to keep. These strategies alone are easily **worth TEN TIMES** the modest investment in this live event!

Signature System Concept #2 Creating a Business Model That Gracefully LEVERAGES Every Service, Program or Product into Multiple Streams of Cash Flowing into Your Business

This is where my life -- and the lives of my clients -- really started to change. Instead of worrying where the **money** will come from I'll show you a simple way to create stream after stream of **cash flowing into your business**, all from even a single product or program. This is the **magic you've observed** in my business...and the REAL secret as to how I keep creating **6-figure MONTHS**, all while **working FAR LESS** than I ever have.

Miriam Ortiz y Pino

"I gave myself 6 weeks to make $10,000 and now that I add it all up I made $11,157.59!!!!!"

"Participating in Kendall's programs gave me all the steps and resources I needed to raise my rates and launch a new workshop series. Kendall and her team helped me finally feel like someone is on my side in up-scaling and streamlining my business. Everything is systematic!

I gave myself 6 weeks to make $10,000.00 and now that I add it all up I made $11,157.59!!!!! Now I'm going to do it in 4 weeks."

Miriam Ortiz y Pino CPO®
More than Organized
www.morethanorganized.net

*** Already secured her seat to attend ***
Money, Marketing and Soul Intensive **this October 2009**

Uh-oh ... I'm About To Get Myself In Trouble With Some Of The "Marketing Experts" Out There ...

What I'm about to say may **SHOCK you** but I need to get this off my chest...

You've been led to believe some things that have HELD YOU BACK from achieving your dream business. They are myths, lies even, that have cost you money, time and happiness, making you think what you're doing isn't good enough, or, worse yet, that YOU'RE not good enough.

Ugh! This makes me so mad I could just scream! **You know by now** that I'm a woman with the utmost integrity, someone who can be trusted to **tell the truth** (even if I risk offending some of the "experts" out there).

So, I'm pulling back the curtain right now, on some of the lies you've been told:

- ***"If you just create "passive revenue" you can retire to a beach with a fruity drink and an umbrella."*** Yeah, right. The TRUTH is that while passive revenue (such as info products, ebooks, CDs, etc.) are an important part of a successful business model, relying on these income streams can take years to pay off. Who can wait that long?!

- ***"If you just work more hours, you'll make more money."*** Good golly, you're already working yourself to the bone, how much more could you possibly squeeze in? Working more is the first thing small business owners think will solve their cash flow problems, but in TRUTH, it's the LAST thing that should be attempted.

- ***"If you keep your fees low, you'll attract more clients."*** If this were true, then WHY are the super-stars in your industry each offering pricey coaching programs and home study courses? Once you learn HOW to raise your fees you'll eagerly and confidently do so.

- ***"If you're working this hard at 5-figures, imagine how hard you'll work at 6-figures, and high 6-figures."*** This one really makes me mad, it's simply not true! The TRUTH is that the actions that bring in 5-figures are NOT the same ones that bring in the big bucks. The secret is to know the **right business model** that will produce the income you desire, helping the people you're supposed to serve.

- ***"My clients won't pay higher fees."*** TRUTH is, they will. I've proven it over and over in my business (increasing my fees to amounts I never before dreamed I could charge). Then I turned around and proved it again with hundreds of my clients. It's just that no one ever gave you the **right system** that shows you EXACTLY how to tap into a secret, **hidden desire** your clients have to **actually pay you more**.

- ***"Creating a new income stream takes time and money"*** TRUTH is, while some income streams are indeed, costly and time consuming to implement, there are a select few that are **fast, simple, and even virtually FREE to start.** These are quick to implement and they pay-off with real money flowing instantly right into your purse. But, the experts don't want you to know about these select income streams because then you won't be so **eager to buy their products**.

Now, don't be too hard on yourself. If you thought these lies were true it's not your fault! No one ever told you the truth because let’s face it, the truth doesn’t sound nearly as sexy, right? But I’m telling you the whole truth because I know for a fact that if you implement what I share you're going to have all of the time, money and freedom you want. Now, that’s sexy! So come with me because you're about to be handed the **Keys to the Money, Time and Freedom You Desire and Deserve...**

"In last six months of last year I more than doubled my revenue adding $10,000 clients and busting through the six figure ceiling! Now, I've already made 6-figures in just the first FOUR months of this year and I

Laura H. West, PCC, CPCC
Center for Joyful Business
Attraction Marketing and Success Mindset

added my first $18,000 private client!"

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

Helen Graves
Grand Poohbah of Crackerjack Online Marketing Strategy

"Using Kendall's strategies I more than DOUBLED my income last year. Now, I've already made MORE in the first 6 months of this year than all of last year combined!

You're right that creating a 6-figure business is A LOT easier than I ever thought!"

Kendall generously shares her very specific step-by-step details so you've got a blueprint for success.

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

If This Transformation Can Happen For Me, It Can Happen For YOU!

Which is why if you give me 4 magical days I'll <u>HAND YOU</u> my time-tested and proven, *simple-to-implement* Million Dollar Business <u>Signature System</u> Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

Signature System Workshop

In this **hands-on, LIVE** event designed specifically for **coaches, consultants, speakers, healers and other solo-preneurs** we're going to **transform YOU and YOUR BUSINESS** using my Signature System, synergistically, so that you create a joyful and authentic, high-income business.

In this Money, Marketing and Soul Intensive I'll generously share ALL of my Signature System **SECRETS**. Ladies, we even stock the beautiful ballroom with tissues to handle the tears of **happiness and relief** that are likely to flow!

Here's A Sample Of EXACTLY What You'll Get So You Can Break Through Your Money Barriers and Achieve the Emotional, Spiritual and Financial Success You've Dreamed About ...

1. *Signature System* Plan "Show Me The Money"

- A simple but powerful "**wealth secret**" that will transform how much you make each month (your bookkeeper may think she made a typo when she sees your new numbers!)
- Why you may be trapped by your family's money history...and how to **let go without guilt** so you can create your own money legacy
- Which specific money actions are keeping you stuck in low-end income or needy clients, and what you can do **TODAY** to reclaim your "**money power**" with **grace and dignity**
- Resolving that insidious inner conflict between wanting to make more money and feeling guilt, shame or fear about **increasing your income** (this alone will open up a floodgate of new income for you...even BEFORE **I hand you** my million dollar blueprint!)
- Why you may be unconsciously **pushing money away** from you and how you can **fix that right now** (Hint: the secret is revealed in your Money Archetype)
- Which spiritual **money practices are bogus** and what to do instead that will kick up your revenues... fast!
- Which areas of your **environment** are likely holding you back from making more money and what **ONE simple action** you can take to **overcome this important problem**
- Why you are **pre-destined to make more** than you are now, and how to know how much that is!
- Five ways you **may be throwing money away** and **what to do right now** to stop these disempowering actions
- The **single most important** question you can ask to **instantly transform** how much you make (this is like being handed the keys to the kingdom!)

BONUS: You get my...

- Money Tracking Form
- Money Archetype Assessment
- Money Archetype Cards
- Checklist of Practical AND Spiritual Money Practices

Evana Maggiore

"In just one year of working with Kendall I TRIPLED my income and launched multiple new income streams!"

Evana Maggiore
www.fashionfengshui.com

#2. *Signature System* Plan "Leverage Your Time"

- How to stop wasting time on traditional "time management" systems that don't work and instead **manage your time like a million dollar business owner** (this is so simple, you'll wonder why no one told you this before!)
- How to **free up as much as two hours per day**, and eliminate loads off your to-do list
- Why hiring a "virtual assistant" may sabotage your success (and what you can do instead to **get the help you desperately need even if you're on a tight budget**)
- How to turn your assistant's time from an expense into **income**
- How to know which are the **right things to focus on** so you don't end up frustrated with low-income results
- Why you **must get rid of this deadly distraction** sitting right now in your office (believe me, it's costing you tens of thousands, maybe even hundreds of thousands in lost income just for this year alone!)
- The **four simple words** that will transform your time from "wasted" to "wealthy"
- One simple trick for **cutting out an entire day of work each wee**k (think about it - 52 additional days each year to **spend how YOU want**)

- How to know which tasks to **delegate** based on the stage of growth your business is in (Hint: holding on too long to 5-figure tasks will keep you from **leaping** into 6- and high 6-figures)
- How to **get others to respect your time** so you're not interrupted from your high payoff activities
- Why **setting clear time boundaries** with clients will **instantly increase** your income (and a simple tip on how to do so in a way that actually **strengthens** your relationship)

BONUS: You get my...

- What's The Value Of Your Time? Chart
- Word for Word Script For Setting Clear Client Boundaries With Grace And Ease

Baeth Davis
Hand Analyst

"Kendall showed me how to fill my first high-end program with a simple email campaign in a couple of weeks with 11 people at $12,000/ person. That's over $132,000.00 dollars in income!"

"Since that time, I've added over one million dollars to my bottom line with high-end programs. I work with highly-motivated, DECISIVE clients. Thank you, Kendall, for providing a paint-by-numbers model that raises the bar in terms of business profitability and client satisfaction."

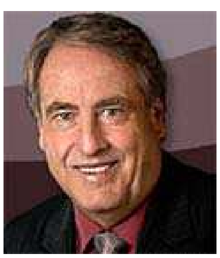
#3. *Signatue System* Plan "Leverage One Single Program or Product Into MULTIPLE 6-figure Income Streams"

- How to create the "**Kendall Cascade**" of programs, products and services, all from just **one simple idea** (this is what will practically guarantee your income...for life!)
- Step-by-step **million dollar business blueprints** (each one is **shockingly easy** to implement) *See my note below as to WHY I'm **handing these valuable documents to you**. My marketing buddies may get mad but I'm committed to helping as many solo-preneurs as possible **achieve their dream income and lifestyle business!**
- If you're launching a teleseminar, info product or coaching group, why you're likely **missing out** on the **real secret** to creating multiple 6-figure income streams

- When it's best to **create Passive Income** versus **Leveraged Income**
- The **3 hottest income streams** that are **easy to implement** and yield high payoff ... and which ones are best to avoid
- The **exact system** I use to **plan out every product or program launch** so I keep my sanity and protect my valuable time off
- How to create a 12-to-24 month action plan so you can **predict your cash flow** month-to-month
- How to **quickly and easily** transform your **current business model** into a multi 6-figure, even 7-figure, success... without giving up what you most love to do (you'll find you get to do MORE of **what you love**, and less of what you detest)
- How long it **really takes** to create an info product (such as a home-study course or CD set) and how to **dramatically cut that time**
- How to fund your info product projects **without spending a dime** of your own money
- How to quickly and **easily create content** without ever running dry of ideas

BONUS: You get my...

- Million Dollar Business Signature Systems!
- Detailed Checklist of Which Income Streams Are Hot
- Sample Implementation Plan
- Marketing Calendar Template
- Simple Product and Program Launch Flow Chart
- Info Product Creation Checklist and Sample Work Plan



Terry Hickey

"Thanks to just ONE idea I got from Kendall I've brought in over $20,000 in the past 90-days, and the opportunities for more are right at my fingertips!"

"I knew I wanted to switch from being a traditional therapist to offering specialized coaching, but I didn't know what to do first or how to get started. Kendall gave me a specific action plan, showed me how to pinpoint my ideal market, then helped me **design a strategy** and **lucrative packages** that my clients are clamoring for.

I'm helping people make dramatic changes AND I'm making great money doing what I love most, which was my dream. Plus, the opportunities for JV partnerships are streaming in, which is exactly what I hoped would happen. **When she says that making great money is part of your spiritual path**, believe it, because it's **true**!"

Terry Hickey
Belief Change Alchemist
TerryHickey.com

#4. *Signature System* Plan "How To Create Membership ('Continuity') Programs"

- What one simple addition to your membership program will likely **keep members for life**
- Often overlooked membership style programs **anyone can offer**
- How to start your membership program on a **shoe string budget**
- How to **serve your members** without getting burned out or resentful
- How to **LEVERAGE your membership program i**nto greater income streams, while serving the needs of your members
- Which components you need and what you don't, plus which tools to use to **make your membership program simple to run**
- How your membership program fits nice and neatly into your million dollar blueprint strategy
- When is the **right time** (and how) to launch your continuity program
- **How to price** your membership program (and where to find the hidden GOLD in this important revenue stream)
- Creative **ways to turn** one membership program into multiple streams of income in 12 months (or less)

BONUS: You get my...

- Membership Program Checklist
- Sample Guest Speaker Form
- Sample Call Reminders
- Sample Ezine Special Announcements
- List of Sample Membership Program Components
- Resources for CD Duplicating and Fulfillment

Nancy Marmolejo
Online Visibility and
Social Media Expert

"I'm consistently having my BEST MONEY MONTHS EVER and have now TRIPLED my income"

"Kendall helped me transform my various coaching packages into lucrative programs my clients LOVE! I'm consistently having my BEST MONEY MONTHS EVER and have now tripled my income.

Plus, my clients are experiencing unprecedented success. By focusing on value, my Unique Brilliance, and client results, it's a win-win for all. What makes this even sweeter is the type of client I'm attracting: the serious entrepreneur who knows that investing in herself and her business will yield incredible pay-offs."

Nancy Marmolejo
Online Visibility and Social Media Expert
www.VivaVisibility.com

#5 *Signature System* Plan "How To Attract And Lead A High-Service Team That Serves You"

- How to know if you're tolerating poor performance on behalf of your team and **what to do about it** without being a you-know-what
- Why your **communicating style** may be sabotaging you getting the support you need (and how to communicate authentically while still **getting your needs met**)
- Creative ways to **turn your team's time** into profitable time
- One simple thing you must do to **keep from outsourcing your power** when you outsource your tasks
- Why **women need more team support** than men and how to get that support even on a tight budget
- The reason why you're likely still doing too much (even if you have a team) and what **one simple mindset shift** you must make to eliminate this pesky problem forever
- How to stop trying to "model men" in your leadership style and instead **lead like the Divine Feminine Goddess** you truly are
- How to **respectfully** terminate your assistant (else risk putting up -- and paying for! -- inferior service that will slow your success down by tens of thousands of dollars!)
- How to get out of the "I can do it better/faster" trap and start **delegating like a million dollar business owner**
- Which things are best to outsource locally versus virtually
- The one deadly **mistake most solo-preneurs make** when hiring their team (not knowing this will cost you a ton!)
- A **simple strategy to keep from** drowning in emails and questions from your team (this strategy alone will **save you hours** every week!)
- Which documents you must have your team members sign to protect you and your business

How to "**secret shop**" your team's emails to clients so you're assured that all communication **matches your integrity** and brand

Why having everyone on your team totally **"get" you and your brand** is crucial to **building a high-income business**

BONUS: You get my...

- Checklist of What I Outsource
- Sample Script of How to Terminate a Team Member
- Sample Email Between Me and My Team That Saves Me Hours Every Week

Dr. Ritamarie Loscalzo

"Within less than a week of listening to Kendall's home study course, I made $10,000.00 enrolling clients into my first 90-day Platinum Level program."

"I used her enrollment form template, phone strategy and mindset techniques and **I couldn't believe how easily I was able to get people enrolled.** I can't wait to see the amazing results next time, when I fully apply ALL of the principles."

Dr. Ritamarie Loscalzo
www.FreshnFunLiving.com

#6 *Signature System* Plan "How To Charge What You're Worth And Get It"

How to know if you're undercharging (you probably are!) and what to immediately do to **stop this destructive habit**

Why keeping your fees low is **hurting your reputation** and turning clients away

Why it isn't "greedy" to charge more (and how doing so actually helps you **serve others in a bigger, more meaningful way**!)

My signature fool-proof-formula to **know what to charge** every time

How to **answer the question**, "What do you charge" without shooting yourself in the foot

When is the **right time** to introduce your fee to your client (not knowing this practically guarantees losing the sale)

- How to know when it's appropriate to **raise fees with current clients** (and what to say so they accept the change without blinking an eye)
- The secret your **Money Archetype reveals** about how much you can really charge
- How to **confidently quote your new fee**...and hear "yes!" from your prospective client (this feels so good you'll be excited to do it again)
- What one thing you must have to **easily and ethically** justify charging more
- Simple **payment plan strategies** that help your clients pay more without feeling the pinch

BONUS: You get my...

- Script of How to Handle Questions About Your Fees
- Script When Raising Your Fees With Existing Clients
- Sample Payment Plan Strategies

Sue Crutcher

"Within just one week of Kendall's workshop in Tucson, I doubled my rate, then added another 50% to it, then doubled it again. Clients keep saying 'yes' so I keep raising my fees!"

"Originally, I had decided to work with seven people until I got my feet wet and felt comfortable with what I was offering. Then, I got thinking: "That's pretty pathetic, Sue. Why not make it three, then raise the price; break at seven; raise the price again with a final break at twelve before I go into my full program?"

In reality, when I brought the concept up in my conversations, my first 'client' (whom I had suggested a rate to and asked her to think about it) – **doubled** the rate I had suggested of her own accord. Woohoo!

When I talked to the second person, my mouth **automatically added 50% more** to the rate which she accepted without so much as blinking. When I talked to the third person, who is very excited and part of another coaching program I am in, my mouth **smoothly doubled the previous rate**.

Yesterday, I happened to mention the new workshop I had just returned from, how excited I was and a few things that I learned. One woman immediately grabbed my arm and practically begged me to sign her up. I told her straight up that I had reached my cap at my introductory rate and that hers would be higher. It didn't phase her. So, she is at **triple** the first client for pricing. So, it would appear, sometimes when my mouth gets ahead of my brain it can be a good thing!

Two weeks later – I am half way to my final pricing goal, signing up a minimum of one private client a week, and well on my way to developing my first group workshop to be presented this fall. I look forward with great anticipation to the leaps and bounds ahead."

Sue Crutcher
www.suecrutcher.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

Signature System Workshop

As Much "How To" Info As I'm Already Generously Giving Away In This *Signature System* LIVE Workshop, The Benefits Wouldn't Be Complete If I Didn't Mention This...

BONUS "Spiritual Benefits Of Attending This Live Event"

- Dramatically **increased self-confidence** and personal self-mastery
- A clear map of **what to do next** in your business so you're **serving more people** in a highly paid, highly leveraged way
- Satisfaction of knowing your **business model supports** your desire to **make a difference in the world**!
- **Powerful networking opportunities** (the potential JV relationships you can create here are awesome!)
- For the first time, feeling like you've "**found your tribe**" of soul-sisters
- An **inspiring** and **truly safe environment** in which to authentically share what you value most about yourself and your business
- To join a **community** of **amazing, inspiring women** (and some great guys, too!) who have big hearts and want to share their gifts with the world...just like you do!
- Be part of the "**Kendall Way**" of creating an **amazing lifestyle that serves you so that you can serve others**

- Being **connected** to a **mentor who truly loves** and cares about you (you know the power love has to transform good into great!)
- Creating **life-long friendships** that **inspire** you to achieve and **live your potential**
- Contribute your **support** to other like-minded entrepreneurs in their quest for **spiritual** and **financial success**
- Opportunity to rub shoulders with my star clients (these super supportive people will **generously help you** easily absorb what you're learning)
- A masterful, graceful live event experience that makes learning **effortless** and most of all, **FUN!**

BONUS: You get my...

- Divine Feminine Wisdom throughout the entire event!

Signature System Workshop

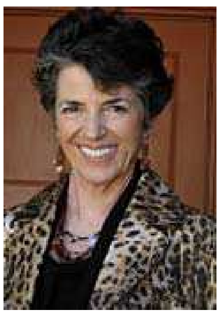
Is This LIVE Signature System Event Right For You?

No event can meet the needs of everyone. Which means that only the RIGHT people will be attracted to the energy and information of this transformative event. Let's see if this is a fit for you so you can feel confident about securing your ticket today, okay?

This Intensive is **PERFECT** for you if you:

- Want **freedom** from fear about money
- Feel stuck or overwhelmed about how to redesign your business model so it meets your **financial** and **lifestyle goals**
- Love the **idea** of c**reating a multiple streams of income business** (and the freedom that goes with it!) but are confused as to how to actually **accomplish it** without working harder
- Feel you have something **powerful to share** with the world, but need direction and a **step by step plan** (plus a loving kick-in-the-pants) from a mentor you feel **connected** to

- Crave **community** and **connection** (like being part of a healthy, extended "family") with people who **support you** and who you **enjoy being around**
- You've been seeking **practical marketing** and business information but only if presented in a way that **honors your heart** and **soul**
- Want to **feel good** about the difference you're making in the world AND make an **amazing income**
- You want to be a **positive role model** of soul and success for the people in your life
- Wished you had a real-life mentor who would **tell it to you straight** and show you **exactly what to do** and when to do it so you can **live up to your potential, helping others**
- Love my Money, Marketing and Soul message and have been waiting for an affordable way to **learn with me — up close and personal — LIVE**



Vicky White

"I'm celebrating my first $20,000+ month"

"In the past, I offered several 12 month programs and never did fill any of them. But this time, using Kendall's specific step-by-step strategies, my program SOLD OUT so easily I could hardly believe it was happening for ME.

As a result, by August I'd already made more than I did for all of last year! In fact, I'm celebrating my first $20,000+ month. Now **I have a template for platinum success** I know I can use again and again. This is the system and structure I've been searching for."

Vicky White
www.LifeDesignStrategies.com

What This LIVE, In-Person *Signature System* Event Is NOT...

- ***A multi-speaker show that just tries to cram stuff down your throat.***

  --> 90% of this event is taught by yours truly, so you're getting what you came for -- training, mentoring and Q&A directly from the source.

- ***A lot of theory that glosses over with the "what" and the "why" but not the HOW.***

  --> I'm revealing step-by-step HOW to design and run your high-income business. I'm even including templates, scripts where needed, checklists and resources so you have EXACTLY what you need to be successful!

- ***A replay of material I've already taught in past teleseminars.***

  --> Nearly ALL of what I'm delivering at this event is BRAND NEW. Innovative marketing and soul strategies are what I'm famous for so you can trust you're getting the freshest, BEST information I have to offer!

- ***A rehash of what other marketing experts teach.***

--> I think it's fair to say that NO ONE teaches how to create money breakthroughs or how to charge what you're worth like I do. And I don't mean to brag but honestly, I'm considered the master at these topics. Plus the "go to gal" on how to create not just one, but MULTIPLE streams of income from every program or product you launch. These are my signature systems and I'm sharing them, LIVE, with you on October 15-18th.

- ***One of those "infotainment" events that are like fast food -- fun to consume but doesn't deliver any real content.***

  --> While you WILL have a great time, this event is designed to deliver what you came for —practical, how-to steps that are easy to implement.

- ***A carefully "choreographed" event where you never have the opportunity to ask questions***

  --> I've designed "spotlight" coaching time throughout the Intensive so you have ample opportunity to get up close and personal with me on stage. Plus, we've designed in plenty of Q&A time, providing even more opportunity to get your questions answered. And as a special bonus, we'll have my Certified Money, Marketing and Soul Coaches on hand to help out with any additional support you need. So, we've got you covered!

Carolyn Ellis

"Good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Absolutely -- way more money, much less time and effort -- and more fun!"

"I'm so excited to share with you that I've just signed up my first client for Brilliance Mastery. I told her how I designed a program just for her -- and she was chomping at the bit (hey, that's a good one isn't it Kendall, you horsewoman you!) to say yes!

I'm stopping doing the traditional coaching 3-4x/month program. But the good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Thanks to using Kendall's tools in just 20 minutes I created a graceful way to make $500,000. So... yahooo! I'm thrilled!"

Carolyn Ellis
www.BrillianceMastery.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

"Okay, Kendall, Sounds Great! But What's The Investment?"

Clearly, I could charge just about anything I wanted for this one-of-a-kind event. After all, what I share will literally be **worth** at least TENS of THOUSANDS, even HUNDREDS of THOUSANDS of dollars to you over the lifetime of your business. And that doesn't even include the value of you feeling increased confidence and happiness as you make more money, doing what you love.

Remember, I'm sharing a complete, Signature System that took me years to develop, so you know this event will:

- **Take months of planning and preparation off your shoulders**
- Give you new **income streams** you can **launch almost immediately, some are even virtually FREE**
- Include **checklists, forms and templates** to help you be successful
- Save you from **making costly, time consuming mistakes**
- Help you create **dramatically more money**, even with your very first or next client
- Remove all of the guesswork regarding **getting started** the right way
- Solve the problem of how to **leverage your time** into **greater income while working less**
- Bring you the soul-fulfilling **financial and spiritual rewards** you've been seeking
- Position you as an **expert** in your industry
- Ensure you **only work** with your **ideal clients**
- Transform your business model into **one you love**

As you can see, it’s packed with value. In the past, this step-by-step information has ONLY been shared with my most elite clients. BUT, I honestly wouldn't be fulfilling MY Soul's Divine Purpose™ if I held back and didn't share this you.

So after much **soul-searching**, my inner wisdom kept urging me to make **attending this event** a no-brainer for you.

Honestly, just one strategy alone from the How to Charge section would cover the reasonable ticket price, plus all your travel expenses, **at least ten times** over. When you add in the strategies on **creating multiple 6-figure income streams** I'm sure you'll agree that this is an investment that provides a **life-time** of return and **value**.

The Signature System Event Investment Is Only $2,997!

Yes, that **includes all three days of the Signature System Event**.

Yes, I know that this seems almost too good to be true, especially when you consider what this information is worth in terms of your return on investment (which could easily be instant). I'm positive that $2,997 is significantly LESS than how much **more you'll make** with your very next client alone.

AND don't forget, that doesn't even begin to scratch the surface of how **much this information will be worth to you** in the upcoming months, even years. That means this event will **likely pay for itself IMMEDIATELY...and keep on paying for itself, over and over again.**

I can tell you that the blueprints you'll discover in this Intensive are the EXACT same ones I've used to first create a six figure business, and now a seven figure business.

What is THAT type of information worth to YOU?

Carey Peters

"Just 3 days after learning Kendall's system I got my first client!"

"I just mentioned to her ONE idea I got from Kendall and she was ALL over me about it! Yee-haw! Thanks for all the support!"

Carey Peters, coachtoolstogo.com

*** Already secured her seat to attend ***
***Money, Marketing and Soul Intensive* this October**

Signature System Workshop

Plus, You Can Bring a Friend for ONLY $50. Here's Why ...

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional $50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

VIP Elite
Networking Package

Want to Get the Very Most Out of This Event?
Join an Elite Group of VIPs and Receive BONUS Add-On Day FREE

Bonus Add-On Day Includes These Celebrity Guest Speakers and Mentors...

Multi-Millionaire Entrepreneur James Malinchak teaching ***"How to Make Money From Speaking"***
Marketing Coach Helen Graves revealing ***"What to Say if You Hate to Sell"***
Master Belief Change Expert Terry Hickey and I co-leading ***"How to Eliminate Bad Apple Money Beliefs so You Can Enjoy the Abundant Fruits of Your Money Tree"***

Upgrade your ticket to **VIP** or **VIP Elite** and you'll enjoy privileges such as the **BONUS Add-On day FREE** (Oct 18th) where you'll learn in-depth info with celebrity guest speakers (and my personal mentors), enjoy **gourmet lunches** — my treat! — feel pampered and appreciated with special **goody bags** and **network**.

Networking at events is a **fantastic opportunity** to create JVs, forge new relationships, create collaborations projects, meet people **you've heard about** and to rub shoulders with women who've **walked the path of where you are now**. VIP tickets are an additional $297. VIP Elite tickets are an additional $497.

NOTE: VIP Elite is strictly limited to 100 tickets and we have **LESS THAN 9 still available**! VIP Elite includes additional privileges such as **VIP "front and center" seating**, **early event** check-in, **deluxe** goody bag filled with items **hand selected** by me, ticket to **invitation only cocktail reception** with me AND my **special bonus day guests James Malinchak**, Helen Graves and Terry Hickey, photo **opportunity with special guests** and more.

How To Upgrade: You'll have the opportunity to upgrade your ticket to VIP or VIP Elite right after you secure your ticket to the Intensive. Details are on the "thank you" page you'll see in just a moment.

May I Show You How You Can Attend The Money, Marketing and Soul Intensive For Free?

- Adding just ONE new high-end client will **easily cover** your investment in getting your hands on this life-changing information. Multiply that by three clients...now ten...pretty amazing return on investment, don't you agree?

- Launch just ONE **new** income stream (don't worry - I'll show you how) and your investment will seem like peanuts
- Use any ONE of the **money breakthrough systems** I'll teach you and you'll immediately experience the joy of increased cash flow
- My **money back guarantee** makes your investment **RISK FREE** (see below for details)
- Your ticket likely qualifies as a **business deduction** on your taxes (of course, be sure to check with a tax professional)
- ... the list of ways this investment **MORE** than pays for itself is endless!

Alicia M Forest, MBA
Multiple Streams Queen
& Coach™

"In less than 3 weeks, I had 7 new clients and generated $43,450 in new income. It truly could not have been easier."

"I had basically stopped coaching one-on-one because I wasn't happy with the traditional coaching model. I felt it didn't serve my clients or me in the best way. I wanted to put in place a process and a program that lifted the coaching relationship to a new level where we both received a lot more value from it.

I went through the entire program within two days and in less than 3 weeks, I had 7 new clients and **generated $43,450 in new income**, all from simply following your program, step-by-step. It truly could not have been easier. Everything I needed was included – all I had to do was implement it to get these amazing results!

What was the most meaningful to me was being able to **share my results with my husband**. I can't tell you how good it felt to say to him, "Thank you for believing in me -- it's now paying off! I can't adequately express my **deep gratitude** and joy at being able to validate his belief in me in this way. Thank you, Kendall, thank you..."

Alicia M Forest, MBA
Multiple Streams Queen & Coach™
www.ClientAbundance.com

***Signature System* Workshop**

And, If You Register Now, You'll Receive These

FREE BONUSES:

1

Money Archetypes Assessment and Full Color Money Archetype Cards

Archetypes; Personal Assessment

Wondering what **YOUR Money Archetype** is? This easy assessment will solve the mystery for you! **Find out at the Intensive!**

Beautiful Money Archetypes; Cards

4 **stunning**, full color, large format "cards" - one for each of the four archetype quadrants of Transformation, Discovery, Power and Attention.

Each card beautifully illustrates the **Spiritual Money Path** of your clients' Money Archetype, plus provides detailed information (on both sides) about the specific money challenges, spiritual **money actions** and motivating money words to help you create amazing money breakthroughs. Each card set comes in its own envelope for elegant presentation.

Value of this information? Considering it has the power to transform how much you make -- and keep -- each month I'd say it's PRICELESS!

2

Templates, Scripts, Checklists, Examples And More!

This special bonus will **save you HOURS of time**. I've carefully packaged the tools you need to be successful with each of the income streams I'll reveal. These are the SAME tools I've used in my business for years, so you KNOW they work!

Each of the templates, scripts, checklists, examples and more is beautifully presented in a gorgeous binder. Easy for you to reference over and over again, as part of your six and seven figure success blueprint!

Value: Honestly, the worth of these templates, scripts, checklists, examples and more is hard to estimate. Especially when you consider they represent years of work and effort on my part to create. So I think it's reasonable to say they're worth $497

3

Million Dollar Business *Signature System* Plan

I'm handing you the keys to the kingdom when I give you my million dollar Signature System that anyone can use to create a six and seven figure businesses. This is the **EXACT** Signature System I used to create my seven figure lifestyle business. Your blueprint is beautifully printed in full color, ready for you to hang in your office so you stay on track, every day. The blueprint will tell you EXACTLY what to do!

Plus, I'm including many examples of six and seven figure business models. These "done for you" templates mean you can just "select and go" when it comes to designing a high income business you love. Honestly, making a lot more money couldn't be easier!

VALUE: Clearly, the value of the Million Dollar Business Signature System is worth, well, seven figures! Even more when you think of repeating that kind of income year after year, like I'm now doing. So let's just say this bonus is worth $2,997

4

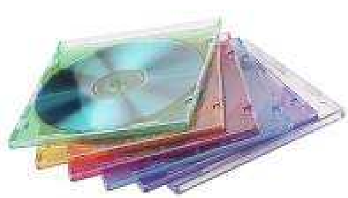
Spotlight Coaching Sessions LIVE With me On Stage

I'm including opportunities for you to receive "spotlight" coaching with me, up on the main stage, throughout the event.

I'm known for my ability to get right to the bottom line of an issue...FAST, and LOVE these spotlight sessions! Believe me, what can happen in just a few minutes of coaching with me has the power to transform your business and create extraordinary new possibilities for you that can benefit you for a lifetime!

VALUE: Taking into account that I've created a 7-figure business the value of these spotlight sessions is easily calculated to be over $1,000

5



Complete Audio Recordings Of The Intensive

A few weeks after the event we'll send you your personal set of recordings, ready to play back and recapture the information and the spirit of the event. (Note: If you live outside North America there will be a small shipping fee off $19 applied prior to mailing your order)

VALUE: Considering that I'll sell these recordings as a home study program later, the value is easily $1,500

6

Lavish Goody Bag

We'll pamper you with a goody bag FILLED with fabulous treats to inspire you and keep you comfortable. Each item is hand-selected personally by me so you know everything is of top-notch quality!

VALUE: $197

7

Bring a Friend Option For Just $50!

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional $50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

VALUE: Full $2,997 ticket price

NOTE: You Can Purchase This Special Option Only AFTER Purchasing Your Primary Ticket To The Intensive. You'll find the link for this option on the following "thank you" page.

I'll Even Include These Two Pre-Event Bonuses To Help Get You Started On Your Money, Marketing and Soul Journey Today...

Pre-Event Signature System Video Tip Series

Between now and October 15th when you walk through the doors, I'll send you video tips on my favorite million dollar mindset and business model Signature System strategies.

VALUE: While one tip alone could be worth the value of a new client, or doubling your fees, or any number of other benefits, let's just say this bonus is worth $497

THREE MONTHS * FREE* membership in my popular Success Circle Coaching Club

You may have already heard about my popular Success Circle Coaching Club. It's been an overwhelming success with hundreds of members.

I'm gifting you with a FREE THREE MONTHS membership that includes ALL Success Circle benefits.

You don't have to wait -- your membership benefits will begin as soon as you complete your ticket purchase to the Money, Marketing and Soul Intensive. If, after the 90 days you want to cancel your membership, simply let us know via phone or email, and we will stop your membership immediately. Otherwise, your credit card will be automatically charged $97/month for this great value.

Note: If you're already a Success Circle member, this bonus does not substitute for your regular monthly membership tuition.

Value: $291

Here's a Peak At Our Beautiful Money, Marketing and Soul Oasis in Peaceful Tucson, Arizona

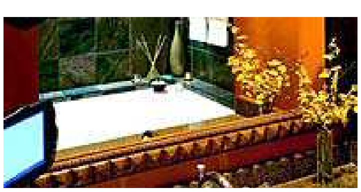
I cannot think of a better setting to have this event! Every time I'm at this resort, magic happens. Nestled right up against the scenic Catalina Mountains, in the beautiful Tucson foothills, is where we'll spend 4 magical days together. Every room has a **private balcony** so you'll wake up **relaxed** and ready for an **amazing day** you'll spend with me and your Money, Marketing and Soul colleagues.

When you attend this event, at this beautiful luxury hotel, you'll be saying yes to an **environment that supports** your business vision and your journey into a whole new level of success.

I take my environment very seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 4 days together. Environment has a HUGE **impact** on how productive, creative and effective we are able to be in our work so I wanted to include that mindset into this entire experience.

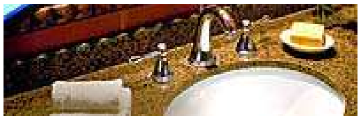
As soon as you register for the MMSI, hotel details will be provided to you so you can book your reservations. We've negotiated an amazingly low rate for you, at just $149/night. You're also welcome to arrange a room share if you're watching your budget.

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. I'm a huge fan of daily self-care because I know that when we feed our soul, it's easier to fill our purse!



The rooms are gorgeous, a perfectly cozy space so that you can soak in everything that happens at the event.

Your room also has a huge "soaking tub" and even has a t.v. next to the marble sink. **I love that**!



Here's the dining room where you'll hang out in the evening, chatting and sharing notes with your colleagues. Notice the views of Tucson through the picture window? Gorgeous!

You'll feel like you've stepped away from everything so you can really soak up what you're learning.

And, with a tennis center, two 18-hole, Fazio-designed PGA golf courses, hiking, biking, recreation and fitness facilities and classes, and many other activities you'll never run out of stuff to do.

Or, if relaxing is more your style, you can hang by one of the two beautiful swimming pools or get a treatment at their 7,000-square-foot, full-service spa. Or enjoy some really delicious room service when you're up for a quiet night in.

Away from your everyday activities, in a peaceful but energizing environment, you will discover:

- ✔ Your **spiritual money path** – critical for determining your practical Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.
- ✔ Your **Money Archetype** – necessary to demystify WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**.
- ✔ And **How to Leverage Your Business Model**...which holds the key to creating stream after stream of **cash flowing into your business**

Plus, to put you **100% at ease**, I'm giving you...

My Generous "MORE Than Your Money Back" RISK FREE Guarantee

I'm so confident that the information you'll learn at this Intensive will give you what you need to transform your money mindset and your business model that if, at the end of the first day, you feel I'm not delivering on what is promised on this website, you can choose to turn in your materials, exit the event and ask for a full 100% REFUND.

I'll refund your main event ticket PLUS **I'll even donate** $250 to the animal charity of my choice.

(Sorry, there are no refunds for VIP Networking or Bring-a-Friend tickets).

No quibbling...you have my word on it!

Kendall

ARE YOU READY?

** *NO RISK* REGISTRATION FORM **

"Yes Kendall, I can't wait to learn the Signature System Plan on creating a six and seven figure business!"

I understand that when I attend the Money, Marketing and Soul Intensive with this group of other soulful, spirit-rich entrepreneurs in Tucson, Arizona, October 15-17, 2009 (with a special add-on day, Sunday October 18), I will receive instant access to:

1. **My Money Archetype** which will reveal my **Spiritual Money Path** and **Spiritual Money Actions**
2. The **Million Dollar Business Signature System** which will show me, step by step, how to transform my business into a six or seven figure success (provided I follow the steps and do the work)
3. **Specific training** on how to transform even one idea into multiple six figure income streams

I also understand I will receive these benefits:

- Money Archetypes Assessment and a set of full color Money Archetype Cards
- Workbook filled with templates, scripts, checklists, examples (and more) for each section of the blueprint.
- Opportunity to receive spotlight coaching with you on the main stage during the event.

- Opportunity to ask questions of you during the event.
- Audio recordings of the 3 main event days, sent to my home a few weeks after the event (thank you for this amazing bonus!)
- Lavish goody bag, filled with items you've hand-picked.
- Pre-event video series to help me get off to an awesome start.
- **3-months FREE membership in your Success Circle Coaching Club**. I understand that includes live monthly calls with you, CDs of calls mailed to my home, every-other-month GUARANTEED personal coaching with your Success Circle coaching team and access to your online Mastermind community.
- Option to bring a friend, spouse or colleague for a MORE than generous $50 additional fee. I understand this option is available once I complete my purchase of my event ticket. Sorry, only ONE Bring-a-Friend ticket allowed per regular ticket purchase.
- Better than NO RISK guarantee. I realize I have up until the end of the first day to ask for my money-back. I also understand I'll turn in my materials, exit the event and that in addition, you'll donate $250 to your favorite animal charity should I chose to quit the Intensive.

  ***** PLEASE NOTE:** If you decide not to attend the Intensive, you have up until **30 days before the event** begins to ask for a refund. We'll refund your ticket purchase, less a modest $50 bookkeeping fee. After the 30-day cutoff, you can apply the funds to Kendall's future events or any other products and services within one year. This is so we can prepare all of the fabulous goody bags, event materials and lunches for an accurate count of participants. ;

Pay in full now for only $2,997

I can't wait to welcome you to the "Kendall Way" of making amazing money doing what you love! Your success is dear to my heart and I will do everything in my power to help you break through your money barriers, create multiple streams of income and achieve the emotional, spiritual and financial success you've dreamed about!

Love and brilliance,

Kendall

Kendall SummerHawk
Million Dollar Marketing Coach

P.S. - If you watched the video on the top of this page you got an idea of what it would be like to work with me live. I know people say this a lot but I **promise** you this will be like no other event **you have ever attended**!

I have a reputation for **cutting out the fluff**, getting to the heart of what you need and delivering proven, simple tools you can **implement immediately** to **see results**. This event will be no different! I've put together a system that has **proven** itself over and over again and have designed the Intensive so you'll feel energized and **inspired** to **take action** and you'll know **EXACTLY what to do next**...unlike other events that leave you feeling totally overwhelmed. So, **click here now to join me, okay?** And finally claim the time, freedom and money you want in your life!

P.P.S. I'm known for challenging my clients on the spot. So, if you're wondering if this investment is worth it or how you are going to find the money to pay for it then I challenge you **right now** to go out and get a client. **Do what it takes** to find the money to cover your event ticket, VIP ticket, travel and accommodations right now. **I'm not kidding.** The **magic starts the moment you say "Yes!"** You can do this, I have **complete confidence** in you!


Jane Button

"I followed Kendall's simple steps and in just one month I had signed up 3 Private Platinum Fast Track members for a 6 month program paying nearly $8,000.00 EACH...with NO website or sales letter!"

" Though I have been an entrepreneur for many years and have started two businesses each with well over $1M in sales, I was in the beginning stages of my dream business and looking for all the help I could get to jump-start my newest venture. So when Kendall started talking about how I could easily and effortlessly start at the top with a "Platinum style" program, she really got my attention.

I am so grateful to Kendall for her wisdom, caring and masterful insight into business and people. I set what I thought was a pretty lofty sales goal for the first year. Kendall encouraged me to revisit that initial goal, and I have now doubled it. What she teaches works."

Jane Button
www.CraftABusiness.com


Diana Long

"Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible!"

"Before learning Kendall's secrets for signing up Platinum Style clients my coaching fees were about the same as everyone else's. Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible! Plus, the client was thrilled with her results. I can't wait to duplicate my success again and again!"

Diana Long
www.DianaLong.com

Legal Disclaimer: Every effort has been made to accurately represent our product and its potential. The testimonials and examples used are not intended to guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

Still Undecided?

Ask me any question about the Money, Marketing and Soul; Intensive and I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question either I or my husband and business partner, Coach Richard, will be contacting you personally.

Kendall SummerHawk
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ph: 520-529-4960
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Signature SYSTEM

Workshop with Kendall SummerHawk

Leap

6-Figure Coaching

Business & Marketing Breakthroughs

June 6-8, 2011

in beautiful Tucson, Arizona

"In this 3 day Live SIGNATURE SYSTEM intensive I will personally show you the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, exactly how to market your coaching business, fast-track growing your list AND CERTIFY you in one of the hottest, in-demand coaching topics ... ALL so you can consistently generate as much as $2,500 - $25,000 in new coaching income each month"

Whether you're brand new or an established coach, these 3 Days of live SIGNATURE SYSTEM training will give you the Signature System TEMPLATES, CHECKLISTS, FORMS, OUTLINES, SCRIPTS...PLUS *LIVE* coaching you need to generate significant coaching income and become a happy, spiritually fulfilled and financially successful coach who's serving others in a BIG way.

Kendall SummerHawk
Million Dollar Marketing Coach
IAWBC Co-Founder

From: Kendall SummerHawk, Co-Founder of the International Association of Women in Business Coaching and Multimillion Dollar Coach

Dear Coach,

Are you frustrated with the draining, traditional 1-on-1 coaching model and have been wishing for a **faster**, **easier** approach to **securing coaching clients** and **cash flow**?

Did you know the surprising fact that how **good** your **coaching skills** are will determine how much **income** you **consistently generate** as a coach?

Are you looking for **exciting opportunities** to **fast-track growing your list?**

Do you want an easy, **step by step system** for **consistently** transforming free coaching conversations into **paying clients**?

Are you ready to get your **new coaching business** off to the right start or take your **established coaching business** — including your **credibility**, **income** and even your **lifestyle** — to the **next level**?

If you answered "Yes!" to ANY of these questions and you want an exciting, high-income generating coaching business — one where you're making money doing your magic — then join me LIVE June 6-8, 2011 in beautiful Tucson, Arizona where I'll hand you my templates, forms, checklists and scripts so you can create 6-figure coaching income

As the co-founder of the International Association of Women in Business Coaching, I — along with my husband and Master Coach, Richard Shapiro — have successfully coached **MORE** coaches to **create 6-figures** than any other mentors we know of.

So tell me, who is the best to **learn** six, high six and even seven figure **coaching business and marketing breakthroughs** from — marketers who aren't REAL coaches...or **authentic**, powerfully evolved, multi-million dollar coaches who have been in your shoes and know **exactly** how you feel...and **how** to turn your situation around, fast?

Ladies, (and guys, you're included too!), get ready to be handed the step by step templates you've been eagerly waiting for at this 3-day workshop, all proven to work in today's economy...whether you're an established coach/ mentor or are ready to become one.

Attending is a MUST if you are:

- Just **starting** out as a coach or considering adding coaching to your business and want to learn what's **proven** to work (and what to skip) in **today's coaching market**, helping you get the right start as you **move ahead** with your **exciting new business**
- Already **established** as a coach and want **time-saving tools** and **strategies** to **streamlining** your business so you can comfortably and confidently **grow** your **list**, attract **more clients** and **increase your income**
- A Life, Business, Executive, Career or other coach who is **attracting** entrepreneurs and small business owners and wants to **learn the latest business and coaching skills** to make you indispensable to this fast-growing and **lucrative niche**
- A coach seeking networking, **collaborating** and joint venture opportunities — plus **how-to training** on **growing your list**, **increasing your credibility** and opening the door to **exciting, new opportunities**
- A virtual assistant, web designer, copywriter or **other expert who serves coaches** (is the perfect place to **network** with coaches who are your potential clients)
- Ready to be handed **done-for-you templates** detailing every step in adding **lucrative** master mind coaching to your business model
- Ready to get off the "1 on 1" burn-out track and be handed a step by step template for offering exciting, highly lucrative **VIP days** that can **easily generate** you an **extra $2,500 - $25,000 in additional monthly coaching income**
- Excited to learn the **secrets** of coaching at the 6 and high 6-figure level (**yes**, how **good** you are as a coach **DOES** make a difference in how **much you'll earn**)

And because this is a **3-day SIGNATURE SYSTEM workshop** — focused exclusively on helping coaches and those who serve coaches — you can be assured that **this is:**

- Not a multi-speaker pitch-a-thon. Each **training session** includes **step by step templates**, **Q&A** and detailed, **stellar content** so you can sit back, relax and **focus on learning.**
- Not a fluffy "women's conference" featuring more personality than content. Nearly ALL training sessions are taught **PERSONALLY by Kendall**, a multimillion dollar coach.
- Not an overwhelming, multi-topic event that offers little substance and leaves you wondering what you can **practically** apply to your business. Each training session offers practical, **in-depth training** so **you know exactly what to put into action** starting

Monday morning.

In just three days you're going to walk away with:

SIGNATURE SYSTEM Event Day #1: "How to Generate More Leads and More Clients by Masterfully Coaching From the Stage"

If you are speaking or networking to grow your business then it's CRITICAL you learn the secrets to "coaching from the stage" in a strategic way that makes your **audience hungry to hire you**.

In this training session you'll discover:

- The **ONE** critical difference between Coaching from the Stage versus "regular" coaching
- What you must **NEVER** do or say, else you risk alienating your audience every time
- One **simple** way these Coaching from the Stage secrets will **dramatically IMPROVE** your regular coaching (no matter how little or how much you've already coached)
- The one **MINDSET** shift you need to **stop giving away** boat-loads of free coaching and instead, elegantly position YOU as the coach to hire (this secret alone is worth far more than the modest investment!)
- How to **avoid** choosing the WRONG person to call on from the stage (this will save you from a lot of potential embarrassment) and help you look like the **pro you truly are**
- The **ONLY** piece of paper you should ever hand out during any presentation (this tip will help you **generate more leads** and more clients)

BONUS:

Word-for-word script explaining exactly what to say when presented with a challenging problem or an inappropriate audience member

SIGNATURE SYSTEM Event Day #1: "How to Master Group and Master Mind Coaching (Helping You Grow Your Reputation as a Coach, Leverage Your Time and Income and Help Your Clients Attain Even Better Results)"

In this training session you'll discover:

- What is the **OPTIMUM** number of people to include in a group or master mind coaching call
- How to keep from **giving away your power** to group coaching members who dominate the call
- Step by step, **how to start your call**, including what to say to **maximize participation** and how to end on time, every time
- Word for word, **what to say** if a group coaching member says, "I don't have anything to coach on" (trust me, if you take them at their word you'll likely lose a client so you need to know **how to** handle this potentially difficult situation with **ease and confidence**)
- When it **makes sense** to introduce new content to your call (and when it's best NOT to, **saving you** from unknowingly sabotaging your members' results)

BONUS:

Step by step template, outlining exactly what to do when, during each moment of your group or master mind coaching call

SIGNATURE SYSTEM Event Day #1: "How to 'Transform Your Magic' (Your Content, Ideas, Exercises and Experience) into an Exciting, Income-Generating Certification or Licensing Program"

In this training session you'll discover:

- How to know when is the **RIGHT** time to transition from "the ONLY one who delivers your magic" to "the one who teaches OTHERS to deliver your magic"
- Why training or certifying others is the perfect "**next step**" **income stream** to **add** to your coaching business
- Why you **DON'T** need a big list to **launch** your first certification training program
- How to **get past** the "who am I" syndrome and **start** letting others share the **gift** of your **magic**, worldwide
- Creative ways you can **generate ongoing** licensing **revenue**, sell "back end" products and coaching, all in service of **supporting** your trainees
- How to **avoid competing** with the people you train (you're "bigger" than that anyway, plus, I'll show you how to become the **leader** others **naturally** want to follow)
- **Tips** on which content is a **MUST** to include (and which you can skip), making it **fast** and **easy** to successfully **launch** your first training program
- How to **repurpose** your content, exercises, articles and more into training **modules** your trainees **will pay to learn** and **value** for years to come

BONUS:

Detailed checklist of what you'll need to get started on this lucrative, next-step income stream (perfect for your business planning)

SIGNATURE SYSTEM Event Day #2: "How to Stop Giving Away Free Coaching and Start Transforming Conversations into Clients"

In this training session you'll discover:

- The **BIG** difference between a "free" session and a strategy session (and how this difference can mean **THOUSANDS** to you in **new coaching income**)
- The ONE **mindset** shift you must have that will help you start properly **valuing** the transformation you **create** for others
- When you must **NEVER** answer the question, "So what do you charge?" else you risk losing your prospective client (plus **how** and **when** is the **ONLY** time to **answer** this critical question)
- What you must **avoid** doing in a potential client conversation (most coaches **unconsciously** get this wrong, leaving them broke and frustrated when they could instead be **serving others** in a **powerful** way)
- How to **elegantly** and **authentically** coach a potential client to make a **decision** without solving their problem...yet
- How to predict with **stunning accuracy** when a client is hedging or telling you the truth when they say they "can't afford coaching" (and **what you can do** to avoid this happening to you)
- What to offer your prospective client that is the **MOST** likely to generate a "Yes - that's what I want!" response
- **Exciting** ways to offer your strategy sessions, helping you create a **consistent flow** of **new clients** and **cash** into your coaching business

BONUS:

Step by step outline of exactly how to lead a client-conversion strategy session

SIGNATURE SYSTEM Event Day #2: "Step by Step, How to Create Your 'New Client Marketing Plan' and Get 3 New

Clients in the Next 30 Days" (Hint: This training session isn't just for newbies)

In this training session you'll discover:

- Why you must **consistently** challenge yourself to **raise your fees** else you'll unfairly stall out your income and unwisely place your business growth on hold
- **Simple,** effective ways to generate a **steady flow** of **ideal** potential clients
- How to **quickly** transform feeling overwhelmed or "I'm not sure what to do next" into action and momentum that pays off with paying clients
- Why **NOW** is the perfect time to hit "**refresh**" on your programs, products or other coaching offers
- The **ONE** simple action step most coaches ignore that is **costing them dozens** of new clients every year (think of what this could mean to you in **reclaimed income** and **energy** for your business!)
- Useful **tips** on how to find **TIME** to put your New Client Marketing Plan into **action** within the next 24 hours

BONUS:

Step by step 'New Client Marketing Plan," detailing exactly how you'll attract your next 3 clients in 30 days, all outlined in an easy to implement, "I can do this!" format

SIGNATURE SYSTEM Event Day #2: "Insiders Secrets to Offering Lucrative "Private Platinum" Program that Will Exponentially Increase Your Income Whether You're a New OR Experienced Coach"

In this training session you'll discover:

- Exactly what a Private Platinum program is and why this is the **answer to your prayers** for increasing your income **no matter how much** or how little your previous coaching experience
- Why clients **LOVE** Private Platinum programs, making them an easy offer to say "Yes!" to
- Why **you don't need** a big list to get started **successfully offering** Private Platinum programs
- What to **include** with your Private Platinum program (and what to skip, **saving you time** and hassle)
- Tips on how to **price** your Private Platinum program (but I must warn you in advance: don't be surprised if this is the **EASIEST** coaching income **you'll ever make**)

- What **ONE** action you must take to stop giving away your coaching for peanuts (get this right and you'll **free up hours of your time every week**, plus **effortlessly** position you as a Platinum level coach, even if you're just starting out)

BONUS:

Sample application, contracts and checklists for marketing, designing and delivering your Platinum program

BONUS CERTIFICATION TRAINING DAY (Optional)

Certified In: Niche Breakthrough Secrets

"In Just ONE Day You Can Add an Exciting New Income Stream to Your Business by Becoming Certified in Kendall's Best-Selling 'Niche Breakthrough Secrets'

Allowing You To Generate More New Clients, Create New Coaching Income and Be of Greater Service to Your Current and Prospective Clients

(Even if you decide not to coach others on this in-demand topic, attending this BONUS CERTIFICATION DAY can solve your "what's my niche?" problem for good, helping you sell more of your products, programs and services month after month. No matter what YOUR reason is for attending, I promise you and your business will benefit immensely from this bonus opportunity!)

Kendall's Niche Breakthrough Secrets system has already **benefited** hundreds of business owners. Selecting the right niche is a BIG problem that many business owners would pay handsomely to get help solving. **This is where YOU come in!**

In this BONUS CERTIFICATION Day you'll receive training, coaching and practice on:

- How to walk **any client** through the **proven** Niche Breakthrough Secrets system, step by step (even if you've already taken the home-study course, you'll **love learning** how to masterfully coach others in each of the exciting steps)
- **Step by step**, how to **deliver** your new Niche Breakthrough Secrets Coaching as a VIP Day, workshop, teleseminar, private or group coaching program
- **Tips** on how to **price** your Niche Breakthrough Secrets coaching (honestly, you can easily make MORE than the modest investment in this additional training day with Kendall, with just ONE new client...it's that easy)
- **Practice time** and **on-the-spot coaching** in this live training so you quickly build your **confidence** and experience how much fun it is to coach others to choose a niche
- Simple, **creative ways** to add Niche Breakthrough Secrets coaching to your existing (or even your new) coaching business, helping you to **generate new leads** and fresh interest in your **coaching programs**

BONUS:

DONE FOR YOU!

DONE FOR YOU!

Downloadable forms, templates and examples you can brand as your own and use to market your new Niche Breakthrough Secrets coaching income stream

Beautiful, professionally designed **certificate** you can **proudly display** in your office, letting others know you are trained and qualified to coach on this important topic

Downloadable Niche Breakthrough Secrets **logo** you can add to your website and marketing materials

One **downloadable copy** of the Niche Breakthrough Secrets home-study course (for your personal use only) **A $397 value**

NOTE: This Niche Breakthrough Secrets Certification is ONLY being offered in 2011 and there is no guarantee it will ever be offered again. This BONUS CERTIFICATION day of training is INCLUDED with your 2011 Premier Certification ticket. There are no hidden or additional fees in becoming Certified in Niche Breakthrough Secrets. Attend the training and this credential is yours for LIFE!

And remember, it only takes **ONE** new client to MORE than pay you back on the ridiculously modest investment in your Bonus ticket. Plus, your Premier Certification ticket includes ALL additional Premier level benefits.

See below for what other exciting, additional benefits are included with your Premier Certification ticket!

Signature SYSTEM

WORKSHOP

Click Here To GET YOUR TICKET!

Which of these two ticket packages do YOU want to choose?

What Is Included:	General + Premier Certification Ticket	General Ticket
	GET TICKET	GET TICKET
BONUS Certification Training Day: Become Certified to deliver Kendall's best-selling "**Niche Breakthrough Secrets**" to your clients as a workshop, teleseminar, VIP day, private or group coaching program. All **handouts, templates, scripts** and more are included. See above for details	✓	Not included

Note: This training day is June 6, 2011. Lunch is included.		
Catered lunch ALL 3 days Network, create new friendships, joint venture partnerships and more, all while enjoying a healthy, gourmet meal designed to satisfy any eating preference (vegan, vegetarian, gluten-free, dairy-free, Atkins, raw and more). It's not unusual for Premier ticket holders to **rapidly grow their list**, receive invitations for interviews, join in on book projects and other **exciting opportunities,** all because of being "in the right place at the right time."	✓	Not included
Priority seating at the **Celebration and Networking dinner** and throughout the entire workshop (we've found when you're treated like a VIP you BECOME a VIP)	✓	Not included
Ticket entitling you to UNLIMITED access to ALL 2 days of the Coaching Intensive workshop Note: Workshop dates are **June 7-8, 2011**	✓	✓
Ticket to the Celebration and Networking catered dinner. Dinner includes entertainment, delicious food, inspirational activities and a few special surprises!	✓	✓
Downloadable handouts, templates and scripts from ALL Coaching Intensive workshop training sessions	✓	✓

Plus, You can bring a friend for just $50

Why not invite a friend, colleague, member of your team or even your spouse to attend with you? This way, you get to travel with someone you know and share this amazing coaching workshop with the people who support you the most (I've seen first hand how critical this can be to supporting your success).

NOTE: The Bring a Friend Option is available on the "thank you" page that you'll see once you reserve YOUR ticket.

Plus, your ticket includes these exciting bonuses:

1

Day # 2 Bonus Training Session:

"Telesummit Secrets How to Exponentially Grow Your List, and Increase Your Credibility"

with Telesummit Expert Leesa Barnes

Telesummits are one of the hottest trends in coaching. Why? Because even if you don't have a list or are just getting started, you can create a telesummit others promote FOR you. And Leesa is the woman to teach you how.

In this BONUS Training Session, you'll discover:

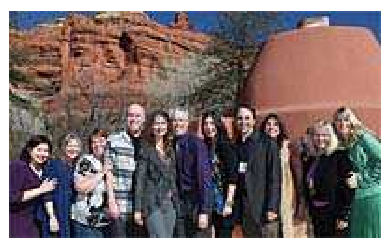
- ✓ How to **get started** with your first telesummit, even if you don't have a list or aren't a "big name" (yet!)
- ✓ **What to say** to easily attract big names to your telesummit
- ✓ Behind the scenes, what you need to know to make your guest stars happy to **promote you** and help you grow your business
- ✓ **Step by step**, how to plan your telesummit so it flows smoothly
- ✓ Different ways to **generate income** from your telesummit

Leesa Barnes is an award winning motivational teacher and is widely considered one of the leading authorities on virtual events. Leesa is the President of the International Association of Virtual Event Managers (IAVEM) and author of *The Wealthy Virtual Event Manager's Playbook*.

Leesa has shared the virtual & non-virtual stage with success gurus such as Les Brown, T. Harv Eker, Marianne Williamson, James Malinchak, Michael Port, David Meerman Scott and John Assaraf. Her advice has appeared in books and media, such as The Globe & Mail, Wall Street Journal, Profit Magazine and CTV. Leesa is considered the queen of producing profitable virtual events.

NOTE: There is no "pitching" from the stage during this special training session so you can sit back, relax and focus on learning.

2



FREE Coaching

This wouldn't be a coaching workshop without the option for you to receive **FREE coaching** during the event! You're invited to receive a complimentary coaching session **on-the-spot** with one of Kendall's Elite Certified Money, Marketing and Soul® Mastery program coaches.

These coaches are currently in Kendall's **Mastery** coach training program so you **know they're the best!** The coaches are Carey Peters, Elizabeth Purvis, Shannon Presson, Shelene Taylor, Patrick Dominguez, Val Bulerman, Kobi James and Robin Trainer.

And if you're someone whose coaching sessions typically "run over," this is the **perfect opportunity** to experience accelerated, masterful coaching, demonstrating just how powerfully anyone can be coached within just a few minutes of time.

3

Celebration and Networking Dinner

We've planned an exciting gala dinner for you that includes entertainment, delicious food, inspirational activities and a few **special surprises**! This is your opportunity to celebrate all that you're learning and how you're growing with other like-minded coaches and is definitely not to be missed!

4

Bonus Teleseminar with Kendall:

"How to Clear Your Money Clutter"

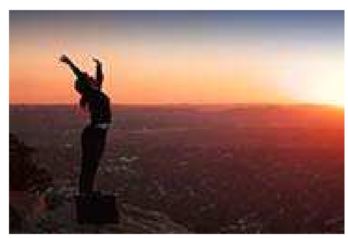
This bonus is ONLY available if you reserve your ticket before Midnight, May 29, 2011

Want to know the BEST way to prepare for your next level of coaching success? It's to clear your money clutter, making room for more good fortune to flow in. Enjoy Kendall's masterful money coaching in this BONUS, pre-conference teleseminar. Plus, this bonus training call will be recorded and transcribed if you can't make the live call.

5

Bonus Teleseminar with Kendall:

"Courageous Coaching"



This bonus is ONLY available if you secure your ticket before Midnight, May 15, 2011

Did you know that how courageously you coach will determine how much **income** you **make** as a coach? Courageous Coaching is a skill that ANY coach can master. Whether you're new to coaching or are a seasoned professional, you'll discover:

- How to "call it like you see it" without risking your **relationship** or **reputation**
- How to end your sessions on time (running over on sessions is the "elephant in the room" that most coaches **secretly confess** to and is **sabotaging** their **income** and their **energy**!)
- Why clients will **pay more** for a coach who calls them on their "stuff" (and why this works like magic to **attract better clients**)
- **Key questions** and **phrases** you can ask to take your coaching to a deeper level and **create** that "**forever bond**" you want with your clients
- The **one thing** you must **never** do in a coaching session
- **Tips** on how to **authentically** stand in your **power**, even with difficult or demanding clients
- **Simple ways** you can use **Divine Feminine energy** to **support** you in Courageous Coaching

Specific ways Courageous Coaching will **help you get more clients**

This bonus training call will be recorded and transcribed if you can't make the live call.

Plus, to put you **100% at ease**, I'm giving you...

My Generous "You Can Change Your Mind Later" Guarantee

You can secure your ticket now then change your mind later. You have up until **21 days before the workshop** begins to personally ask for a refund. We'll refund your ticket purchase, less a modest $50 bookkeeping/administrative fee.

I recommend this: register now to **lock in the savings**, and start imagining what it will be like to experience knowing my secrets to creating a 6-figure coaching business. Your life will never be the same!

Kendall

Please note: The modest investment in the add-on options of Bring a Friend or your Premier Certification Upgrade are non-refundable.

Signature SYSTEM

WORKSHOP

Questions? Check out these questions to help you decide if attending is right for you...

Q: Do I have to be a member of the IAWBC to secure my ticket?

A: No. It is open to anyone who is serious about starting or growing their coaching business.

Q: If I'm bringing a friend, do they have to be a member?

A: No. We encourage you to bring a colleague, a key member of your team, your spouse or anyone who supports you in your growth as a coach.

Q: How is this different than other workshops I can attend?

A: It isn't an exhausting marathon of speakers trying to pitch and sell you from the stage. And it's not a marketing training event aimed at the general small business public. Is is a **SIGNATURE SYSTEM Intensive** which means you'll get the specific how-to information you need to market and grow your coaching business, taking it to YOUR next level.

Q: Is it for new or experienced coaches?

A: Both! New and experienced coaches will benefit from the step by step marketing and business training you'll receive, making it ideal whether you're just starting out and want your first clients or you're a seasoned pro and are looking to free up your time and increase your coaching income. You'll get what you need no matter what level you're currently at with your coaching business. **I promise!**

Here's a peek at the inspiring location of our SIGNATURE SYSTEM Workshop, happening in in beautiful Tucson, Arizona...

I take my environment seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 3 days together. Environment has a HUGE **impact** on how productive, creative and profitable we're able to be in our business, which is why it is at a 4-star resort hotel, at low, **budget-friendly room rates.**

As soon as you register, hotel details will be provided to you so you can book your reservations. **We've negotiated an amazingly low rate for you, at just $139/night. You're also welcome to arrange a room share if you prefer.**

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. **I'm a huge fan of surrounding yourself with beauty each day because I've found that when you feed your soul, your business also prospers!**

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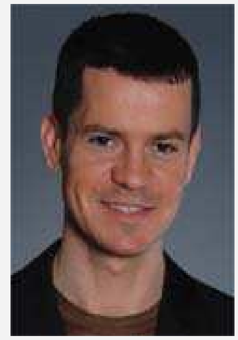

“Before meeting Kendall, I had a nice level of success, yet it had reached a plateau. I knew I could show up in a bigger way, and I needed support to make it happen.

Kendall taught me how to finally and fully own my worth and charge more. I also learned new ways to package and present my programs, and how to market these programs in a more compelling style.

I am charging twice as much now for my programs as I was this time last year. And **I’ve signed up 15 new high-end clients**. **My income in December was the highest ever**. At this rate, I am confident that in 2011 I will double my income and be at *multiple* six figures for the first time ever in my practice!

I am very grateful for Kendall and Richard and the amazing quality of programs and support they provide, in such a caring, understandable and practical way.”

Robert Notter, BookClientsNow.com

“As a result of Kendall’s wisdom combined with the structure and support she provides **I have made outrageous progress**. I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt-in page with ‘Tips to Double Your Income.

I delivered 6 Private VIP Days, a Private Platinum Coaching Program just enrolled my first Private Platinum client! I developed 3 key referral sources, scheduled 3 speaking opportunities with my target audience plus I developed an alliance with another coaching company who will be a strategic partner. I scheduled a workshop titled ‘The Secrets to Doubling Your Income’ and completed the requirements for the Certified Money Marketing and Soul® Certification. **I’m now charging more than DOUBLE what I used to and have a list of exciting new clients. I can’t wait to see what the NEXT 6 months brings!**"

Susan Danzig, SusanDanzig.com

After five minutes of spotlight coaching at one of Kendall's live events, I created **multiple-five-figures in new business in just 2 weeks** - nearly twice what I made in my first year as a solopreneur. Within the year, I'd built a multi-six-figure business, filled many programs (including a high-end mastermind group), doubled my list, and moved across the country to a beautiful new home in a gorgeous neighborhood.

Without question, the most impactful result of my breakthrough work with Kendall has been the growing and deepening of my calling - what I am put here on earth to do. I continue to create new money breakthroughs because every time I do, it empowers me to help other spiritual women do the same. That **I can now "pass it on" to my clients is such a gift.** Thank you, Kendall, for everything!

Elizabeth Purvis, MarketingGoddess.com

Signature SYSTEM

WORKSHOP

Leap

6-Figure Coaching

Business & Marketing Breakthroughs

June 6-8, 2011

in beautiful Tucson, Arizona

So, are you ready to join me?

"Yes Kendall! I'm ready to join you because I want to grow my list, increase my coaching income and learn your marketing and business secrets for generating a 6-Figure coaching business!

I understand I can secure my ticket now and I have up until 21 days before the workshop begins to personally ask for a refund for my ticket purchase (less a modest $50 bookkeeping/administrative fee).

So, which ticket option do YOU want to reserve now?

Signature SYSTEM

WORKSHOP

REGISTER FOR LEAP + PREMIER CERTIFICATION TICKET*

June 6-8, 2011 in Tucson, AZ

*** Best Deal**

Includes BONUS Certification training day with Kendall, certifying you in her best-selling *"Niche Breakthrough Secrets"* PLUS ALL Premier Ticket privileges such as catered lunches all 3 days...and more

(Please Note: The modest $200 Premier Certification Ticket portion of your ticket package is non-refundable.)

Pay in Full for just $1197

~ OR ~

REGISTER FOR LEAP GENERAL ADMISSION TICKET
June 7-8, 2011 in Tucson, AZ
(Excludes BONUS Certification training day, Premier networking lunches and all other Premier Certification Ticket benefits)

Pay in Full for just $997

NOTE: Why not bring a friend for just $50? Details are on the "thank you" page you'll see once you reserve YOUR ticket.

I can't wait to greet you in-person and help you create the financially and spiritually successful coaching business you've dreamed about, all by learning the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, how to consistently attract more coaching clients, fast-track growing your list so you can increase your coaching income by as much as $2,500 - $25,000 each month.

So if you're ready to take your new or existing coaching business to the **next level** and you want the specific training, mindset shifts, systems and coaching skills to do so, then don't wait another moment. Reserve your seat at now!

Love and brilliance,

Kendall

Kendall SummerHawk
Million Dollar Marketing Coach and
Co-Founder of the International Association of Women in Business Coaching

P.S. - I hope you'll reserve your seat so that I can PERSONALLY show you how to secure more clients, grow your list and market your coaching business with ever-increasing confidence.

P.P.S. - You're also welcome to bring a friend for just $50. Details are on the "thank you" page once you reserve your seat. ((-:

Still Undecided?

Ask me any question about this and

I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question a knowledgeable member of the IAWBC team will contact you PERSONALLY to answer your question.

Legal Disclaimer: Every effort has been made to accurately represent our program and its potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results, don't apply to the average attendee/purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire, and motivation.

IAWBC • 9121 East Tanque Verde Rd, Suite 105-117, Tucson, AZ 85749
Toll-Free: 877-766-GROW • P: 707-536-0742 • F: 520-299-3450 • Connect@IAWBC.org

Signature SYSTEM

Workshop with Kendall SummerHawk

Leap

Online Marketing Success System For Coaches

April 11-13, 2012

in beautiful Tucson, Arizona

"In this 3 day live SIGNATURE SYSTEM training I will personally hand you the PROVEN Online Marketing Success System *Specifically for Coaches*

PLUS give you Done-for-You CONTENT and all the detailed, step-by-step templates, scripts and forms you need to quickly grow your list, begin to attract ideal, high paying clients and make a bigger impact with your message... ALL so you can consistently generate as much as $2,500 - $25,000 in new coaching income each month"

Whether you're brand new or an established coach, these 3 Days of live SIGNATURE SYSTEM training will give you the Signature System TEMPLATES, CHECKLISTS, FORMS, OUTLINES, SCRIPTS...PLUS *LIVE* coaching you need to generate significant coaching income and become a happy, spiritually fulfilled and financially successful coach who's serving others in a BIG way.

Kendall SummerHawk
Million Dollar Marketing Coach
IAWBC Co-Founder

From: Kendall SummerHawk, Co-Founder of the International Association of Women in Business Coaching and Multimillion Dollar Coach

Dear Coach,

Are you frustrated with the draining, traditional 1-on-1 coaching model and have been wishing for a **faster**, **easier** approach to **securing coaching clients** and **cash flow**?

Did you know the surprising fact that how **good** your **coaching skills** are will determine how much **income** you **consistently generate** as a coach?

Are you looking for **exciting opportunities** to **fast-track growing your list?**

Do you want an easy, **step by step system** for **consistently** transforming free coaching conversations into **paying clients**?

Are you ready to get your **new coaching business** off to the right start or take your **established coaching business** — including your **credibility**, **income** and even your **lifestyle** — to the **next level**?

If you answered "Yes!" to ANY of these questions and you want an exciting, high-income generating coaching business — one where you're making money doing your magic — then join me LIVE April 11-13, 2012 in

beautiful Tucson, Arizona where I'll hand you my templates, forms, checklists and scripts so you can create 6-figure coaching income

As the co-founder of the International Association of Women in Business Coaching, I — along with my husband and Master Coach, Richard Shapiro — have successfully coached **MORE** coaches to **create 6-figures** than any other mentors we know of.

So tell me, who is the best to **learn** six, high six and even seven figure **coaching business and marketing breakthroughs** from — marketers who aren't REAL coaches...or **authentic**, powerfully evolved, multi-million dollar coaches who have been in your shoes and know **exactly** how you feel...and **how** to turn your situation around, fast?

Ladies, (and guys, you're included too!), get ready to be handed the step by step templates you've been eagerly waiting for at this 3-day workshop, all proven to work in today's economy...whether you're an established coach/ mentor or are ready to become one.

Attending is a MUST if you are:

- ✔ Just **starting** out as a coach or considering adding coaching to your business and want to learn what's **proven** to work (and what to skip) in **today's coaching market**, helping you get the right start as you **move ahead** with your **exciting new business**
- ✔ Already **established** as a coach and want **time-saving tools** and **strategies** to **streamlining** your business so you can comfortably and confidently **grow** your **list**, attract **more clients** and **increase your income**
- ✔ A Life, Business, Executive, Career or other coach who is **attracting** entrepreneurs and small business owners and wants to **learn the latest business and coaching skills** to make you indispensable to this fast-growing and **lucrative niche**
- ✔ A coach seeking networking, **collaborating** and joint venture opportunities — plus **how-to training** on **growing your list**, **increasing your credibility** and opening the door to **exciting, new opportunities**
- ✔ A virtual assistant, web designer, copywriter or **other expert who serves coaches** (is the perfect place to **network** with coaches who are your potential clients)
- ✔ Ready to be handed **done-for-you templates** detailing every step in adding **lucrative** master mind coaching to your business model
- ✔ Ready to get off the "1 on 1" burn-out track and be handed a step by step template for offering exciting, highly lucrative **VIP days** that can **easily generate** you an **extra $2,500 - $25,000 in additional monthly coaching income**
- ✔ Excited to learn the **secrets** of coaching at the 6 and high 6-figure level (**yes**, how **good** you are as a coach **DOES** make a difference in how **much you'll earn**)

And because this is a **3-day SIGNATURE SYSTEM workshop** — focused exclusively on helping coaches and those who serve coaches — you can be assured that **this is:**

- ☹ Not a multi-speaker pitch-a-thon. Each **training session** includes **step by step templates**, **Q&A** and detailed, **stellar content** so you can sit back, relax and **focus on learning.**
- ☹ Not a fluffy "women's conference" featuring more personality than content. Nearly ALL training sessions are taught **PERSONALLY by Kendall**, a multimillion dollar coach.

Not an overwhelming, multi-topic event that offers little substance and leaves you wondering what you can **practically** apply to your business. Each training session offers practical, **in-depth training** so **you know exactly what to put into action** starting Monday morning.

In just three days you're going to walk away with:

SIGNATURE SYSTEM Event
Make More Sales 24/7:

"How to sell more of your coaching programs, products and services from simple ezines and emails"

BONUS: Includes Done-for-You, **step-by-step templates**, **checklists** and **examples** that outline every **simple secret** you'll learn, all so you can use to get **started** immediately!

SIGNATURE SYSTEM Event
Ending "List Size Shame":

"How to Quickly and Easily Grow Your List of People Who Are Eager to Invest in Your Coaching programs, products and Services"

BONUS: Includes Done-for-You, **step-by-step templates**, **checklists** and **examples** you can use to get **started growing your list** in a variety of easy ways!

SIGNATURE SYSTEM Event
Video Marketing Secrets:

"How to Increase Your Visibility, Attract More Clients and Generate More Income on a Shoestring Budget"

BONUS: Includes Done-for-You, **step-by-step templates**, **checklists** and **examples** of you can use to get **started** with video immediately!

SIGNATURE SYSTEM Event Putting It All Together:

"Creating and Marketing Your Irresistible Coaching Offers"

BONUS: Includes Done-for-You, **step-by-step templates**, **checklists** and **examples** clearly outlining how to create a variety of the **most popular** and **lucrative** ways of **making money** as a **coach**, no matter where you're currently at in your coaching business!

SIGNATURE SYSTEM Event
PREMIER BONUS TRAINING DAY UPGRADE April 11
(Optional and HIGHLY recommended!)

"How to Design, Market and Fill Your High-End, Platinum Style Coaching Programs (V2.0)"

Including these BONUSES:

- ✓ **"Ultimate Done for You"** ***Get Started Kit***
- ✓ **"Ultimate Done for You"** ***Video Marketing Launch Kit***
- ✓ **"Ultimate Done for You"** ***Email Marketing Launch Kit***

Whether you're a new or advanced coach, high end programs are the simplest, easiest way to add 6-figures to your business.

Kendall's ground-breaking mentoring on this topic has enabled coaches from countries all over the world to add 6-figures to their business, practically overnight. But up until now you could only get this information by coaching with Kendall.

Now, for the **FIRST TIME EVER**, she's revealing her ***NEW for 2012* step-by-step**

system ANY coach can use to immediately transform their business into one of greater freedom and increased income...even without a list. **This is where YOU come in!**

In this PREMIER BONUS Day you'll receive training, coaching and practice on:

- A-Z, **COMPLETE training** on how to design your high-end programs so you're delivering amazing value without risk of over delivering and getting burned out
- The BEST **MARKETING** strategies (and **exactly** how to implement them) that are working in today's economy to generate ideal clients for your high-end programs
- How to **market** your high-end program **even if you don't have a LIST**
- How to determine the best **PRICING** for your high-end program
- Simple secrets to **LEVERAGING** your new clients into greater income while providing people with **MORE** of what they want, in less time

DONE FOR YOU!

BONUS #1:
Ultimate Done-for-You GET STARTED Kit
ALL checklists, forms, samples, scripts and more you need to immediately **add this lucrative revenue stream** to your business, **even if you don't have a list!**

BONUS #2:
Ultimate Done-for-You VIDEO Marketing Launch Kit
Includes a complete, day by day **video launch calendar**, Done-for-You **CONTENT CHECKLIST** of what to **include** in your videos to generate the **greatest interest** in your program, **sample** video opt-in pages and more!

BONUS #3:
Ultimate Done-for-You EMAIL Marketing Launch Kit
Includes a complete, day by day **email launch calendar** AND Done-for-You **CONTENT CHECKLIST** of what to include in your marketing emails to generate the **greatest interest** in your program (even if you don't have a list or a website), **sample** emails, **sample subject lines**, and more!

See below for what other exciting, additional benefits are included with your Premier Bonus Training Day Upgrade!

Signature SYSTEM

WORKSHOP

Click Here To
GET YOUR TICKET!

Which of these two ticket packages do YOU want to choose?

What Is Included:	General + Premier Certification Ticket GET TICKET	General Ticket GET TICKET
Premier Bonus Training Day Upgrade: "How to Design, Market and Fill Your High-End, Platinum Style Coaching Programs (V2.0)" Including the BONUS "Ultimate Done for You" **Video Launch Kit**! Including the BONUS "Ultimate Done for You" **Email Launch Kit**! Including the BONUS "Ultimate Get Started" Kit of all **checklists, forms, samples, scripts** and more.	✓	Not included
Catered lunch ALL 3 days Network, create new friendships, joint venture partnerships and more, all while enjoying a healthy, gourmet meal designed to satisfy any eating preference (vegan, vegetarian, gluten-free, dairy-free, Atkins, raw and more). It's not unusual for Premier ticket holders to **rapidly grow their list**, receive invitations for interviews, join in on book projects and other **exciting opportunities,** all because of being "in the right place at the right time."	✓	Not included
Priority seating at the **Celebration and Networking dinner** and throughout the entire workshop (we've found when you're treated like a VIP you BECOME a VIP)	✓	Not included
Ticket entitling you to UNLIMITED access to ALL 2 days of the Coaching Intensive workshop Note: Workshop dates are **April 12-13, 2012**	✓	✓
Ticket to the Celebration and Networking catered dinner. Dinner includes entertainment, delicious food, inspirational activities and a few special surprises!	✓	✓
Downloadable handouts, templates and scripts from ALL Coaching Intensive workshop training sessions	✓	✓

Plus, You can bring a friend for just $50

Why not invite a friend, colleague, member of your team or even your spouse to attend with you? This way, you get to travel with someone you know and share this amazing coaching workshop with the people who support you the most (I've seen first hand how critical this can be to supporting your success).

NOTE: The Bring a Friend Option is available on the "thank you" page that you'll see once you reserve YOUR ticket.

Plus, your ticket includes these exciting bonuses:

Day #2 Bonus Training Session:

"Telesummit Secrets How to Exponentially Grow Your List, and Increase Your Credibility"

with Telesummit Expert Leesa Barnes

Telesummits are one of the hottest trends in coaching. Why? Because even if you don't have a list or are just getting started, you can create a telesummit others promote FOR you. And Leesa is the woman to teach you how.

In this BONUS Training Session, you'll discover:

- ✔ How to **get started** with your first telesummit, even if you don't have a list or aren't a "big name" (yet!)
- ✔ **What to say** to easily attract big names to your telesummit
- ✔ Behind the scenes, what you need to know to make your guest stars happy to **promote you** and help you grow your business
- ✔ **Step by step**, how to plan your telesummit so it flows smoothly
- ✔ Different ways to **generate income** from your telesummit

Leesa Barnes is an award winning motivational teacher and is widely considered one of the leading authorities on virtual events. Leesa is the President of the International Association of Virtual Event Managers (IAVEM) and author of *The Wealthy Virtual Event Manager's Playbook*.

Leesa has shared the virtual & non-virtual stage with success gurus such as Les Brown, T. Harv Eker, Marianne Williamson, James Malinchak, Michael Port, David Meerman Scott and John Assaraf. Her advice has appeared in books and media, such as The Globe & Mail, Wall Street Journal, Profit Magazine and CTV. Leesa is considered the queen of producing profitable virtual events.

NOTE: There is no "pitching" from the stage during this special training session so you can sit back, relax and focus on learning.

2

FREE Coaching

This wouldn't be a coaching workshop without the option for you to receive **FREE coaching** during the event! You're invited to receive a complimentary coaching session **on-the-spot** with one of Kendall's Elite Certified Money, Marketing and Soul® Mastery program coaches.

These coaches are currently in Kendall's **Mastery** coach training program so you **know they're the best!** The coaches are Carey Peters, Elizabeth Purvis, Shannon Presson, Shelene Taylor, Patrick Dominguez, Val Bulerman, Kobi James and Robin Trainer.

And if you're someone whose coaching sessions typically "run over," this is the **perfect opportunity** to experience accelerated, masterful coaching, demonstrating just how powerfully anyone can be coached within just a few minutes of time.

3

Celebration and Networking Dinner

We've planned an exciting gala dinner for you that includes entertainment, delicious food, inspirational activities and a few **special surprises**! This is your opportunity to celebrate all that you're learning and how you're growing with other like-minded coaches and is definitely not to be missed!

4

Bonus Teleseminar with Kendall:

"How to Clear Your Money Clutter"

This bonus is ONLY available if you reserve your ticket before Midnight, May 29, 2011

Want to know the BEST way to prepare for your next level of coaching success? It's to clear your money clutter, making room for more good fortune to flow in. Enjoy Kendall's masterful money coaching in this BONUS, pre-conference teleseminar. Plus, this bonus training call will be recorded and transcribed if you can't make the live call.

5

Bonus Teleseminar with Kendall:

"Courageous Coaching"

This bonus is ONLY available if you secure your ticket before Midnight, May 15, 2011

Did you know that how courageously you coach will determine how much **income** you **make** as a coach? Courageous Coaching is a skill that ANY coach can master. Whether you're new to coaching or are a seasoned professional, you'll discover:

- How to "call it like you see it" without risking your **relationship** or **reputation**
- How to end your sessions on time (running over on sessions is the "elephant in the room" that most coaches **secretly confess** to and is **sabotaging** their **income** and their **energy**!)
- Why clients will **pay more** for a coach who calls them on their "stuff" (and why this works like magic to **attract better clients**)
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SATISFACTION 100% GUARANTEED

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I recommend this: register now to **lock in the savings**, and start imagining what it will be like to experience knowing my secrets to creating a 6-figure coaching business. Your life will never be the same!

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Signature SYSTEM

WORKSHOP

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A: No. We encourage you to bring a colleague, a key member of your team, your spouse or anyone who supports you in your growth as a coach.

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A: It isn't an exhausting marathon of speakers trying to pitch and sell you from the stage. And it's not a marketing training event aimed at the general small business public. Is is a **SIGNATURE SYSTEM Intensive** which means you'll get the specific how-to information you need to market and grow your coaching business, taking it to YOUR next level.

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Here's a peek at the inspiring location of our SIGNATURE SYSTEM Workshop, happening in in beautiful Tucson, Arizona...

I take my environment seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 3 days together. Environment has a HUGE **impact** on how productive, creative and profitable we're able to be in our business, which is why it is at a 4-star resort hotel, at low, **budget-friendly room rates.**

As soon as you register, hotel details will be provided to you so you can book your reservations. **We've negotiated an amazingly low rate for you, at just $139/night. You're also welcome to arrange a room share if you prefer.**

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The rooms are gorgeous, with stunning views of the Tucson Mountains. Each room is beautifully appointed, making it the perfect place to rest up between workshop sessions. You can even stay a few extra days if you wish.

You're encouraged to relax pool-side or book a treatment at their full-service spa.

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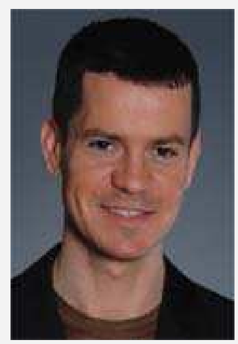

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Kendall taught me how to finally and fully own my worth and charge more. I also learned new ways to package and present my programs, and how to market these programs in a more compelling style.

I am charging twice as much now for my programs as I was this time last year. And **I’ve signed up 15 new high-end clients**. **My income in December was the highest ever**. At this rate, I am confident that in 2011 I will double my income and be at *multiple* six figures for the first time ever in my practice!

I am very grateful for Kendall and Richard and the amazing quality of programs and support they provide, in such a caring, understandable and practical way.”

Robert Notter, BookClientsNow.com

“As a result of Kendall’s wisdom combined with the structure and support she provides **I have made outrageous progress**. I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt-in page with ‘Tips to Double Your Income.

I delivered 6 Private VIP Days, a Private Platinum Coaching Program just enrolled my first Private Platinum client! I developed 3 key referral sources, scheduled 3 speaking opportunities with my target audience plus I developed an alliance with another coaching company who will be a strategic partner. I scheduled a workshop titled ‘The Secrets to Doubling Your Income’ and completed the requirements for the Certified Money Marketing and Soul® Certification. **I’m now charging more than DOUBLE what I used to and have a list of exciting new clients. I can’t wait to see what the NEXT 6 months brings!**"

Susan Danzig, SusanDanzig.com

After five minutes of spotlight coaching at one of Kendall's live events, I created **multiple-five-figures in new business in just 2 weeks** - nearly twice what I made in my first year as a solopreneur. Within the year, I'd built a multi-six-figure business, filled many programs (including a high-end mastermind group), doubled my list, and moved across the country to a beautiful new home in a gorgeous neighborhood.

Without question, the most impactful result of my breakthrough work with Kendall has been the growing and deepening of my calling - what I am put here on earth to do. I continue to create new money breakthroughs because every time I do, it empowers me to help other spiritual women do the same. That **I can now "pass it on" to my clients is such a gift.** Thank you, Kendall, for everything!

Elizabeth Purvis, MarketingGoddess.com

Signature SYSTEM

WORKSHOP

Leap

6-Figure Coaching

Business & Marketing Breakthroughs

June 6-8, 2011

in beautiful Tucson, Arizona

So, are you ready to join me?

"Yes Kendall! I'm ready to join you because I want to grow my list, increase my coaching income and learn your marketing and business secrets for generating a 6-Figure coaching business!

I understand I can secure my ticket now and I have up until 21 days before the workshop begins to personally ask for a refund for my ticket purchase (less a modest $50 bookkeeping/administrative fee).

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Signature SYSTEM

WORKSHOP

REGISTER FOR LEAP + PREMIER CERTIFICATION TICKET*

April 11-13, 2012 in Tucson, AZ

*** Best Deal**

Includes BONUS Certification training day with Kendall, certifying you in her best-selling *"Niche Breakthrough Secrets"* PLUS ALL Premier Ticket privileges such as catered lunches all 3 days...and more

(Please Note: The modest $200 Premier Certification Ticket portion of your ticket package is non-refundable.)

Pay in Full for just $1197

REGISTER NOW

~ OR ~

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April 12-13, 2012 in Tucson, AZ

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Pay in Full for just $997

REGISTER NOW

NOTE: Why not bring a friend for just $50? Details are on the "thank you" page you'll see once you reserve YOUR ticket.

I can't wait to greet you in-person and help you create the financially and spiritually successful coaching business you've dreamed about, all by learning the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, how to consistently attract more coaching clients, fast-track growing your list so you can increase your coaching income by as much as $2,500 - $25,000 each month.

So if you're ready to take your new or existing coaching business to the **next level** and you want the specific training, mindset shifts, systems and coaching skills to do so, then don't wait another moment. Reserve your seat at now!

Love and brilliance,

Kendall

Kendall SummerHawk
Million Dollar Marketing Coach and
Co-Founder of the International Association
of Women in Business Coaching

P.S. - I hope you'll reserve your seat so that I can PERSONALLY show you how to secure more clients, grow your list and market your coaching business with ever-increasing confidence.

P.P.S. - You're also welcome to bring a friend for just $50. Details are on the "thank you" page once you reserve your seat. ((-:

Still Undecided?

Ask me any question about this and
I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question a knowledgeable member of the IAWBC team will contact you PERSONALLY to answer your question.

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SIGNATURE SYSTEM Article:

Are You Guilty Of Overwhelming Your Clients By Over Delivering?

In my **Signature System** breakthrough model Money Mirror, it's the mirror of Deservability that often gets the most, "That's me!" response from clients. The minute women entrepreneurs read the signs and symptoms they know they've been busted as someone who over delivers in order to cover up feeling guilty.

When I was newer in my business I knew I over delivered but I sloughed it off, thinking that this way, no one could fault me for not "giving enough."

Problem was, not only was I speeding down the road to burn out, I was also overwhelming my clients. Not good.

At that moment I realized that I was actually sabotaging my ability to grow my business. I couldn't take on any more clients despite working bazillion hours. Worse, I felt like the hamster on the wheel, never able to keep up, never feeling fulfilled and always feeling guilty. Not a pretty picture.

That's when I decided to look deep within at the root cause of over delivering and how to transform the shadow side of this insidious behavior into a **Signature System** model that supports and sustains me.

If you're like me — over delivering yet feeling too guilty to let go then I INSIST you read these *Signature System* tips right now. I promise they'll help you grow into the "you" that's meant to serve and make more, without overwhelming yourself or your clients.

Signature System Tip #1 Admit It, You're A "Pleaser"

If you're overloading your packages, giving away services without charging or faulting yourself for not giving more then it's time to face the music: your need to feel you're good enough is driving you.

What to do? Awareness gives you the power to choose instead of feeling at the mercy of this addictive behavior.

Signature System Tip #2 Start Cutting Your Deliverables In Half…And Breathe…

Cutting your deliverables in half will actually be a relief and a blessing for your clients. They'll stop feeling overwhelmed and you'll feel renewed energy, creativity and joy in serving them.

Signature System Tip #3 Stop Giving Away Your Time And You'll Gain The Respect You Desire

Instead of giving away your time, your tips or help without charging, master the skill of turning interested people into invested clients. Remember, you don't gain someone's respect by giving away what ought to be appropriately valued.

Signature System Tip #4 Love Your Clients By Establishing Clear Boundaries

You'll find you can give more when you establish and communicate clear boundaries ahead of time with your clients. When a client pushes your boundary, politely let them know that you're not available, then tell them when you will be. They'll quickly learn they can't take advantage of you, which will increase your value in their eyes, plus give you much needed breathing room.

Creating Wealth And Affluence Begins By Being Generous With Yourself

The gift of the Deservability Money Mirror is the opportunity to release an old pattern of relentlessly driving yourself. As you promise less and streamline your offers you'll find true and lasting wealth is abundantly yours!

SIGNATURE SYSTEM Article:

Coaches and Consultants -- What's Your System? Here's Why You MUST Have One…

Have you noticed that when you're presented with a step by step "**Signature System**" plan you're much more likely to make a purchase? That's because most people crave order and flow. A **Signature System** plan makes it much quicker and easier for people to solve their problem, especially when compared to trying to figure out on their own what to do first, second, etc.

With so much on everyone's plate right now, no one wants to have to stop and think about how to get started. By turning your service into a **Signature System** plan you're telling your clients, "I've done the work for you, so you don't have to." People love that approach and quickly respond by purchasing your offer.

Plus, people are leery of making mistakes so following a **Signature System** plan gives them reassurance that others have had success following the same steps. This makes it easy for your clients to see how they can create results similar to your other clients, which is a big comfort to them when considering purchasing what you offer.

But for creative entrepreneurs, figuring out HOW to turn what they do into a **Signature System** plan can feel daunting. Creative people aren't always natural "systems thinkers." In fact, most creative types think every client situation is different, and therefore requires customization.

Well, let me assure you that ANY service — even one provided by the most creative entrepreneurs — can be turned into a simple **Signature System** plan that makes it something clients WANT to say "yes" to.

Here are four simple tips you can use right now to transform your service into a marketable **Signature System** plan. What this means for you is you'll have clients quickly and automatically understand HOW you can help them, which results in new business flowing steadily into your business…even in THIS economy!

***Signature System* Tip #1 Think Of What You Do FIRST With A Client**

I bet you have a first step you know you're clients must go through in order to get great results with you, right? Great! That's the first step of your new *Signature System* plan. Now just keep asking yourself "What needs to happen next?" and you'll quickly create your remaining steps.

***Signature System* Tip #2 Aim For The Ideal Number Of Steps**

More than ten steps is daunting. I recommend sticking with popular, easy to digest numbers such as three, five, seven or eight. Nearly every service can be summed up into one of these numbers (or broken down into more detail if you need it).

Signature System Tip #3 Focus Each Step On The "WHY," Not The How

If you're clear on WHY each step is important you'll automatically focus on the benefit, or result. So when you're having a conversation with a prospective client (or writing sales copy for your promo pieces) you'll put your emphasis where it counts…on the results!

For example, in my marketing coach certification training program I teach my students step by step how to help their clients create their fee structures. I share with them that the reason this is vital to the success of their marketing coach business is because coaching their clients to charge more is a quick and easy way to build tremendous credibility and value in their clients' eyes. Hear how powerful that result is?

Signature System Tip #4 Name Each Step To Match A Specific Result

This is not the place to get clever or cute with names. Stick with basic, plain language. For example, let's say you're an herbalist. Your first step may be to "Assess Your Needs" and your second step may be "See Which Herbs Are Perfect For You."

Without A _Signature System_ Plan Your Services Can Seem Disunited; WITH A _Signature System_ You'll Suddenly Be Elevated to Expert Status

All experts have transformed their knowledge into repeatable *Signature System* plan, so take a cue from them and create your own step by step system. Give it a try and see how much easier it is for your prospective clients to understand and WANT what you have to offer!

<u>Signature System</u>: How to Talk About It

Template #1 "From/To"

"I have a x-step system that takes [WHO you work with] who are struggling with [PROBLEM] to [SOLUTION] in [TIMEFRAME]."

Example:

"I have a four-step system that takes women who are struggling with their hormones to feeling like their younger selves again in 90 days or less."

Template #2 "I help"

"I help [WHO you work with] who are struggling with [PROBLEM] to [SOLUTION] in [TIMEFRAME]."

Example:

"I help women who are struggling with their hormones to feeling like their younger selves again in 90 days or less."

Template #3 "I teach/coach/mentor/train"

"I teach/coach/mentor/train [WHO you work with] who are struggling with [PROBLEM] to [LIST SPECIFIC SOLUTIONS] so they [EMOTIONAL HAPPY ENDING]."

Example:

"I teach women who are struggling with their hormones to increase their energy, stop gaining weight and eliminate hot flashes so they feel 10 years younger."

<u>SIGNATURE SYSTEM</u> Article:

3 Simple Steps To Wean Off 1-on-1 Clients And Create Leveraged Income

Yes, you love your clients but honestly, too much 1-on-1 work can leave you feeling exhausted and strapped for time, plus limit how much you can make. You end up not only feeling burnt out but feeling broke too, even though you're working plenty hard.

The good news is that the solution is actually pretty simple: you must add "leveraged" as well as "passive" revenue streams to your business with a **Signature System** plan so you have the freedom to choose how much — or how little — 1-on-1 work you offer.

Leveraged streams are ones where you're making significantly more money for your time spent, or, you're impacting greater numbers of people. Passive revenue streams are when you do the work once, then keep getting paid, paid, paid.

Obviously, passive revenue sounds like a dream come true, and it can be. But it does take some time and an investment of money to put everything into place that you'll need to replace your 1-on-1 income. You have to create **Signature System** information products, write a compelling website, drive traffic to your site then convert that traffic into **Signature System** product sales before you see a dime.

Creating leveraging income is actually a lot faster and easier, which is why I always coach my Platinum clients to focus on it first. Truth is, it's often possible to completely transform your income and free up your time within just a few days of learning what I recommend for your **Signature System** plan.

So how do you free up your time and add leveraged income to your business? Here are 3 simple **Signature System** tips to get you started today.

<u>Signature System</u> Tip #1 Start Thinking "Platinum"

You know all the services you're currently giving away for peanuts? It's time to shift them into a new **Signature System** high-end client offer. **This will add significant income to your business AND allow you to take on fewer clients.** While you're at it, streamline what your high-level package includes so you're actually working less than you were before…only for more money.

<u>Signature System</u> Tip #2 Add Virtual Or In-Person "VIP" Days To Your Business Model

Clients love exclusive access to you and will pay handsomely for a day of your devoted time and attention. You can choose to offer a **Signature System** VIP day virtually over the telephone, or in person. Either way, you'll take your client through your step-by-step system and map out with them what they need to do to create a breakthrough. **The breakthrough for YOU is significantly leveraging your time for a lot higher payday.**

Signature System Tip #3 Focus On Building J.V. Relationships To Grow Your List

Sure, writing articles and blog posts is great for list building. But to really gain leverage in your life and business you need to grow your list by big leaps, not by small increments. I recommend reaching out to key people who also market to your same audience and inviting them to partner with you on a special event.

You can easily put together an **Signature System** online launch, a **Signature System** teleseminar or **Signature System** telesummit or host a panel of experts. Whichever you decided to do, make sure that each expert is required to promote the event to their list, and that participants must sign up for the event on your website which gets them into your database. With a significantly bigger list your next product or program launch is going to bring in greater numbers of people who want to purchase from you.

Signature System Tip: Weaning Off Of 1-on-1 Isn't Scary When You Have A Plan

Follow these simple steps and you can literally transform your business practically overnight, with a **Signature System** plan, leaving behind much of the 1-on-1 work that drains you and replacing it with joyful, abundant and alternative ways to make more doing what you love!

Kendall SummerHawk's
Certified Money, Marketing and Soul™
Coach Training Program 2009

SIGNATURE SYSTEM
Training Call Transcript

July 22, 2009

Kendall: Hello and welcome, everybody. This is Call 2 in our Certified Money, Marketing and Soul coach training program. Can you believe it's only the second call? Doesn't it feel like we've all been together a lot longer than that? The bonding between everybody has been extraordinary.

This is a one-hour call today. I want to check in with a couple of quick announcements, and then we'll spend about 15 to 18 minutes on open Q&A. This is an opportunity for you to ask questions and check in with the assignments and how things are going. Then we're going to dive into some tips I want to share about signature systems. That's going to be our primary topic today.

Remember that partway through the call is a little assignment. This is to offer proof or evidence that you did fulfill this part of the certification requirement. I'll let you know partway through the call, "Write down the answer for the piece of information I just gave you, because that's what you need to document."

We'll provide a form for you, but just jot it down and keep it in a safe place, like the workbook you got from the training. That's the best place. I'll make a note. I actually forgot to ask Renee to make that form.

Our next calls are scheduled for August 5 and August 12. You have the complete schedule as well. I just want to make sure the next two calls are on your calendar.

I want to encourage those of you in the Success Circle to come to the live Success Circle call. We have one today. That's the one that starts at the top of the next hour. It's a back-to-back call day for me today.

It's a Marketing Makeover call today. You'll hear me asking questions and giving coaching in a very laser-like fashion. I'll also be giving subject matter expertise on someone's business. You'll hear things about pricing, packaging, or the website.

You're all going to hear it with very different ears. You'll see the review I'm doing with very different eyes now that you've been through this training. I think it's a really useful way for you to spend an hour and 15 minutes of time.

Tuesday, August 4, 2009 is the Success Circle Information Product call. Be sure to attend it.

We have the event October 15 through 18, 2009. We've not provided the links yet to confirm registration or guests. Don't worry about it. We're counting you in. I know a few of you can't attend, but we're counting on most of you attending. We've just been busy.

We're actually 50% full for this event already. It's been a little hectic in a good way. We'll get that link for you, if not this week, it will be next week. Don't sweat it. We've got you taken care of.

The other announcement is we did realize that we needed to have two VIP levels, both VIP and VIP Plus. I won't go into the details as to why that was needed, but we realized we needed to do that. I'm gifting each of you with a VIP-Plus ticket at the event.

We're limiting the number of people who get those tickets, but we're including all of you in that, so don't worry. You're all taken care of. We'll get you those details.

Let's go ahead and open it up for open Q&A. Who wants to ask a question or celebrate a success?

Sheryl: I'm just wondering about the October event and our volunteering to coach someone. How is that going to work?

Kendall: We'll give you details. You won't actually be coaching at the event unless somehow logistically that works out for you. We've got a lot of plans to help market each of you.

We don't have all the details worked out yet. Planning an event of this size in the way that we like have everything very well thought through takes a lot of coordinating. We'll be really ramping this up during the month of August.

Right now, I can tell you what my vision is. We'll make a roster with the photographs of each of you. That will be included in everybody's goody bag who attends the event.

For those of you who want to volunteer to be available for a free coaching session, there's a small group of people. I think it's 11, but it might only be nine people. I don't remember. It is a very small group of people.

I spoke at an event. These were people who purchased a package to the October event. In their package was included a money breakthrough session. I'll have to see how I worded it. I'll let you guys know. It was six weeks ago. I don't remember.

For those of you who want to volunteer to be available for those nine or 10 people, we'll have a way of indicating that on the roster. It's up to them to choose. Some of them may never take you up on it. That's really up to them. I think they will. We'll make sure everybody's information is correct on the roster and things like that. My vision is to have a roster of everybody handed out.

Let's talk about your successes. I want to hear about how it's working for you to be working with the archetypes from our last call a couple weeks ago. Let's hear about the coaching sessions you're having with people.

This is an opportunity. You've got me here. Let's make sure you use this time wisely to ask some really great questions and get some help moving you forward.

Dinneen: I have a really basic question. Could you go over very briefly the differences between the different archetypes? For example, I'm not really clear on the difference between the number-one archetype and the last archetype.

Kendall: Somebody else emailed about this as well. I think it was Jeanne. It was on my mind this morning that I needed to clarify it. You read my mind.

Let's talk about the positions of the archetypes, because I believe that's what you're really talking about. This is what we care about at this point. Who knows what may come to me in a divine download?

We care about four positions out of those 12. We care about the first three, and then the last. Let's run through them.

I'm glad you asked. By the way, there is no such thing as really basic questions. They're all fabulous questions, and they're all really important.

The first position is the person's primary brand archetype. That's how I refer to it. It's your primary archetype for your business brand. The second position is the business brand influencing archetype.

You've already learned that the influencing one does have a lot of significance. It gives a lot of tone, personality and style in combination with the primary. If all we did was have the primary, it would be good, but it wouldn't be brilliant.

The primary alone isn't enough to lend enough individuality. I think it's too generic. I used to do it with just the primary. I realized that the second one was important and was the influencing. That's when the combination created such amazing character and soul and style.

The evidence for that is in the spirit of your archetype's name. What everybody came up with was amazing and creative.

The third position is your money archetype. I'll ask this as a test question. Who wants to tell me what you do with the second archetype if there is a tie score?

Kathleen: You choose. You don't bump the one you didn't choose down to three.

Kendall: I like how Kathleen said that. You don't demote or move down the one you didn't choose into the third position. That's not accurate. You choose, and the one or ones that don't get chosen get set aside.

People get very disturbed about this. Those of you who had a tie know what I'm talking about.

Your clients get very disturbed about it. You just be really easy with it. You say, "You're not giving anything up. They're both representative of you, clearly, but we're choosing one that we want to give extra emphasis to from here forward." That seems to make people feel more comfortable. They don't feel like they have to give up something.

The last archetype is what I call your place of strength, even though it's scored last. That means it had the least amount of significance.

This came to me through divine download, and then I tested it out. I tested it out with clients and my family. I tested it with anybody I could get my hands on, and then I started teaching it.

The reason I call it your place of strength is because it's not an archetype people pay a lot of attention to. Mine is the Jester in the 12th position. I don't go see lots of comedies. I don't tell jokes. The spirit of the Jester is not something I bring forward actively in my life, but it's a place of strength.

This is the wording I like to use. I'll talk about myself here. That means that when I am at my best, there's a quality about the Jester that I am bringing forward. That's playfulness for me. When I'm not at my best, that same quality is typically not present.

There are lots of ways. We could do nothing but 12 weeks of archetypes, truthfully. If you have a client who is struggling and they're not in a good place, they're not feeling really resourceful, there are a lot of ways you can coach them. One of the ways is to look up their scoring and that last archetype. Say, "I noticed that the last archetype was such-and-such."

It's helpful if you have this worked out ahead of time. When they're in a resourceful place, what's a quality or two about that archetype that they resonate with? I know it's playfulness for me.

When they're not in a resourceful place, you can say, "There is no playfulness happening for you right now." They'll totally agree with you because it's going to be true. You can just coach them, "How can you get that into your life right now? How can you get that quality into that situation right now?"

That will help them become more resourceful. We all know that when we're feeling resourceful, problems don't feel so big anymore. They seem pretty easy to handle.

Does that answer your question?

Dinneen: Yes. It was the last one that I wasn't really clear about. I'm looking at mine now, and it completely makes sense.

Kendall: What is the last one for you?

Dinneen: It's Alchemist. It was the opposite of everybody else. I was struggling. I couldn't figure it out for myself. I was struggling in how to explain it when I was working with the clients.

Kendall: That's why you want to know your archetypes and how they show up for you, positive, negative, supportive, unsupportive. You want to know those really well.

The better you know it for yourself, it's great. You can use it for examples with your clients. It makes you more confident.

Do you see how when you're at your best, there's a quality of the Alchemist that you really resonate with?

Dinneen: Mind-body.

Kendall: No kidding, given what you do, eat without guilt. You can see how when you're not at your best, the Alchemist is also about change and being able to change, sometimes very quickly. It's about being able to make a leap from one thing to the next.

From learning about you and what you're about, my guess is when you're at your best, you're much more able to do that than when you're feeling stuck. You probably get a little rigid. It's got to be a certain way. That's not what the Alchemist is about at all.

You can go to that mind-body place and say, "I'm listening to the mind, and the mind is not really helping me. Let me get my mind, body and spirit into it." The Alchemist is very much about spirit.

I'll look at my schedule. If we can accommodate an extra call, we'll add a pure Q&A call. I love these calls. They're my favorites.

Sharon: I just wanted to celebrate. I had my second class with my 10 people that are going through the blueprint with me. It's amazing.

We've gone through the archetypes and unique brilliance. I just touched on the signature system and the profit pyramid. They had no idea of any of this. They just think I'm a genius.

Kendall: You are!

Sharon: I'm teaching your material and using your phrases. They certainly are very aware of you. I've got 10 people, three men and seven women. They're part brick-and-mortar and part service businesses. They are gelling. They are sharing. A couple of ladies are crying because we're getting so deep into this. It's very gratifying.

I'm in a sleepy, small town on the ocean. To have this happen in this little town is very exciting.

I'm going to do my seminar next week on my things, but all these people will be at it. I'm going to have them do video testimonials. I already have 40 people signed up for my seminar.

I'm selling a daylong branding with the archetypes. It's a one-day intensive. That's what I'll be selling out of my seminars. I'll have these people there who have already gone through it, and they'll be able to sing my praises.

Kendall: That is awesome. I have a quick tip. It's wonderful that you have those people there. There is nothing better than that. But you want to prep them so that you can very carefully control what they say and how long they go with the microphone.

You don't want them going on and on because they are so excited. It's all a good thing. They're so excited. Their lives have been transformed. They're having breakdowns and breakthroughs. It's wonderful and people love hearing about it, but after a while they say, "We get it that you're happy. Can we move on?"

You really want to prepare them ahead of time either through sending them an email, calling them, or whatever you need to do to coach them. "You're going to have two minutes." Give them a timeframe. "Here's what I would love for you to talk about. What was this like before? What were you struggling with? Now that you know your brand archetype, what has transformed for you?"

In the kind of setup that you've got with your event, do not hand them the microphone. Do not let their hands touch the microphone. You want to have a microphone runner or you hold the microphone in front of them so you can then pull the microphone away.

If you watch talk show hosts, that's what they do. They don't hand the microphone to the audience member. Are you crazy? You give people a mic and they're either terrified or they're not. If they're not, they're going to go on and on. It's a great thing, but that's not what everybody is there for.

You want to be really careful about this because you want to carefully control the energy. That's what this is all about, energy management.

If you have a microphone runner, you need to instruct them that they have two minutes and to look at you. You're going to give them a signal, like a nod of your head or a finger signal or hand up. Your microphone runner will know that means to pull the microphone away. They don't have to yank it away. They can just gently pull it away.

You say, "Thank you so much for sharing. Let's give her a hand." Have every single one of those testimonials applauded.

There are several tips in there. Good job! All of these little things really make a difference when you want to upsell into a higher end offer.

Kathleen: In the blueprint, we have all the different modules. I'm hoping to go through the three money modules in one half-day session. Is there any more background template information to that whole process, or do I get that through the various products we have?

Kendall: I think I was really transparent about this in the first training call. Each training call is on the next section of the blueprint. The money ones are more toward the end because that's where they are in the blueprint. When is your first half-day session with somebody?

Kathleen: I'm waiting for them to accept my action plan. It could be in two weeks' time.

Kendall: This is actually really good for you. You know enough already to coach somebody brilliantly. This is really true for you, and it's true for a very practical reason and an energetic reason.

Practically speaking, this event you came to of mine was not the first time we worked together. You've been around this material. I know it's very different to be trained to coach other people on it. It's a very different experience.

I want you to really hear this and let this sink in. You already know enough. You could give that half-day training today and be brilliant at it, if for no other reason than that you know so much more than they do.

I want to encourage you to be with the person. Doing the three money pieces in a half day is a lot. You can get through it all, but that's not a huge amount of time to get into tons of depth.

Kathleen: They have three follow-up coaching sessions.

Kendall: Perfect! My recommendation would be to go through the three sections and be with the client. See what comes up for them. Which are the stuck points for them? Which are the points where they are really triggered? Those become the focus for the ongoing coaching calls you have scheduled with them.

Don't worry about making it all perfect. Don't worry about getting it all completed and fixing them or anything like that. Give yourself a break.

Kathleen: It's a couple. They're in a business partnership.

Kendall: Because it's two people, everything takes more time, which is wonderful.

Everybody, do you hear how she's setting this up? There will be stuff that doesn't get covered. That's great because that means more coaching. You say, "This is great. I would love to get into this in more detail because I can see where we need to go."

You've got three follow-up sessions. That's wonderful. I would already be seeding in that half-day some kind of longer term program or coming back for a two-day intensive, whatever is appealing to you. I would be seeding the next big thing for them.

Kathleen: They've already done that themselves. "We want the whole thing, but we want to start here."

Kendall: Have a credit card form handy. I sound like I'm joking, but I'm actually not. They're going to be so blown away. You can say, "Here's what you got. You can see where we still have to go."

You can even create a separate list throughout your morning or afternoon with them of all the stuff that's coming up that you haven't even touched on. "See all these things here? We need to take care of this. Here's an opportunity. Here's the form." Say it a little more gracefully.

I really want you to believe and understand that you have everything you need. There's more.

I just coached somebody this morning through a breakthrough around money. I'll tell you the story very quickly because it's so fresh in my mind, and it was really telling.

To honor confidentiality, I'm not going to say who this was, but this was somebody who recently raised their prices pretty substantially and has clients at this new price point. She actually had a client at a medium price point, raised it, got a client, raised it again, and got a couple more clients.

Now she is going over on the time she is spending with clients dramatically. In the session this morning, I said, "Isn't that interesting? You raised your prices, and now you're going over. This was never an issue for you before. Do you get the correlation?" She said, "I think so."

I said, "You're feeling guilty. This is the money mirror of deservability showing up big time. You're feeling guilty because they're paying you that much. You feel like you need to give them more. What are you going to do about that?" Within 10 minutes, it was taken care of.

I want to talk about a signature system and answer any questions about this.

Who here has already coached somebody through that walking process you learned at the live training? I'd love to hear from somebody. Tell me very briefly what worked well and if you have a question about it.

Elizabeth: I just did this two days ago.

Kendall: Did you do it live or on the phone?

Elizabeth: I did it on the phone, but I had her get up in her office and clear out a space to walk through. This is someone who has been very stuck trying to choose a direction. This just clarified everything for her. She loved it. The physical part of walking really helped her with that process.

It went very smoothly. We were very quickly able to map out a profit pyramid. The whole thing took about two 45-minute chunks.

Kendall: That tells you that you have to charge a lot, because you get it done so fast.

That signature system process has been included in every Brand Authenticity event and workshop and a ton of times in whatever I've done, but I'm pretty sure I'm not going to do it at the October event. Every time, people go bananas over it. They say, "Out of all three days, this was the best thing." They just love it.

I want to share some tips, then we'll hear from someone else who has led a client through this. We're using each of these 10 training calls to really deepen and strengthen your confidence in your knowledge with what the model is.

Just as a reminder, this is why someone needs a signature system. This is what I tell my clients. People love to buy packages. They love to buy a program. It creates a feeling of comfort and reassurance, and a feeling that it's being done for them.

You can say, "I have a five-step system," or whatever it is. If someone has a 15-step system, we're going to talk about that. That's a lot of steps.

Which number do I recommend avoiding?

Participant: Twelve.

Kendall: Because of the connotation with the 12-step program. That's not always a positive connotation for people. I don't know if I would do 11 steps because 11 would just be a weird number. It's not a sexy number.

You tell your clients that even if they don't think they have a system, they actually do. They just don't realize it. When you have a system, it's very appealing and magnetizing for your potential clients, so it makes it really easy for your potential clients to want to say yes to your programs and packages. That's how I explain it to them. That's why you want to have that signature system.

It does make creating your profit pyramid really easy. You can do the profit pyramid without the signature system, and I've done that a lot, but it's more time-consuming and more work. That's why I like doing the signature system first.

I'm going to share seven tips, and you'll want to write these down. This is your evidence. You'll have to write down and send me a little title of each of these seven tips. That's your evidence or proof that you were on this call live or listened to the recording.

I didn't teach this first tip to you in the training, and I want to give it to you now.

Tip 1: It's very helpful if you have the client brainstorm 30 results that their clients get from working with them.

I love the number 30 because it's a big enough number that they have to really stretch. If you ask for five results or two or three, clients can rattle those off without having to really think about it. Those first few results that they rattle off are typically not very powerful results. Most people are not accustomed to thinking in terms of benefits. The words "benefit" and "result" are synonymous.

I'm pretty sticky about this. I want 30. I don't want 27. I've done it enough times, I know people can do it. They can come up with 30. They'll be all kinds of results. They'll be practical, energetic, spiritual, physical, specific and general. When you're going for 30, you have to cast a pretty wide net.

This is a great exercise prior to writing copy or any kind of promotional stuff. They can either brainstorm on their own ahead of the call or session, or you can do it with them at a live one or two-day retreat.

I've done this a lot. I give this to them as an assignment and send them off somewhere in my house or outside if the weather is nice. I leave them alone for 20 minutes. I get them started on a few, leave them alone for a while, then check in with them to help them finish up the list. That's another way you can do it.

You have some choices about them doing it on their own or with you and how much time you want that to take. I tend to prefer to have them take a stab at it themselves, then help them with it. You don't have to do this, but if you do, it's a nice thing. It's going to help them realize, "Wow, I do a lot for people!"

Kathleen, for your half-day deal around money and pricing, this exercise is wonderful for creating prices because when you look at 30 results, you realize what clients are really getting. "Wow, this is amazing what they're getting! I've got to charge more."

Tip 2: Get the client physically set up.

Elizabeth gave us a great example of what she did. Elizabeth, did you ask them to describe their space?

Elizabeth: I didn't spend too much time getting a clear picture of it, to be honest with you. I couldn't really get it in my mind. I asked her to find some clear space, and she said, "Okay, I'm behind my desk now." I thought, "I can't visualize that." She came out from her desk and had pretty clear space to walk.

Kendall: That's what you say to them. "You're going to need a clear space where you can walk forward. Ten feet would be really nice." I form a picture and describe the picture. "You don't want anything impeding your progress, no chairs or tables. You want to be able to walk a straight line, completely free and clear."

If possible, I like them to face a window. I'm so nature oriented. I love being able to look outside. There's just something expansive about being able to see beyond a wall. If they can make that happen, that's great.

Tip 3: Ask the client to "see" those results at the end of that line, at the end of that space in front of them.

Obviously it's tough to hold 30 results in their head. It's a lot. I sum it up into two, three, or maybe four core results. Have the client see those two, three or four core results at the end of that space.

On the phone, you can't see their nonverbals. You can sense their energy though. That's your best coaching support, sensing their energy and really being in this process with them.

I say, "Stand at one end and look out across to the end of that space. Imagine and see those results." Say the results for them. Help them out. Say the two, three or four top results. "Let me know when you have a really strong connection to those results." You always want to say, "Let me know when." They'll tell you. They'll say something.

Tip 4: Ask them what the first step is, and then get them to step forward.

What's the first thing your client really needs to do in order to get that result? Go ahead and step forward one step and let's find out the answer.

On the telephone, Elizabeth, did you actually step forward along with your client?

Elizabeth: I did, actually.

Kendall: Isn't it great? Doesn't it help you feel what's going on for them?

Elizabeth: It was really cool. She felt much supported, and I also did the describing for her.

Kendall: Thank you. I should add that as another tip to describe for them.

Elizabeth: I tend to use small notebooks in my hand. I remember making a note to myself, "This is what I need to have with me to do this piece as opposed to a big piece of paper."

Kendall: Walk forward with them, whether it's on the telephone or in person. That's really important. Any questions so far?

Sheryl: I want to make sure I'm clear. They step forward and then name what they need to get the result, or is it the other way around?

Kendall: You got it right. The timing on this is a little tricky. I'm glad you spoke up.

You ask them what's the first step and then they step into it and tell you the answer. They won't find the answer where they are. They can't look ahead and see the answer. They have to step into it. This is what's called "associating." You have to associate with being in it.

You can play with this. Sometimes I'll say, "I'll ask you what the first step is, and we're going to step forward together and find out what that answer is. When I ask you this, I'll ask you to actually step forward?. What's the first step? Go ahead and step forward and tell me the answer."

Sometimes they start giving me some answer, like on the phone if they start talking to me and I can tell from their voice that it doesn't sound right. It has happened quite a bit. There is some indicator or clue. I'll ask them, "Did you step forward?" They'll say, "No, I didn't step forward." I'll say, "Go ahead and step forward."

I think it's the difference in their voice. You really hear that they can just tell you what the step is versus being confused, unclear and uncertain. If they're not 100% congruent, a lot of times they didn't step forward.

Tip 5: Trust your instincts.

This is trusting your instincts based on what you're hearing to help them either create additional steps in their signature system or to compress or combine them to make less steps.

I've had it happen both ways. I've heard people say, "I need to do this, this and this." They'll list four things in one step. I don't say that four sounds like a lot. I just say, "Do you have a sense that it all belongs in one step, or does it feel like it might be two steps?" They'll tell you.

Trust your instincts. If it's feeling like a lot to you, it probably is.

By the way, you'll have a sense of it. You'll say, "What's the next step? Step forward." If they're not certain and they've already had a few steps, you can say, "Does it feel like this is it and this is the end?" Then they'll know it actually is, or they'll say, "There is one more step," and you can say, "What is that?"

Tip 6: At the end, have the client turn around and look down the line and look at those steps.

You turn around with them, even on the telephone. This is an opportunity for them to bask in the glow.

At that point, they're going to want to hug and kiss you. They're going to think you're brilliant, which you are. You want them to really connect and think, "I've got a signature system."

Tip 7: If you're doing this on the phone, walk with them. Do the whole process physically with them.

I'll add Tip 8 based on what Elizabeth gave us. It's a bonus tip.

Tip 8: Be their scribe.

You want them totally in the process. You don't want them to worry about what to write. Tell them up front, "I'll write this out for you."

After they're done, they can sit back at their desk and you can say, "Here is what I have as the steps of your system." Very often, they'll want to write it themselves then and there. That's great. It saves you from having to type anything. You do not want to type.

This is my belief. Other coaches do it differently, and that's fine. It's a nice service to type it for them, but it's not how I run my business. I'm not a secretary. I'm not going to sit there and type things for people.

It's nice if you can go through it with them and then they own it even more and you're done. Remember what I talked about in the training about how I manage my time? One of the things is when the session is done, there is no extra homework for me to do as a coach.

Go back through it with them and let them write it. You have to account for the time that this will take, but that's okay. That's Bonus Tip 8.

Remember, you have to document each of these eight tips. I don't care if you get the wording exactly as I said. I just want something that indicates that you were on this call live or listened to the recording and you got all eight of these tips.

Helen: Are we supposed to do that after each call, or is it just once with the evidence?

Kendall: You're documenting it after each call, but you're going to send it to me all at once. We'll provide a form for you. My apologies, I should have had Renee do the form between the calls, but truthfully I forgot. We'll have her make the form so you can document it as you go along.

Athena: I'm clarifying Tip 6. Is it to have them turn around and look down the line? You started with something else.

Kendall: Have them turn around and have them look down the steps at the end. Let them bask. They may say, "Do you know what? I actually want to change Step 3." They want to fiddle with it.

You can tell them at the end of the session, "You may want to tweak this a little." A lot of times, they like to take themselves back through it on their own. That's fine. More power to them. It just gets better and better.

Let's do some more questions, and then I'll give you the assignment.

Carolyn: I did it about a week and a half ago with a client over the phone. It worked really well. I did the physical walking thing. My question for you is about the first tip. I didn't have her to the 30 results.

Kendall: I didn't train you guys on that purposefully. We didn't have time at the live event.

Carolyn: I can see that will be awesome for them to really get all those juices flowing, thinking about those results before they express their signature system.

In the model, do you recommend that you go straight from the signature system into the profit pyramid?

Kendall: As opposed to what?

Carolyn: The woman I'm working with right now has some money mirror stuff. It came up in some of her questions for me in our session today. I thought, "Maybe we should do a little on money mirrors next time around." I'm actually thinking the profit pyramid might be really helpful for her too.

Kendall: The answer is you can do it whichever way you want. I think some of the answer will depend on the expectations that you've already set up with this client.

If you've set up a very set number of sessions and it's more of a training program and you need to get through this material with them, then I'd stick to the order it's in. But if this gal is coaching with you for a while, you have a little bit more fluidity there.

What you could do with the money mirror is say to her, "I'm hearing some things coming up. Before we even get into your profit pyramid, I want to address this with you. Let's coach on this." Energetically, that's what I'm sensing. Bring it up with her.

Carolyn: I have a specific amount of time. There's one more session that's part of the package that she bought. I set it up initially saying, "There's so much here, but this is the short, strategic way."

Kendall: Then you have a commitment you need to fulfill. If that included the profit pyramid, then you need to just continue on the flow that you already set. You can say, "I'm hearing some things coming up. I've got this amazing system, the money mirror."

Roll her into the next thing. That's what I call the Kendall Cascade. That's what I'm calling it these days. It's the cascade-waterfall effect, just rolling from one thing to the next.

Carolyn: It's like what's cascading out of your profit pyramid.

Kendall: For those of you who heard the promo call I did on Saturday, I talked about the Kendall Cascade. I didn't mention the profit pyramid. Now you know a behind-the-scenes things. When you get really fluid with it, that's what the profit pyramid is like. It's a cascade of offers that keep people engaged with you, because there is so much that you can help them with.

That's a great question. When you guys are doing a half-day, one-day or two-day intensive, leave some space in there for things to come up organically. Do not pack it.

When you were here for the live event in June, we had every minute planned. That's what needed to happen. It will be the same in October. It included spotlight coaching time, a Master Mind at the front of the stage. That was planned. We had a set amount of time for every single piece.

When I'm doing a private intensive with somebody, I don't have every minute planned. I have unplanned time to be able to handle things that come up and be more in the flow with somebody. I know we'll cover everything during the amount of time I have with that person.

The assignment for between now and our next call in two weeks is very simple. I'll give you two ways you can do it. Basically what I want you to do is take two different people through the signature system process.

You can either take two people on the telephone or one on the phone and one in person. I want you to have the experience of at least one person on the telephone because it is really different when you don't have that person in front of you.

I have another tip. You don't have to write this down as a test question, but I'll add it for the next group next year.

Tip 9: When you're walking with them, you want to walk next to them.

Walk either right next to them or a tiny bit behind them. It depends on the energy of the person.

The assignment is to deliver this process twice, once on the telephone and once in person, or twice on the telephone. There should be nothing that stops you. It doesn't matter where you live. You can get your cat to go through it if you need to.

You can take yourself through it if you really don't have anybody. It's not as ideal, but it will work. At least one of these times, you can take yourself through it. This is how I design everything. I take myself through it.

For the scribing, I just have pieces of paper. I have a whole bunch of paper and I write each step on a separate piece of paper. I do not write them on the same piece of paper. Each one goes on its own piece of paper. That way, I can reorder them and lay them out on the floor next to me. I re-walk it.

We have time for one question.

Dinneen: In Step 3, we ask them to see the results. Do we also want them to feel what the person would feel like with those results?

Kendall: This is where you get into some mastery with language. Thank you for clarifying it. You can say something like this. Ideally they're seeing, hearing and feeling it. They're having a sense of it. The word "sense" could mean anything.

People who are really left-brain logical will love that word "sense." Kinesthetic people will hear it as getting more of a felt sense. People will hear that word very differently depending on their way of filtering information.

I'm very visual and kinesthetic. My language is very visual and kinesthetic. That's why I say "see" very often.

I'll pretend you're the client. Here's what you can say. I'll model it for you.

"Dinneen, I'd like you to go ahead and let your eyes travel to the end of that line. I'd really like you, in your mind's eye, to get a real sense of those results of people being able to eat without guilt. Allow yourself to really see what those results are. You might even be hearing them and getting a real sense of them. You can already tell you're really resonating with those results. You just let me know when you have a sense of that."

Before I finished the sentence, she said, “Mm-hm.” That’s how. You weave it together. People will hear what makes sense to them and they’ll discard the rest of it. It’s like you didn’t even speak.

You can cover all those modalities and they’ll hear the ones they like and they’ll ignore the rest.

You guys are so fabulous. I just love you. I have to tell you that last Friday I went to Los Angeles and back in one day. I delivered the teleseminar Saturday morning, then I went to San Diego on Sunday and came back Monday night. It was a very odd three days.

I wrote this note down. I wasn’t quite sure how to orchestrate it. I’ll do it right now. I wrote it on my calendar for Friday, “Send a love note to CMMS.” I just love all of you, and I love what you’re doing. What you’re doing is extraordinary. I just want you to know that. I’m giving you my love note here and now.

I need to grab my notes for my Success Circle call. It’s a funny day today. I hope I’ll see some of you on that call. I’ll see all of you in two weeks on our next training call.

Blessings to everybody. Please keep telling us your successes. Twitter me and stay connected.

Participant: Love back to you, Kendall.

Kendall: I’ll take it. I’ll soak it up.

Kendall SummerHawk's
Certified Money, Marketing and Soul™
Coach Training Program 2010

SIGNATURE SYSTEM

Training Call Transcript

March 03, 2010

Kendall: Welcome, everybody. This is Kendall. Today is Wednesday, March 3. This is our Certified Money Marketing and Soul 2010 training call.

Let me take care of a couple of date announcements, and then I want to spend a few minutes hearing from you. I know a lot of you are out there marketing, practicing, taking people through Branding With Archetypes, doing Signature System and some different things. I want to spend about 15 or 20 minutes in open Q&A time for you to share your successes and also ask questions.

Then we'll go through our core content today, which is going to be covering Signature System. I'm going to share with you eight specific tips on Signature System to help you be even more confident in delivering that in person or on the telephone. Then we'll have a very easy assignment and also the proof question, which will be in the middle of the call.

Our next call is Wednesday, March 17 and after that on Wednesday, March 24. Just as a reminder, if you don't already have the Money, Marketing and Soul Intensive on your calendar, go ahead and jot that in. It's October 21, 22 and 23 here in Tucson, Arizona.

All of you get a free ticket to that event. We will be sending out a special email to you sometime in March, probably toward the end of the month, to have you reserve your seat for that event and giving you a bring-a-friend option and VIP upgrade option as well. I'm not sure what the price is going to be for the bring-a-friend option, but it's going to be very low, like $97.

Let me turn it over to you and open it up for questions. Who has a question and/or a success you want to share?

Helen: I posted my question on the forum, but I would love to hear some more feedback. I have some interest in doing the Branding With Archetypes as a private retreat. I know that I tend to assume people get things the first time through so I'm really struggling to see how to fill up four hours, which is what I think you said it usually runs.

I'm looking for some ideas on format. Judy was great and gave me some feedback on the forum, but I'd love to hear what anybody else has to say, or their experience.

Kendall: What feedback did Judy give you?

Helen: She said the first time she went through it, it lasted three-and-a-half hours. The second time, she did three hours, and she told me she charged a price of $897 when she thinks she could have charged more.

Kendall: I can take somebody through Branding With Archetypes in about two hours, to give you an idea. Obviously, I've done it hundreds of times at this point. If you're doing four hours, what I would do is Branding With Archetypes and then go right into Signature System.

Helen: I don't want to do four hours. That's what I thought I remembered you saying.

Kendall: I remember saying to plan on four hours. I'm not sure it was just for the Branding With Archetypes with an individual, but with a small group. When I do it in the virtual retreat it's four hours, but that's with no individualized attention.

Either don't do the four hours or put a little more in there. Be careful not to overpromise. You don't want to get scrunched to a time. If you want to stick with four hours, that's great, but I would say Branding With Archetypes and then also do their Money Archetype at the same time because you have the score right there, or you could do Signature System.

Helen: You suggest to have them take the assessment beforehand, right?

Kendall: Yes. It will save you a lot of time. There's no point in sitting there twiddling your thumbs watching somebody take the assessment. Some people can get through that assessment in about 15 or 20 minutes, and some people take 40 or 45 minutes.

The main thing when you give them the assessment is to emphasize to them that you want them to think about the business they want to create as they take the assessment.

Helen: Thank you.

Kendall: Congratulations. It's great. Anyone else with a question or success you'd like to share? I know we've had a lot of successes.

I just hired a new assistant last night. She's going to start with us next week. She has done the Branding With Archetypes, and I asked her who took her through that. It was Schelli Whitehouse, who's from our 2009 graduating group and is also one of our Platinum coaches. That was kind of cool. It's starting to get out there in a bigger way, and I think that's really exciting.

Who else has a question? If you have a success, we would love to hear it.

Judy: I'll segue in after saying thank you, Helen, for your comments. I do want to report a success. I did a couple of virtual half-day intensives. One was three hours and one was three-and-a-half hours on just Branding With Archetypes. I did send the assessment ahead of time.

I had so much fun with that. It was just amazing. I took it to another place and had one of my clients email this form back to me. I said, "Why don't you think of this like a prayer, your branding prayer, because there is so much clarity in it? You're making declarations about yourself, what you want, and what you're all about."

She took it off of her wheel and wrote it out in this Word document, like this beautiful prayer. They had great fun with it. To tell you the truth, I was kind of surprised that I had so much fun.

Kendall: Knowing you, Judy, and that megawatt smile of yours, I'm not surprised you had that much fun. I don't think anybody who has met you would be surprised. It is a lot of fun. I love how you had her email it to you as a prayer. That's really beautiful. You did it in person or on the phone?

Judy: We both have webcams, so we did it on Skype so we could see each other.

Kendall: Excellent. At the end, did you have her read it out loud standing up?

Judy: I didn't think of that.

Kendall: That's a good reminder for everybody. I think we only demonstrated this one time in the training. Usually I demonstrate it more. Always have your client stand up at the end, even if you're doing this on the telephone and you can't see them. I like to stand up as well, to match their energy and get a sense of what's going on for them.

Have them go from the top, starting with the Unique Brilliance and going around the wheel like the face of a clock and say each of the pieces. Don't interrupt them. Just let them go.

You're listening for them being congruent, being in alignment. You're also giving them an opportunity to really step into it in a powerful way because they're hearing all this about themselves that's so right and true for them. They hear it out loud and it really deepens the experience.

That's beautiful. Congratulations. How much were you charging for it?

Judy: I charged $897 for both of them.

Kendall: That feels good, doesn't it?

Judy: Yes.

Kendall: There's always more, but for starting doesn't that feel pretty good?

Judy: That one was the stretch. That was the one that I thought, "How does it feel? What would feel fair? What would feel good?" I didn't double it completely, but I went to the $897. Since I've never done it before, that would be the justification not to charge as much so I'll just go for it. They didn't blink an eye.

Kendall: What you did we call the mirror test. Everything here is an opportunity for coaching and a reminder of what you're learning so you get to know this inside and out. Thank you for sharing, Judy.

Let's hear from somebody else. What's a success you want to share or a question you want to ask? You have me live on the phone, so I would definitely speak up.

RossAnne: I have a couple of questions. The first one is that I have a business partner, Annette, and her branding archetypes are completely different than mine. My question is how do we integrate all of the archetypes and work through that?

Kendall: That's a great question. For those of you working with business partners, or couples, this is going to come up. You have two choices.

One choice is to look at the two different primaries and see if there's a way to blend them, still preserving or honoring the integrity of the primary and the influencing because you always want to do that. It's probably not the way I would do it.

What I would probably do is make a decision as to which set is going to actually make the most powerful brand for the collective you of your business.

You have to remember something about Branding With Archetypes. Yes, it does come from within us so it is representational of who we are as people, but it is also creating a personality and a set of characteristics and values for your business as its own entity.

I look at a business as a living, breathing entity. It's an organism that has a life of its own. I know some of you just want to be super-successful solopreneurs, but I'm a little more of an empire-builder kind of gal. Over the years as my business has grown, particularly in the last two or three years as I brought on more team and started to create the brand of my business as its own entity, it's bigger than me. It is me, but it isn't just me.

If you keep that in mind, you can decide between Annette's archetypes or your archetypes, which pairing is going to be the most powerful.

Here's what I would do since you are business partners. You can play with this a little. Go through the Soul of Your Brand exercise, that document in your workbook, this way. Choose the primary of you and the influencing of her, and then go through it again flipping that so it's the primary of her and the influencing of you.

Don't make a decision yet. Just go through that and see if that makes it juicy. That's another option as well. Ultimately you're going to need to choose.

My least favorite option is to try to blend the two primaries and the two influencing. I think that's hard because they get diluted. That's not always true. It would depend. If your primaries were Maverick and Explorer, you could actually blend pretty well because there's a lot of overlap between those two archetypes.

I wouldn't do it that way because I think it dilutes the characteristics and impact of what you're going to get.

Judy: That's great. Thank you.

Kendall: You're welcome.

Judy: You were talking about doing the drop-ship...

Kendall: I have to check with Renee and see where we are with that. Honestly, I don't know. Let me make a note about drop-ship. She's usually on this call, but she had an appointment today. I'll find out and we will email you.

She's also been working on the different forum software. We tried out two different pieces of software since the training with you all. We're not happy with what we're finding, so that's been getting a lot of emphasis. We're still working on that.

Judy: Thank you again.

Kendall: You're welcome. Who else has a question?

Lisa: I did a preview call and I focused on the Money Speedometer piece. The upsell for that was a two-part teleclass where all I'm going to focus on is the Money Mirror piece.

What I'm trying to lead up to is in May I have a date scheduled for a live event. It's going to be kind of small. I'm focusing on getting about 20 people. It's being held at a bed and breakfast in South County, Rhode Island. I've been in conversation with Terry Hickey to come out for the event. All of these pieces I'm laying in place are to lead up to that event.

There are two areas lacking clarity for me. The first is a little bit resolved. Part of the challenge I've been having is that I've been known for my online marketing area of expertise, not coaching. I was not a coach coming into this. This is my coach training.

The way I've been marketing these pieces is as "the missing piece to your marketing," which in my mind is the mindset. That's how I'm bridging that gap.

The second part of it is what I'm not clear about. I have not been able to decide on what my platinum program is going to be yet. I don't know if I should structure the platinum program to include the event or if I should try to upsell the platinum program from the event. In other words, "Part of the platinum program is you get to attend this event. Here's what's in the event."

Kendall: It's a great question. It's a great choice. If you do it the first way where the event is part of the platinum program, it changes the nature of it entirely because then it becomes a retreat exclusively for your platinums.

Lisa: Let me give you this piece of information, too. The basic client base I have right now is not substantially the client base I want to attract. I want to attract a business owner with a higher level of success than those I've been working with have.

I suspect I'm going to get some resistance to the price tags I'm going to throw out for the event and the platinum program, so I know I have to develop another audience.

Kendall: Notice that in part that could be true, but in part that's also your Money Mirror showing up.

Lisa: I get that, Kendall. I was doing work on this just this morning, but also I have had evidence before when I've tried to make other offerings to these people.

Kendall: I get that. I'm just going to jump in and tell you that when we hold a belief, when we hold something as true, we will always attract evidence to make it more true. It doesn't mean that within your list you have tons of people who are willing to pony up giant amounts of money.

I get that predominantly your list may be lower end, or they're only accustomed to investing a certain amount. Do you have a lot of VAs on your list?

Lisa: No, I don't.

Kendall: Who do you have on your list, primarily?

Lisa: I attract a lot of holistic kinds of clients.

Kendall: What's also true is that there are some people who will be willing to invest. They've gotten good value from you, have been following you for a while, and actually want a higher, more challenging opportunity that you haven't offered them until now. It just may be a smaller percentage based on how your list is constructed right now.

Here's the thing to think about. For you to offer the workshop as part of the platinum program means you're really doing the launch of your platinum prior to that event. You're doing an online campaign to launch platinum. Did you say you have a date in May?

Lisa: Yes.

Kendall: You don't really have time to market both platinum and an event. What were you thinking of charging for the event?

Lisa: I was thinking the full price was going to be $897.

Kendall: You might as well go $997. People don't really distinguish the difference from $897 to $997. That extra $100 will not keep somebody from attending. People tend to round up in their minds anyway.

Generally speaking, you can use a number like $697 or $797 as an interim price. I will do that myself or have clients do that, but as a final price, no. Make it higher.

When you're going for a new audience and want to step it up, you have to make your own choice, but what I recommend is definitely taking a big step forward for yourself, charging more, and in your sales copy, speaking to the quality and caliber of person you want to attract.

Don't make the pricing a giant leap from the old to the new. Do something that's a little bit interim.

To include the workshop as part of platinum would mean filling your platinum prior to the event. I don't know if you wanted people in addition to the platinums at the event or only platinums, but you're not going to have time to have additional people come.

What is your starting price for the event? If they were to sign up for it today, what would it be?

Lisa: I haven't figured that out yet because I haven't nailed down the content exactly.

Kendall: How many days is it going to be?

Lisa: That's why I haven't nailed it down yet. I haven't decided if it's only going to be Friday night and Saturday or Friday night, Saturday, Saturday night and Sunday. It can be a two-night or one-night event.

Kendall: When you get that figured out, just based on what I'm hearing and knowing you, Lisa, I'd like to see you position higher than $997. It might be something like $1,497.

You may only have that price for the last week before the event. You may get people signing up at that rate because people do sign up at the last minute, always. You may not, but it doesn't really matter. By having a little higher price, it positions it as a little more valuable. It also gives you a little bit more room to move in your pricing between now and the final week or two before the event.

This is important for everybody to hear, as you're helping your clients and yourselves with your pricing. I'm going to just make some numbers up with Lisa.

Let's say she's going with the other strategy, with $997 as the high end. That means for her to start out and have enough room that between now and May, she can have probably two price jumps. She's going to be at about $497, then $797 and then $997. There is not a significant difference between those dollar amounts.

My concern is that it's not significant enough to really motivate people to say yes and press the registration button. They'll put it off and wait. It's not a big enough savings.

If you have $1,497, now you have a little bit of room. You could start at $497, and wow! What a huge savings! I'm not advocating that low, but if you did start there, keep that low price for a very short period of time, maybe two weeks. Then you can jump up to $997.

I'm going to use the word "threat." You'll say, "It's $497 now, and then it's going to go up to $997. It will be as much as $1,497." Do you hear how there's a bigger consequence in waiting? It's much more motivating for people to take action.

People always worry about competition and their competitors. For years, I have said, "I don't worry about competition." I pay attention to what other people are doing, but I don't worry about competition, and here's why. It's because I know that for every single one of us, our number-one biggest competition is not with what somebody else is doing. It's our potential client's inertia.

That's why with pricing and positioning, I'm always looking for ways to really inspire people. Often it's with a negative consequence. It's a, "If you don't make a decision now, it will cost you," type of consequence. They'll lose out in some way.

I feel very abundant about scarcity marketing. That's what I always say. I love scarcity marketing because it creates an enormous amount of abundance. It makes people make a decision. They get up off the dime and their butt and make a decision. I love that.

Does that help you?

Lisa: Yes, absolutely.

Kendall: You have an advantage because you're on the East Coast. That's great because a lot of the marketing stuff happens on the West Coast. If East Coasters don't want to travel all the way across the country, they lose out. You have a nice advantage there.

I know you're keen on the money piece, which is awesome, but I would definitely still include some really practical marketing stuff in there.

Lisa: Yes, I intend to.

Kendall: Good. That way, you're giving both and seeing what people respond to. Awesome!

Kim, you can ask the next question, and then we'll move into the Signature System.

Kim: I have a question about the Branding With Archetypes. I'm going to be offering a VIP day down the road. I'm getting confused. Is it better to just do the Branding With Archetypes or do it with the Branding Wheel?

Kendall: I would recommend, especially now when you're learning, to always do the full Branding With Archetypes process. It's the whole wheel. When I say Branding With Archetypes, I'm not talking just about the assessment.

To me, Branding With Archetypes is that entire process of taking them through unique brilliance and then all those different points on the branding wheel. That thing in its entirety is Branding With Archetypes.

Kim: That's where I wasn't clear.

Kendall: Definitely take them through all of that. They're going to love it and be so excited.

Kim: That's all I needed. Thank you.

Kendall: I'm going to mute the line and talk about signature system. I'll take questions a couple of times as I go through.

What I want to do is go through just a little bit more detail of signature system and share with you nine different tips. Some of them we covered in the live training, and some are new. I'm a pretty fast learner, but I still like to hear things again because I hear it in a new way and it really cements it for me. That's why I wanted to go through this again with you.

Also, remember that you're not just going through this as a participant. You are becoming a Certified Money, Marketing and Soul coach. That means having a great deal of confidence and assurance with the material and really a lot of flexibility. That's how I think of it.

At a moment's notice, you can see an opportunity in coaching somebody of, "Wow! Signature System would work just perfectly here. Let me take them through that right now." You'll have that facility, flexibility and dexterity to take somebody through these different modules at the drop of a hat. That's what I'm aiming for with you.

Remember that a signature system is the basic system that your client will take their clients through. Very often, people think that they don't have a signature system because they think that everything they do is unique and their clients are always unique. While that's true because obviously no two human beings are the same, realistically your client is taking people through some form of a system, even though they may not realize it.

If there's somebody who is brand-new in business, this is going to be enormously helpful for them. You all know what it feels like to be brand-new at something. It's a little unnerving, and you don't always feel like you have your feet solidly underneath you.

To help somebody when they're brand-new or really shifting their business in a big way get very clear on what the system is that they take clients through. They're going to feel that this has been a huge blessing for them and that you are an absolute rock star.

If somebody is brand-new, don't worry about it. They have some experience and something that they're bringing to the table that's allowing them to help their clients. There is something there. I always hold the belief that each of us has at least one signature system within us, whether we realize it or not, and whether we're brand-new in our business or not.

Also, remember that a business owner may have several signature systems. You may have an overarching signature system and then, within that, mini signature systems. The eight certification modules are good examples of that. The eight modules are a signature system, but each of those modules is also its own mini signature system.

Another example would be that somebody has a signature system for one aspect of their business and a different signature system for a different aspect. That's fine. I use this process when I'm creating every single workshop, information product and teleseminar series. I always use this process. I use it over and over again.

A quick example is that right now, I'm doing a joint venture call with Ali Brown. She and I are having the preview teleseminar next Tuesday. By the way, if you're not signed up for that, definitely register. It's going to be a great call.

The four-part teleseries that we're going to be offering will be called "The Secret Energy of Money." To design all the content, I used the same signature system process a couple of weeks ago to lay it all out. It definitely works really well and has a lot of applications.

By the way, it's ideal if you can do Signature System prior to Profit Pyramid. You don't have to do it that way. I can get away without it. For example, it could be in a mastermind.

By the way, Lisa, you're going to want to rename it. Think about calling it a mastermind instead of a workshop. That's just an idea to think about because people are really into masterminds these days.

In the masterminds, I can help somebody design their Pyramid without the benefit of having taken them through the Signature System process. However, I've been doing this a long time and have done it a lot, which allows me to get away with it.

Also, as I'm taking them through the Profit Pyramid process, I'm extracting from them what a basic Signature System is for them. I'm doing it as we go along. I'm just not doing it quite as distinctly, and I'm not writing out all the steps. The final end result is not the full-blown Signature System. It's a Profit Pyramid focused on a particular topic.

You always want to have a Profit Pyramid focused on a particular topic, which is why it works best to take them through Signature System first. That gives you the topic. Then creating the Pyramid becomes a lot easier.

Let me share with you nine different tips.

Tip 1: If you know you're going to be taking the client through this process, it's ideal, to save time, if you have them do a little bit of preparation. The preparation is very simply to have them list 30 results their clients get from working with them.

We have a form for this, and I'll make sure it's in the forum area. It's probably already there, but I'll make a note to ask Renee to make sure it's there.

I am pretty sticky about this. I want 30. I don't want 20, 19 or 12. What happens is that, as someone is going through this process of creating 30 results, it's easy to come up with three, four, five, or maybe even seven or 10. After the obvious ones are already written down, they're going to have to think and scratch the surface a little more deeply. That's why I like the 30 results.

You have them bring that list to the call or meeting. If you have time, you can actually help them create that list with you right on the spot, either on the telephone or in an in-person retreat of some kind. You can interview them and help pull forward what those 30 results are.

Sometimes it's hard to think of 30 when you're by yourself. If you start hearing what they're already coming up with, you will often hear something that's going to say, "What about this?" You can help them dig a little deeper.

Whether you have them do it on their own and bring it to your coaching session or do it with them, make sure they get 30. If you have 27 and they feel totally done, that's fine, but I really would not compromise on this. Otherwise, it makes this exercise a little less easy to do.

Tip 2: Get your client physically set up. This is very simple. Let's say it's on the phone. You just say, "I'm going to have you stand up, and I'd like you to face an area where you have some room to walk. If it's possible, facing a window or open door would be even better."

I like having them face a window or open door because it gives a sense of space. There's just a feeling of expansiveness to it versus facing a wall. Even if the window is closed, that's fine.

If it's on the phone, I usually ask them to tell me, "What is it that you're looking at? How much room do you have in front of you?" I like to get an idea if they have 4 feet or 20 feet in front of them. That's because I'm going to be standing up with them and want to use about the same amount of space that they also have available.

Tip 3: Ask your client to "see" those results out in front of them. How I frame this is like this. Let's say my client's name is Sue. I'll say, "Sue, I'm going to ask you to stand up. I need you to have some room in front of you where you have room to walk. It's ideal if you can face a window or doorway, if a window is not available." She gets herself set up.

Then I say, "Sue, I'm going to ask you now to look out ahead of you. I want you to imagine in your mind's eye the end result that clients get working with you. Do you know all those 30 results? I want you to see the essence of those results. What's the core result people get from working with you? See that out in front of you and tell me what it is that you're imagining in your mind's eye."

That's how I get it set up with the client. Then I have them tell me what it is that they're seeing. I want to be sure that I understand. Is that result clear to me? Is it specific enough? What we're listening for with this is a result that is not so global.

Let me give you an example. They may say, "My clients' end result is that they're more confident." That is not specific enough, folks. If you hear an answer like that, you have a little work to do before you go on.

Definitely get them to where they're saying what it is that they're able to do as a result of being more confident. Let me make something up. It might be that they are doubling their income. It's not even "making more money." Let's get more specific. They're doubling their income in six months and feeling more confident and happier because of that. That, I get.

When you hear that, you get a sense of that, don't you? There's emotion. It's practical. It has the best of both.

Tip 4: Ask them, "What is the first step that needs to happen for your client to achieve that result?" They're going to start talking right away, and we all know from the training that the answer isn't from the spot they're standing in. The answer is in stepping forward one step.

The way you set this up is that you say, "Sue, in just a moment, I'm going to ask you to take a step forward and tell me what the first step is that your client must take in order to get that end result. When you're ready, go ahead and take that step, and I'm going to take it with you."

If you can't see them, you have no idea if they stepped, but often energetically, you can tell or hear something. You can just tell. It's pretty easy, actually. If you're not sure, you can just ask them, "Did you go ahead and take a step?"

The only times I've not been sure have been when someone's voice didn't change at all. There was something in their tonality that made me doubt that they were actually in the process.

You say, "What's that first step?" and then they are going to tell you whatever they're going to tell you. Always scribe for them. Actually, that's one of the tips that I'll get to in a second.

Tip 5: Trust your instincts. What I mean by this is that when they describe what that step is, does it sound like it's about the right size step or like it needs to be broken down into a smaller step? Conversely, does it sound like it needs to be grouped together with another step into a bigger grouping? Otherwise, they're going to end up with 15 different steps.

You won't know this on the first one. That's fine. This is a very fluid process. You can them step back or forward. This is not mechanical.

You're repeating the same process step after step. Keep trusting your instinct. Often, they'll tell me what one of the steps is, and in my mind it sounds like a whole bunch of stuff. I'll want to test that out, so I'll say, "Let me ask you something, Sue. Is that actually all under one umbrella step, or do you think that really should be a couple of steps?"

I don't care either way. I just want to be very clear about it. Your client, or in this case, our fictional client Sue, is going to know how to answer that question. You can just stop and coach her through it.

Sometimes, it could go either way. Most of the time, they're going to know and say, "No, it is all under one umbrella." Then you say, "What would you call that umbrella step?"

As they're going through this process, I want them to start to name each of the steps. They may not be naming them in really great, savvy marketing language, but at least it's something.

She may say, "No, you're right. It's actually a couple of steps." Then you say, "Which one comes first?" Just remember that you have to be clear on where you are with your psychogeography. If you're not clear, stop and say, "I got a little lost. Our first step is this. Our second step is that. Now what's the third step?"

Just ask your client for clarification. Don't worry about feeling stupid or that you missed it. If they're processing and going back and forth, you might get unclear.

Very often, if you're not clear, neither are they. In answering the question for you, it helps cement their clarity for them.

Tip 6: You keep going through this, and at the end, you ask your client to turn around. You're doing this with them, of course. Say, "Look back at those steps." Just let them bask in that glow. They're going to be pretty happy and will feel very good about what they just created. It's a very exciting process.

Tip 7: I've been talking about this a lot already, but walk with them, always, whether it's on the phone or in person. When you're walking with them, I like to take the position of Other.

The Other in this experience is their client. For a few minutes, you are pretending to be a client of theirs. You're in the Other, and it's as if you're their client. You're going to get a really strong feel of whether these steps are clear and if something's missing or confusing.

Tip 8: Scribe for them. I put it as Tip 8, but really, you're doing this in the beginning. You tell them, "I'm going to scribe for you. I'm going to do the writing so you don't have to."

Tip 9: Whether you are in person or on the phone, you can ask them which side they are most comfortable with you standing on. It's very easy to do.

Let me just run through these very quickly so we make sure we have our numbers clear.

Tip 1: Ask what their 30 results are.

Tip 2: Get the client physically set up.

Tip 3: Ask them to see the end results at the end of the line. What is it that they're envisioning?

Tip 4: Ask what the first step is. Continue to walk them through that process, stepping with them.

Tip 5: Trust your instincts. That means speaking up if you feel like some steps are too general or crowded.

Tip 6: At the end, have them turn around, look and really bask in the glow. Even if you're working with executives, as several of you are, they will be very excited about what they're creating.

Tip 7: On the phone, always walk with them. You're actually always walking with them in person, too.

Tip 8: Scribe for them.

Tip 9: Ask ahead of time what side they want you to stand on.

Who has a question about this?

Barb: You said something at the retreat about possibly having people put pieces of paper down or some key words on each step so they'll remember what they said when you're doing it over the phone. Can you repeat what that feedback was?

Kendall: Sure, I'd be happy to. In person, what you do is have a whole bunch of sheets of paper. You don't have to do it this way, but it's really nice. I would have 12 or 13 sheets. It's not that you're going to have that many steps, but some of them might get messed up. You'll just recycle it and start with a fresh sheet.

In each step, you're writing in pretty big letters the name of the step and putting it down on the ground as they name it. They step forward, name the step, and feel really good about that. You write it down, put it down where they're standing, and go on to the next one.

If you don't do it that way, you can just have a sheet of paper and write Step 1, 2, 3 and 4 on a single sheet of paper.

The key words that you're writing are anything like, "I want to take them through this exercise," or "They need to do this or that." For those of you who have already experienced taking your clients through this, they're excited and coming up with a lot of stuff. It's a very creative process that's very inspiring for them.

On the telephone, I like to not have the client write anything. I don't want to take them out of the process. I'm scribing for them on the telephone. At the end, after they've turned around and looked and are all happy, I'll say, "Let's go ahead and write these down." Then I repeat the steps to them. I say, "Step 1 is this. Step 2 is that."

They're processing, too. They're either all excited or saying, "I'm not sure about that one." Sometimes stuff comes up. You just put them back and say, "Go ahead and step back on that spot. Let's test it out." Those physical spots are definitely anchored in a very strong way.

When on the phone, I actually don't have them write it as they go because it takes them out of the process too much. I'm doing the documenting for them.

Barb, does that answer your question?

Barb: Yes, it does. Thank you so much.

Kendall: Who else has a question?

Shauna: I was just wondering how long this process is. For us, we had 15 or 20 minutes to work on it. When you take a regular client through it, what is the range? I know that every client is different, but what is the range that we should try to stick to?

Kendall: I'd say 20 to 40 minutes. It's possible to do it in less than 20 minutes, but that would be if they had a really short process, like three to five steps.

Who else has a question?

Susan: You said at the end, to ask the client to turn around and look back at the steps, and then we're going to take the position of the Other. Are you not taking the position as their coach and holding the ground that they're going to create these steps? Are you standing in the position of the Other the whole time?

Kendall: You're both. You have to have somebody's perspective. Your four choices are Self, Other, Observer and Spirit. The thing with these four positions of alignment is that they're not static. You don't think, "For the next 20 minutes, I'm going to be the Other and that's it." It just doesn't work that way. That's not realistic.

What you're wanting to do is to practice being in these different positions so that you can switch off in less than a split second. You can get that good at it. All it takes is a little bit of practice.

When I'm talking someone through Signature System, I'm spending most of the time as Other. I don't distinguish the position of coach because that's not a position, actually. There aren't five. There are four. You'll notice that coach isn't one of those. You're always the coach. Are you coaching from the perspective of Other, Spirit, Observer or Self?

I like to take the position of Other to try on, "Does this make sense? If I was this person's client, would what they're telling me make sense to me?" If it doesn't make sense, then I need to speak up about that.

I may not be their ideal client or anything like that, but I trust and believe in the power of pretending, imagining and experiencing it as if you are that other person just momentarily. I hope that makes sense.

Susan, does that help to clarify?

Susan: Yes, that makes sense. Would it be too much for a VIP day to do Signature System, Profit Pyramid and the Archetypes or something else?

Kendall: That's an awesome day. When I do my two-day private VIPs, the ones I do at my home, typically the first day is those three things. In addition, there's the "Hi. How are you?" and answering questions and things that come up.

On the second day, typically, we're looking at their website. I'm looking at the copywriting and different marketing aspects for people. We're actually then doing the marketing calendar, which I'm going to teach you guys how to do a few calls from now.

We talk about how to evaluate their newsletter or ezine. What are some of the very practical things that they need to start paying attention to and get into action on?

Another thing that you can do on a second day or follow-up call is the Unique Brilliance exercise that Richard taught you on the third day, where you have the two columns, "Your Unique Brilliance" and "Everything Else." That is a fantastic exercise. It's very simple.

People love it because it really shows very clearly the things that they need to stop doing, outsource or delegate, and all the issues and conniptions that come up for people around that. Typically, they're pretty keen and eager to get rid of stuff, but there's always something that they're fearful of giving up, usually because of control issues. That's another piece to put in there.

Doing Branding With Archetypes, Signature System and Profit Pyramid is a full day. I wouldn't try to add anything more into that day.

What you want to use to complete your day is having a list of what's next. In other words, what are the next things that, as their coach, you're going to want to focus on with them? I highly recommend building that list throughout your day together, as things come up. They will come up.

As you're hearing things about where someone is really stressed or overwhelmed or undercharging, you're adding it to this list. You're doing it collaboratively, not secretly. You're creating this list together so that at the end of that VIP day, you have a list that you've co-created of what's next for them.

That's a fantastic opportunity to install value, if you're working with them on an ongoing basis that's already set up, or it's a fantastic way to install the value of continuing to work with you as, say, a private platinum or part of a group. It's a wonderful way to create a road map of what else they need to look at.

We're going to go through Profit Pyramid. I believe it's in our next call. We'll go through in more detail, but just as a reminder, when I'm doing the Profit Pyramid, I tend to like doing the pricing of each item right there in the margin of the Profit Pyramid. You may not do that initially. That's up to you and where you are in your confidence about that.

Then it stirs up all kinds of issues around money. Depending on how much time I have, I may not solve that issue with them right then and there, but I'm definitely making a note of it.

I'll say, "It looks like we need to do some work around your pricing, setting up payment options and different things. I have some tools that will help you with this. Let me add it to this list of things that we will continue to work on." They're going to say, "That's great."

Do you see how you're building demand, desire, need and value? Does that help, Susan?

Susan: Yes, it does. You had said that Day 1 was the Signature System, Profit Pyramid, Branding With Archetypes, and completing with that list. Then you started saying Day 2 is the Unique Brilliance exercise. How do you complete Day 2?

Kendall: The Unique Brilliance exercise doesn't take a ton of time. Day 2 can vary.

I'm doing Unique Brilliance, which is basically around their time and how to reshape how they spend their time. That's where you're pulling in some of the million-dollar mindset pieces. If you haven't been trained on all of those, we will be doing more training on that. There are a few pieces in there that you can pull out immediately, like thinking as a million-dollar business owner.

Maybe they're saying on the Unique Brilliance exercise that they're really reluctant to delegate something. For me, it was broadcasting my newsletter. That was the one thing that I was not giving up.

Finally, Richard, bless him for being the awesome coach that he is, actually used my leadership statement. He said, "Would the divinely feminine multimillion-dollar business designer broadcast her own newsletter?" I had to say no. That got me to give it up to Renee. Now, I can't even imagine broadcasting it myself. That just sounds like a nightmare.

You can use their leadership statement from the Branding With Archetypes process or the "Would a million-dollar business owner _________?" question to help coach them to give things up. That can take a little bit or a lot of time. It depends on the person.

The other thing I do on the second day of a VIP is work out their marketing calendar. For 12 months, month by month, we're looking at the pyramid and mapping the things from the pyramid over to a calendar and making decisions about what gets implemented or launched first. What bank of time is going to need to be set aside for each of those launches? We draw that out on a calendar.

You end up pretty quickly running out of calendar months. You have many more things to launch from the pyramid than you have months in which to launch them. There are some choices that will have to be made and priorities set. That's where the coaching comes in. You're coaching them at that point to make the decision as to what's going to fit their goal.

I can only speak about this generically because it depends on the person, but it's going to be obvious to you if, for example, they're prioritizing things and then you add it up. That's why I like doing the money piece. You add up how much it's going to bring in.

If the number is a great big number, woo-hoo! They're excited, and it's great. If it turns out that the number is not going to get them to their goals, you need to go back and rethink the order of what's being implemented.

Susan: Thank you.

Kendall: You're welcome. For me, what comes up are a lot of internet marketing questions. We're talking about squeeze pages, opt-in forms and different things like that. I'm reviewing their website and newsletter copy.

That's a great exercise for you guys, by the way. I'll have to do a call on that outside of our 90-day training period. I can take you through and train you how to review someone's newsletter, their ezine, in the context of their brand and Branding With Archetypes wheel.

If you have them come with a printout of their newsletter, that's great. You can go through it and start to see some very basic things that don't match their brand and where they're losing opportunities.

I'll make a note of that and add that as an ongoing training call topic. That's really fun. I love doing newsletter reviews. People get a huge amount of value out of that. They love it. It doesn't take that long, about 20 or 30 minutes, but it's a really big impact.

Each of you has your own subject-matter expertise. For me, it's internet marketing, so people are going to ask more questions about shopping carts and all of that kind of stuff. Each of you has your own subject-matter expertise that you can fill in that time with.

By the way, don't do two days just because I do two days. I do two days because it fits my personality and pace. When I'm at home, I like to work at a certain pace, and it's slower than you might think. I like a nice, easy pace and to not be stressed out and exhausted.

If you're concerned about filling the time, don't start super early at 6:00 in the morning. I start mine at 9:30, and I tell people that we will end at about 4:00.

By the way, I always take them out for dinner on the second night, unless they're traveling. Then I take them out on the first night.

It's a retreat. Don't worry about hitting the clock, as far as being a clock-watcher. You might end a little early or go over a little bit. I would be a little flexible on that, depending on what comes up.

Typically, though, on the second day you can work out payment plans and strategies. If you wanted to just know for certain that you had enough content booked for that day, I would be going back through the Money Mirror and some of the spiritual money practices.

We have about five more minutes, so let's take some more questions. I have to give you your assignment and the proof question, too. I'll take one more question.

Dawn: You brought up the Money Mirror. My question is about using the Money Archetypes and Money Mirror at a workshop. I was wondering if, in a workshop for women in business, the Branding With Archetypes would be more appropriate, or would you use both?

Kendall: The reason I like the Money Mirror is that it's immediate. I just love it. There's no assessment. It's so immediate. People get just over the moon about it.

I have not done both a lot in the same event. You can. There's nothing wrong with that. I wouldn't do both in the same day. You're not going to have enough time, first of all. If you're doing a multiday event, you could certainly do that.

They're different and the same. They both have spiritual money practices and a lot of practical application. The thing about the Money Mirror is that, like I said, there's no assessment involved, so it's immediate. Really, it depends, Dawn, on how much time you have with people.

Dawn: It's a one-day event.

Kendall: In a one-day, I'd probably just do Money Mirror. I did the Money Archetypes, as you know, last year at MMSI. We sent the cards and assessment out ahead of time. I didn't want to have 200 people sitting there quietly doing the assessment.

If you're going to do the Money Archetypes, have them do the assessment over lunch or overnight, or send it to them ahead of time.

Dawn: One thing you mentioned in person one time was that the Money Archetype reflects more in our something. I think it was pricing. The Money Mirror reflects our other money practices. Is that correct?

Kendall: I remember saying something like that, but it was probably the opposite of that. The Money Mirror is pricing, definitely. Honestly, they both impact our whole money experience in our life and business. Money Mirror is designed more specifically to relate directly to pricing.

By the way, on the front left of those cards, you want to get 100% memorized familiar with those lists of behaviors for each of the Money Mirrors. We're going to do a call on the Money Mirror. I'm going to test you guys, and we'll have a lot of fun with it. It'll be a guess-and-test kind of thing. You want to be able, when somebody is talking, to really hear that it's a boundary or deservability issue.

The Money Archetypes can certainly apply to business, but I generally have applied it more to a person's overall life.

Dawn: Terrific. Thank you, Kendall.

Kendall: You're welcome. The Money Archetype applies to both. I will tell you that. You heard me demonstrate that with Valerie Hylen and Kailash. They were very similar in that they save money but don't want to spend it, it's hard for them to splurge on things, and how that shows up for them in their business.

It does still apply to both, but the Money Mirror is a little easier in a one-day setting because there's no assessment.

Maria, I'll take your question and then answer Sharon's question that was emailed in.

Maria: Thank you for this great information. I really appreciate it. I'm wondering about the Signature System. I'd bet you've had experience with this. Let's say you have a client who is distracted or gets confused in the processes. How do you keep them in line? They're making something up on the spot. How do you corral clients who are going all over the place?

Kendall: That's a great question. I've only had it happen a couple of times. Interestingly, it was with guys. That's really funny. If they're sounding like they're all over the map, have them step off the line. You want to preserve the integrity of the line they're creating that represents their Signature System.

You have some choices. You can have them step off the line and just do some coaching. What I don't want to do is have someone stay in confusion on the line because what's happening is then they're anchoring confusion on that line. We don't want that.

If somebody's not sure, they'll often say something like, "I think the next step is this. I'm not sure. It might be better off back there." You're hearing them negotiating with themselves. They're kind of clear about their steps, but they're not clear about the order and which goes best where.

In that case, I have them immediately step back to the spot where they were sure. It might be even more than one step. Always have them go back to a place of certainty.

I might even say, "In this step, we're clear that it's blah, blah, blah." They're going to say yes. Then I just tell them, "I'm going to ask you the same question again. In a moment, step forward, and I think you're going to know what the next step is." Sure enough, you have them step forward, and they do know what it is.

The only time where I've had to really take them off the line, they weren't unclear about what step came first or second. They were unclear about a whole lot. It had to do with what their whole business was about.

Maria: That's what I'm imagining. Do you know how you said that we often get hooked into talking about process when we're selling, when we should actually be selling what the benefits are? This is a time when it is about process. That can be confusing, and they don't really know what part of their business they want to focus their Signature System on.

That's the other piece of this, helping them with the clarity right up front.

Kendall: Yes. If they're not sure what Signature System they want to focus their business on, I'm going to presume that they have a couple of choices. They're not devoid of choices. They're unclear as to which one to choose.

In that case, I would actually take them through the Signature System with each option so that they're crystal clear what the Signature System is for each option. Then they're going to know which one they want to pick.

Maria: That's very helpful. Thank you.

Kendall: You're welcome. That's a great question. Sharon, do you want to ask your question really quickly?

Sharon: I was wondering if it would be possible to get the recordings of the training that we did.

Kendall: I have to think about this. There's something about it that's making me not 100% congruent in saying yes. Let me talk it over with Richard. We have not done that in the past.

Sharon: I can understand that. There was just so much.

Kendall: There was so much. Honestly, I just don't want anybody besides you guys to have it. You have invested a lot, and I want to preserve the integrity and not let anybody else outside this group to have access to those recordings.

Sharon: That makes sense.

Kendall: Let me talk it over with Richard, and we will let you know in a few days.

Susan: You haven't given the proof question and answer yet.

Kendall: I have not. I know. Susan is going to keep me on track.

Laura Dessauer wrote in to clarify, "Will we have a 'practice' to do with our buddy after each call? This will help us plan our coaching call schedule so both have an opportunity to be coach and coachee."

The answer is yes and that it depends on what you want to do. You have a practice assignment from each of these training calls, absolutely. It's up to you whether you choose to do that with your buddy and/or somebody else. You do need to do the assignment. A lot of people from last year did the assignment with their coach buddy and then went out and worked it with clients, which was great.

Let me go ahead and give the proof question and assignment. The proof question is a pretty easy question. You just have to have been here or listened to the recording. It's to list out, of the nine tips that I shared, which tip was the most helpful for you. You have to say "Tip 5" and name the tip.

The assignment is, within the next two weeks, take one person through the Signature System on the telephone and one in person. You'll do one live and one on the telephone. If that's going to be too difficult to accommodate, then take two people through it on the telephone. My preference is one live and one on the phone.

Remember to document that you've done your assignment on the form in the forum area where all the forms and documents are. We're going to collecting all of that toward the end of the 90 days. We review them all to make sure that everything was done.

Today was a lot of technical information, which is great. I want to also encourage you to bring questions about coaching on your coaching. What do you say when? How do you handle this? Bring those kinds of questions as well as your questions about marketing. You're welcome to do that in these calls.

Pretty much in every call, we will start with open Q&A and sharing successes. It's a great opportunity to get some one-on-one help.

I'd like you to do one more thing as we complete. I'd like you to think about what was the most impactful out of all the time you spent here today with me and all of your colleagues. Just take a moment and think about that. I'd like to hear from one person. Who would like to say what was most impactful for you?

Helen: It was hearing some examples of VIP days and retreats and, very specifically, what you do and in what order.

Kendall: Awesome. I just looked at my email. There are some other questions that came in. We'll answer them in the next call. We'll make sure and get these answered. They came in while we were on this call. We'll get all of your questions answered.

All right, everybody. Have a fabulous rest of your week, and have fun with the Money, Marketing and Soul material.

Kendall SummerHawk's
Certified Money, Marketing and Soul®
Coach Training Program 2011

SIGNATURE SYSTEM
Training Call Transcript

March 16, 2011

Kendall: Hello, everybody. This is Kendall. I'm going to take care of some announcements here. Then we will dive into hearing celebrations, questions and our core content today, which is going back through Signature System.

I'm going to show you nine particular tips about delivering Signature System. We'll have more time for Q&A. I'll also give you the proof question and the assignment.

Some of our calls are really packed with content, some of them have a little more space for Q&A, and I think we have one that's pure Q&A. I'll have to look at the schedule and let you know about that ahead of time so you can email questions in, in case you can't make the call live.

Today is one that's got some nice extra space for questions. This is the perfect moment for that because I know a lot of you are out there marketing and practicing. It stirs up a lot of energy and clarifying questions and celebrations. We have ample time for that here today.

As far as our announcements go, this is our training schedule, just to make sure you've got all the calls on your calendar. Wednesday, March 23 is our next call. That's next week. Then we have one on Wednesday, March 30.

For IAWBC training calls, which you also get, the next one is Tuesday, April 5. That's on "7 Ways to Monetize Your Teleseminars." In May, it's Tuesday May 3. The title is "Working From Home: Simple Secrets to Staying Focused and Stepping Up Your Productivity."

You all know about your LEAP ticket. We've had many people take advantage of this since we announced it. I don't even remember exactly when we announced it. It feels like it was a long time ago, but I think it has just been four or five days. We've had dozens of people take us up on this offer. That's really exciting.

I want to make sure that you get in on that. The URL to go to is www.TinyURL.com/LEAP2011-gift. The ticket is free. There's a $97 refundable seat deposit. What we do is make out a check in your name that's waiting for you at the door when you check in on the first day of the workshop. We give you the $97 back.

If you prefer, go with the Premier ticket option. This is the option I would certainly recommend. That option is $200. It is nonrefundable, but there's no seat deposit.

That includes all the lunches, which is wonderful. We do a very special gourmet catered lunch, buffet-style. It's like you experienced the last day of CMMS, only we do that every day. Also, it includes the training day with me on getting certified in Niche Breakthrough Secrets.

I will tell you that 95% to 98% of the people who are coming to LEAP already have taken us up on that premier certification ticket option. Clearly, it is a really exciting thing for people to get certified in one day in something that's awesome and they can use over and over again. There's no licensing involved with it. It's really just a simple, easy certification. You'll be able to use it immediately.

I would highly recommend getting in on that. We do better goodie bags for Premier ticket holders and things like that. There's a lot of good stuff happening there.

LEAP is June 6, 7 and 8. If you're in Mastery, our Mastery two-day retreat is right after LEAP. That's June 10 and 11.

I'm going to make one more announcement too. I'm just looking at the schedule of events. Be sure you have October 27, 28 and 29 in your calendar. This is my autumn event. We're finalizing the title over the next couple of weeks. It's not the same content as LEAP. I will tell you that it's very different content and will attract different people.

We gift you with a ticket as being a CMMS person. I would definitely plan on being there. This is really going to be something new and different than I've ever done before. I'm really excited about how it's shaping up. There are more details to come, but I at least want to get that on your calendar.

Let's start with successes and celebrations. Who wants to share a success with me?

Cathy: I made a 30-day goal to give my first talk or presentation. It actually ended up being a little bit more than that. That was actually in the Platinum. I wrote my story there.

Then I got a date with my chiropractor, who invited her community. Last Thursday I gave my talk. I used the list-building strategies that I had learned from you, like creating the kit, adding the ezine and handing out a form. I did that and got forms back from each participant.

Kendall: That's excellent. That's like a 100% success rate there.

Cathy: It was 100%. Almost 50% of the people have asked for a free strategy session.

Kendall: That is awesome, Cathy! Yay! You broke the ice as far as giving a presentation.

Cathy: I did. It was really a big deal. I did it. My talk was probably 20 minutes. I got amazing feedback from people.

Kendall: That's fabulous.

Cathy: That was really a celebration, and I'm looking forward to more.

Kendall: I'm sure everybody wants to know exactly what you say and all that, without going through the whole training piece that I do on how to get people to sign up on your list. First of all, how long was your presentation?

Cathy: It was about 45 to 50 minutes, so it was about an hour.

Kendall: Forty-five to 50 minutes is better than half an hour. Forty-five to 50 minutes is a great amount of time. At what point in the presentation did you do the offer for a free strategy session?

Cathy: I did it about three-quarters of the way through.

Kendall: You did the free thing first and then the free strategy session offer.

Cathy: Actually, my intention was to build my list. I did it exactly the way that I'd seen you do it, and I added. I said in the conversation, "If you would like to work with me in addition to receiving these, then I have added an extra box." I debated whether or not to do that. I decided to go for it.

I said, "If you would like to have a free money breakthrough strategy session, fill in the second box." I kind of included it all together.

Kendall: That's great. They're busy filling out the form. It's like they think, "That sounds great. Let's just check that box." Congratulations! My last question, because I know everybody wants to know, is are you using TimeDriver to have people schedule? How are you handling that?

Cathy: I am. Either today or tomorrow, I'm going to send it out to schedule it. I first had to get the free reports out.

Kendall: Congratulations! Are you having them fill out any kind of survey before booking that session?

Cathy: No.

Kendall: You'll end up getting some tire kickers. Just be mindful of that early on. You're not obligated. Did you already say to them how long the free session is?

Cathy: No, I didn't say anything.

Kendall: You can give yourself permission to cut it short if it's clear that this is not happening.

Cathy: What would a survey help me do? I know it would help me narrow it down.

Kendall: What a survey does is they understand how this works with getting free strategy sessions. They're time consuming. It's not leveraged. Let's be clear about this. It is not leveraged, but it's great for getting clients. That's where most of you are. Right now, you're not about leverage. You're about producing income and creating momentum.

I talk about momentum a lot. Momentum is very different than leverage. Momentum is getting the energy moving, people interested, the list built, practice, and VIP clients or whatever type of clients you're going to be offering to.

Momentum typically comes before leverage. I think the mistake a lot of people make is they try to do leverage first. If you don't have any momentum, you can't do leverage. It doesn't work because there's nothing there to leverage.

I'm going back to this because it is a time-consuming strategy. Do you have a website, Cathy?

Cathy: Yes.

Kendall: You can use SurveyMonkey, have somebody make a simple form on your webpage, or whichever is fastest and easiest. You send people a link to that.

They have to fill it out, at the end of which they get the link to TimeDriver to schedule the appointment, or they fill it out and at the end they're told, "Great! My assistant will review these," even if you are your assistant right now.

I talked about that in the training. Set it up as if you have an assistant so you're creating that space to have that happen. Say, "My assistant will contact you with potential appointment times."

It's easy for people to say, "I want that free thing," and then they're not as committed. It's so easy just to check a box, which is great. You did everything right. Don't worry.

When they have to fill out a survey, some of them won't do that. That weeds out some of the tire kickers. It also gives you information. How many people took you up on this offer?

Cathy: Four did.

Kendall: It's four. It's not 40, but imagine if it were 40.

Cathy: That'd be huge.

Kendall: What you would want to do is end up with an A, B and C list. You use the survey answers to have them tell you. Basically, the kinds of questions you ask on the survey tell you if this is an A, B or C candidate. Your A's get scheduled immediately.

Depending on how many time slots and people you have and what your conversion ratio is, you'll probably go ahead and schedule your B's as well. You probably don't schedule. You tell them, "I'm so sorry. We have a limited number of spots. Those spots already were filled. We'll put you on a waiting list."

Cathy: What would be a couple of sample questions for the survey?

Kendall: I'm curious to see if anybody on the phone has done this strategy. Is there anybody on this call here who has done this strategy with the survey-pricing discount?

Richard: I have a suggestion for a question.

Kendall: This is funny. You're on the other side of my office door. I can hear you.

Richard: One of the questions would be a time question. "Are you ready to get this situation cleared up today, six months from today or a year from now?"

Depending upon what's going on, you could say, "The program starts next month, six months from now, or in 2012." If they're answering, "2012," then they're pretty much going to be on the C list.

Kendall: Basically, ask some question around timeframe and how urgent this is that they solve it. By the way, SurveyMonkey is a free service. I haven't used it in a while. We're about to use it again. It used to be free for up to 10 questions. You want to keep the survey to four to seven questions, or right in that range.

Another question is, "Where are you in your business right now? Tell me about your business." You can look at the application that each of you filled out for CMMS or Platinum. They're very similar applications. They're not identical, but they're quite similar. You can pull some of those questions there.

SurveyMonkey allows you to do some pretty cool things with having essay-type questions, as they call it, or a checklist. They can check either just one thing, or they use can check as many things as they want. You just want to get a sense of where they are and if this is a good candidate.

Somebody says, “I have no money. I’ve been struggling with money all my life. My husband is out of work. I don’t know where I’m going to get money to buy food for my kids. I really need this session.” You will see things like that. We see it on applications that we get.

While that’s a sad situation for that person and you can certainly help them, you really need to decide. Clearly, as far as growing your business, that person is not A or B. They’re in the C list. If you want to donate a session to them, that’s up to you. Let’s be clear about it going into it rather than it taking you by surprise in the session.

Does that make sense, Cathy?

Cathy: Yes, thank you.

Kendall: That’s about it. Off the top of my head, I think that’s good. Is that helpful for everybody to hear? I’m going to imagine you all are saying, “Yes.”

This happened last week. It will continue to happen. You will find that when you speak up with a celebration, it often is a catalyst for wonderful, on-the-spot coaching for you, and a teaching moment for everybody’s benefit. It definitely pays to speak up.

Cathy, congratulations! When is your next one booked?

Cathy: It’s not yet.

Kendall: What I’m going to ask you to do is to set a goal of how many. You got your first one done. You’re no longer a speaking virgin. I can’t believe I just said that. I’d like you to decide how many on average per month you want to be giving over the next 90 days, and write that down.

Cathy: I just have to say that from getting the new information from you in Platinum about the specifics about the talk, which was really helpful, I’m going to do a little revamping. In a week and a half, I do have a five to seven-minute speech at Toastmasters that I’m going to use.

Kendall: That’s cool! That’s perfect!

Cathy: I'm going to take 25 minutes and put it into six minutes.

Kendall: What she's talking about is that in Platinum, this week's Inner Secrets training call was on how to create your signature story that you use in your talk. That's great. Awesome!

I'm going to ask you to write down what that goal is. That's what I used to do, everybody. I did do in-person presentations when I marketed locally. I did a lot of them.

I also set a goal for how many teleseminar interviews I do. It's funny. I set that goal nine or 10 years ago of doing four a month. I wanted, on average, four a month of either in-person or teleseminar interviews.

Over the years, that's what I've done consistently. There are certainly months where I've done more than that. On average now, I do three to four teleseminar interviews per month. When I set that goal, they just started popping.

I do remember this. It was for in-person before I was really doing teleseminars. Invitations to speak just came out of the woodwork. Cathy, I would ask you to go back to your contractor and ask that they can recommend who you should speak to about speaking.

Everybody knows somebody where you can speak. One of the goals that you can set is that out of every presentation you get another presentation booked.

Cathy: That sounds good.

Kendall: That's awesome. Congratulations!

Let's hear from Elise.

Elise: Last night I did my first teleseminar in a very long time.

Kendall: Congratulations!

Elise: It was based on the Money Breakthrough Method material. I had a technology nightmare prior. I don't know if everybody knows. Many probably do. I tried to take what I didn't realize had about 1,500 people on my personal address book on my computer. I then was trying to send out emails.

Kendall: No, you can't do that.

Elise: I know, but I was doing them individually and lots of luck. You can't send more than 500 a day.

Kendall: You could actually get shut down.

Elise: I did for 24 hours by both Gmail and my local service, which is Verizon. After all this and deciding on a system, I've got 55 people now subscribed into a system, which I can send to easily and totally spam-proof.

Kendall: That's great. Which system did you choose?

Elise: I ended up with something called ComF5, which is fairly new, but it's fantastic. I'm able to send video and a whole bunch of things.

Kendall: That's ComF5. Wow, is that a bad name? That's good, though. I'm glad it's a good system. That's a bad name, good system.

Elise: I didn't want to make a choice. That's why I was trying to go with MailChimp just so I had some time. MailChimp shut me down. That's what happened. I ended up having to make a choice.

Kendall: By the way, are we going to let her just slide with that? No way. What does that demonstrate to you, Elise?

Elise: That I needed to make a quick decision, but I didn't have time to research.

Kendall: Do you have anything on your plate right now that you've been putting off making a decision about?

Elise: I had. I did not want to make a decision about whether I was going to with 1ShoppingCart.

Kendall: Do you have another decision on your to-do list that you've been putting off?

Elise: No, I've been like a Trojan.

Kendall: I'm just checking.

Elise: I've been going to bed super late, which I don't normally do. I'm revved up and had the teleseminar. Now I've got the backend work on the teleseminar to start the actual program with six weeks for a group course.

I put off the date because I realized I have an expo I'm going to and I could get leverage out of the expo. I decided instead of starting the workshop series at the end of March, I'm actually going to start it the first week in April. It means that I can also get people from the expo.

Kendall: That's great. Just to wrap up here, in your teleseminar, did you make the offer for a six-week program?

Elise: Yes, I did.

Kendall: That's great. Did people sign up?

Elise: Not yet. I decided to give a longer leeway because of the technical glitches and also because of this expo that's coming up. There's an early bird special cutoff date at a certain date, and it will go up after that.

Kendall: How much is the course?

Elise: I put it at $597.

Kendall: What the title of it?

Elise: The title of the actual program is the 7 Step Money Breakthrough Program.

Kendall: Does it have a sub-headline?

Elise: I think so. I had a headline from my free teleseminar.

Kendall: That title is okay, but it feels a little abrupt. I wouldn't sign up for that, and I love the topic of money. It's the 7-Step Money Breakthrough Program?

Elise: Yes.

Kendall: Yes, I'm not clear. I'm not sure what who it's for or what it's actually going to help me accomplish or solve.

Elise: I've tweaked it, but I used the form letter that you gave us in MBM. That's what the sales page is. There is that sub-headline of about 10 lines at the top.

Kendall: I'd have to look at it. Once I write something it's gone and done, and I'm on to the next thing. I wrote that months ago. There's a tagline that you can use. You are licensed with MBM, so you can use it. It's "How to Increase Your Net Worth and Your Self-Worth."

You need something else with that title. Just that title alone isn't going to catch people's eyes. Even though you've got it on a web page, they may not even read the web page.

Elise: Okay, so you would put that under the title.

Kendall: Yes. I'd like to hear a comment from somebody else.

Elise: The top one is, "How to break through some level in your career or business and effortlessly clean up unconscious money junk and finally free yourself from debt, under earning and other."

Kendall: Right. That's actually a web page headline. I love that one.

Elise: Then I've got The 7-Step Money Breakthrough Program.

Kailash: What about turning it upside down and saying something about secrets to increase your self-worth and your net worth, and then put the part that you, Elise, had as the title.

Kendall: The 7-Step Money Breakthrough Program?

Kailash: Yes.

Kendall: I like that. Thank you. Does anybody else want to give an opinion here? We're not going to do a lot of this, but I just want to hear somebody else's feedback on that idea.

Lynn: I like that idea.

Kendall: Yes, I like it. It has more juice to it.

Elise: Thank you so much, because I'm about to send a follow-up email with the recording from last night. This is really great timing for me.

Kendall: Congratulations on doing the teleseminar! That was a good question because this is helpful for everybody. That's why I take some time on these. I'm always looking at where I can give you information that's going to help all of you become super stars. Elise, the cutoff is when?

Elise: I put the cutoff for the early bird on the March 24. Originally I had it four days from yesterday.

Kendall: Be careful, folks, about cutoffs on price jumps very soon after preview teleseminars because it takes people so long to listen to a call and open their emails. I've seen this trend over many years, and every year it seems to take longer and longer. It used to be a couple of days, then three or four days.

I can't tell you exactly how many days it takes people on average to open their email, but we stopped having price cutoffs that happen within three or four days of a teleseminar. We stopped that quite a while ago because it's just not enough time to get people to pay attention and look at what it is that you're offering.

Elise: I had nine days.

Kendall: That's good.

Else: That's actually on the April 4 and the program starts on April 8. What I'm going to do for the expo to keep in integrity is to give them a good price too but $100 more than the early price rate.

Kendall: That's up to you. You could do that. The other thing you could do is if they sign up at the expo they still get that early registration price, but it's just while there. It's that thing of when I leave, the deal leaves with me. It's that mindset.

Elise: I could do that.

Kendall: Honestly, somebody could argue that that's not fair. I think it's fair. Those people are in a totally different venue and it's a very limited timeframe. I don't see that as being unfair at all. The point is you can go into a store and buy a pair of shoes for $50 on sale and somebody else paid $75 for them a week prior.

Elise: I was thinking at the expo I'd be better off doing some strategy sessions.

Kendall: That's up to you to decide. As far as the pricing thing, I think it's fine and I'm a person who really pays a lot of attention to integrity. I personally think it's fine to offer a special sweet deal right there at the expo, but it doesn't continue after the expo.

My last question for you, and this is really important for everybody to hear, is do you have people from your call? How many people do you have signed up for the call?

Elise: Actually there are 65, which I was really pleased with.

Kendall: That's actually very nice. That's great. Have you had anybody asking you questions or expressing interest? Have you had any kind of communication from people who signed up for that call?

Elise: Yes, a couple of them. One called this morning and couldn't make it. I said, "Of course I'll send you the recording." Then there were just a few little thank yous last night.

Kendall: That's great. You're going to get people signing up. Are you offering payments?

Elise: Absolutely.

Kendall: Good. We're going to hold a positive intention for you. It all sounds good.

We're taking a little bit of extra time with Q&A, and then we're going to switch to Signature System in a couple of minutes.

Lynn, you are up next.

Lynn: This is good timing. I took momentum. I have momentum.

Kendall: You took action, which creates momentum.

Lynn: I put out my first email to my list this morning and I wasn't even timing it for this call. It just happened to be this morning. It was for a strategy session, and in the headline it said, "Are you a soul-based entrepreneur?" My list has a lot of animal people on it, obviously. Every two to four minutes another one is coming in.

The way I did it was I said all the strategy sessions are going to be done on Monday and Tuesday of next week Pacific Time during business hours, so if you answer please be available. Literally, I'm being inundated.

I'm happy in one way. Obviously I can't do them all. I'm saying, "Yay! I have people on my list." One is a naturopath who always emails me for free stuff. She says she's broke and can't afford oil for her furnace.

Kendall: She's in the C list, so we don't want to talk about her.

Lynn: She's off. I did ask them a few questions. I asked them a few categories, what they need help with, where they want to be by the end of the year and different questions like that. I still have way too many.

First of all, I'm wondering about the people I don't give a session to. Obviously we're going to email them back and say, "I'm sorry, but we were inundated." I don't know what we're going to say. We had to pick names out of a hat or something.

Kendall: I would do it on first come, first serve basis, truthfully.

Lynn: Okay.

Kendall: I would. That feels fair. Again, it's rewarding people. Remember that we talked about this in training. You're always training your clients, so you want to train them to be prompt and very quick decision makers.

Lynn: A couple of them who were first come are the bad ones. They have nothing to do all day so they're on the computer.

Kendall: Let's chunk this down because we only have a minute here. These are great problems to have. First of all, you need to do the A, B and C.

Give your assistant some basic criteria and have her create a folder on your website or put them all into a Word document and say, "Here's a Word document of all the A's, here's one of the B's and here's a Word document of the C's," and then send that to you. Then you look it over and make sure you like the decision making she did. You're going to have to do this quickly.

It's a wonderful thing, but don't let this flurry bypass your process. At the end of the day you want to end up with paying clients. How many spots total out of this were you going to be offering VIP, private platinum or what were you going to be offering?

Lynn: That's a good question. I do things in reverse. I was going to initially offer a VIP day and then try to upsell them to private platinum coaching with me. I thought that might be best, but then yesterday I was thinking maybe I should just go straight for the private platinum, but I'm open.

Kendall: You don't need to make that decision today. You'll need to make it by Monday, but you don't need to make it today. Either way, it's a private offer.

Lynn: Yes.

Kendall: This is good for everybody to hear. Here's what Lynn's choices are. She has the opportunity to fill a group. How many private platinums do you want altogether?

Lynn: I probably wouldn't take more than six initially, just until I get the hang of it.

Kendall: How many responses have you had, do you think? Is it more than 15?

Lynn: Yes, it's going to be hundreds, I'm sure.

Kendall: The other option is to say, "Wow, let me open up some other time slots for strategy sessions" and do that. Aren't you glad I talked about the A, B and C lists?

Lynn: Yes.

Kendall: What I would do is decide today what the alternate offer is. If it's a group, decide today that you're going to offer a group and tomorrow you have those details worked out.

Here's what I would do. I would have your assistant do that A, B and C sorting immediately with what you already have and see how many you have in the A and B list.

I would let this run until you have a number you feel good about in your A and B list so you know you're going to fill your spots. I would send an email out, even if that email goes out this afternoon, and say, "I'm so sorry. We're already full."

Let me hear from somebody else. How would that make you feel? You're on Lynn's list and you get this email. You say, "I'll look at it later." Then you get another email saying, "All the free strategy sessions are full. I'm sorry." How would you feel about that? Let me hear from somebody.

Iliana: Not good at all.

Kendall: In what way? Say more.

Iliana: It seems a little abrupt. I know we're training them. I normally put in mine at the end that if we do not respond to you, it's because we sold our sessions and we'll put you on a waiting list. It's all-inclusive rather than just saying, "Sorry, too bad. We're full."

Kendall: I like your response, by the way, of not feeling good. It isn't about, "Sorry, you missed out." It's not being snotty or anything. This is an opportunity for Lynn to immediately fill a group.

What she can do is send out an email, even if it has to be this afternoon, saying, "Wow! This is an unprecedented response. We're so excited." Lynn's natural energy will come through with the mindset that it's all good.

She can say, "I'm sorry you missed out on this opportunity, but based on this response we did some quick, creative thinking and we've created something else for you. For those of you who couldn't get in, here's what we have for you."

This is kind a combination, Iliana, of what you were saying instead of just saying, "If we don't respond to you that means we've sold out." That is dropping an opportunity.

Iliana: I can see the difference.

Kendall: Instead, you want them to feel not good and then you want them to feel good. "I missed out on that." The point is being made that, "Look out, folks. You need to take action here. She's popular. Also, there's another opportunity here that you can step into."

Lynn: I like that unprecedented response because it sets something up in the potential client's mind. "They are busy. I'd better get my butt in gear."

Kendall: Exactly. All of a sudden what happens is that it causes the readers to pay more attention. Even if they didn't even intend to send in one of those emails, now they're thinking, "Dang, I didn't know she was that popular. Let me start paying more attention." It really is a beneficial thing. That's the opportunity you have there, Lynn. You have an opportunity to make a ton of money from this.

By the way, I want to clarify something. Earlier she was talking about that person who always contacts her, the naturopath with no money, and I said she's a C person and we're not going to talk about her.

I want to be clear about why I said that. It's because I don't want Lynn spending energy on that. I want Lynn focused on helping the people that are ready to step forward and be helped. I just want to clarify that comment and where it was coming from in me.

Congratulations, Lynn! You actually have another alternative here if you want it. I'll just throw it out because I'm full of ideas today. If you have somebody else that you're working with, somebody else in CMMS for example, you could open up more spots with them if they were a cohort. I'm not suggesting you do that, but I do want to present it as an option for you.

Lynn: What I might do is try to sell a group to the ones that aren't A's or something initially.

Kendall: Sell the group to your B's and C's, but if your A's want to sit in on the group, they could get that as a bonus.

Lynn: Yes, that's good. I like that.

Kendall: I'm looking at the time here but I want to do one more. We want to hear from Sherry.

Sherry: I had an opportunity. I had done some public speaking in the past before I was CMMS, and I got a call back from First American Title and they've asked me to come and do my Signature System. The old name was "How to Shine in 60 Seconds or Less."

Kendall: Sherry, I'm going to ask you to slow down a little bit. My little brain needs to have time to process the information you're giving me. You got it from a title company?

Sherry: Correct.

Kendall: What's the title of the talk you're giving for the title company?

Sherry: My original title was "How to Shine in 60 Seconds or Less: Networking Made Simple and Fun." I think that strikes a chord with women out in the networking world, but it doesn't really bring in the money end of things.

After I listened to your talk about creating titles the other day, I was working on another one and wanted to get some feedback from that.

I have "3 Simple Steps to Increase Your Networking Profits: How to Create a First Impression That Builds Powerful Connections."

Kendall: It's good, strong language. It's almost two different concepts. By the way, the call she's talking about on titles, in case anybody's wondering, I did for the association training call. I believe it was last week.

I actually came up with a really cool format just for that call. I was really happy with it. There's a four-step test that tests if this is a great title.

One of the tests is, "Is it one clear concept?" What is the one concept? You've got the profits. What was the second piece of your title?

Sherry: It's "How to Create a First Impression That Builds Powerful Connections."

Kendall: I know it's all under the umbrella of networking, but those two sentences feel like two concepts to me, like I'm trying to accomplish two different things.

I liked your first title. It just needs to have some money added to it. "How to Shine in 60 Seconds" is great. It's got alliteration. It fits you, and I think it's kind of a cool title. Say what the sub-headline was again.

Sherry: It was "Networking Made Simple and Fun."

Kendall: That one is where you need to put some money in. Does anybody have some good ideas? You've already got a how-to in there.

Elise: It could be "Make Money While Networking."

Sherry: You usually have to build that relationship first before those dollars come, but if you don't do it well and represent yourself well then you're not going to be the selective person that people want to know.

Kendall: It's kind of like building a relationship to build your income, although that's going to sound a little bit like an MOM. I'll have to noodle it. I really like "How to Shine in 60 Seconds." I think that's really perfect, but the problem is you already have the how-to in there so you can't use another how-to in your sub-headline.

Sherry: It could be "Networking Made Simple, Fun and Profitable."

Kendall: Yes, that's what I was thinking.

Elise: It could be something secret.

Kendall: How about that? We all love secrets. It could be "Simple Secrets to Making Networking Fun, Easy and Profitable." That sounds good, doesn't it?

Sherry: It does, and it rings true for me because I like the sing-song tone.

Kendall: It's alliteration, and we love it. We had a whole title thing on Monday afternoon that was hysterical. I had my whole team working on the title for something I'm launching. We ended up with "VIP Day: Click Profit Secrets." That's what it will be called.

We're good to go. Do you have anything else, Sherry?

Sherry: When I do this presentation, I am planning on having my next step. I like what Kathy did with the list building. I can have that be the next program I offer, or I can help them establish the steps that I walked them through in the 60 Seconds to Shine. I can help them individually on that or offer that list building as the opportunity to get that coaching connection going.

Kendall: Either one will work.

Sherry: I get calls back from the networking. That's where I've gotten people to call and email me and say, "Can you help me be comfortable and really show up somewhere, have a sense of power and have a sense of how to do networking?"

Kendall: That might be your stepping-stone piece for enrolling into a larger, longer coaching program.

Sherry: They were willing to pay for it, so that was nice.

Kendall: That's great.

Sherry: At least I'm doing something.

Kendall: They're letting you do list building and they're going to let you sell something from the stage. Isn't it great when people don't understand what they're giving you as far as opportunities? It's wonderful. Great job!

Sherry: Thank you.

Kendall: You're welcome.

Let's talk about Signature System. Isn't Q&A fun? You guys are celebrating and then turning into Q&A. Isn't this fun? You can learn a lot.

I'm curious to know, since you were at CMMS live, has anybody taken somebody through the Signature System process? I just want to check in. It's no problem. I just wanted to see if anybody had. Today's call is really timely for you then because guess what you're going to be doing in the next week.

Taylor: I have. After our gathering in Sedona for Platinum, I actually took my client through, and I just copied what was done to me.

Kendall: That's great, but you haven't done it since CMMS right?

Taylor: No.

Kendall: Awesome, Taylor! That's wonderful.

I want to walk you through. I'm not going to retrain you on it. You all were already trained on it, but I want to share some tips with you. All of the CMMS modules are great. There are certain ones, and Signature System is one of them. It really pops up as being a highlight. Your clients are going to think that you're a total rock star genius.

Taylor, you weren't even trained in it. You'd experienced it as a participant. You weren't even trained in it when you did that, but what was the response or reaction from your client?

Taylor: It was wonderful. I'm working with a couple. They loved it. They're putting together a package to promote for CEOs for their staffs. She's a naturopath. It gave them a lot of clarity.

Kendall: You just said something that's really important for everybody to remember. The Signature System will work no matter what. It will work if you are in a service-based business, like coaching or consulting. I use it for creating all my teleseminars. Any teleseminar program or training program I do, I use the Signature System process.

Let's say you have a client who has a brick-and-mortar store. You can use it for that, too. Let's say somebody has a retail brick-and-mortar business of some kind. What is that client's journey? What happens when that client walks through the door?

If the business is clear on their process and what their signature system is, they can use that and speak to that in their marketing. They're not going to call it a "signature system" of course.

Let's say it's an outdoor equipment store. Most of you are not going to be coaching people like that, but I want you to see how this could still apply. It applies to any type of business. Let's say it's an outdoor store that sells kayaks and camping gear. You could walk them through it.

When a customer first walks in their store, what happens to that customer? If they're just letting the customer walk in the store and wander around, and that's all they're doing, they are failing that customer miserably.

There is so much more that could be done for that customer. That includes putting them on a mailing list so they're updated with specials, helping them get fitted properly and finding out what their sport of choice is. There are lots of steps.

I don't know what those steps are. I'm not in the sporting goods industry. That sporting goods retailer will know what those steps are. They just probably haven't necessarily thought about it in that way.

Again, I'm giving this to you as an extremely different example compared to coaching, consulting or speaking because I want you to hear the range in which this is so applicable.

Signature System is something you will want to take your clients through. It is ideal if you can do this prior to doing the Profit Pyramid. It tells you and your client what that thing is that they're going to be marketing and what that thing is that they're going to turn into a workshop, free giveaway, teleseminar, retreat or all the different modalities or ways in which they're offering their service.

The other thing to keep in mind is that the relationship between Signature System and Profit Pyramid is that a signature system does not always need to be delivered in its entirety.

Let me give you an example. I'm going to use "How to Charge What You're Worth and Get It: 10 Simple Steps to Confidently Increase Your Fees Starting Today."

One of the steps is how to create a guarantee. I can take that topic of guarantees and write an article about it. I could teach a whole teleseminar for a solid hour on guarantees with lots of examples.

Testimonials are another one of those steps. How to construct the offer is actually something I have taught often in a teleseminar. To be honest, it's really tough to fit it into an hour because there's a lot to teach. If I wanted to, I could take that testimonial piece and turn it into a special report to sell or give away on my website.

I want you to see that often a particular step in a signature system can be sectioned off to have a little spinoff product or teleseminar made from it. That's the beauty of having a signature system. It gives you that incredible variety and flexibility. Yet it's very structured.

Of course we already know from our training together live that one signature system will often give birth to another. That has happened for me over and over again. "How to Charge What You're Worth and Get It," even though it doesn't have the Money Mirror, money archetypes or the Money Breakthrough Method in it, actually was the catalyst.

Money Mirror was the first money piece that I came up with that was independent of pricing. It was the catalyst for that because I was teaching people how to up their fees and organize their fees in a way that was very successful.

It worked really well, but it could only work to a point because then people's money stuff starts getting triggered and in the way. That's what then gave birth to a whole other aspect of my business that's just been extraordinary.

You can have multiple signature systems. That's my point. When you're working with a client, if somebody has been in business for some time and they're already reasonably successful, I'll buy it that they may have more than one signature system right from the start.

Mostly what I see is that people think they have more than one signature system because they're lacking a focal point on who their market is and the core problem they're solving. They're trying to sidestep making that decision by saying, "I do this. I also do this other thing." Those are two businesses or two very different signature systems.

I've got years of experience. I've personally coached hundreds of people through Signature System. With the workshops, it's into the thousands. I'm giving you the benefit and gift of my experience.

Be alert to somebody who thinks they have multiple signature systems. I'm pretty skeptical about it. I go into it with a high degree of skepticism. I want to really prove if that's true before I say, "We'll create two."

This will help you as well. What I do in that situation is say, "Let's create the one." I may take them through it twice to create two different things to see where they land and have them see for themselves that they are two very different audiences. They're like two different businesses. They can't effectively market two different businesses at the same time.

Does anybody have a question about what I was just describing for you?

Lynn: You said you pretty much want to direct all of your new clients into one signature system even if they think they have multiple and start there. Is that what you mean?

Kendall: Yes. If they think they have more than one, I'll say, "Tell me a little bit more about one of them." They'll talk for just a minute. "Tell me about the other one."

First of all, I'm listening to see if it's to the same audience. A lot of times when people have multiple signature systems right from the beginning, they have two different audiences. Then before we even get into Signature System, they'll have to make a decision. Who are they serving? Which market? That's a tough choice for a lot of people a lot of times.

Let me give you an example of a fellow who went through CMMS last year. He actually chose not to be certified, but he did awesome in the training, and he does keep in touch with us. He's doing extremely well in his business.

I can't tell you exactly what his signature system is, but he does have a particular signature system. He markets to different branches of the military. He also works with high-end, very competitive athletes and really competitive business people.

He pretty much uses the same process no matter who the audience is. He didn't have multiple signature systems. He had multiple audiences. He had the same signature system. That's a different kind of person. That works.

I just wanted to clarify that. That's different than somebody saying, "I work with stay-at-home moms. Then I work with entrepreneurs." Which is it? Is it stay-at-home moms, or is it entrepreneurs? They're totally different audiences.

Let me share with you the nine specific tips on this. You'll want to write these down because the proof question involves these nine tips. I will give you a spoiler alert. Is that what they call it when you read movie reviews? This is a spoiler alert.

Tip 1 to make this work really successfully is that the client has to be very clear about the end result they create for their clients. If they are wishy-washy about this, vague or too general, you will not get a good result taking them through Signature System. It will help them, but it won't have the impact that it really could.

One exercise you can have clients do prior to coming to the call or coaching session where you're going to take them through this is to have them fill out that exercise where they write down 30 results their clients get from working with them.

I explained why in the training we go for 30. Who remembers why it's 30 and not just five?

Participant: It's to dig deeper.

Kendall: That's exactly right. Really dig deep. This is going to help somebody who wants to be very general.

I work with a lot of coaches. I hear a lot of very fluffy outcomes from most coaches. Once they start hanging out with me that changes for them, but initially that's how they come to me. They say, "I help people have more confidence. I help people get greater clarity." That's not an outcome. That's a step in a process.

Kailash has only heard me say this a billion and one times. If you want a sure deal, have them do that exercise prior to them coming to the session with you.

I can get away without having them do that because I am who I am, and I know I can coach them to a specific result within a few minutes, usually five or 10 minutes at the most. I'm willing to go at risk with that. If you're doing a VIP day, I would definitely have them do that exercise prior.

Tip 2 is to remember to get the client physically set up to do this exercise successfully. They need some space.

Let me model what this might sound like. Let's say you're working on the phone. You can say, "I'm going to walk you through an exercise. We're going to actually need some physical space for you to walk forward maybe 5 to 8 feet, probably about 8 feet. Do you have a space that's clear in front of you with no obstacles?"

Folks, guess what. They have a lot of junk piled up in their rooms very often. I learned the hard way. I sometimes will say, "If you don't have enough space in your office, what about going into the hallway or your living room?"

The thing I like to do is say, "If possible, face a window or doorway, someplace where you feel you have some space." Not everybody has a view like I have. I have these incredible mountain views. Not everybody has that. A view of something is better than looking at a wall. That's why I say "if possible."

Tip 3 is to say, "I want you to imagine a line. You're going to stand at one end of the line. The line is going out in front of you like a path." If I were working with a guy or a more corporate person, I would say, "It's like a roadway in front of you." I would kind of guy it up that way.

"At the end of this path, I want you to visualize or have a sense of the end result that people really get from working with you. To do this, I want you to think of somebody you've worked especially well with that you got some great results with."

This is key, folks. Ask them to think of someone specific. It's going to make all the difference in the world. That's why I want to share these tips with you. This is going to make a difference in the quality of the results you get for your client.

I use, "I want you to visualize or get a sense of." I say both at the same time because not everybody is visual. People get their knickers in a twist that they can't visualize. They have this identity, "I'm not somebody who can visualize." That's fine.

That's why I say, "get a sense of," because that's kind of generic. It will work for people who go into their head a lot. It will also work for people who was very kinesthetic who have more of a felt sense. It's a nice phrase to use.

Tip 4 is that you're going to ask them what the first step is. Then you're going to take the first step with them.

Again, I'm not retraining you in detail. I've already walked you through this in the training course. You all had a chance to practice as a participant and as a coach, so this should feel pretty familiar to you at this point.

Here's the tip. You say, "I'm going to ask you what the first step is. Go ahead and step into it and tell me. I'm going to step with you." The tip is to ask them to step and tell you, and step with them. I just can't imagine doing this process without walking it through with them.

The other thing that will happen, by the way, is that you will be amazed at how easily you can tell that person is not taking a step forward and is speaking from the same physical spot that they were already standing on. First of all, they'll start speaking right away.

I don't know why, but for whatever reason, you can just tell that they're not taking a step. If you're not sure, or you're pretty sure that they haven't taken a step, either way, ask them. "Did you take a step forward?" Very often, they'll say, "No, I forgot to do that." "Go ahead and take a step forward. Now tell me the first step in your process."

You all had such an incredible experience with the self, other observer and spirit. You had it with Signature System. You saw it with the extra coaching we did the third night. You saw this demonstrated.

The answers aren't in the physical spot where the person is standing. They're in a different spot, and they need to move into that spot to get the answer. Otherwise, they're just coming from their head.

Tip 5 is to trust your instinct. Specifically, when they're describing a step, you need to trust your instinct on whether it sounds like it needs to be grouped together.

Maybe they have all these little steps that sound like really tiny steps. You saw that when I demonstrated this with Val. Do you guys remember Val coming up on stage? Her signature system was around networking. She had lots of steps. A couple of the steps didn't feel like they needed to be broken out. I think it was Steps 3 and 4. They could have been condensed.

The opposite might be true. You might hear that they actually need to break something out because it's too much in one step. Trust your instincts.

Tip 6 is to remember, at the end when they're at the last step, to have them turn around to look at all those steps. They're looking at them in reverse order, so that's a little odd, but that's okay. It will still feel good to them.

You turn around as well. This is what I do. I do this whether I'm leading an individual through this process or leading an entire group. I physically walk every bit of it in my office. It's awesome.

You just say, “Turn around to look at all those steps. How is that for you?” If I know this person is really kinesthetic, I may say, “How does that feel for you?” Usually I just say, “How is that for you?” They’re going to be all happy. They’re going to say, “It’s wonderful. It’s great. Thank you.” They’re going to be super delighted.

Tip 7 is something I didn’t share with you in the training. This is a new piece. When you are walking it with them, either on the phone or in person, because it’s all the same, you want to walk it through as if you are their client.

Definitely please write this down. Walk it through as if you are in the client’s shoes. It’s in that place of other. You’ve got your client. Then you’ve got their client. You’re walking it in the shoes of their client.

Let’s say your client is Sue, and Sue’s client is Bob. You’ll hear me do this on the phone, too. Whenever somebody is talking about their client or prospective client, I always ask, “What’s their first name?”

I do that on purpose. First of all, it cuts down on confusion, so I can say, “When you talk to Bob, here’s what you’ll want to say.” I use that person’s name so it makes it clear who’s who. It also gives me an opportunity to be Bob.

Let’s go back to this tip. When you’re walking beside your client, you are in the shoes of other and the other is your client’s client. This is what’s going to give you a ton of information and why you’ll be able to trust your instincts. It’s not what you think. It’s what you’re experiencing. Isn’t that cool? This is a cool tip, by the way. I’m excited. When you guys do it, you’re going to be excited too.

I have two more tips. Always scribe for your client. Don’t make them write it down. Tell them that at the beginning. Say, “I’m going to scribe for you. I’m going to take notes so you don’t have to worry about it. You don’t need to write anything down. I’ve got it covered.” Always scribe for them so they can be fully in their process.

I think it’s a nice thing also to record this conversation. I don’t routinely record coaching calls. On a signature system, it’s nice to record it so they can go back and listen to it. You can send them a link to that recording. You can just use AudioAcrobat. If you guys aren’t signed up for that yet, you can go sign up for it at www.KendallAudio.com.

The last tip is to always ask them, when you’re doing it in person or on the phone, which side they’re more comfortable with you being on. In person, this makes sense. On the phone, it might sound a little wacky. It does make a difference for people. This is why we put this in.

What you can do on the phone is set it up, have that physical space in front of them and say, "We're going to be taking steps along this line in front of you. Think of it as a path or a road. I'm going to walk it along with you.

"If we were in person I would either be standing on your left by your left shoulder or on your right by your right shoulder. Which would you prefer? I know we're on the phone and we're not together, but energetically which side would you like me to be standing on?" They'll tell you. They're going to know. Just keep that in mind.

I have a very vivid imagination. I imagine the person next to me either on the right or the left based on what they've told me. That's where I imagine them. That's how I orient my body. It helps me be in the process with them even more.

The reason this is important is because it makes them more comfortable. It also gives you access to even more information that you're going to divinely download.

Let me open it up for a few questions, and then I will you give you the assignment and the proof question.

Nancy: If we could go back to the first one about doing the 30 results, I did that exercise yesterday. I finally sat down myself and did that. It was wonderful.

Kendall: Did you get 30?

Nancy: I did 30. I would be very curious if right now you could give a couple of really specific ones. Like you said, you don't want it where it's like "they'll have more confidence." That's probably very vague.

Kendall: What did you come up with? You've got 30 of them. It's almost impossible to come up with 30 generic answers.

Nancy: I wanted to make sure I'm getting to process that as I wanted to get it to. I'm not going to read 30. I'll just pick some. They are the results my clients get, and from working with me they can more easily transition from where they are to where they want to go.

Kendall: Let's hear one that's more specific than that.

Nancy: That's what I was wondering, if I'm getting specific enough.

Kendall: Does that mean they're going to start a new business, make more money or grow? I'm not clear on what it means.

Nancy: This is exactly what I wanted to find out. I think mine are still too basic.

Kendall: By the way, have your clients type them up and send them or scan them and email them to you ahead of time so you can see them. You need to see them.

Nancy: Here we go again. I'm just going to throw some of these out. The results my clients get from working with me are they having a loving guide every step of the way.

Kendall: Does that mean that they're connected to source energy or to you? Who's the guide?

Nancy: Me. I have to spell that out somehow then?

Kendall: Yes.

Nancy: This is why I was asking this question.

Kendall: Let me give you an example. Let's just chunk this down. This is my language, not yours, Nancy. That's actually not a result, by the way. Let's pretend it is for the moment. They have a coach who will hold them accountable to taking action so that in a very short period of time they're achieving the results they want. Does everybody hear the difference between that and "loving guide"? You can Nancy it up to make it more you. I Kendalled it up there.

Nancy: That's why I thought mine were too basic.

Kendall: You might be the first person who's had 30 really general ones. By the way, folks, human nature is such that people tend to be either very detailed or very general types of people. Nancy is telling me that she's a very general type of person. Chunking down and being more specific is probably a real stretch for her.

Nancy: I can go either way.

Kendall: It can depend on the context.

Nancy: Yes. Sometimes I can get so detailed I forget the whole point. I think in this case, it was probably more general.

Kendall: We'll help you. Nancy is very typical of how a lot of you are going to have clients being just like Nancy. Nancy, when you did this, were you thinking of one specific person that you worked extremely well with and got great results with?

Nancy: No. I was doing so many exercises yesterday, but no.

Kendall: It will make a big difference if you think of somebody specific that you worked with and got great results with.

Nancy: Just because I still want to get this, the difference between a true result and what I have just stated, you're saying, is probably not an actual result.

Kendall: No, because that's something you're offering. It is something that has value but is not a result. It's a result of hiring you. That's true. Let's just do this really quickly. We're going to spend 60 seconds on this. Think of somebody you've worked with or would like to work with. Do you have somebody in mind?

Nancy: Yes.

Kendall: In a sentence or two, what's the core issue for them that they want solved?

Nancy: They want more clients.

Kendall: Great. What kind of business do they have?

Nancy: They're a massage therapist.

Kendall: You did do work with them already?

Nancy: Yes.

Kendall: Did they get more clients?

Nancy: Yes. They had a successful practice. Because of the economy, they've lost some of their regular clients. They're at a place to rebuild some regular clients right now.

Kendall: There are a couple of ways you can say this. The end result would be either bringing their business back up to the levels it was at two years ago or increasing their business by 30%. That's a specific result. They were advertising more frequently. You can take this to what happens for them as a result of having that increased business.

Nancy: Once again, back to that end result, we both have that end result in mind and we can see what their business would look like, and then from there write very specifically.

Kendall: There are probably issues you helped them with regarding scheduling and pricing.

Nancy: Exactly. Even copywriting the actual sales copy. That's what you're saying. From there, pick all those different things.

Kendall: Yes.

Nancy: That makes it easier. It's also how they even have to look after their own health, time management and all those components.

Kendall: Right. They're sleeping better. All of it. It's kind of like the circles exercise.

Nancy: That's what I used it from, but somehow today you're helping me. I did the circles exercise but this is even more helpful.

Kendall: Let's go back. I want to make this very clear for everybody. When you're having them stand at the beginning of the line and you say, "What's that end result?" they're not going to list all 30 of them there. That would take forever. They would get lost in that detail.

I'd want to see her list. We're now clear about it. I would say, "At the end of this path, what you can really see is that you help massage therapists dramatically increase the number of clients they have walking through their door." Obviously she helps them do a lot more than that.

Nancy, would that be good enough for you to be able to then walk through the Signature System process?

Nancy: Yes. Like you said, chunk it down with more logistics.

Kendall: How do you do that? I helped them with their scheduling. That's a step. Good. I helped them with their staffing. Great. Does everybody get that?

Nancy: That helps a lot. I appreciate that.

Kendall: You're welcome, Nancy. There is almost no way you can mess this up. The Signature System process is so awesomely cool. You're going to get something valuable for your client no matter what.

Ping: I also am not being very general and not being very specific about the results. I'm always thinking in feelings of what they would get out of it. Also, they are feelings and the state of being peaceful and feeling good and more confident. I don't know how to chunk it down.

A lot of my clients tell me that they are so radiant when they go out. People recognize the change in their skin tones, how calm they are, how graceful and beautiful they look, and the changing physical appearances just by shifting how they feel.

Kendall: I'll tell you what would make this very easy to market and attract clients. It's if you were to apply the energy work you do to a very specific situation that people experience in their lives. In other words, you give it a context or topic so that it's about relationships, money or business. It has some very tangible, practical context that it's applied to.

That's going to make all the difference in the world in you having a lot easier of a time attracting clients and being able to receive your fees and for people to refer others to you. Everything is going to get easier

Ping: I could talk about relationships, money and health so I can serve them in all different areas. I'm not being too spread out, but I can also be more focused from the point of view of energy to build a happier relationship or to clarify the energy around the money to help money flow to you more easily.

They say your memories are chopped in your body and actually block the radiance and energy from your body so you can be healthier. That's what people have been telling me over and over again. Their health and relationships are improved. Money will be a piece I will be adding on. I will become energy.

Signature System will be for improving relationships or even becoming more youthful and healthy or having more money. They're all related to working with energy.

Kendall: You could do that. I think that's a great place to go for now. I think you could have one signature system. It's the same one that you apply to all three of those areas. That would be the easiest honestly.

When it comes to the health piece, even on that one, I would be looking for specific health challenges that you focus on helping people with. I always go to women going through menopause because guess what I am. I feel like I've been going through menopause half my life now.

Ping: I love this, Kendall. Thank you.

Kendall: You're welcome. There are millions of us. We all have similar symptoms. You get together at a table and start talking about hot flashes, night sweats, fatigue and all of it. Everybody says, "I hear you, sister." We all share a similar story.

That could work. Even with relationships, money and health, those are three pretty different topics. I think it's okay for Ping right now. Just going in that direction and being that specific is going to be a huge shift for her. It's going to give her so much more clarity and ability to market her business decisively and confidently in a way that people understand. It's going to be a huge step forward.

All of us help people emotionally. My thing is confidence. I give people a lot of confidence. I have a lot of confidence and courage. People really get that from being in my programs.

When I first started in business and didn't know anything about anything, I was marketing classes on confidence. Guess what. Nobody was signing up for them. I still get that joy of helping people step into their power and be more confident through the vehicle of creating income in their business. I want to point out where I've applied exactly what I'm suggesting here for Ping.

Ping, does that give you enough to go forward?

Ping: Yes.

Kendall: I know there's more you want to offer. I just want to be respectful of our time and hear from Angela, and I've got to give an assignment. You get to come in at the end of April for the VIP day. That's going to be awesome.

Angela, let's do your question really quickly here.

Angela: I just wanted to thank you for this. It makes it so much more tangible and practical.

I had some of my roundtable mastermind group people do this 30-item exercise. Every single one of them came up with "I listened to my clients."

I said, "Those are offerings. Those aren't results. What do they get from your listening to them?" They said, "They feel more connected." I said, "What do they get from being more connected?" It was this long chain. It was excruciating trying to get the results from them.

When you were talking to Ping, I got confused. She was talking about how she uses her system to create results with money, relationships and health. Is she talking about her signature system or about the results that she's getting?

Kendall: I can understand why you got confused. We didn't go into it in a lot of detail. I knew that she knows what she's talking about, so I let it go. She was talking about her work, what she's going to transform into a signature system so she can market it more effectively. It's applied to the area of money, health and relationships.

We did not hear her say specific results that happened in somebody's relationship, for them monetarily or with their health. We didn't go into those detailed results. With more time, that's exactly where I would have gone next in the coaching call. You were right on in what you didn't hear. That would have been what was next.

Angela: Essentially, the results that we want to elicit from people are tangible, practical actions or something they can touch. It's something like making $50,000 in three months.

Kendall: That's true. Remember that the phrase I gave you all in training is "The easiest thing to help your client is to ask them, 'If I were following your client around for a day, what would I see, hear and sense is different as a result of working with you?'"

Angela: I remember that.

Kendall: This is why I love these calls. You guys hear it with such different ears than you would have two weeks ago. There's a method to all of this. I'm telling you. Thank you so much, Angela.

Angela: Thank you.

Kendall: Great clarifying was happening there.

Let me give you your assignment and the proof question. The original assignment was written for the next two weeks. If you can do this in the next week, it would be better. Technically it's in the next two weeks.

Take one person, either on the phone or in person, it doesn't matter, through the Signature System process. It can be your buddy or somebody else. It doesn't matter to me. I just want you to practice taking somebody through it.

The proof question is of the nine tips to support you in creating a signature system with your clients that I shared, which tip was the most helpful for you?

This was a good call everybody. Thank you so much.

Kendall SummerHawk's
Certified Money, Marketing and Soul®
Coach Training Program 2012

SIGNATURE SYSTEM
Training Call Transcript

June 27, 2012

Kendall: Welcome, everybody. This is our second CMMS training call. We're going to be talking about Signature System today. If you haven't taken somebody through that since the training, I'm sure you will be very soon.

Renee and I are finishing up the training schedule, so we will have that out for you today with the website going live today. We have a lot happening for you today.

There are a couple of things that I want to bring to your attention. Our next call is Wednesday, July 11. We don't have a call next week. That's because of our US July 4 holiday.

There are a couple of things that I want to bring you up to date on. We will be sending out an email about getting access to the CMMS training website. There are very simple and clear constructions in there, so definitely open that email and get your login going.

In the CMMS training website area, that's where you're going to get the downloadable access starting today to Discovery Session Secrets and VIP Day Quick Profit Secrets. I want to say a little bit about those to make sure we're clear on why this is significant for you.

We know a lot of you do have those home study courses because you had purchased them before. That's great. If you didn't, it's no problem. That's why we're giving you the products as a bonus.

It's more than just the products though. I wanted to remind you that our July 11 call is a bonus training call. That one is going to be focused on discovery sessions. I'm going to be taking you through how to orient your discovery sessions around CMMS material.

It's not just how to give a discovery session. That is fully explained in detail in that training course. That's why we're giving you access to it. I want to help you customize your discovery sessions so that you can focus them on CMMS material.

We'll be doing a similar thing with the VIP day. We'll be giving you some training and coaching, answering your questions, and helping you create your own VIP days around the CMMS material.

Because we're not meeting next week, what I would recommend is to definitely use that time. If you've not listened to the discovery sessions training calls, you need to do that anyway.

You need that training to go forward and be successful in your business. You're going to want to be prepared for the July 11 call where I'm going to give you that bonus customized Discovery Sessions Secrets training.

Do you guys remember in our training when I promised I would give you a link so you could see an example? This came up on the last day at the luncheon. We were talking about opt-in pages and free giveaways. I was explaining how to do this. I said, "I have a great example of this. Let me give you a link for that."

I'm going to give you this link right now. When I'm being interviewed in a teleseminar, this is an example of how I use a free interview to build my list. There are some more details to this that I can share with you some other time, but I wanted to give you the example of the opt-in page, thank-you page, free giveaway and so on.

Let me give you this example. For several of you who were at the table with me, you're going to think, "Aha! I remember us talking about it." The URL is www.TinyUrl.com/kendallgift. You can see an example of that. That's pretty cool. By the way, you can't use the free giveaway. That's my intellectual property. You can see how we have set it up there.

The other thing I want to bring you up to date on is that we're coming closer to Secret Energy of Money. I want to make sure you guys have the URL for that. I will remind you about it as we get closer, but you can reserve your ticket. The dates are October 16 through 18.

We're actually gifting you with a ticket. Plus, we're giving you a free bonus ticket so you can bring a friend, a colleague, your spouse or a member of your team. That's pretty cool. That URL is www.SEMWorkshopGift.com.

There are some advantages to getting in there and getting your ticket reserved early. There are some bonuses for people who reserve early. I can't tell you the cutoff date. We have to finish up that schedule.

The bonuses will be going away. If you want those bonuses, I would get there and reserve your ticket early. They'll be going away in the next couple of weeks.

We have a lot of updates today. We normally don't have this many, but it's all good stuff. The Courageous Coaching Method, Discovery Session Secrets and VIP Day Quick Profit Secrets are bonus trainings that we give to you to help you build your business or, in the case of Courageous Coaching Method, to be phenomenal as a coach.

I want to clarify something here. You're not licensed to go train people in the Courageous Coaching Method. You're becoming an amazing coach, but you're not training other people to be amazing coaches. Does that make sense, you guys?

Participant: Yes.

Kendall: I want to be really clear about this. You're not training other people on how to use the Courageous Coaching materials. You just get to use them for yourself and be masterful, totally awesome and amazing. That's how that goes.

I know some of you have emailed in with questions about, "Can I record this thing and make it into my own home study course?" Sometimes the answer is a clear-cut yes. Sometimes it's a clear-cut no. If it's not clear cut one way or the other, then I have a conversation with you.

I know we have an email from somebody that came in last week. I'm going to be calling you later today to have a quick conversation with you about it just to clarify.

If you ever have a question about producing your home study courses with this content, recording it and selling it, the best bet is to just ask us. That's what people usually do.

They say, "Is it okay if I do this?" Most of the time the answer is yes, but just pass it by us first. We're usually very quick to respond, particularly if it's a clear yes or no. That way we're always on the up-and-up on this.

I wanted to give you one other cool thing. We had our Mastery training call yesterday. It was a really cool call. One of the participants had an extraordinary success. They've all having a lot of successes, but her success was so cool.

I want to tell you guys about this success because it was a really fabulous example of courageous coaching in action. This is somebody who went through CMMS last year. This year she's in Mastery, so she's fairly new to this material. She hasn't been using it tons of time yet and had never coached before.

She had left a job. I'm sure some of you can relate to that. She doesn't have a strictly coaching business. She actually is ending up helping people with online marketing in some way. I'm not sure of the details.

She was working with a client. She was not happy working with this client. At the end of their agreement or whatever, she said, "This is not working for me." The client was shocked and said, "Oh my gosh! Why?" She was really upfront about it.

They said their marketing department is such a mess. They hired her for a six-figure contract to totally take it over. She just signed up a six-figure client.

How cool is that? Isn't that exciting to hear, you guys? Isn't that amazing? It's really nice. I just wanted to have you hear that because it's a great example of what's possible with CMMS.

Yesterday on the phone, she saying there was no way she could have done it without this content and having the mindset of the Courageous Coaching Method and how I approach things. She was super appreciative.

I wanted you guys to hear that when you're clear, direct and speak your truth, extraordinary things can happen. The client might have turned around and said, "It's not working for us either," and it would still have been great, but that isn't what happened. She got a contract in excess of $100,000 for the year. That's pretty awesome. I just wanted to pass that success on.

I would love to hear a success or two from you guys. Who's up to something in the last week? Who would like to share something?

Sage: I would like to share that at the CMMS training, my goal was to sign up four more women for my program.

Kendall: That's right, because that was happening back home while you were there for the training.

Sage: I had 16 when I walked into the room at CMMS. Now I have 19.

Kendall: Congratulations!

Sage: Thank you. I'm talking to three more women this week who are interested in the program. I think there's a really good chance I could be at 20 by the end of the week.

Kendall: I think you absolutely can get 20.

Sage: You said, "I'm holding 20 for you." That made a difference for me. The way that you hold numbers is really masterful. Thank you.

Kendall: You are so welcome. Let's talk about that briefly because that just came up yesterday with a Diamond call that I was leading.

I had each of our Diamonds give one thing that they want the group to hold for them. I've always really held numbers as sacred because I love how it challenges me to step up, become the person I know I'm meant to be, to be and grow all that.

I want to encourage you guys to share with your buddy, "Here's the number. Would you please help hold this number for me?" Do that for each other. We're doing that so much more as a team within my company. I used to do it by myself. Now we bring the whole team into it.

I've always been somebody who typically meets her numbers, but since I started a few months involving my team in it and getting more peoples' energy who are 100% behind me with it, we're exceeding our numbers. It's blowing our minds.

Thank you for bringing that up, Sage. Make sure the person who's holding that number for you is somebody who can do it absolutely 100%. That's critical.

Let's hear from somebody else. Who would like to celebrate?

Nellie: I would like to celebrate the fact that at CMMS I was expecting, hoping and wanting to create a joint venture with at least one other participant. That did happen. Later today, I will be a guest on her program to share what I know to her listeners.

Kendall: How fabulous! That is so cool. What a great intention and creation of that intention.

Nellie: Thank you.

Kendall: It's just the beginning. Right, Nellie?

Nellie: Yes.

Kendall: Woohoo! This is the thing.

I'm not going to get on a soapbox about people who come to events with contracts in their hands to sign up clients. That's really bad behavior. To go to events and get joint ventures, referrals or collaboration partners is what events are for.

You're there to learn the content that the host is presenting, but that collaboration and networking is priceless. Make sure you are clear about that and how you're going to do that when you come to any of my events.

We did this at LEAP with structured networking, and we're going to be doing it again at Secret Energy of Money. We're going to do it a little differently, but we're going to set up structured lunchtime activities for people to do if they buy a lunch ticket.

We're not doing a premier upgrade. We're just doing a lunch ticket upgrade. That's a really cool deal. Make sure to always set yourself up for success for collaborations when you come to anybody's events. That's great, Nellie. Congratulations.

Emily, let's hear from you.

Emily: I went to a networking event this morning. I'm scheduled to speak at this networking event in August as part of a two- or three-person panel on health and wellness.

After the meeting, I said to the coordinator, "Since there are other health and wellness professionals, I'm going to talk about my nutrition content, but why don't I bring in the transformation from the inside-out? It's part of my platinum package where I give them the wardrobe, image and photography transformation part.

"Why don't I bring in something that's a little different that has to do with the outside transformation? That is knowing your brand and Branding With Archetypes."

She said, "Wow! That sounds so interesting." I said, "I only have a half an hour. I'm going to be talking about nutrition, but I'm going to give this bonus content to let you guys know what this is about."

Then she said, "We would love to have you do some sort of dedicated workshop." I said, "I'm licensed to give it, but I can't give the content away. I could give you guys a preview." She said, "No, just set up a three- or four-hour workshop and charge for it."

Kendall: First of all, congratulations! That's awesome. You took the bull by the horns and turned one opportunity into multiple opportunities. When she's saying do a three- or four-hour workshop, would they do the marketing for you and sponsor this?

Emily: Yes. I think at first I would do the nutrition thing. Then I'll say, "If there's really interest in this, at the next meeting I'll do a half-hour workshop where I don't charge." Then I could invite those who are interested to a workshop and rent a small hotel room.

Kendall: Why would you do the half-hour, in-between free one? Why not just go straight to the paid thing?

Emily: If I want to give them the half hour in the August meeting, most of my content is nutrition related. If I leave 10 minutes for Branding With Archetypes as a teaser, is that enough to invite them to a paid workshop?

Kendall: It depends on the price point of the workshop. This is good for everybody to hear this. These are the kinds of decisions you have to make. How do you maximize your opportunity?

Emily, how many people do you think are going to be in attendance?

Emily: Maybe between 10 and 20 people.

Kendall: That's fairly small. Are you allowed to make a free list-building offer?

Emily: I'm going to ask her if I can do that. I'm sure they'll allow me to do that because I'm not selling anything.

Kendall: There's no right or wrong here. I'm always a fan of the shortest road. You guys are going to find this working with your clients. People will put four steps into place when there really only needs to be two steps. I'm always aware and listening for that.

You have to be careful. You can't slam too much onto people. I've had people say, "I'm giving a free, two-hour evening event. I'm going to offer my $8,000 coaching program out of it." Good luck. That's a tough sell.

I would encourage you not to look at it as, "I have 30 minutes, so 20 has to be on this and 10 on that," where it feels like two different presentations. You have a much better chance of success if the whole 30 minutes is one presentation.

There may be three things you're presenting, and the third is the Branding With Archetypes. That's fine. Just be careful it doesn't feel like it's two separate presentations.

Emily: Maybe I should just offer to do a Branding With Archetypes as a separate standalone.

Kendall: That could be great. It would be a great opportunity for you to practice in a pretty low-stakes environment without a lot of risk and make an offer from the stage.

Think of it as the first part of marketing your three-hour workshop. It's not the only way you're going to market it. You don't have to get all of your attendees from that one offer. It's just the first step of a series of steps.

You can give them a really special price. They get half off if they register that day and that kind of thing. Make it a sweet deal for them. It's great practice for you without a ton of pressure.

Emily: From that 10-minute chunk, do you think I can offer them half off the workshop?

Kendall: Yes. I gave you guys the example of how two gals did five-minute presentations and had quite a number of people coming up to them. That was Schelli Whitehouse and Shannon Presson.

You can do that, but this gets into a whole thing about selling from the stage, which I teach you to do in Stars. Let me put this into a nutshell. When you guys are making an offer from the stage, your entire presentation is organized to feed your offer.

It's not like you have X amount of time for your presentation and then "wham!" here's an offer. Nobody digs that. It doesn't flow or work well unless you are extremely good at hard selling. Face it. That's not what we appreciate as women or what women tend to be very good at.

It's much more beneficial if your entire presentation is getting people to desire that offer. That means seeding and the problems you bring up that are going to be solved by the thing you're offering. You spend more time on the problem and why it's a problem.

Emily, were you at LEAP this year or last year?

Emily: No, I already took a speak-to-sell course from another person.

Kendall: You should have some basic training in this. That's good. You want the half an hour for your presentation organized toward that offer.

Emily: Maybe the offer is just for them to come into a discovery session.

Kendall: You could certainly do that. I personally would use it as an opportunity to pitch the workshop.

If it was me personally, I'd be doing a free giveaway offer 10 or 12 minutes into it, and then at the end I would do the offer into the paid thing. That way you get both the list building and the paid thing. That's probably how I would do it. Was that helpful for the rest of you guys to hear about?

Participant: Yes.

Kendall: These are decisions. It's not always clear cut. The basic question is how can I maximize this opportunity? We always want the list building. That's usually the number-one priority. Congratulations, you guys. I know there are more successes here too.

We had some questions come in via email. I want to go through Signature System. Then we'll come back to the questions. I feel like I want to ask you guys a test question here. Let me hear from somebody. Why would you use the Signature System? What is it useful for?

Ariana: The Signature System is really useful for combining everything you do into a package that people get. It's something that's result oriented, and it lets you use all of your gifts, talents and the things that you know and love to do as opposed to trying to piece things out bit by bit and be stuck with the whole dollars-for-hours trade.

Kendall: Well done. Yay! She gets an A-plus on her essay answer. That was cute. That's exactly right. It turns confusion and chaos into structure and order. The nature of most entrepreneurs is to have a lot of ideas, to be very creative, and like a lot of options and possibilities. Does this sound familiar to you guys? Am I describing each of you?

Participant: Yes.

Kendall: There are also entrepreneurs who are extremely structured, linear and step-by-step. They're more a rarity than the norm.

The Signature System is so fabulous for taking all those ideas, possibilities, gifts and talents and putting them into a sequence that makes sense and is actually marketable. It's how you help somebody create their own marketable system.

On today's call, I want to give you different tips about this. You witnessed and got a chance to practice the basic delivery of Signature System in our live training. Now I want to go back through and give you some pointers and tips. Guess what. You're going to be practicing it again in the next week.

Signature System is something you definitely want to do early on with your clients. A lot of you are going to be working with service-based professionals, coaches, healers, accountants or whoever. It doesn't really matter. Even in retail and brick-and-mortar businesses, the Signature System still applies.

I think of Shelene Taylor, who is a CMMS graduate and was in Mastery last year. She has been in my Diamond program the last two years. She's awesome. She has a multi-location, multimillion-dollar massage business here in Tucson.

She uses Signature System to create content for teaching other massage business owners how to be successful and pull out or extract her own expertise.

She also uses it to help design different processes within her brick-and-mortar business, like designing the client journey and the scheduling journey of how a client is scheduled.

There are different ways that you can use it. I use it to design my teleseminars. I take all the public content that I create through the Signature System process. It's really useful.

Who here has a question about Signature System? I want to hear what your questions may be.

Ruth: I have a tendency to put too much into it. For whatever reason, my brain somehow doesn't work in pieces like that. I see the end result so clearly. Then when I have to move back and develop the step-by-step, it usually ends up being a lot of steps. I see here where it really needs to be something like four to six steps.

Kendall: How many steps is a lot of steps for you?

Ruth: I'd say 10 to 12.

Kendall: It does not have to be four to six steps. In fact, a four-step signature system is not too few. With four steps in a signature system, either those steps are going to be pretty broad or the topic is a really narrow, self-contained topic because four is not very many steps.

Where I start to get suspicious is when somebody has nine or more. It's a great question, so I'm glad you brought it up. Let's chunk this down here.

Often, when you're working with people, or clients for Ruth here, 10 is an okay number. It's actually a lot of steps. I do it with How to Charge What You're Worth and Get It! It's 10 simple steps on how to confidently increase your fees starting today. It's still kind of a lot. Thank goodness for David Letterman, who made the Top 10 list be kind of juicy.

Twelve steps sounds like a 12-step program. It's not a good number. It has a particular connotation to it. If the business you're in is related to that, that's great. Use that, but otherwise I would not use it. Anything above that starts to sound overwhelming.

When I hear that somebody has a lot of steps, where I immediately go is saying, "Let's talk about phases or levels. There's a Phase 1 and Phase 2." Usually, the client says, "Oh, yeah!"

In Phase 1 we go through the Signature System. It's kind of neat to have that because as they're going along they'll say, "Yes, I can see," or, "No, that doesn't fit. That's going to go in the next phase." You can ask them, "Is that something that belongs here, or should it go in the next phase?" You can separate it out into a couple of phases. Maybe each phase is six to eight steps or levels.

What's really nifty about doing that is it chunks it down so it's not overwhelming, but it also keeps them from giving away too much and overwhelming their clients.

You guys all know this. Overwhelming clients is not a cool thing to do. It's not good for them or your business. They'll love you, but they won't come back very frequently because they're all full up.

Ruth: I think that's what it is. I've had to be really conscious not to over deliver as I put these programs together. For me, if I say that I'm working on something consciously and I'm not going to over deliver, it's probably the middle ground until I start to get my teeth into it a little bit.

Kendall: I can be a chronic over-deliverer. That's why I know this pattern so well. My team is to the point where they tell me to skimp. They say, "Kendall, you have to go skimpy." I say, "Skimpy?" and they tease me about it. Skimpy for me is actually going to be perfect for my audiences.

Ruth: Exactly. That resonates, Kendall. That is basically where I need to live until I get this down.

Kendall: I shared these two phrases in my live training that came from my first live coach. Bless her heart. You don't need to give them everything you know, and you don't need to give them everything they need.

That's a great question. Thank you for asking. You'll have a sense. When you guys are going through the Signature System, it's starting to be a lot of steps. Finish it out.

This is one of the tips I want to share with you. I'm mindful of not disrupting someone's process. When you're in the flow of the Signature System and are walking them through it, it's kind of a form of trance.

You want to keep them in that place. Just let it ride and keep going. If you end up with 10 or 12 steps, that's fine. Say, "This is great and we have a lot of steps. Let's look at this." You may not realize it until you're getting toward the end where you're thinking, "Holy smokes! This is a lot of steps here."

Don't make it a problem. Just finish it out. Then come back and say, "Do you know what? It's a lot of steps, which is great, but it makes it hard." Just talk to them. Have the little overwhelm speech with them. Say, "Let's just talk about breaking this out into two phases or levels because there's actually an opportunity here for a beginning and advanced or a basic and masterful."

Your clients get super excited about that. They're going to think you're a genius and total rock star. By doing that with them, you've just phenomenally increased their income. I lost count years ago of how many people I have helped phenomenally increase their income just simply by dividing their stuff into levels.

Ruth: Let's say I'm doing a VIP day and am going to do Signature System, the Branding With Archetypes and the Profit Pyramid. Right now, I just don't know how to gauge how much I give them in that one-day event.

Kendall: Have you gone through my VIP Day Quick Profit Secrets course?

Ruth: No.

Kendall: You're going to get access to it later today. That is not customized to CMMS. Hundreds of people have gone through it and been very successful with it. In there, I give several templates.

I can't remember how many, but there are several of them for both virtual and live of how to structure the day. Of how many sessions, how long should the day be? I've already done that for you. That's going to help you a lot.

Some of you are going to be doing VIP days before I actually teach you how to do VIP days, which is fine. Go for it. Basically, an on-the-phone VIP day is about four and a half hours. It's not that long, and you're taking breaks in between.

I want you to keep practicing Branding With Archetypes with each other. The more you practice that, the more masterful and efficient you're going to get because you're going to be more confident.

I can do Branding With Archetypes with one person in an hour and a half. It's closer to two hours for me. I obviously know what I'm doing because I created the whole darn thing. Give yourself about two and a half hours. That's going to give you some idea of it.

You can take someone through Signature System in 15 to 20 minutes or 30 to 40 minutes. If you want to give yourself a little extra leeway, figure about 45 minutes total. It's not that long of a process.

I can whip out Profit Pyramid with somebody in 15 to 20 minutes, but it can take two or three hours. That's one of those that will expand to however much time you have. We've given you guys the tools of Profit Pyramid, example pyramids and the new pyramids. You never saw the old one. The new one is really cool. It's so well structured that I would say that Profit Pyramid is 45 minutes, tops.

Does that help?

Ruth: It does. Then the other question is how much should I go into the branding archetypes. How much of the signature system do I help them with? The idea is to enroll them in a platinum program that is 90 or 60 days.

Kendall: Let me answer this, and then we'll go back to the tips on signature systems specifically. It's a great question. The answer is it depends. This is totally a cool call. You guys are getting a lot of in-depth content here. I'm excited.

I want to give you two options for ways of looking at it. What you want to do is choose which way and stick to whatever method you choose.

One option is to go very narrow and deep or a little wider and shallow. I've been designing content for a dozen years now, and that's the way I always look at it. Where people always over-deliver is they go wide and deep. Wide and deep is a problem. You want to avoid that.

Using Ruth's example, which is a great trio for a VIP day, it's Signature System, Branding With Archetypes and Profit Pyramid. Branding With Archetypes is its own structured thing. Here's what you don't want to do. You don't want to go only halfway through it with somebody and then stop. That's not useful for them.

Branding With Archetypes is something you do want to go through to completion. However, if you can be shallower with it, everything may be very drafted. You just keep them moving through it.

The way you would stay shallow on Signature System is to create the titles. You're still walking them through, and they're getting the basic steps, but you're not creating the titles, putting a price to it, or titling the whole thing. You're just not doing those things.

Profit Pyramid is a pretty similar. On the Profit Pyramid, I do like to sketch out to the right or left in the margin the estimate of the number of people they feel they can enroll times the basic investment so they start to see some totals. I mentioned this to you guys in the live training.

The numbers add up very quickly. It blows their minds, and you want that because it's going to cement the value of what they've already invested in you and help them see the income potential of why they would want to invest with you some more.

What I don't do is sit there and go through. We know in a Profit Pyramid you're always coaching them to immediately get a high-end program of some kind put together. Where you would go light on this, or the shallow version, is you're not working out the details of that program.

It sounds like this. Ruth, one of the things you're going to have is a high-end-client program. What have you been charging so far? Ruth is going to tell me what she has been charging so far.

I'll say, "I can tell already that you can definitely at least double your fees on that. I have a coaching exercise that I would love to take you through. We don't have time to go through that here today. That's what I go through with my private platinum clients. I can tell you that you can charge at least double, so I'm going to pencil in double that amount here."

Ruth: I love it.

Kendall: I seed it, not very subtly either. It's very direct seeding. I made the decision for her. We didn't get into a whole lot of conversation about it. A lot of the time with your clients and these dollar amounts, you're going to blow their minds. Their eyes get big or you can hear it on the phone. They're having an OMG, oh my god, moment.

You can't totally ignore that. They say, "I don't think my people will." You say, "I get that in the past that was something you didn't know how to do, but I can teach you how to do that. It's actually very doable. I've done it before."

Right there, I'm reassuring them, lending them my credibility and being super confident. I know that I can help them charge more than what they're charging. Write down, "I know that I can help them charge more than what they are currently charging," because you all have the tools. Whatever you're charging, you know you can help them charge more because they're under-charging.

If the client is not totally on board with me and says, "I don't know," I say, "I'll tell you what. Would you be willing to suspend disbelief for the next 15 minutes and act as if you could actually charge more than you've been charging?" They're going to say yes.

That's how you go shallower with the Profit Pyramid. You throw some numbers out there. When I do profit pyramids with my clients, I am not throwing super-big numbers. I'm extremely conservative about it because of a couple of reasons.

I don't want to break beyond their ability to believe what I'm telling them or be perceived that I'm promising anything . Ultimately, it's up to them.

I also know that the numbers are going to add up to a big number anyway. It's already going to blow their minds. I tell them, "Let's be conservative here. We're not being pie in the sky."

We spent a lot of time on that question, and I appreciate that you asked it, Ruth. Thank you.

Ruth: Thank you so much.

Kendall: You're very welcome, dear.

Let me hear from somebody else. From that teaching we just had, what's a nugget that one of you pulled from that?

Julie: One nugget that's extraordinary is the phases because that uncomplicated it for me tremendously. Then the second piece is to never go wide and deep because I just realized that's the secret to curing over delivery.

When you're thinking of steps, do you think of each step as a process or a mini-result when you're conceiving it or encouraging the client to conceive it?

Kendall: I think I know what you're asking, but I want to be sure. When you're saying, "Do you conceive it as a process?" what do you mean by that?

Julie: We're all coaches, and we're in love with process. I find that one of the biggest growths I've had is to think in terms of results for the client are the result.

I have always thought of what I do in terms of a process. In order to translate that or work with people who aren't as in love with our process of transformation as

Alchemists, I'm wondering if normal people think in terms of each step as a mini-result.

Kendall: Let me go ahead and answer the question. First of all, there are no normal people out there. That's what I've come to realize after all of my years of coaching, which is what makes it exciting.

I think that, close to all of the time, people have great difficulty thinking in terms of results.

Julie: Good! I feel better about myself. Thank you.

Kendall: People have great difficulty with it. You've been hanging out with me for about a year now, which is why I'm hammering this point constantly. I've had to train myself with it and still have to get coaching. I go to Richard and say, "I'm having trouble thinking of the result. Can you help me here?" We're all in love with your processes.

Julie: Every single thing I do, I look to see what the results are from it. When I was trying Signature System, I was thinking, "Perhaps one of the reasons I get teed off is I get intoxicated with the process."

Kendall: I have a very difficult time with it myself because I'm so close to it. You guys would be shocked. When I go to my team and say, "What's the result people are going to get from this?" I have no idea. They say, "You're kidding." I say, "No, I'm actually not kidding." I am so close to the material that I can't see it.

They just need to sign up and it's all going to be fabulous. If I had my way, that's how I would market. Just sign up. Trust me. It's all going to be great.

Julie: You'd be right, Kendall.

Kendall: I have to be honest with you. I know I'm right, but the world doesn't understand that. I'm being really candid and vulnerable with you guys on this.

I go to my team and coaches. My coaches don't know my content as well, so I tend to go to my team more so on this and say, "Help me see the results here because I am struggling with it." I go to Kailash, Richard, Renee, Lori and my whole team. It's not always that way, but it is often that way.

I want to go back and answer this question, hear from Becky, and then share some more points with you about Signature System. When you are taking somebody through Signature System, they're going to share a lot about process because that's how people tend to think and share.

Don't stop their process. Just let them talk and say, "Great." What I'm wanting to get is some basic result. I don't care about it being in a nifty, marketing sentence. What I want is a clear result each step of the signature system is producing.

Often what will happen is your clients will say, "I'm going to help them find their life's purpose." That's actually a decent example. I'm trying to think of a vaguer example. My brain is so trained toward the results that it's really tough for me to go to an example of what we don't want. You guys would have to give me one.

You're going to hear something that's very process oriented, and you say, "Great!" They may start talking to you about an exercise they take their clients through. Make a note of it.

You can say, "That sounds like a great exercise. What happens as a result of that exercise? What has transformed for that client?" That's what I'll ask them. Do you see how gently I'll bring them back to the result piece?

I did this in our training, so I want to remind you guys of it. I'll say, "That sounds super." There's a lot of encouragement here. Then I'll ask, "If I were your client and were watching your client go through this process, what would I hear or see that's different as a result of this step?" and 99% of the time, that will get them to click into giving you a result. That's a great question.

Becky, what was the nugget for you?

Becky: The nugget for me is going narrow and deep because I was having the same question that Ruth was having.

Kendall: I go very narrow, like when I created Discovery Session Secrets or a VIP day. Those are incredibly narrow topics, but I can then afford to go deep with them. Do I go as deep as I could? No, I have a lot of content on those topics I didn't teach, but I gave a lot and a tremendous amount of value.

The thing you want to make sure of in a VIP day in particular is that, even if you go fairly deep, you're going to go to completion like with Branding With Archetypes. In Signature System, they are getting their signature system. They're not getting the title, a price on it, what the exercises are, the whole underpinnings of it, or even how to market it.

What's really critical when you are going still somewhat deep there is to make sure you are seeding what they're missing. You have to point out what they're not getting.

It's just like pointing out on a high-end program and saying, "I would absolutely love to help you design your high-end program. We can talk at the end of our VIP day about how we can work together and make that happen." Then you move on. You say things like that so you're constantly seeding. That's how you can get away with going a little deep and still have somebody sign up with you.

I want to remind you that the best preparation for this exercise is to ask your client ahead of time to brainstorm 30 results their clients get from working with them. If you can it's super-duper helpful, but it's not necessary.

That's a great exercise, causing them to think and dig deeply in a way that they've probably never done before. Is it a requirement? No. Can you get an awesome signature system without it? Yes, but it's a great first step.

If you are working with somebody who is new to being in business, as some of you will be, and they say, "I haven't had any clients," you can say, "Have you had somebody you've worked with for free?"

You will find that people, particularly women, are very quick to discount their past experiences. They may have been working for free, but in their minds they've never had a client. When somebody says, "I've never had a client," have they been working with people for free? A lot of the time, they'll say yes. That counts as a client. Let's use them as the example here.

What if they say no? Then I'm wondering what they are doing here. Did they just drop out of the sky into their business? They have to be basing it on some kind of past experience. I'll ask them to imagine a client that they know they would like to work with. That works really well.

The next pointer is you want to get your client set up physically with the space in front and on the telephone. I want somebody to speak up who hasn't spoken up yet today.

Susan, I get to be your client for the next couple of minutes. You're my coach. You're going to tell me what the setup is because you know that you're going to take me through Signature System. I am putty in your hands.

Susan: That sounds intriguing.

Kendall, can you tell me about where you are right now?

Kendall: Right now, I'm in my office, sitting on my leather fainting couch.

Susan: When you look in front of you, what are you seeing?

Kendall: I see a wall across the room.

Susan: Is there a space that you have around you that looks to outside?

Kendall: Yes, I have a beautiful giant picture window. It looks out on my horses and the mountains.

Susan: That sounds perfect. I wonder if you could stand up, go over to the window, have a look out, and take a deep breath.

Kendall: Do you want me to stand right at the window?

Susan: Yes, please. Were you able to take a deep breath as you breathed in all of that beauty and your horses?

Kendall: Yes, I'm looking at some hummingbirds and butterflies. I have a whole little garden here.

Susan: What I'd like you to do is keep looking out of the window, but back up away from the window to the point where you can still see out of the window, but you're not hitting a wall.

Kendall: I backed up all of the way across the room with my back up against the closet door.

Susan: About how many steps have you taken there?

Kendall: I don't know. I think this room is about 14 feet wide.

Susan: I'm going to do the same thing. I've backed up, and what I'm looking at is a forest of green and some birds at a bird feeder, but no little hummingbirds. I want you to think about the signature system I would like you to develop.

Kendall, I'm going to step out of this. I'm assuming that we've already had a conversation about signature systems.

Kendall: I'm going to stop you there. Let's give her a hand. Very well done!

I have to ask you something. Had you planned on me stepping right up to my window and backing up, or were you saving the day?

Susan: I wanted you to go and feel the full expansiveness of that, and then walk back into it as you stepped forward to it.

Kendall: That's interesting because as she was going along I thought, "Oh no! She's going to realize that there's no room for me to walk forward."

Susan: No, I wanted you to see the full expansiveness so that you could walk back toward that expansiveness.

Kendall: That's a nice touch. I like that a lot. You did a very nice job of it here. What I would recommend is, next time with a client who has this picturesque view, really wait to hear them breathe in because I hadn't actually taken a deep breath. I was all worried that you had made a mistake.

Susan: That's why I asked if you had.

Kendall: Yes. That was smart. You did a very good job on this. With a real client, you could hear me breathe in and let it out. You'd hear a difference in my voice.

The one thing I would say on that just experiencing it is backing up was a little odd for me and so was the language of backing up. I love the intention on this. I think it's really cool.

There's something about backing up. When you hear the phrase "backing up," it always sounds like you're going backward. It's a subtle thing, but I think what you could say instead is, "Breathe in the expansion." Get them to do that. That's great.

Then say, "Now go to the opposite end of the room." Just tell them to walk to the opposite end of the room. That way you don't have to use the words "backing up." Cool.

Let's give her a big hand. That was very well done. I make my people in Mastery go through this. They get a little nervous when they have to coach me. That was very well done.

Susan: Thank you.

Kendall: I told you I have high expectations. Guess what. You're meeting them. That's awesome. That was about getting them physically set up. If they don't have a really super nice view, that's no problem. Just have them be in a space where they have a clear space. Make sure to say, "Are you in a clear space where you can walk forward without bumping into anything?"

I kid you not. I had it happen in my early days of doing this. People would have boxes or furniture there, and they couldn't walk forward. I didn't know it. If they can't take a step forward, they're going to have to walk around the table. That's not going to work. It messes up the flow.

The next point I want to share with you is where I know Susan would have had me go next. You really want them to think of a client they've gotten amazing results with. It's not just thinking of a client. I'm qualifying that. It's thinking of a client that they've gotten amazing results with and who they love to work with.

You want them to think about their best clients because that's how you're going to get the best signature system coached out of them. Ask them to think about that person and imagine them standing there. In my room they may be standing in front of that line right in front of my window. That's really important. They need to see that client there who got those results.

Then ask them, "Can you tell me a little bit about the results they got?" You as their coach need to have some clues where you're going here. You also need to hear it because, going back to Julie's question, you'll be kind of surprised and a lot of times shocked as to how many people are not super clear. They're not able to clearly articulate this in the way that you guys are learning it needs to be articulated.

The pointer I want to give you next is that I don't make a big production about those results I don't care about them being perfect. I am not looking for any marketing tagline. That's not what I'm listening for. I'm listening for a basic couple of sentences that describe clearly what the result was in terms that somebody could see and hear.

Let me give you an example. If somebody said the result they got was they had so much greater clarity and confidence, that's really nice, but I have no idea what that's being applied to.

If you get an answer like that, it's all good. We don't make a person wrong at all. You stay breathing, stay easy with it and say, "As a result of that greater clarity and confidence, what was something they were able to do that was really important for them that they couldn't do before?"

When you ask this question, you might get a good answer. You still probably will get a fairly vague answer. I just want to make sure you guys know that so you don't think you're doing something wrong or anything like that.

It can be tough to get results out of people. You just keep following the thread and being patient with it. The whole thing can take five minutes. Honestly, sometimes it feels like 20 minutes, but really it's only about five minutes. It's not that big of a deal. You hold it lightly, but you are diligent about this. You need to stay committed to getting an answer.

If you're still getting kind of a vague answer, who here can tell me where can you direct the client? What's something you can ask them that would help them get more specific?

Sage: You could ask them, "Did your client experience any direct changes in their health, career or financial lives as a result of that confidence?"

Kendall: You could absolutely do that. Well done, Sage. That's a great example. What I'm listening for is what I called the situational example. That's why I love the question of, "If I were following you around for a day, what would I hear, see or experience that's different?"

If I'm getting a vague response from my client, I may ask them, "When your client first came to you for help, what was it that they were struggling with?" They were struggling with not valuing themselves." When people are on the path of being vague, they'll stick to it quite a bit.

If I were following them around for a day in their day-to-day-life, what is a situation that I would see them in that would let me know they were having trouble valuing themselves?

That's another example of how you can get this result answer. I just want to do a check-in. Can somebody give me an example of this? Let me actually go back to you, Susan. Have you taken somebody through Signature System yet?

Susan: Just in the exercises in CMMS. Not with a real client.

Kendall: Do you remember what the result was that your practice person had that they told you about?

Susan: It was Marilyn. I'm trying to remember. I'm sorry. I don't.

Kendall: That's okay. I just wondered. If you had it would have been convenient, but that's okay. We'll move on here but you're just looking for a sentence or two. It's not a big deal, but it needs to be very clear. In the example I was just giving, it could have ended up being that now because of clarity and confidence, they lost weight, their marriage improved and they got a raise at their work. Cool, right?

Becky: Kendall, can I ask a question here?

Kendall: Sure.

Becky: Would it be appropriate if we were doing this in a group? I'm doing this in two weeks as a group. I was planning on doing it how you did it at CMMS where you had one example and took Kailash through it. Then you had us break off and do it with each other. Would that be going broad and shallow so they would want more but give them enough maybe to become a private client?

Kendall: Yes. When you're in a group, it's best to demonstrate this, but be very careful who you choose as your demonstration person. Don't leave that to chance. Remember that you don't get what you say. You get what you model. I would be thinking about and pre-determining who the demo person is. You want somebody who's going to make a great demo person that can move through the process fairly decisively.

Becky: Could I pre-coach them before?

Kendall: You might. I think that's fine as long as you're pointing out what they're not getting.

One of the things you can point out with Signature System that they're not getting is all the ways they can apply this to their business.

For example, you can say, "The cool thing about a signature system is that you can use it as the basis for creating your programs and packages and for helping to inform what you should be charging. Those are all the things I love to help my private platinum clients with. We walk through it together. I show them how to do that." Do you see how I just did that?

Let's go to the next pointer. You've gotten them set up physically and to see their client at the end of that line. You've gotten a clear couple of sentences on the result. Don't drill or grind them too much. If you've gotten them to say something pretty basic, that will work. Then you ask, "What's the next step?"

That's a test question. Who can tell me what the most important thing is about this whole process work?

Sherley: Have them step forward.

Kendall: Thank you, Sherley. That's right because the answer isn't where they're standing. The answer is just not there, you guys. They're all just coming from their head. Honestly, you're going to get crap. You might get lucky and get a decent response, but that's not where the answer is. The answer is one step ahead. They need to step ahead.

Shirley: When we did that exercise in CMMS, one of the important factors as Richard walked around was to make sure that if I'm reading it, I'm not crowding the person.

Kendall: Correct. That's a great point. You definitely do not want to crowd the person. Remember, you're by their side and slightly behind them if you're doing it in person. They need to move forward. Sometimes I'll kind of lift one leg and encourage them to move forward.

The way you set it up is to tell them, "We're going to find out what the steps are to creating that result. Whether you're conscious of it or not, you have a process or a sequence of steps you take people through. It might vary a little bit from client to client, but probably really not. It's probably the same sequence each time. We're going to figure out what that is so you can start marketing that. Does that sound cool?" They're going to say, "That sounds great."

Then just tell them, "We're going to find out what the first step is, but here's the thing that's the most important. We're going to step forward to find it. I'm going to ask you a question. What's the first step? Then you're going to take a step forward. I will step with you. That's where we're going to discover the answer to that question. Sherley, what's the first step?"

If you're on the phone, about half the time they won't necessarily step forward. They forget to or aren't clear, so you can just say from the beginning, "Take a step forward. Tell me. What's the first step?"

A lot of the time you can tell that they've done it because their voice sounds different. You can also check in and say, "Did you take a step forward?" They'll say they did or, "No. I forgot." Then you say, "Let's take a step forward."

I'm here to tell you guys that when you start to really listen to a person's voice, you're going to be able to tell because their voice changes. You start to learn your client's voice and when they're really coming from their head versus a stealth sense experience. Does that make sense?

Participant: Yes.

Kendall: Cool. If you're not sure, just check it out, even midway through. Just say, "Did you actually take a step forward?" If they say, "No, I forgot," then just tell them, "Let's just take a step forward." They'll say things too where they're kind of vague and aren't as certain as when they take a step forward.

The next point is to trust your instincts and intuition about breaking things out into more steps or grouping things together. What I would wonder with Ruth and her 10 or 12 steps is if it's really 10 or 12 steps or if it's really seven or eight because a couple of things could be combined. I don't know, but I'd be really mindful of that.

If you're starting to feel like it sounds like a lot in one step, you can gently say, "That sounds like it's a lot in one step. Does it all belong in one step, or do you think it might actually be two different steps?" If you keep your voice really collaborative, curious and wondering, they won't feel judged or wrong. They'll stay in their imagination in the way that they need to.

I have a couple more pointers. If they're having trouble or getting confused, have them back up to a step where they were clear. That's where they're relaxed. They have clarity there and they know that. You have felt it yourself, so you know what that feels like.

If you need to discuss something, say, "I'm going to have you step off the line." In terms of the position of empowerment, what spot are they stepping into when they come off the line? It's the spot of Observer. They'll get some clarity that they might not have had. You can even coach them through this.

By being off the line that way, you can say, "When you look back at Step 3 over there?" Then you can ask them the question. Whatever was causing them confusion, you can ask them a question about it and they're going to say, "Oh, I see it now. I've got it." Then you can say, "That's great. Let's go back onto the line."

They don't need to know that it's Observer. They don't need to know any of that. Just use it spontaneously in the moment and it's going to work brilliantly.

I think this is the last point. When they get to the end, the final step is, "Woohoo! We're done." Then they turn around and look at all of the steps they just walked the client through.

They may need an adjustment, but not most of the time. I say, "What does that look like for you?" They say, "It looks fabulous," most of the time. Sometimes they might say, "I actually think that in Step 3 there's a piece that needs to go into Step 4." You can say, "That's great. Let me make that note for you."

At the end of the line and looking back, it's technically Other and they're in the shoes of their client. It's not a strong sense of Other because you haven't really built it up that way. They do get other information. It's not Self. That's for sure.

Are there any other questions about this?

Sage: I'm teaching my platinum group about signature talks. I wonder what you think would be better to teach first. Would it be better to teach Signature System first so that they can develop their signature talk to sell their Signature System once they know what it is?

Kendall: That's a lot of signature. It can work either way. You guys will get used to me saying it depends. What I would do is step through it. I would step it like a little miniature Signature System where you actually can say, "I've got my signature talk first."

I would ask you to walk through it. The first step is signature talk. The second step is Signature System. Then do it the other way and see which one feels better. It's not just about feeling. You're going to get information from doing it that will make it super clear for you.

Sage: One of the things that is going on with me is that I'm trying to be careful not to over deliver in this program. I'm squeezing a lot in.

Kendall: Could they give a really awesome signature talk without their signature system?

Sage: Yes. I think they would need to have a very clear sense of what they're offering.

Kendall: That's the real thing. You can't give a great signature talk. A great signature talk is when it builds your list or gets people to buy something. Otherwise, just being a great speaker isn't useful. With a great signature talk, they have to be pretty clear what their offer is. Can they be pretty clear about that without the signature system?

Sage: Ideally, they would get the signature system first.

Kendall: As we're talking it through, that would be my preference. People freak out with their signature talk about what they should talk about. With the signature system, it totally illuminates it for them and they can say, "I could talk about my first two steps of my signature system."

Sage: Yes. I could just pull out these three things, and that could be the signature talk. That's awesome. Would you attempt to teach those things together, or do you think that's way too much?

Kendall: I would probably not do them together. I would do Signature System and then as a homework assignment I would ask them to select they key points they want to make in their signature talk. I would have them do that pre-work and then teach them the signature talk. I would also give them the speech about going narrow and deep versus wide and shallow.

Here's the way that applies to Signature System when you're giving a talk. Let's say you have a six-step signature system. In your talk, do you touch a tiny bit on all six steps or mention there are six steps and that you're going to give them pointers on the first one or two? I usually do one or three. That's the choice point.

The answer to your question is that it depends. Both can work really well. That was a great question.

I want to give you your assignment, and then I want to take care of a couple of questions that came in. Then we'll do the proof question.

The assignment is to practice Signature System. Take your buddy through it and have them take you through it. You need to log the buddy coaching anyway, and when you practice this with your buddy, you're going to feel that much more confident doing it with your client.

When you're the one being coached, just be in the process. Be the client and let your buddy do their thing. You notice in the great demonstration we had with Susan, I didn't stop her and say, "I need to have space to walk." I didn't do that. I just let her go.

I figured if it was a mistake, she would notice it. It turns out that it wasn't even a mistake. She did it totally intentionally. She had a whole plan as to how it was going to enhance my experience, and she was absolutely right. It would enhance my experience. Just let them go and you can get feedback at the end.

The way to get feedback is to just say, "Here's what worked really well for me." If there was a place where it wasn't clear, you can say, "It wasn't clear for me. When you said to do this, I wasn't clear." You need to own your experience. That's a bigger conversation, but I just wanted to give you some tips about feedback. I actually have an entire signature system about giving feedback.

Own your experience. Say, "I was not clear. I was confused when you said this to me." As the coach leading somebody through that, if you heard that feedback, would you be able to hear it and be receptive to it? Absolutely.

I'm going to take a question that came in from Ruth. You had a question about your VIP day. I'm going to summarize it. You had a client sign up and her VIP day is $2,500. I'm not clear. Has she given you a deposit yet?

Ruth: She was going to do VIP, and then she ended up having $12,000 worth of veterinarian bills. I didn't know what to say after that.

Kendall: She did not even get to the point of a deposit?

Ruth: No.

Kendall: I think what you wrote is great. I'm unclear about the $1,000. How does the $1,000 versus the $2,500 come into play? I'm not clear what these numbers are.

Ruth: It was $2,500, but I had shared with her that it was only going to be $1,000. She needed another week to think about it because I didn't have the information yet. When I came back the next week and we chatted, she had spent $12,000 over the weekend for a veterinarian bill. I shared with her that although I certainly understand, I do want her to know that, moving forward, the VIP day will be going back to $2,500.

Kendall: I would definitely put a time limit on that. You appreciate the situation that she's in and you would be happy to honor the $1,000 up until a specific date. That date isn't six months from now. It's not even 90 days from now. You can decide how long you want to make it.

Ruth: I said 30 days.

Kendall: That's fine. That answers that question.

Becky: Would you have her put down a deposit?

Kendall: Normally I would. This client honestly sounds like she's not 100% on board anyway. Kailash, how would you handle this? The lady has $12,000 in veterinary bills for her kitty cat. She hasn't put down any deposit and she hasn't made a clear-cut yes answer. Ruth had given her special $1,000 pricing, but the real VIP day pricing is $2,500.

Kailash: Yikes. Personally, it doesn't sound like anybody I would want to work with. I think that she's showing that she's kind of all over the place.

Kendall: How would you handle it? That's my mom. She just tells it like it is.

Kailash: Ruth hasn't gotten any money yet, but she already said she would hold that $1,000 price for 30 days?

Kendall: Yes. She can do whatever she wants to do right now.

Kailash: If I were holding that $1,000 price for the next 30 days, she would need to be giving me a $500 non-refundable deposit.

Kendall: There you go, Ruth.

Ruth: Thank you.

Kailash: Is that what you expected me to say?

Kendall: I didn't know the exact number, but I knew you would want a deposit.

Participant: You would want a deposit now, correct?

Kendall: Yes. You would want it maybe within the next three days, but not two weeks from now. That would be more of a reason why this person may not be a super-awesome client. There are already strong hints that there are boundary issues happening. Ruth, that means that there are boundary issues there, but they don't need to bleed over into yours.

Ruth: Right. Thank you.

Becky: Is there a resource on the benefits of Signature System? You've said several of them, but is there a place to go for specific benefits?

Kendall: No. I've never written anything up like that. If you want to make sure you hit all the high points go back and listen to the recording or get the transcript from it.

I think that's going to be it for now. That was a great call and super-juicy. This is a very juicy group. I know that you don't have the contrast to the groups, but trust me when I say this is a really juicy group. I'm pleased.

Your proof question is which of the tips in creating your signature system is the most helpful for you? I would suggest that you write it down now. Don't just write the proof question. Write the answer because you won't remember later on. Be very specific and short with your answer because you will be typing your answer later in the online assessment when you go to get certified.

This was a super call. On the count of three, let's do a woohoo. One, two, three.

Participants: Woohoo!

Kendall: You guys are doing fabulous. We'll talk to you in two weeks. Watch for our email later today to get on the CMMS coach training area.

Kendall SummerHawk's
Certified Money, Marketing and Soul®
Coach Training Program 2014

SIGNATURE SYSTEM
Training Call Transcript

July 15, 2014

Kendall: Hello, everybody. Today is Tuesday, July 15. This is our CMMS Training 2. Let's just jump right in here. We're going to work on Signature System today.

I want to confirm the schedule. First of all, the full schedule has been posted in the forum area so you can see all of the training dates. Also, we posted all of the audios from the live training. Those are all posted for you, so can go back and listen to any section you want.

You're going to see from the schedule that we're pretty much meeting every week. There are just two other times we skip a week, and that's because I'm teaching Stars. I'll see many of you live at Stars. Also, I'm attending a week-long training myself where I'm going to be in a room for 14 hours a day for six and a half days in August. Except for those times, we're meeting every week.

Our next calls are Tuesday, July 22, Tuesday, August 5 and Tuesday, August 19. In between those two dates is when I'm traveling. Those are our dates and our updates.

Most of you got your tickets for Feminine Money Mastery, and that's awesome. We have about 25 or 23 seats left. We have not opened up bring-a-friend yet. We'll be doing that at the beginning of August, so those of you that have a ticket and know you want to bring a friend, watch for that email because we will not be offering that many bring-a-friend tickets. We'll give you a heads up when we're about to do that.

I'd love to hear some successes, what's working for you and what you have tried.

Frances: My success is that I was going to do the Branding With Archetypes assessment with someone that is really well connected and really out there and that I've known for a long time. I offered to do that with her, and we booked it for about an hour. We ended up spending four hours together and going through the whole thing.

It was just like you said. Just let the exercises do the work for you. She was so excited. She said, "So-and-so could use this, and I have to get you connect with such-and-such." She said, "I'm rethinking what I've been doing and I think I'm going to work with you, so what's next?"

Kendall: That's cool.

Frances: It was amazing. We're now talking about what she's going to do next.

Kendall: I know you're used to somebody who is used to making a lot of money. When is it that you're going to have a conversation and present an offer?

Frances: I'm hoping to do that this afternoon. Actually, we have it set for tomorrow afternoon if I'm unable to call her today.

Kendall: Let us know how that works out.

Frances: I will.

Kendall: Congratulations. I've said this before and now you guys know it's true. There are certain pieces of CMMS, and Branding With Archetypes is definitely one of them, that people go bananas over.

Frances: She said, "I've done program after program after course after course and I've never gotten this far. This is what I've been looking for. This is what I needed to know."

Kendall: That means you also did an awesome job.

Frances: Thank you.

Kendall: I said this earlier to you guys, and you might have read it in some of the marketing. We say that some of the modules in CMMS are really so powerful that they do the selling for you. Now you see because now you're on the inside.

You hear it on the outside and you think, "That's a bunch of marketing hype," but when you're on the inside you say, "Wow, that's not hype. That's actually true. I can see how this is true." Frances, thank you for demonstrating. That's great.

Who's next?

Meriflor: Kendall, I got a six-month, private platinum client, and I have now recouped my investment in CMMS.

Kendall: Yay! Is that the one you posted about on the Mastery forum?

Meriflor: Yes.

Kendall: That's awesome. I saw that and said, "Yes," because if you guys remember, I busted Meriflor at CMMS from the stage. Do you remember that, honey?

Meriflor: Yes, you did.

Kendall: She was getting all the publicity and the celebrity from her book, and I said, "That's great, but where's the money?" She said, "I've been asking myself that too."

Meriflor: It's amazing, Kendall. That put me in a little bit of a twizzle, but a good twizzle, because it put me into action. I really worked on connecting the visibility and the income like you suggested.

Kendall: That's wonderful. Congratulations.

Meriflor: Thank you.

Kendall: Tala, we can't let a testimonial opportunity fly by us. That fact that you recouped your investment within the first 14 days is awesome. I appreciate that you put the posting so beautifully.

Meriflor: Thank you so much.

Kendall: Tala, do we have somebody else?

Tala: We do not.

Kendall: Okay. I wasn't sure if I wanted to do three or not. I can feel it energetically. Some of you are saying, "Ooh, I want to be one of those people celebrating a success." Some of you might be thinking, "Wait a minute. Why did they get a client and I didn't?"

Some of you may be having different reactions as well, but just notice your own response to hearing other people's celebrations. Notice your response and if you're feeling anything other than positive, understand that's a story that you've been telling yourself.

I want to encourage you to say, "Wait a second. I'm not going to tell myself that story. What's my decision that I'm making? Is my decision to get a client? If so, by when?" I want you guys to turn those thoughts and feelings into positive action.

We had a couple of questions come in. One came in from Rebecca.

Let me just bring everybody up to date on your question and then I'm going to ask a couple of questions and see what happens here. While I'm doing this, remember that this is a coach training program. This isn't just Kendall s answering someone's question so I'll go answer Facebook and friend people in social media. Don't do that.

I want to move through this rapidly, but I want you to listen to the questions I'm asking Rebecca. I want you to pull out the Courageous Coaching Method and see where she may be stuck. If so, where might you take her? There's more than one way to coach. You might take her the same place I will or not. It's okay.

I just want you to coach along with me with yourselves. This is how you're going to get really good really fast.

Rebecca, you wrote that you love the training and that it's amazing. The four days in Tucson were incredibly transformational for you, so that's wonderful.

You had a question. You ask me, "Would you model for us the best way to introduce a platinum offer at the end of a VIP day, and what's a good transition sentence to use to talk about what's next?"

You said that you had a VIP day recently and you made an offer for a 90-day program but it wasn't very effective. The good news is that you have a follow-up call scheduled with your client for next week, so you'll have another chance to get her on board for a longer program. That's great.

By the way, some of you are saying, "I know a transition sentence. I know what to say." Go ahead raise your hand to come into the queue and we'll tap into this in just a moment.

Rebecca, when you say it wasn't very effective, tell me what happened. How do you know it wasn't effective?

Rebecca: She said she needed to think about it. We had gone through this before when I first did a discovery session with her. She didn't say yes on the spot for the VIP day. It took about a month before she said yes. She said, "You know me. I don't like to say yes." I said, "That's great. As part of your bonus, you get a follow-up session."

Honestly, I was tired at the end of the session and I just didn't know quite what to do. I just wanted it to end on a positive note knowing that I would be talking with her next week.

Kendall: That's great. It doesn't sound like it wasn't very effective. It sounds like it was what it was and she has a particular way of making decisions.

I'm going to push the pause button for a moment. Just notice, everybody, that you have to assume that you don't know. When Rebecca wrote, "But it wasn't very effective," a lot of other newbie coaches in other types of programs would take that at face value. They would say, "It wasn't very effective. She didn't get a client. Let's figure out what went wrong."

That's not where I'm going to start. I want to know exactly. What does "not very effective" mean? I have no idea. We just heard that it was reasonably effective.

My question to you is what happened for her? When you offered the VIP day and she took about a month, did you have contact with her during that time frame?

Rebecca: Yes, I did. I sent her a card in the mail. I got great coaching from Richard on that. I actually called her earlier. We didn't set a definite date, but she had said the end of June and I realized I was going to be in Tucson at the end of June, so I called her a week before and then we scheduled the VIP day.

Kendall: First of all, you're doing those things now as well, and now you already have a call scheduled with her. That's great.

This is what I really want to know. This is important for all of you guys to understand. This is really fascinating. This gal said, "You know me," so she has her little pattern. We can be respectful of someone's pattern or we can actually interrupt their pattern. That's just a choice point.

What I'm curious about is what happens for her during those 30 days? Do you know what happens for her? Does she talk to people? Does she journal about it? Does she gather resources? What is her process?

Rebecca: I'm not sure I understand your question. What happened for her during the time we first had the discovery session? Honestly I think it was just a busy time. Her son was graduating and going off to college and she just didn't have a lot of time to really focus on moving forward with this piece of her business.

Kendall: I can appreciate being tired at the end of the VIP day and all that. You did everything right, so first of all, take your right hand and lift it up, put it over your left shoulder and give yourself a pat on the back. Are you doing that?

Rebecca: I'm doing it.

Kendall: That's good. When you talk with her, if she delays anymore, the question I would be asking her is, "What is it that you need to know or what is it that needs to happen for you in order for you to make this decision here today?"

Rebecca: That's a good question.

Kendall: It's a coaching question. "What is it that you need to know or what is it that needs to happen for you in order for you to make this decision here today?"

Do you see, everybody? It's about being curious about that person's experience. I'm not trying to convince her. I'm not going to be disrespectful, but I am also not going to just say, "No problem. That's great. Let's just let it slide."

On that day you were tired at the end of the day, but if it's still a delay coming forward, you might say, "Let's actually coach on this," and just to be curious about it. People are going to react how they're going to react. Some people love it, and sometimes they feel a little pushed. That's fair enough.

There are just different things you can say. It depends on their level of urgency and the results she wants to create. How urgent are they for her? If they're not as urgent for her, pushing somebody doesn't usually work anyway, but you can show her how the more time she takes, the longer she has to wait for her results. That will not be effective if urgency is not important to her.

Let me restate that. It will not be effective if other things are a much higher priority. That's another question you can ask. "As far as getting started so that you can get the results you want, on a scale of 1 to 10, where is that in order of priority for you? Ten would be, I" want these results now," and 1 would be, "It's not really important that they ever happen for me."

That's another thing you can do to ask just to find out where they are in their prioritization. The last thing I'll say is that sometimes people think that other things have to happen first. They have a dialog going on that they have not shared with you.

They may have a dialog going on that says, "My son is graduating. I need to do ____. I need to clean out my closet. I need to get the car repaired." They have their list of things before they will actually put themselves first.

Rebecca: I think that was her dialog. She's also a real estate agent and she's probably thinking, "I need to get a deal before I can invest in myself." That's my sense of what she's thinking.

Kendall: What motivates her to get a deal is a need. Let's get started now and you'll get the deal because you're going to be pretty motivated. That's my attitude because if you wait until you have the money, you'd be waiting forever.

It's using what people give you. If she said something like that, I'd be saying, "That's great. How long is it going to take you to get a deal?" I would say encouraging things like, "You already know how to get a deal, right?" She's going to say yes.

Rebecca: Yes, she does.

Kendall: You can say, "The coaching is actually starting now, and I'm going to challenge you a little bit here. We're not going to coach together for you to stay totally complacent and comfortable where you've been. That's not why you're hiring me. You're hiring me because we're going to work together, and I can't wait to be your coach because you want ____, and that starts today."

Rebecca: I can say all of that in my call to her next week.

Kendall: You absolutely can.

Let's go back to Rebecca's original question, "What's a transition statement?" Honestly, Rebecca, it sounds like you did a fine job. Did we have somebody pop into the queue with some suggestions?

Petina: I would like to ask Rebecca if she has something specific that she would really desire to teach or to coach this lady with. She could tell her in her call, "I saw that you have this particular need and I'd love to help you with that because I have this wonderful technique, etc."

Kendall: Rebecca, go ahead and respond.

Rebecca: I'm having a hard time hearing you, Petina, but I think I got the gist of what you're saying. It's that in my call with her next week to say something like, "I know that you're struggling with this particular thing, and this is how I can help you." Is that what you're saying?

Petina: Yes. I don't know if during your VIP day you're seeding it a bit that there's so much more available if she keeps on working with you so that she's aware that she can receive so much more from you than just a VIP day.

Rebecca: Exactly. That's what I did. She already knew about my 90-day program prior to the VIP day. She was aware of it.

Kendall: That's a great suggestion. Let me jump in here and add to that just a little bit and then we'll move on. What Petina is saying is about seeding, which is excellent.

Here's the other thing I do. For my VIP days, I'm not trying to outsell somebody because the VIP days I do now are for people who are already in a program and they're part of the delivery. At the same time, I also want to reinforce or install value.

I have a very simple document. I can't remember what it says across the top of it, but basically it's results. As we're going through the day, I log the ahas and the results that they're already getting. I actually show them the document. I'm not secretive about it. I'm the one writing on it, but I do it in concert with the person.

They'll say, "Oh, I got it." They'll be excited about something and I'll say. "That's great. We should add that to your aha sheet." They say, "Yes," so I add it to the aha sheet and we build this sheet together.

The other thing that I have is a list of things that come up that we're not going to get to that day because they're above and beyond what we're covering that day. I'm constantly on the lookout and listening for those things, and it's a separate list.

Rebecca: You have two different sheets, then.

Kendall: Yes, I do. You can either have two sheets or you can have one sheet with a line down the middle with ahas on the left and what's next on the right just to make it easier so you're not handling more paper.

When something comes up and they ask you a question, you can say, "That's a great question, but that's above and beyond what we have time for today. Let me give you a simple answer now and write it on the what's next list." Again, it's not secretive. We're co-creating this list.

I might even ask them, "How do you want to phrase that?" I might be doing the writing, but I'm getting their buy in as to how it's worded. The what's next list includes things we're not getting to.

I can't think of an exact example, but we might be designing something. It's wonderful, they're excited about it and because I am who I am, I can see five other opportunities for them. I'm going to say, "Wow, there are actually five other opportunities here for you to multiply this out so you can create even more income, triple your list or do ____." I tie it to a specific result.

They say, "That would be great," and I say, "Let's go ahead and put it on the what's next list." I take my time and make sure the what's next list is very clear so that at the end of the day when I look at it, it's very clear, and when they look at it, it's just obvious and there's no arguing with it. They don't feel pushed and they don't feel sold to because you've created it together and they've been part of that process.

It's just stating the obvious. That's a very tangible way. Remember, I talked a little bit with CMMS and more so about branding, but you're branding the value of your offer to take something that's not visible and make it visible.

Then you pull out the worksheet and say, "Let's look at the what's next list and talk about what is next." That's your transition sentence.

Rebecca: That's brilliant. I love it.

Kendall: Great. Thank you, Petina. That was awesome.

We had one more question that came in, and I'm just going to answer it here. It came in from Sandra Dirkson from Europe. I'm just going to shorthand paraphrase a little bit of what she wrote.

Sandra wrote that she did a teleseminar last Friday about transforming your work by the hour from a private practice to a practice where you offer high-end programs. That's fabulous, Sandra.

She offered a strategy session. She received 17 applications. That's awesome. This is what happened. One of the women who is interested sent in her answers to the questions. The way she's doing the discovery session, you ask them certain questions.

She sent in the answers to Sandra's assistant, but this prospective client also wrote that she thinks Sandra talks too much about money in her teleseminar and that she doesn't want to be a money wolf. English is not this woman's native language, but we all get the idea of what a money wolf is. I think that's pretty clear.

This prospective client thinks that Sandra may not be the right coach for her, although she's applying, so obviously this person has a lot of conflict. She went on to write that because she is answering and being this candid, she believes it may be lowering her chances of getting invited into the strategy session, and that may be true.

Sandra wrote that her reaction fascinated her and that the woman wants to make more money. I want you guys to hear the conflict. She's telling Sandra that Sandra talks too much about money, so she's having a judgment there which has nothing to do with Sandra, yet she told Sandra on her form that she wants to make more money.

On the questions about working at a higher end, she answered all of those with a 9 or a 10 on a 0 to 10 rating. This woman comes across as being incredibly motivated and ready, yet she's telling Sandra that she doesn't want to talk so much about money.

First of all, Sandra, I don't know whether you made her an A, B or C. For some of you who don't know what I'm talking about with A, B and C, this is in the Discovery Session Secrets home study course. You divide the responses you get into A, B and C based on the quality of answers you're seeing. This woman is not an A. This woman is a B, so focus on your A people first.

Your basic question is that you want to invite her for the session, which you would as a B, but you also feel a bit stuck on her response. You don't take it personally, but you don't know how to handle it if it comes up in the session, and that gives you a feeling of wanting to avoid it, which is not powerful. Good for you for catching yourself on this.

Not only will it come up in the session, but you're going to bring it up. You have to bring it up. It's an elephant sitting in the middle of the room. This woman has conflict around money. She has judgments and values about it not being okay to make more money, and that is going to hold her back in her business.

It's something that she can resolve and get into alignment with, and when she does that, she's going to be able to make more money and do some amazing things that she values with the money. You're the perfect person to help her with that if she's willing to take a look at that part of herself because it's definitely holding her back

Whether she coaches with Sandra or not, it's holding her back, and that is what I would be saying to her. "Whether you coach with me or not, this is holding you back." That's how you approach it, Sandra. I don't want to say any more than that. I think that's pretty obvious.

I so applaud you, Sandra. She finished her email by saying, "I don't want to miss out on the chance to grow and transform." This woman is a huge gift for you. You just need to love her because she is such an opportunity for you to get to practice. It doesn't matter whether she's your client or not. You get to practice, so she's already been hugely valuable for you.

I'd like to hear an aha that you're getting from this or an observation.

Let me offer this thought. It's not that you're going to coach her to a solution. You're not going to coach her to alignment in the call. What you can do is to just say what needs to be said.

You can say, "It sounds like you have some conflict around money because, on one hand, you want to make more. On the other hand, you have concerns about being a money wolf. Say a little bit more about that for me please." That's all you need to say.

I hope that everybody notices here in that modeling that I just did for you that there's no judgment and there's no charge in my voice. It's not my conflict. It's hers. I'm curious about it. I'm fascinated by it, but it's not going to be something that I'm going to start defending or feel uncertain about. I'm just curious about it.

I say, "Wow. How fascinating. Tell me about that and tell me where you think that's holding you back in your business? If you were making more money like a part of you really wants to, what would you do with the money?"

This woman has goals and ambitions, but somehow she's feeling wrong or wronged by wanting to make more money. I want to know what good she wants to do with the money, and I would ask those questions in a discovery session.

Then I would say, "It sounds like making money is really important to you because you have a passionate reason why, which is why I'm the perfect person to be your coach and I would love to be your coach." That's how I would handle that.

Monica: What came up to me is that when our client is questioning or judging us, as coaches we need to look further and see if there is an issue. If they're our client, it's a chance to coach them that it's not my thing.

Kendall: That's right. Let me add something to this. I look at it as 80/20 like in the 80/20 rule. Eighty percent of this is their stuff. It has nothing to do with me, it has nothing to do with Sandra, and it has nothing to do with you as a coach. There can be up to 20% that is Sandra's stuff or that's there for Sandra to really look at.

Sandra, if you're listening to this you can say, "What is my part in this?" I'm going to make a guess here. You obviously did a fabulous job because you had 17 people apply for discovery sessions. You totally rocked it. Maybe there needs to be a sentence or two where you say in a teleseminar that tells people, "Even if you're not in business just for the money, think of what you can do with making more money."

For example, you're linking or connecting for your listeners why making money can be very important for them because not everyone wants to make money for the sheer joy of making money. Kailash and I were just talking about this on Sunday.

I like making money just for the joy of it. It's a fun, creative process for me. I like it. I like the challenge of it. I get really excited about it, but not everybody is like that. A lot of people don't care. They have other reasons.

Maybe the 20% for you, Sandra, is to have a couple of sentences in your marketing that speaks to the people who might have some conflict about money or speaks to the people whose motivation is not primarily about the money.

Basically you're right, Monica. You don't take it personally.

Monica: I've been judged that way and I used to defend myself.

Kendall: No, you don't need to defend yourself. Part of this is cultural. In the United States we obviously love making money. This is a country that is ambitious, so we can get away with it a little more here, but you'd be surprised. There's a lot of judgment here as well.

In other cultures, like the culture where you come from, Monica and Sandra, there's even less leeway. In other words, there's even more judgment, I think.

You don't need to defend yourself. Just say, "Wow. How fascinating."

Monica: Yes, I know. I win.

Kendall: "I'm so excited that you just shared that with me. Woohoo!" If you're willing to go there we can work together, but not everybody is willing to go there.

I think we'll move on from here. That was really well done, you guys. These are great questions that you're sending in to me. I love them, so thank you.

Let's talk about Signature System. I want to take you back through Signature System and give you some tips on how to walk somebody through Signature System on the telephone.

In Signature System, I'm going to basically outline for you eight tips. This is true whether it's in person or on the telephone. As we go through, I will give you some extra pointers about how to walk somebody through Signature System on the telephone.

It is something that I have done countless times with groups and individuals, and all of our CMMS graduates have done it many times. It's a very easy process to do on the telephone.

Please write these down as Tip 1, 2, 3, & 4, etc. There's a reason why you're going to need to know which tip it is by number.

I like to start by asking the client to brainstorm 30 results that their clients get from working with them. That's something you can send to them ahead of time. We have a document for that.

Tala, would you make a note to make sure we have that in the CMMS area? I'm sure we do but I just want to double check. It's the 30-results document. Renee will know it. It's a really simple document. It has 1 through 30 on a plain piece of paper with a title.

You can walk them through that yourself in a session or you can give it to them as homework ahead of time. I like to give it to them as homework ahead of time. It's an easy thing for them to do on their own.

You tell them, "This is something I created a long time ago. Don't stop at 10 or 15 or even at 25. Aim for 30." What do you think the reason is?

Who can tell me why we we're greedy and want 30 results?

Sue: The first time I did this and forced myself to go to 30, by the time I got there, I was excited about what I really did for my clients.

Kendall: That's right. I have never ever had anyone feel other than that. To put it in the positive, every time I've ever done this exercise, which has been countless times, the person has been so freaking excited and so full of themselves in a positive way from realizing, "Wow. I'm actually really good at this."

It also forces them to do what? When you went through it and had to go for 30, what did it force you to do?

Sue: I had to let go of all my inhibitions because I can always justify what I don't do and say that it's not really important but when you have 30 you've got to put it all out there.

Kendall: In other words, it forces you to be very detailed. You're right. You let go of all your inhibitions, and you let go of minimizing, discounting or discrediting because you're going for 30. That's a lot. That's excellent. Thank you, Sue, for speaking up.

I like to ask them to do 30 results that their clients get from working with them. What if they haven't had a client yet? That's okay. Very often somebody will say, "I haven't had any clients," if you happen to be coaching people who are new in business or they're transitioning into something new. They'll say, "I haven't had a client yet," and they just close the door.

Here's a hint. A lot of times they have had a client but they just didn't get paid. They have done work with people. We're not going to let the door close. We're CMMS coaches and we're stronger than that. What we say is, "That's okay. Is there someone you've worked with that you got awesome results with even if they didn't pay you?" Half the time that's all you need.

What if they say no? No problem. Say, "Who is somebody you can think of that you would really love to work with?" Have them think of somebody specific. They're going to need that for the Signature System anyway. Just keep drilling down and don't give up. Just be at ease with it. It's not a problem.

If there's nobody they can think of that they'd like to work with, it's no problem. Tell them to imagine or pretend they have somebody. I've only had to get to the pretending or imagining a few times, but that's okay. If they can't imagine somebody, then this person is not very coachable. You can just ask them to imagine somebody now. If they were to imagine somebody now, who would they imagine?

Don't worry about it. It would be rare that you got that far. That's how you do that.

Tip 1 is to ask them to do the 30 results. You don't have to do that, but I think it's ideal.

Tip 2 is to take the time it takes to get your client physically set up. Remember a couple of weeks ago with the positions of empowerment. I walked you through how to really explain how to get them physically set up, and the same is true with Signature System.

With any of these exercises that deal with physical space and the energy of that space, take a moment and go slowly. It only takes a couple of moments, but go slowly and clearly so that they're really set up for success.

Let me model this for you. What I say is, "I'm going to walk you through an exercise. It's really cool because this exercise is going to take all the expertise you have and the processes that you like to take your clients through to get the amazing transformation that you create for people, and we're going to be able to put it into specific steps so that later on it's easy to turn into a package. Doesn't that sound exciting?"

They say, "Yes, that's really exciting." Then I say, "Here's how we're going to do it. What I need you to do is to have a space in front of you. Imagine a line out in front of you. That line needs to be unobstructed. Ideally it would be about 8 feet.

Do you have a space out in front of you like that without any coffee tables, bookcases, desks, chairs or anything? If not, you can go into a hallway."

Do you hear how I'm saying it? I say it a couple of ways. I say, "You need a clear space in front of you like you're imagining a line out in front of you." I say it both ways to be as clear as I possibly can be.

I tell them that it needs to be unobstructed, but that's not enough because who knows what goes on in people's minds? I tell them it needs to be free of any ottomans, bookcases, etc. I just list a few things.

I've done this so often that I've had people go to take the third step in this process and they say, "There's a coffee table there," and I think, "You didn't tell me that before." I've learned the hard way to just take your time and get them set up.

The other piece in getting them set up is this. I say, "Ideally, you have between 6 and 8 feet, and it's even better if you can be looking out a window or maybe out a doorway, someplace where you feel a sense of space and of moving forward."

Signature System can be effective no matter what. However, if someone is facing a wall, it's a little harder to really activate our imagination and see possibility, so I preferably want them where they have some feeling of open space.

That's why I suggest if they need to go into a hallway, that's great because most people's hallways are fairly long. You're going to ask your client to stand on one end of the imaginary end and to see this line out in front of them.

Tip 3 is that you're going to ask your client to see in their mind's eye those 30 results at the end of that line. What I'm asking them to do is imagine that person and the results that that person experienced.

I'll just say something like this. "Go ahead and stand on one end of the line. Out in front of you at the end of the line, I want you to see that person that you worked with that got such extraordinary results. You can see them and you can see all those 30 results that they got to experience because of your work together and because of the process that you took them through.

"Just let me know by saying yes when you have that imagined out in front of you." That's how I say it.

Sandra: Do you know how we can print out audios and stuff after the fact? You guys end up typing it all up. What do we call that?

Kendall: It's a transcript.

Sandra: Yes, it's a PDF transcript. Will there be a transcript of this call because I didn't see one on the last call. I wrote everything down by hand. I was curious as to whether there would be transcripts of these calls in the future.

Kendall: We always have everything transcribed. Usually it takes about seven working days for the transcription company to get the PDF back to us and then we post it.

Sandra: Great. That was my question.

Kendall: Tala, would you double check that the PDF of the first call is posted?

Tala: It is posted. Sometimes when you login to the training site, you might want to refresh the page for it to show up.

Kendall: When in doubt, hit refresh. That way you know you're seeing the most current.

Sandy: Thank you.

Kendall: Yes, it will be transcribed. Take some important notes here, but don't worry about getting all of my modeling and samples word for word because you're not going to be able to keep up. I'd rather have you stay engaged, really take in what I'm saying, make a few notes and just know that the exact words will be in the transcript.

Let's go to Tip 4. This is setting them up to take the first step. Do you remember Signature System when you saw it modeled in person with Ruth? You want to ask the person, "Are you more comfortable with me standing on your left side or your right side?" In person you'll still do that, but on the phone you're going to do it also.

Here's what you want to do. It's part of the set up. I get them set up, but usually before I ask them to imagine the person, I do ask them which side they want me to stand on.

Here's how I say it on the phone. "I know this may sound a little strange, but I'm actually going to walk through this with you. If we were in person I would be standing either on your left or I would be standing on your right. Either way I'm right next to you. It's like I'm on your side.

"If I was there with you in person, which side would you feel most comfortable with me? Would you like me on your left or would you like me on your right?"

They're going to tell you. If they say, "On my left," you say, "That's great. Just imagine I'm right there on your left, and as we walk through this, that's where I'll be this entire time." I say something like that. It takes 20 seconds.

I just find it really helpful to know where I am in relationship to them because I'm imagining them standing on my right and the line out in front of me. When I do this with people, I never do it sitting down. I'm always standing up and doing it with them.

Let's go back to Tip 4. You're going to say, "Your client achieved all those results and there was a sequence or a process that you took them through. Maybe you're already aware of specific steps you take and in what order, or maybe it's been more of an organic process for you. What has it been?"

I ask them this because I just want to get a sense of the kind of person they are. They're going to tell me. They're going to know exactly. This is not going to be a mystery for them.

If it's something new, they may say something like this. "This is brand-new. I haven't done something like this before, so I'm not really sure." If you hear that, it's still all good. You say, "Great. That's no problem. This is so cool. We're doing this today because it's going to help you figure out what the exact steps are really easily."

Heng: Hi, Kendall. I wish I had this information last week. I went through the Signature System with a client for the first time last week but through a video call. I'm one of the examples that didn't listen to the teacher, so I didn't walk with them. I didn't do the left-side or right-side thing and walk with her, but we went through all the steps. I was wondering if there is a lot of negative impact for not doing that.

Kendall: No, not at all. Did she create her Signature System?

Heng: Yes. She sent me a draft version, so I'm taking a look at it for each stage. There's a lot of stuff I did that's not really following these tips.

Kendall: That's okay. That doesn't surprise me.

Heng: Should I do some of the steps in the next session?

Kendall: No, not at all. Don't worry about it at all. Just go forward. I want you to all practice this right now, so everybody go ahead and stand up. Thank you, Heng, for bringing this up. This is perfect.

If I was doing it in front of video, I'm not going to be able to walk forward 6 or 8 feet. That's not going to be comfortable, I'm not going to hold my computer, and my arms are going to get tired, so that's not what I'm going to do.

Here's what you can do that still creates the same impact. You ask them the same thing about the left and the right. I want everybody to model this. Stand straight while looking straight ahead of you. Now shift your body as if you were standing to the left of somebody. Do you notice how you kind of stand at a little bit of an angle with your left shoulder forward a little bit and your right shoulder back?

Everybody probably is experiencing that same thing. Now go back to the middle which is neutral and stand on their right side. Notice how you stand at a little bit of an angle with your right shoulder forward and your left shoulder back. That's all you need to do. It can just be that subtle in front of the video.

Now let me show you what you can do about the stepping, and I've often done it this way. You can take little tiny steps when you get to the part of saying, "I'm going to step with you," which we'll get to in just a second. You can just make a step, but you're stepping forward about an inch. Start a little farther back so you have a little space.

I could take somebody through an eight or 10-step Signature System with about a foot of space in front of me because I'm going to only step forward about an inch, but it's going to feel as if I'm taking a really big step. Everybody do this right now. Take a really big step forward one inch. Really get your body engaged one inch forward.

Does everybody get a sense of that? That's how you do that with very little space.

Heng: Thank you. That was very helpful.

Kendall: You're welcome, Heng. Thank you for asking.

Going back to finishing on Tip 4, you're setting up what's going to happen. You don't want to surprise people. Let me tell you what the real secret is here.

Every time that I tell a client what is about to happen, it starts to engage the person's subconscious mind. They're already thinking ahead. It gets their attention. It gets them a little intrigued, and they're already starting to process. It makes your job as a coach easier. I've never shared that before, but that is absolutely the magic.

Let's go back to Tip 4 which is about getting them set up to start stepping. I say that it's going to take their processes and put it into a wonderful sequence that's going to make it very easy and marketable so that people really get what they do.

Already what's happening, especially for people that are the highly organic, highly creative, more intuitive types is that they tend to not be very comfortable with processes and steps. When you explain it this way, they see the reason why and now they're getting excited.

They're super on board and their subconscious is already starting to put things into categories or steps. Even if they're not consciously aware of it, they're starting to organize themselves that way. That's the method behind the madness. I've never shared that with anybody before, but you guys bring out the deeper, juicier stuff in me.

I give them a little bit of set up and then I say something like this, "I'm really curious what the first step is that you lead a client through. In fact, I can't wait to find out, but here's the thing. We're not going to find that out where you're standing right now. We're going to find out by me asking you a question and stepping forward by one step to find the answer, so that's what we're going to do.

"I'm going to ask you a question in just a second about what that first step is, and then we're going to step forward and find the answer. Go ahead and look at the client that got the amazing results at the end of the line. You see them and they're super happy. It's pretty amazing what happened for them.

"What was the very first thing that you did with them to help create such a transformation? Go ahead and step forward and find the answer." All of that was a role play.

What you heard me do in there was tell them what's going to happen, that I'm going to ask them a question and that they're not going to find an answer where they're standing. They're going to find an answer by stepping forward.

Let's face it, folks. It's a weird thing you're asking them to do, to step into space and find an answer. Who does that? We know it's a little weird. I'm repetitive and encouraging that they're going to find an answer when they step forward. I say, "Let's go find out."

I'm very directive. I tell them, "What was that very first step? Go ahead and take a step and let's find out." It's like I'm saying, "Come on."

You take the step with them. You're scribing for them. I like it where you can scribe for them so they can just be in their process. The only downside is that means you have to type it up and send it to them, which generally is a no-no in my book of coaching, that you have any homework yourself. The alternative, which is totally up to you, is to have them have some paper handy. Both are equally wonderful.

This actually works very well. You can ask them to grab 10 or 12 pieces of paper and something to write with. You can just tell them, “Hang onto them. I’ll tell you what to do in a moment.” They step forward and they say whatever they say. If it’s clear, that’s great. If it’s not clear, you coach them a little bit to clarity.

Then you direct them and say, “On one sheet of paper, write ____,” and you just feed them the language that they just told you. They’re not going to write a book. You’re going to keep it pretty much to one sentence or maybe one sentence and two or three bullets.

Then you can ask them to take that piece of paper and place it on the ground right next to where they’re standing. If you don’t want to scribe for them, this is how you get them to scribe. I’ve done it this way many times and it works great.

Then you say, “Great. That’s the first step. What’s next? What was the next thing you did to help create such amazing transformation? Let’s take another step forward and find out what that next step was. Are you ready? Go ahead and step forward.”

You actually don’t know when they’re stepping. You have to guess. You’re going to quickly have a sense of when they are. You’re also going to have a sense of when they’re not, and for me it’s always about the vocal tone. I’m very sound sensitive, so I pick up on people’s vocal tones quite a bit. You really want to pay attention to the quality of their voice.

A lot of times you can tell that they actually haven’t shifted. You can just ask them. “Did you take a step forward?” They’ll say, “Yes I did,” or they’ll say, “Oh no, I forgot.” You just say, “That’s great. Just take a breath, think about the next step and take a step forward. I’m taking it with you. One, two, three, let’s go.”

Sarah: I was thinking that possibly going through this exercise as an audio recording might be helpful.

Kendall: You could do that. You could definitely volunteer to record the session for somebody. I’ve had coaching clients who were coaches because that’s mostly who I’ve coached in the last few years, and they had their own Audio Acrobat set up so they would record it themselves. Years ago I would offer to record for people. You can offer that, and then you send them a link to the recording. It's a very nice thing to do for people.

Sarah: Thank you.

Kendall: You're welcome.

Tip 5 is trust your instinct. Heng was saying that her client had eight pages. Is that eight pages typed or handwritten? If it's typed, that's a lot.

If you look in your CMMS workbook under Signature System, you're going to see a template in there that helps you with this. When they're telling you what their step was, are they giving you tons of information or are they not giving you very much information? It can go either way.

Let's say they're not giving you very much information. You can just ask them to say a little bit more about that. If they're giving you a lot of information, there's no such thing as too much, but we're listening for if what they're giving you is actually multiple steps.

We actually saw this demonstrated live with Ruth. I am listening for whether I need to help them chunk up or chunk down. Chunk down means to get more specific because a lot of times what you're going to hear are people being very general. They actually may give you a lot of information, but it's very general.

If somebody were to give me an example I could tell you if it's too general or not, but I can't think of one off the top of my head. You're going to know because it sounds kind of vague. It's not specific.

I'm listening for if I need to chunk up or if I need to chunk down. What lets me know that is if I'm clear about what they're telling me because if I don't understand it, nobody else will either. I need to understand what they're telling me. It needs to make sense to me because if it's not making sense to me, it's not going to make sense to their prospective clients. Also if it's not making sense to me, it means I can't be effective as a coach.

I trust my instinct that if I'm confused, it's probably because they're being confusing. That's okay. I'm patient with that, but I'm not going to feel stupid and let them motor on being not very clear.

Heng: To verify, it wasn't eight pages. I think I said eight stages. I have a particular example in front of me. Is it okay if I share with you and then you can give your input?

Kendall: Yes.

Heng: She has eight stages. Should I just pick a random stage and read it to you?

Kendall: Sure.

Heng: Stage 2 is evaluate, observe and palpate. I guess I don't understand that. This process will be a thorough process using visual cues your body is giving. I will look for things like confrontational patterns, alignment issues, posture and gait.

Kendall: This is an awesome example. This is a perfect teaching moment. Thank you so much. This is going to happen all of the time. This is so common. This is an example where the client is immersed in their craft. This is a healer of some type, right Heng?

Heng: Yes. She's a massage therapist.

Kendall: Obviously. She's geeking out. That's what I say. She's geeking out on the things she's going to look for. She is in it and she's so happy.

That's awesome, and if that's the answer somebody comes up with, I'm going to let them talk for a moment. I'm not going to shut them down at all. This process is all about yes, yes, yes. However, in terms of creating a signature system, she needs to chunk up not chunk down. She's super chunked down.

She's incredibly detailed about the modality that she's using, all the nuances, and the points of refinement and mastery about that modality. I want her to chunk up. I want to know what the point is of all that stuff you just read. What are the one or two things that is actually going to help the client accomplish? It's not the be all, end all, but just the next step. Do you have that written there?

Heng: The goals of Stage 2 are for the client to affirm the discrepancies of what they're feeling and have an understanding that they may be holding tension in areas they're not aware of. Is that too general?

Kendall: No. It's actually almost perfect. It's great. I missed the beginning part. Say it again.

Heng: To affirm the discrepancies that you're feeling. The second one is to have an understanding that you may be holding tension in areas you aren't aware of.

Kendall: This client needs some help. She's using a lot of jargon. She says, "To affirm the discrepancies," and I have no idea what that means. I could guess because I'm a client of lots of body workers, but I don't really know what it means. You would just say, "That's great. For this step, what's actually the issue going on for your person?"

Heng, you would ask her about what's really going on for her client in this stage. Is it that they're feeling yucky in their body and they're holding tension and they're not sure where or why? What's happening for them that let them know they're having an issue?

Heng: I see.

Kendall: Her answer is going to be whatever her answer is, but is going to do two things. First of all, it's going to help you train your client to start thinking in terms of how her clients think because she's really immersed in her own jargon and in her own modality to a point where I'm sure it's really compromising her ability to get clients, quite truthfully. Nobody is going to come to her saying, "I'm having these discrepancies and I want to be aware of where I might be holding tension."

Heng: It could be that they don't know where their back pain is coming from or something very specific that people could relate to.

Kendall: Yes. They might say, "I'm having back pain and it seems that no matter what I do, I can't get rid of it." In her process, Step 2 is to identify the core source of the back pain, which may not be exactly where they think it is.

Heng: I see.

Kendall: Do you think I was this good the first time I did it? No way.

I want to point something out. In this modeling with Heng, it sounds like I'm using marketing language and that I'm after getting marketing language. I want to say that on the surface of it, that's not what we're after.

Part of why you hear that coming from me like that is because that is the way I trained myself to think. I've just trained myself to filter everything and to start speaking in terms of results.

Don't think, "We're after a marketing message with every single step." That's not what you're after. What you're after is clarity and basic, really simple language free of jargon. What is this step helping people do or not do, identify or advance? What is it helping them with?

Heng: That's perfect. I'm definitely going to refine my own signature system now.

Kendall: That's cool. That's because you also are a healer and can geek out.

We're spending a lot of time on this point because I think it's important in these examples that are coming up, so I appreciate it.

I want to summarize by saying that you don't need to be super picky about the language that you're getting for each step. What I do want you to be particular about is that it's simple, clear and free of jargon. Clear often starts to sound like really great marketing language. Just naturally, it will start to sound like that by default.

Heng: That's people's perceptions, so that's their fault. What other people see is up to them. You have to do what you have to do.

Kendall: That's right. In Tip 5, when you're on each step, there is often an opportunity to be listening for ideas on checklists or exercises. Your clients are going to think you're an incredible genius if you say, "Wow. You just listed three things. We could make that into a checklist."

If you're having them scribe it, say, "Go ahead and make a list. Say, 'Checklist of ______.'" Use whatever words they used. They're going to say, "That's great. I never would have thought of that."

When I take a client through Signature System, I'm listening for some little goodies. That doesn't always happen, but it does happen often. I think, "What they just said could be a really awesome checklist," or "That could be a script," or "That could be a template of some kind."

I'm always listening for that because then when I show the client and say, "Wow. You can turn that into these documents," they say, "Oh my god. You're a genius." It's immense value.

They produce a better product. It's not just about making you feel good about the work you're doing. They produce a better signature system that makes it easy for them to attract clients. That's ultimately what we care about.

Are there any other questions about this? We went into a lot of depth and some different directions on this tip.

Stephanie: I just recently did a VIP day and was tempted to walk her through Signature System which came out of taking her through Niche Breakthrough, Profit Pyramid and Branding With Archetypes. We still have a tendency to squeeze the whole thing into one VIP day.

Kendall: This isn't a VIP day. This is a sleepover.

Stephanie: Yes. I'll have to invite her over. I think what you just said would apply to my issue if you answer this question. When you're saying, "That's a great checklist," or "You could make a whole other program off of that," I have this tendency to have all these ideas and give them all the ideas.

For example, this client is really excited and is opening up all of these possibilities. The issue is giving too much. You have all of these checklists and ideas off of the Signature System, but at what point and how do you stop and how would you phrase it? You could put it on their to-do-later list.

Kendall: Let me model this for you.

Stephanie: Thank you.

Kendall: First of all, sometimes you just don't say anything. On occasion you just choose not to say anything.

I'm a creative machine. My mom used to tease me years ago that it's like you put a quarter in me and pull my arm and out comes an idea. You could just put quarters in all day long and pull my arm and out will come ideas all day long. I don't care if anybody likes my ideas because I'll just come up with another one, but it can be overwhelming for people.

I really have learned that it can be an act of kindness to just not say anything. To put it a different way, it can be an unkindness to overwhelm people.

Having said that, I'm also a really great marketer, I'm fabulous at seeding, and I want that client signing up again so it's not a missed opportunity. Here's what you can do. Let me just model it for you, Stephanie.

When you come up with these ideas, instead of giving her the idea for the specific checklist, you can say, "With what you just said, I just had an idea for three checklists that you can make or a checklist and a template you could make that would make your program amazing. We don't have time to go through that today, so why don't I put it on the what's next list? Does that sound like a good idea?" She'll say, "That sounds like a great idea."

Stephanie: That's nice.

Kendall: I tell them I have the idea. I'm happy to share it, but not now. Does that help you?

Stephanie: Yes, very much. I'm going to practice that. Thank you.

Kendall: Let me go on to Tip 6. You're having them walk through each of the steps. It's not like you're encouraging them to have 12 or 15 steps. We actually don't want that. What you can do is start to modify your language a little bit. For instance, we saw this with Ruth. We were at Step 6 and she clearly had a lot more to give.

You can start to modify your language and say, "Are there any more steps?" That's different than earlier on when I said, "Let's find out what the next step is. What's the next step?" I'm not saying "What's the next step," at Step 6. I'm saying, "Is there another step?" That's a yes or no question. It's a close-ended question.

I'm not discouraging them, but I'm kind of testing the water here. Very often they'll say, "Yes, there is. I think there's one more step." I'll say, "Great. Let's find out what that one more step is." Here again I say, "One more step." I'm not saying "What's the next step?"

I'm starting to put a container around it. They step into it, we do the thing, we do the magic, and that's great. When you look at this wonderful client at the end of the line here, you have these amazing results, so I keep reminding them of that so they can stay connected to what they're doing.

At around Step 7, I may say, "When you look at your client who's at the end of the line, have they got it or is there something else that still needs to happen?" Again, you can hear in the language that I'm not shutting them down, but I'm definitely not as open ended. "Is it complete or is there one more thing that needs to happen?"

Tip 6 is if at the end they say, "No, I think that's it," I say "Great. Step into the space of that client." The very end is that they step into the space of the client. I say, "Just enjoy this for a moment. It feels good, doesn't it? If you were them as you are standing in this moment, doesn't it feel amazing?" They say, "Oh, yes." Then I have them turn around.

I have them stand in that space for a moment and really feel the appreciation that their client must have felt. It's really like Other. It's a brief moment of Other. Then I have them turn around and look down the line. Now they're looking at it in reverse order. I'm not asking them to do anything. I just want them to appreciate the step.

I say, "Just look down that line and appreciate those steps. Isn't that cool?" I'll say, "Just bask in it." This is where if they've had the papers and they've been scribing it themselves, they see it physically there, and it can be very powerful.

Tip 7 is next. I'm going to say this very carefully and I want you to hear it very clearly. When you are walking somebody through each of the steps, you'll actually have a choice. What I'm about to describe is a fine line. It's a little advanced, but I want you guys to really get this.

It's a fine line whether you're having them walk through the steps as themselves the expert, or as their client, Other. Here's where I start. I start with them walking through it as themselves, but I use language like, "What's the first thing they need to do?" It's always about "they," that other person over there, so they're definitely in the shoes of Self.

They may get stuck or seem to be lost in their process to such a degree like what we heard with Heng's client. That person is really immersed in her process, so it can be helpful and it may be a little bit of a stretch for her to be able to do it.

It can be helpful in that moment to say, "If you are your ideal client for just a moment, what is it that's hurting in your body that you want to get figured out?" That's an example where I'm putting them into Other for a moment. I want you guys to have that flexibility.

This is about the most advanced teaching I've done in CMMS. I've never taught it this way exactly before. I've kept it much simpler, but you guys are pulling more depth out of me and I want you to have it. It wouldn't be being pulled out of me if you couldn't handle it, so don't get all worked up about it.

Just know that if they seem to be struggling and they're lost in their own world, they need to see it from someone else's perspective. Chunk it down and make it simple. Just use your best judgment there. There's no right or wrong. I'm going to say that Tip 7 is having them step into Other as or when needed.

Tip 8 is if they need to go into Observer or if they're really having a hard time in some way, ask them to step off the line. We didn't see this in the demonstration with Ruth. It was a pretty clean demonstration.

Tip 8 is to preserve the integrity of the line and be willing to ask them to step off the line as needed. I haven't had to ask them to do this often, but it's not unusual.

Here's a good example. This is one that has come up the most often. I'm not the expert that they are in what they do, but if it's not making sense, remember to trust your instinct. If somebody is on Step 3 or Step 4 and they're describing something to me that sounded like it probably belonged back in Step 1 or 2 or they're actually sounding confused and saying, "Remember back then they ____," and they're bouncing around, I will do one of two things.

Let's say they're saying stuff that for me sounds like it should have been earlier. I'm going to say something like, "Is what you're talking about here something that really should have come earlier, like maybe in Step 1 or 2?" If they say yes and they're super clear about it then, we have it handled. We're done.

If not, I say, "I'll tell you what. Let's step off the line for a moment. Just go ahead and take a step off the line and you're seeing the line go across in front of you." Now what have I done? I put them into Observer. I say, "Look over to your left at Step 1." If you just start to coach them through, it's going to be obvious what to do if you're in this situation.

You just coach them to look at those steps from an Observer standpoint, and they're going to get clarity superfast. They're going to say "I got it," or they're going to give you an indication that they're on board now. You say, "That's super. Go ahead and step back into Step 4 where you were."

The other piece here is that sometimes what happens fairly often around Step 3 or 4 is that they're describing all this stuff and it's a lot. I'll ask them, "Is that all in one step or is it really two steps?"

With Ruth we saw this demonstrated. She said, "It's all in one step" and we felt the overwhelm of that. She and I coached more on it later, and we did a reconnect with all of you about breaking her thing into two different programs.

Let's say this happens and your client is saying a lot. You can say, "Is that really all in one step or should it actually be two steps?" All of a sudden they will say, "It could be two steps." Then you say, "Great. Which part do you want here in Step 3? Does the other part come next, or should it have happened earlier?" You just start to break it down.

I know we're hearing about this kind of in the abstract, but the main thing I want to share with you is to think about their steps as tangible. I think of each one of them as a piece of paper. I think of them as categories and breaking them down into smaller pieces.

If you just think of it as tangible that way, you're going to know where they're being confusing, where they're putting too much in, and where they're being too general and they need to chunk down. You're going to know what to do with it because it's going to be very real and very tangible for you. You're going to feel it.

We're at time, so let me give you the proof question and your assignment. We actually didn't do the certification check in. That's my bad. We'll do it next week.

The proof question is which of these eight tips is the most helpful for you? You need to say Tip 3 and you need to say some words so we know what Tip 3 meant for you. You need to say Tip 3, which was asking the clients to see the results at the end of the line. You need to be clear. You can't just pick a number and say Tip 3. We need to know what tip was associated with that number.

There were multiple tips associated with each of these numbers, so if you get it close and in the ballpark, we're going to know that you were paying attention. That will suffice. Which of these tips was the most helpful for you?

Your assignment is to walk somebody through the Signature System process in the next week. Don't put this off. Do it in the next week. It could be your buddy, a friend or a paying client. I hope it's a paying client. It could be anybody you want. Walk them through it. That's your assignment.

This was a great call, everybody. Thank you.

Kendall SummerHawk's
Certified Money, Marketing and Soul®
Coach Training Program 2013

SIGNATURE SYSTEM

Training Call Transcript

July 2, 2013

Kendall: This is Tuesday, July 2. This is our CMMS training call. This is our second training call. What I want to do is give you some dates and times. I'll do that at the start of each call just to make sure that you guys definitely know what's coming up.

Then I want to take a question that came in last week from Prema. Then I want to hear from you guys. What are some successes and questions that you have?

Then we're going to talk about Signature System. You'll recall that I promised in the live training that I would show you a few more tips on signature system, especially how to do signature system on the telephone. Guess what? The best way to train is here on the telephone. I'm going to show you how to do that today.

Announcement-wise, our next call is on Tuesday, July 9 at 12:00 p.m. Eastern. That will be the last time that we do a Tuesday call. Then we'll be switching over to Wednesdays on July 17 at 12:00 p.m. Eastern and Wednesday, July 31.

We have our Stars workshop. June didn't go by so fast because July feels like it's going by on wings. Stars will be together July 23 and 24.

Then Secret Energy of Money is October 17 through 19. I'm really excited. It's always interesting for us because we launch, and then I have different ideas. Once it's out there, I get new ideas and creative insights. We're even changing up a few things this week. I'm excited about that. It's going to make it even better.

We'll make sure that you know how to reserve your bonus ticket. We'll be coming out with that this week as well. That's my understanding.

Let's hear successes first and then challenges. Who would like to share a success?

Nafisa: I actually have some feedback more than a success, but it is a success. A friend of mine is someone I've known for a couple of years. I hired her at a mining company I was at a few years ago. She has become my protégé. She's like me 15 years ago, so I save her from herself a lot in her corporate world.

She's who I practice a lot of stuff on before I go out to clients. I went through some of the Sacred Money and Branding With Archetypes. We talked about a few things. She was at my house for the long weekend visiting from the Yukon.

This was directly for you. She said, "Does Kendall know how many lives she's changing?" I said yes and started talking about all of your client successes. She said, "Of course, you're all going to do well. What about all of the clients of her clients?"

This is a girl that doesn't cry. She was in tears, going through all of the assessments, reading it all and finally having herself understood. She's trying to start a business. I just wanted to pass that on. She wanted to give a thank you.

Kendall: I am so touched. I'll say you're welcome. No, sometimes I don't realize it. If I think about the enormity of it, I think, "Oh my god." The ripple effect is really big, but it's what I'm supposed to do in the world so I'm clear about it.

Nafisa: That's what it is, Kendall. Of course, my thing was saying, "She has all of these clients and they've achieved this and that." She just said, "What about the clients of her clients?"

Kendall: It's the legacy of the millionaire entrepreneur's path. You're in Stars, so you'll see that in more detail. It's the ability to create legacy and the desire to do that. Not everybody has the desire to do that on a big scale.

I don't have children. It's natural for both men and women, but for different reasons, that we want to create legacy that's multi-generational that will be passed on down when we're gone, whether we have children or not.

That desire is innate in all of us, but it's not always the same. Not everybody wants to build a huge empire. That is my thing. It always has been ever since I was a little girl. We all have that to whatever scale fits for us.

Sometimes when I do think about it, I get a little overwhelmed with the enormity of it. I think, "Stay grounded and calm." I do my thing, do the best I possibly can and hope it makes a difference. Thank you for sharing that, Nafisa.

Who else wants to share a success, something that feels like a win for you?

Petal: I do.

Kendall: I was going to say that you guys are a little bit shy as a group.

Petal: Except when you're going around in our heads, and then we're saying, "This is what it is."

Kendall: I don't think you guys are shy at all. You can be a little shy as a group. Really, you guys? Come on. Archetypally, as a group you guys are the hero because the hero is the unsung hero.

Heroes don't go around bragging. They just put one foot in front of the other and do the work, and they do it because they know that they have to. I do want you to speak up a little bit more. Borrow some of that Romantic Jester or Nurturer and give that a little bit more attention.

Petal, what's your success?

Petal: I just had this guy that I spoke with on Friday and did a discovery session with him. He was saying, "You're too expensive."

Kendall: I'm sorry. It makes me laugh when people say that. It just tells mountains about them. It means that he really wants you.

Petal: I just turned it right around on him. I remember at CMMS you said, "Your prices need to go up." I said, "You are actually blessed to be having this price right now because my mentor says that my prices need to be three times higher."

Kendall: That's called the blame-the-mentor trick. I love it when people do that. I'm happy to be used in that way. It's fine. What happened with him?

Petal: Five minutes later, he turned around and paid for the VIP day. He was so excited to work with me. He was saying, "Yes, I think you're totally worth it and I really want to work with you for a year instead." That was pretty cool.

I had other discovery sessions and have had so many people crying just from using the CMMS material. It's the whole impact. My coaching style has shifted a little bit. I was more to the point with marketing, but now I'm actually taking the time to work on my skills a little bit more.

It's a totally different shift. I'm really feeling good about that and the impact that it's having on people. I really appreciate you sharing all of this good stuff with us.

Kendall: Thank you. You are so welcome. Thank you for putting it out there and standing in your truth with the money.

You guys act shy on the outside, but you're really not. That's the thing. Last year's group had a different energy. They were all out there and loud. You guys are saying, "We're not letting anybody get away with anything."

I have two quick comments here. Petal and the rest of you doing discovery sessions and having success with them, it would be great if you can jump on the CMMS forum and say, "Here are the basics that I'm covering in my discovery sessions."

You don't have to teach how to do a discovery session. What is the content that you're focusing on in the discovery session? What are the main points? I think that would be really helpful. Would you guys like to hear that?

Participant: Yes.

Petal: That would be really good because I use a lot of marketing stuff that I used from before. The combination of it is so awesome.

Kendall: Share your own examples. The more that you get to see it, it gives you ideas, strength when you might need it and possibilities. In the possibilities is truly where your wealth and riches exist.

I want to say two things. These are mindset things here. Let me speak to that really quickly. What I mean by riches, wealth and possibilities is not talking about being off in la-la land with a lot of dreams and no implementation. That's a waste of time and your life.

What I'm talking about is that you don't know something is possible until you hear or see an example or witness something. How could you? Somebody else has a breakthrough.

I always go back to Richard Bannister who broke the four-minute mile in the '50s. People thought your heart would explode and you would die if you ran a mile in four minutes. That's what they thought. Now we kind of laugh and say, "That's ridiculous."

When he did it, his heart didn't explode and he didn't die. Then within a short period of time, a whole bunch of people broke the four-minute mile because he opened up the door to what was possible. That's why you want to share a lot on the forum. Look at the forum and keep your eyes and ears open for possibilities.

The other point I want to make here is don't be worried about competition, in CMMS in particular. This group is so small. It's a small group year-to-year. Worldwide, there are not very many people that are certified in CMMS, and not everybody who even gets certified chooses to continue to use it. They make other choices. That's fine. That's their personal journey.

It's a small group worldwide, so you guys don't need to worry. There are so many more clients than any of you could possibly attend to. Feel free to share and help each other because it's just going to help you do an even better job, deepen the work and feel more confident with what you're doing. Is it helpful for everybody to hear that?

Participant: Absolutely.

Participant: Yes, it is.

Kendall: Great. Let's touch base from last week. We talked about Branding With Archetypes. Does anybody have a burning, quick question about Branding With Archetypes?

Misty: I had a question with regard to the assessment. My understanding was that we were going to be able to get a soft copy of that so that we could utilize that for our clients. Is that available?

Kendall: Do you mean a printed copy or a download?

Misty: Yes, ma'am. I mean an emailed download.

Kendall: The answer is I thought so too, but I have no idea how that works mechanically. My thought was that it was already available for download in your forum area. Quite truthfully, I haven't looked at that in years. It has already been set up for quite a while. I will make a note to make sure.

Misty: Thank you.

Fiona: Is it too late for me to throw in my success?

Kendall: No, go ahead.

Fiona: You had encouraged me to set a money goal of $50,000. That was more doable and less of an intense stretch. This week, I set myself a money goal of $10,000. That would be with ease and without it being stressful.

Yesterday was pretty stressful. I did discovery sessions that didn't go anywhere. Then right at the end of the day on my last two calls, the second-to-last person signed up for a £6,000 VIP day. The second person had a smaller package of £1,200. At the end of the day, I was three-quarters away from my week's money goal. I just wanted to share that.

Kendall: It was only Monday.

Fiona: It was only Monday. I wanted to share one other thing. It's a slight question. It was wonderful, but I noticed that I'm so driven by fear that it's quite hard for me just to take my foot off of the gas pedal and acknowledge that things are fine, and that I can and do make money. My whole physiology must be so locked into that fear and stress.

Kendall: Yes, and it actually becomes an addiction to adrenaline. That's what happens. Adrenaline is quite an addictive hormone in our bodies. Your body gets used to having that adrenaline.

Also, there is identity. If we go to the Courageous Coaching model, it's identifying as being someone who is driven, fearful or whatever the words are that you've been using to describe yourself.

You guys, doesn't this start to really make sense? It becomes so crystal clear that if someone identifies with themselves as being that type of person, then they create the beliefs and decisions that support it. Everything lines up. It may not be what you are consciously saying that you want, but it all does line up in perfect harmony. Do you see that?

Fiona: I totally see it.

Kendall: There's good news here. I was just having this conversation with my friend BJ yesterday. You really want to watch for patterns with your clients. They're super easy to spot.

When you have a pattern, everything lines up in perfect harmony and someone is not getting the result that they want, you don't have to shift very much in order for them to get a pretty different result, but they have to be willing to be uncomfortable because most of the time they are going to be uncomfortable.

Fiona, this is something that you're having greater and greater awareness around. My guess is that you have a really hard work ethic as well. It's just a guess. I could be mistaken on this. Your pattern is also one of perpetuating hard work.

Fiona: Yes, definitely.

Kendall: To put it another way, for somebody who really subscribes to the belief of hard work, one of the ways it looks like is what Fiona is describing. There's a lot of fear and anxiety driving oneself.

A couple of things to come to mind very quickly for Fiona. Is there anyone else resonating with this?

Participant: Yes.

Kendall: You want to stand back. If you step into observer, it will really be helpful for you. Observer is that dispassionate place. It's almost like you just want to see yourself out in front of you.

You want to make a note of two to four behaviors or actions that help perpetuate that pattern. For example, it could be being able to make money but running a bank account to zero. Guess what? There's no money. I see that one frequently. Does that make sense, you guys?

Participant: Yes, every month.

Kendall: Another common behavior is disasterizing. I can be a little prone to this one myself. I have a lot of money in the bank. I'm a big-time saver. I have money in a lot of accounts, but I can disasterize it.

"Oh my god! If something were to happen, all that money would be gone in one day." I can go there. It doesn't matter if there's $1 million or $100. I can make that same disaster story happen, or I can choose a different path.

I'm giving you guys a really cool recipe right now. Thank you for speaking up, Fiona. Stand back in observer. Look at yourself and say, "What are two to four behaviors or actions that contribute to that feeling of anxiety, stress and pressure?" Just jot them down. Then you have something specific that you can start to do differently.

You can make a different choice. Let's talk about running the bank account down to zero. The choice is very simple. Don't do that. There's where the Warrior line is critical. Do you have a Warrior line for your bank account, Fiona?

Fiona: I'm more aware of it now.

Kendall: Everybody, watch out. You guys are coaches. Just notice that I asked a yes or no question. Did I get a yes or no question?

Participant: No.

Kendall: I'm looking for a totally congruent yes. I didn't get that. When you guys ask very basic questions, 90% of the time you're not going to get a clear, congruent answer. The person is going to start to waffle a little bit. We're busting you on this, Fiona. That's what you want, right?

Fiona: Yes.

Kendall: You can't be getting better about the Warrior line. You have to be fully committed to the Warrior line. Does it mean you're perfect on it? No. You may not be perfect for probably 90 days. For somebody else, maybe it's a little longer.

You may not be perfect, but here's the difference between being fully committed and not quite perfect versus more aware of it, which is bullshit. Do you want to know the difference?

Fiona: Yes.

Kendall: This is getting pretty deep. Are you all tracking with me?

Participant: Yes.

Kendall: Here's the difference. Even though a person may not be perfect, full commitment looks like saying, "Here's my Warrior line." Fiona, what is the Warrior line for you? Don't pick some gigantic number. Just pick a number that you feel confident you can make sure your bank balance never dips below.

Fiona: In my personal account, I could do £500.

Kendall: That's great. What about in your business account?

Fiona: In the current checking account, I could probably go for £1,500.

Kendall: Fiona, we're going to co-coach this. Is that okay with you?

Fiona: Yes, absolutely.

Kendall: They're good answers, but what are you guys noticing?

Participant: Hesitation.

Kendall: What else?

Participant: She's trying to figure it out mentally.

Participant: She's answering as if it's for the question.

Kendall: That's right. She's hesitant and uncertain. There's a lack of confidence. It may be that she just needs a few moments to get her thoughts organized and anchor it for herself. That's possible. There's one other thing that came out immediately. She compartmentalized.

Did you notice that, Fiona? You went right to the personal, which is fine. "I don't know about the other, but in my personal one, I can do this." Did you feel that energy, Fiona?

Fiona: Yes.

Kendall: It's all okay. I love CMMS. I don't get the joy of doing this anywhere else where we get to really unpack the coaching and I show you guys all the little things that are right there to make you incredible coaches. Pay attention to vocal tone, energy and where they start to compartmentalize. Maybe they go too general.

Fiona also used some words like "I think" and "probably." I let that slide because she's a girl who likes to commit. She has a lot of personal confidence and power. I'm going to take that as her just sorting it through.

It's £500 and £1,500. Did you write those numbers down?

Fiona: Yes, I have them written them.

Kendall: Who can tell me why I asked her to write them down?

Participant: To make them concrete.

Participant: Then they're tangible.

Kendall: Yes. You guys are absolutely right on. It's a reminder. I'm not a big fan of having a lot of Post-it notes everywhere, but I would put it on a Post-it note. Put it on your computer or somewhere you can see it every day so you imprint your brain to get used to those numbers so they're no big deal.

Let me go back to my distinction. On a scale of one to 10, 10 being totally committed and one not even wanting to do it, where are you on your commitment to the £500 and £1,500?

Fiona: I am totally committed. My only hesitation was because I've been wanting to save. I've been someone who never saves.

Kendall: This is a form of savings, by the way. The money is sitting there and you're not going to touch it. That's savings. You may not be getting interest on it and things like that.

In the US, business checking accounts get no interest, which I think stinks, but that's the way they are. This is a form of savings. There are many forms of savings, and this absolutely counts.

She's fully committed but not yet perfect. Ideally, what perfect looks like is you never dip below those numbers. You hold them true for 120 days, and then you bump them up a little bit. That's what perfect looks like.

Fully committed but not perfect could look like one of them dipping by £100 or £200 one month. Hopefully that's personal because that would be dipping by almost half.

It dipped a little bit. You knew it was going to happen. It wasn't avoidable because maybe you needed to pay some things or something was slow. You say, "I'm going to get it back up to what it needs to be in the next 10 days."

That's what fully committed but not perfect looks like. It's being proactive and aware. You're making a commitment to yourself, and you honor the commitment. This is pretty useful. What do you think, Fiona?

Fiona: It's definitely going to be a little bit of a challenge for me.

Kendall: That's good. You like a challenge. You guys have to be willing to be uncomfortable with things. Change is not usually comfortable. Our brains are designed to love variety and hate change. We just have to be willing to be uncomfortable.

This is really important to make note of. Something is only uncomfortable when it's unfamiliar. Once we're familiar with something, we have peace around it. We get comfortable. We're used to it. It's no big deal.

Discomfort is temporary. Most people don't have the courage to be willing to walk through that fire. They stay in their little comfort zone, and their comfort zone stinks. Their life is misery. I want better for you. Don't you want better for yourselves?

Participant: Yes.

Kendall: This is cool stuff. Can you tell I like talking about money?

We had a question come in last week from Prema. She asked about niche. Is this question still relevant for you or are you past it?

Prema: It's very relevant.

Kendall: Ask the group your question.

Prema: I feel tremendous pressure in launching something. My niche isn't totally clear to me yet, but I want to be careful not to wait too long to implement. I don't want to prematurely launch something when it doesn't feel right.

I'm getting a little clearer. I had a call with Richard this morning that was helpful, but it really is a balance. I have all this training material. I'm switching careers, so it's really new. I'm just trying to figure out what to do first and how to get going.

Kendall: Ultimately, what is it that you're afraid of here? You talked about pressure and all these different things. It sounds like there's something you're afraid of.

Prema: I think it's the lack of clarity about what my offering is.

Kendall: Are you talking about the actual package that somebody would sign up for?

Prema: It's deeper than that. I'm currently a therapist, so I'm switching models. My community and list know me as a therapist. One piece is just trying to figure out how to transfer all those skills to create an offering that feels clear. Because I'm not quite there yet, I'm not sure how to put one foot in front of the other.

Kendall: What's happening is you're trying to run a race before learning how to walk.

Prema: It feels that way.

Kendall: It sounds that way. You're making it into a really big deal. I understand because you're somebody who feels things very deeply and is connected to a lot of emotion.

What I'm going to say might irritate you a little bit, but here's what needs to happen. You need to stop making it so complicated and be willing to have it be not perfect. Who's your buddy?

Prema: Trisha.

Kendall: I would recommend that you make it so unbelievably simple that you bypass the part of your brain that wants to make it really complicated. You don't have to have your niche all figured out. That's why I wanted you to ask this question. This is true for some of you guys as well.

You have a lot of skill and training in your old life. You have CMMS and how to integrate it and what that looks like. These are very existential types of questions. They can cause you to spin for a really long time.

How simple could you make it? What's the simplest thing that you could offer? You don't have to do all eight modules or a six-month program. What's the most simple, tiny thing you could offer right now? What would it be?

Prema: I've come up with my own Signature System. Richard was saying this morning I could use that as an opening to some of the CMMS material. That's the thing. Do

I continue to develop and clarify that and then pick a module to do it with, or do I just do CMMS right now?

Kendall: You're going to need to make a decision. You can always change your mind. This is not cast in concrete. It's just a decision for today that you're then going to move forward within a short period of time. The other thing that needs to happen is your timeframes need to get much shorter. We all need to hold Prima accountable to way shorter timeframes.

Longer timeframes just allow you way too much room to think and "what if?" yourself to death here. Which would you like it to be? Between those two options, just pick one.

Prima: I would like it to be my signature system. Then I would like to pick one of the modules to have it flow into.

Kendall: That's perfect. That's your decision. We heard one decision. Do you know which module you wanted to pick to flow into?

Everybody just notice what I'm doing here. I'm going to ask you guys in a second to debrief with me. Prima, do you know which one?

Prima: My hit is that it might be something around niche. I feel really good at holding space for others to do that.

Kendall: You're helping them make a clear-cut decision.

Prima: Yes, and helping them clarify what it is that they do.

Kendall: That's great. Now that's a decision that's made. As far as what the offer is, is it a VIP day or a half-day VIP day? What would you like to offer as far as the thing or the service?

Prima: A VIP day.

Kendall: That's great. Now you have the third decision made. Does anybody notice the difference in her voice right now?

Participant: Yes.

Kendall: You sound like you just dropped about 50 pounds of weighty energy in your voice. What's your next step? Now that these decisions are made, the next part is what?

Prima: The other piece is that because my niche is changing, my ideal client is really unclear.

Kendall: We're not going to go backward here. There are of things out in the world that are not clear. If you focus on what's not clear, you'll make yourself crazy. Let's start with what we know and what is clear or as clear as possible.

This is a really important strategy or mindset that I use a lot to keep myself out of overwhelm. I can get into overwhelm with options really easily. You guys might not guess that about me. I always say to focus on what you know. The point is you have a bunch of people in your therapy practice, right?

Prima: Actually, I have very low-fee clients from low-fee agencies. It doesn't actually work with my clientele.

Kendall: Do you think of all the people you know, there might be your first client in there?

Prima: It makes the most sense for me to work with healing arts practitioners and therapists, but I'm not sure I want to do that.

Kendall: Everybody notice where we just went back to. We were doing so well there, right?

Prima: I do have a sense about it. I think I would like to work with what I would call conscious entrepreneurs.

Kendall: All you need is one client. You don't have to have your niche perfect. My first niche was these micro-niches. I worked with professional organizers, resume writers and personal chefs. Why did I choose them? It was because I met them in networking groups, started talking to them and started helping them. I just fell into those tiny micro-niches. They got me to six figures actually.

Prima, I don't want you to do anything that's time consuming. I just want you to invite some people, whether it's through an email, a conversation, making some phone calls, attending a networking group or whatever it is, and just get somebody into a discovery session. That's all you need to do.

Prima: Even my current list that is used to paying for VIP days?

Kendall: Yes. We're not putting any limitations or barriers here. We're making this simple. We're just after one. When would you like to commit to having that discovery session booked and delivered?

Prima: By next week.

Kendall: Pick a day, please.

Prima: By next Friday.

Kendall: That's almost two weeks. What about if it was by a week from today, by Tuesday?

Prima: I'm going away Friday through the weekend. I'm sitting with a dying friend right now.

Kendall: Let it ride this time until next Friday.

Prima: Thank you.

Kendall: You get what I'm after here. The shorter the timeframe, the better. Otherwise, your very active mind is going to go into places that we don't need it to go to.

Prima: Yes. I can tell if I just do it once, it's going to open up a whole world.

Kendall: You just literally have to do it. No one's going to die in this process. I don't mean to be disrespectful to your friend, but I mean in the process of a discovery session. Nothing tragic is going to happen.

You're just going to have a discovery session and a conversation. It's really no big deal. You're going to feel amazing afterward.

Prima: It will be a big relief.

Kendall: Yes. Focus on that. Well done.

Who can tell me something you noticed, particularly at the beginning, about what I was leading her to do?

Participant: You were breaking it down into digestible pieces so that she wasn't looking at the forest. She could look at the tree.

Kendall: That's exactly right. It was a small decision, and not keeping it secret from her either. There's a decision. Let's look at the next one. There's a second decision. We're starting to stack awesomeness that these decisions are coming. They're clear. She sounded lighter and more joyful.

Does anybody else have a takeaway for yourself with your own coaching?

Participant: One thing I liked reminded me of something that happened earlier today. I said something similar to a client. I was instructional and said, "Keep it simple," but what was really nice was that you turned that into an instructional question.

It was open-ended, but you were quite clear. You said, "What's the simplest thing you could do right now?" It's the same thing, but it's better the way that you phrased it. It was right at the beginning.

Kendall: Honestly, I don't even remember. This is a good reminder here. Most of the coaching is through questions and statements. They're usually fairly strong statements.

If somebody says something, I say, "No. I don't believe it." I call them on their stuff, but otherwise most of it is through questions. Can you tell me why that is? Why is that so effective?

Participant: They have to make the declaration.

Kendall: Yes. It engages the brain. When we hear a question, our brain automatically goes to answer it. It's engaging. They own it more. I think it allows a person to sort through things themselves and claim or own it more.

I just want to be sure of something. I think I was pretty clear about this during the live training. This is not prescribing to the style of coaching that the client always has the answers and to just keep asking all these different questions. That style of coaching obviously is effective. It has been around a long time.

Personally for me and what I teach, it annoys me. We talked about this at the training. I remember saying this. Sometimes the client doesn't have the answer. They can't see for themselves and need you to see for them what they cannot see for themselves. Sometimes they just don't have the answers.

Ultimately, it's their choice and decision, absolutely. Get to the point. Ask questions, but the questions are really to help unearth their own discovery. Just don't lead them round in endless circles with questions. It's a waste of time. Well done, Prima.

Let's talk about Signature System. You're going to love these tips. I have seven, eight or nine tips here to share with you. I'm just going to run through these and stop and ask questions as we go along.

I think you guys already get how valuable Signature System is. Let me remind you of a few different ways to use it. There are tons of different ways, but some of the obvious ones are to use it to help somebody organize their knowledge and their skills into a step-by-step process that then becomes marketable.

Let me contrast it to what otherwise happens. Your clients are mostly going to be people who want to start a business, are in business or something like that. What happens otherwise is they're out there trying to market their own process that they really geek out on and love. That's not marketable.

What's marketable are end results, a series of results or a series of steps that your client's clients would get walked through that produces a particular end result.

The Signature System is such a great way to help your client organize what they do into a concrete, marketable, step-by-step system. You can use it for creating programs, packages, workshop content and all those different kinds of things.

Let's talk about using the Signature System where you're walking somebody through it on the telephone. You might need to stand up and move with me here. One of the things is that you want to get the client physically set up in the space.

What I mean by that is you say, "I'm going to ask you to stand up and tell me what room you're in. Do you have a clear space in front of you to walk without any furniture, equipment, boxes or stacks of anything getting in your way?

"If you can have 8 to 10 feet, that would be ideal. If it's a little less than that, that's okay too. Do you have a space like that in your room right now?" You'll just ask them to describe it.

I learned the hard way about asking where they can walk without any furniture, stacks or boxes. You would be amazed. People have a lot of stuff hanging around that they shouldn't have.

I'd been doing Signature System with somebody one time. They couldn't walk a clear path. They had to walk around an end table or a stack of boxes. That doesn't work.

Then I say, "Do you have window that you can look out of or an open door?" Just get them talking to describe their space. This is the first tip. Get them set up physically.

If they need to go out into a hallway, that's fine too. Hallways often work well. My house has no hallways because we designed it all open. There are no hallways, just little alcoves. Most people have hallways.

The next tip is that your client needs to be relatively clear about the results that their clients get from working with them. As a reminder, there's that 30 results exercise. We didn't give you the handout at the live training, but it should be available in the forum area where you can download that.

You can have them do that as a precursor to your session. It's a great little piece of homework. For example, if a client signs up for a VIP day with you and you're going to do Signature System, you can just send them that sheet and say, "Go ahead and brainstorm 30 results. Set a timer. Do this in 20 minutes or less."

It's a great one for setting a timer because otherwise people will spend two hours on something or think it's going to take a long time when it really doesn't need to. Just have them set a timer for 20 minutes maximum and brainstorm 30 results their clients get from working with them.

What if they don't have any clients and are new, as some of you are actually? What's a way of just modifying this exercise slightly? Who has an idea?

Participant: You think of a time that you've worked with somebody. It doesn't have to be a paid client. It could be a friend or a sister.

Kendall: Yes. That's exactly right. If somebody says, "I don't have any paying clients," that's no problem and no big deal. You just keep your energy all positive. I think I shared with you guys that a motto in our company is it's all good. You just have that idea. It's all good. No big deal.

You can say, "Have you had somebody work with you? Maybe you didn't get paid, but you actually did do the work with them." Often they do have somebody, but they've been discounting themselves. They didn't get paid. Therefore, it wasn't a client. Just leave that alone. It's an interesting little indicator about what goes on for that person.

Let's say they don't have that. Then where else can you have them think of results? Have they done this kind of work in their job setting? When I first took NLP training, I had a regular full-time job. I was practicing at my job in very covert ways. I had some experience that way. It gave me a lot of confidence.

The other thing that you can do, and you should be writing these all down, is you can have them imagine their ideal client. If they have no real human beings that they've worked with, it's no problem. It's all good. You can say, "Tell me a little bit about your ideal client. Who would you love to be working with?"

We don't need to go down the whole path of niche here. We just need a little bit of a basic description. That's all we need.

Rose: The other thing that I used with the resource is anybody who has raised children or run a household has all kinds of transferable skills and outcomes.

Kendall: That's true. You can ask them to do the 30 results. If you can ask them to do that ahead of time, that's awesome. If not, no big deal. It's all good. I wouldn't take the time to do 30 results on the phone with them if you're going to do Signature System. Then the whole thing's going to take too long.

You can say, "Tell me about the results you get from working with people." This is where you guys need to be diligent and fierce that you understand the results. If you're not clear, they're not being clear.

The results may not be super detailed or anything like that, but you need to have a basic understanding of what they're talking about. If not, you can say, "I'm not quite clear yet. Let's talk about this." If they're using vague language which is very general and fluffy, this is somebody who is going to need to get some roots happening and get grounded.

One of the questions that I love to ask, and I did model this for you in the training, is, "Let me ask you a question. If I was following your ideal client around for a day, what would I see, hear or experience that's different as a result of you working together?"

I want to actually back up and model this for you slightly differently. They may be having a hard time telling me about results. You'd be surprised. People do often have a hard time because they're really focused on their process, technical thing or the craft of what they're doing and not necessarily on results.

Focusing on results is not something that people really get training, experience and modeling on how to do. You're asking them to go somewhere they may not really be familiar with.

Let me model it for you a little differently. In this situation, if somebody is a little unclear, what I'll say is, "Tell me a little bit about your ideal client. I'm curious. Right at the point of hiring you, what is their struggle? If I was following them around for a day, what would I see, hear and experience that lets me know this is a problem?"

I like asking it that way because you're going to hear, "They're not speaking up in meetings. They are late with their assignments." They're going to be able to tell you some really specific examples. That's awesome. That's what you want. You say, "That's great. I've got it."

Now fast forward. You say, "From your work together and you creating these amazing results for them, what's different for them? I've followed them around for a day. What am I seeing, hearing and experiencing that lets me know that you've done some amazing work with them? What's different for them?"

I'm doing a before and after. A lot of times it's helpful to do that because if you understand the problem their ideal client is struggling with, you as their coach can help them articulate results.

We won't spend all of this time on all of the tips, but those first two are pretty important. The setup is everything. That's what makes it go so fast and smoothly. You've asked them to set up their environment and you're clear about some results.

When you have the 30 results, you can have them read off all 30 to you. If they've done that homework ahead of time, it would be very empowering for them to read that off for you on the phone. They would really like it.

The next tip is to say, "Imagine a line out in front of you. I want you to stand at one end of the line where you can look down the hallway or through that window or doorway. It's almost like you're visualizing this line out in front of you.

"You know those results you were just telling me about, A, B and C?" This is where you want to name the top three results. "I want you to see your ideal client at the end of the line having those results."

Let me make sure you got the languaging on this because this is a little esoteric. You want to be very clear about what you are setting up. They are visualizing this ideal client at the end of the line having those results. It's like the results are already there. The tip in my notes says, "Ask the client to see their ideal client and the results at the end of the line."

Now your setup is done and you're actually ready to start the process. This is where you can tell your person, "I'm standing up with you," because you are. You need to stand up and do this with them. That makes a huge difference. I can't imagine doing this sitting down while they're standing. You lose some of the access to all of that intuitive information that's going to come to you.

I say, "I'm going to stand up and do this with you. If we were in the same room together, I would actually be standing by your side. You can have a sense of me by your side. Do you have a sense of me on your left side or your right side?" Just ask them. I love to use that phrase "by your side." It's so encouraging.

They're just going to tell you, "I would have you on my right," or, "I'd have you on my left." Whatever side they've put me on in their imagination, I shift over a little bit as if my client is next to me.

What comes next is that you explain what you're going to do because so far you haven't really told them what you're going to do. You say, "We're going to take one step at a time and reveal the Signature System that's unique for you that takes your knowledge and skills and puts them into a marketable format that people are going to want to hire you for. That's pretty exciting, isn't it?"

That's about all the detail I give them. Then I tell them, "I'm going to take notes for you." There are a couple of different ways to do this. I'll give you an A and a B version. One is not better than the other. They're just different. I'll just walk you through the A version, and then I'll give you the B version in a moment. In the A version, I'm going to take all of the notes for them and I'm not going to ask them to write anything.

Let's say our client's name is Sue. You say, "Sue, when you look down at the end of the line and you see your ideal client having the results that you've helped them create, what I'm curious about is what the first step is.

"We know there's a series of steps that you've walked them through to create those results, but I'm curious about what the first step is. When you're ready, we're going to find out what that first step is. We're going to find out by actually taking a step forward. The answer to the question is in the space that we're about to step into.

"What is the first step? When you're ready, go ahead and step forward and find out." Then they step forward. I also step forward. You can even say to them, "Just let me know when you've taken that step forward."

It's an interesting little dance because I'm moving forward. I don't wait for them to say, "I'm there." I actually do it. I hope that they are stepping as well, and it usually works out that way.

Who has a question about this so far?

Julia: When you're taking notes and you're standing, do you just have a pad that you write on?

Kendall: Yes. I just write "Step 1." They take a step forward. A lot of times, they'll ask, "Do you want me to talk?" They're not sure what you want, so don't worry about it if that happens.

A lot of times they'll just start saying, "The first step is ____," because they're excited. This is their stuff. This is the thing they do that they love. They just start talking. You guys saw that demonstrated with Becky at live training. She just started talking.

If they don't, you can say, "What's that first step?" Don't feel stupid or anything. You can ask them, "Did you take a step forward?" They'll say yes. Then you say, "What is the first step?" Ask them whatever you need in order for you to understand physically what's going on for them. It flows pretty easily though.

I'll model this one more time, and then I'll show you what we do at the end. You've written down the notes. You can take a little time here. You don't need to take a ton of time. This is not working all of this detail out to the nth degree.

I think you guys should remember when I was working with Becky on stage. She was saying, "They would do this and that." I asked a few clarifying questions. On a scale of one to 10, with 10 being super detailed, 10 is, "What exercises are you going to lead a client through or what handouts are you going to use?"

A one would be "We're going to help them with their money stuff." That's pretty general. I'm looking for something that's about a six or seven. If they start out sounding pretty general, you can say, "Tell me a little more," or, "Say a little more about that." You can just ask them, "Is there anything else in this first stage?"

This only takes a minute. When it feels complete, you say, "That's great. We know there's a second step because nobody has a one-step process. Let's find out what it is. I want to know what the second step is. When you're ready, I'm going to ask you again to step forward. Let's find out what it is." Then I take a step and they'll start talking.

People get clued in to the game pretty quickly about what's going on here. You don't know how many steps there are. There needs to be more than two because two is a weird number. Nobody has a two-step system. It's just an odd number.

You're going to make some assumptions that they have a second step and a third step. After that, you actually do not assume that they have more steps. They may not.

After the second step, you can even ask them, "Do you have a sense that there's a third step?" They may say, "Yes, there's definitely a third step." You say, "That's great. Let's find out what it is. When you're ready, go ahead and step forward."

By then, they're already stepping forward. They're not even waiting for you. They'll just start talking. You will also tell from the content that they're giving you whether there are more steps or not.

You may need to take smaller steps physically. If they say, "It feels like there are more steps, but I'm looking at the wall," we don't want anybody looking at a wall. You say, "No problem. Are you literally right at the wall, or do you have a few feet in front of you?

This isn't ideal, but if you need to, you can say, "Let's just shift the whole line backward a little bit so that you have a little more space in front of you." I like to phrase it that way because you have to have them keep the line intact.

Keep going through the third step, fourth step, or maybe even a fifth step. I even had one guy with 12 or 15 steps. This guy had no clue about what he was doing. He was really all over the map. I said, "It's too many steps." I'll tell you what to do about that in a second.

As you're going along with the third and fourth steps, you just ask them, "Do you have a sense that there's another step, or is the next step actually that they're getting the result that they want?" They will tell you.

Let me finish this demonstration. Then I'm going to point out a few other things for you. They may say, "That feels good." You say, "That's great. Let's just step into the end result and check it out." Then step into the end result and let them just sit there for a moment.

They're going to tell you something. They'll say, "Yes, that feels really complete." You're going to feel it as well. It's amazing how you feel this. They may say, "No, it feels like there is something else that needs to be there." If they're really clear that they need another step right before the end result, that's great. Say, "No problem."

You always want to them to step back to a place of knowing or of clarity. Say, "Go back one step to where you were clear that it was A, B or C." Then ask them, "Did you step back into that space?"

They'll say, "Yes, I did." Then you say, "From here, when you look at that end result, let's find out what that one more step is. When you're ready, go ahead and step forward and I'll step with you."

They'll get the answer, and now they're ready to step into the end result. When they've sat for a moment or two there, have them turn around. If you're doing the

A version where they have not written anything down, this is a little tougher because they're relying on you to read it out for them.

Here's what it would sound like. You have them turn around and say, "I just want you to review all of those steps. I'll read them out to you. The first step was clarity. The second step was breakthrough."

Just say a little bit about each step. "It got you into the result you're experiencing now." If they're good with it, you say, "That's great. Just enjoy that for a moment and then have a seat." They're done.

The B version is very doable. It is to have them have a stack of individual sheets of paper. As they're stepping forward, you're still scribing for them. You say, "Grab one of your sheets of paper." They need to have something to write with nearby so they don't have to move off the line. I don't want them moving off the line.

You can say, "On a sheet of paper, just write this down." Then you dictate for them a sentence or two. You don't want to take them too out of the process with too much writing, but you can just dictate a little bit of what they told you. "This step is about clarity and cleaning money clutter. It's just some basic notes.

You say, "I want you to put that paper down on the ground right where you're standing to mark that step. Have you done that? Super. Look again at the end result. Let's find out what the next step is." If you have them write it and they're putting something down, it changes the energy.

That's why I say, "Go ahead and make sure you're standing." I re-orient them by saying, "Look at that end result that your client gets. We know the first step is X. What's the second step? When you're ready, let's take a step forward and find out." I like to re-orient them by having them look at the result. It's always about the result.

Is this helpful to hear this you guys?

Participant: Yes.

Participant: You've mentioned the forum. I have not had an access email to the forum yet. I don't know if other people have.

Participant: I haven't gotten one.

Participant: I haven't either.

Kendall: I have no answer for that. I'll write it down.

Dawn: If they'll just send me an email, I'll be happy to get them an invitation to this. I don't know why they haven't gotten the Facebook group invitation. It's been on a lot of the emails, but I'll be happy to send that to them. It's no problem.

Kendall: This might be a syntax thing. When I say forum, I mean it's actually the Facebook group.

Participant: I'm sorry. I meant the download stuff.

Kendall: Dawn, where are the handouts and things for them to download?

Dawn: The handouts will all be on the membership page that's going out to them today.

Kendall: There you go.

Dawn: It won't be in the Facebook group. It will be in a separate program page, like Sacred Money Archetypes. It will be exactly the same.

Kendall: You know me. I never get on Facebook.

Dawn: I know that. They'll know what I'm talking about. It will be a program page separate from the Facebook group. They will get access to that more than likely today. They'll get an email with a login. Everything will be right there for them.

Kendall: That clears up that mystery. Thank you. We don't post stuff on Facebook because then Facebook technically owns it. That would be a problem. We do have a separate area.

Let me point out a few little pearls of wisdom here. Really trust your instinct. You guys already know from practicing this live how you can sense the energy of somebody. Believe me, it is just as strong on the telephone.

Specifically, trust your instinct in a couple of ways. You saw a very clean demonstration with Becky. I wanted you to see it really clean because you guys are going to do what you see demonstrated.

Don't be surprised if some of your clients put too much into a step as you're making notes and they're talking about what's going on. You're thinking, "Wow! That sounds like a lot." You want to be very careful because you don't want to make it about you. This is about them.

You're having them in a little bit of a hypnotic place. It's a place of accessing their imagination and a way of asking them to connect with how things feel. It's a very tender place. You don't want them going into their head and feeling judged or criticized or that they're doing anything wrong.

If you're feeling like there's too much detail there, you can say, "There's a lot in that step. Does it feel like one step to you or should it actually be two steps? What do you think?" I might have done that with Becky actually. You just ask it that way. You're just making an observation and are extremely neutral in your tone of voice.

Just ask them if they want to break it out or if it feels right to have it all on one. If they're insistent that it be in one, just say great and move forward. You planted a seed. They may come back and shift it.

If they're too general and there's not enough in there, listen to that as well and say, "Tell me a little bit more." Maybe they have a little lightweight step there that doesn't feel that impactful but it feels important to them. That's fine. Go with what the next step is.

You might have a sense that those steps need to be combined. Just try it out again and say, "Do you think those two would be better off being combined, or do they really feel separate for you?" Just in questioning them, since they get to choose, they'll tell you very easily.

The other thing to be extremely mindful of is sometimes you're not clear where the client physically is. Did they step back or forward? Where are they? You can just ask them, "Are you still on Step 3?" because they sound muddled in some way.

Let's say you expected them to be in Step 3 and they never took the step forward. That does happen sometimes. That's why I'm so repetitive in saying, "When you're ready, go ahead and take that step forward. Tell me when you've taken that step forward."

They'll say something. I'm wondering, "Did they actually step forward?" I'll say, "Did you actually step forward into Step 3?" They'll say, "No. I forgot."

I'll just say, "We're still in Step 2, which is about such and such. When you're ready, go ahead and take a step forward into Step 3." Trust your instinct. Don't think you're doing anything wrong. If you're not clear, it's because they're not being that clear.

I demonstrated taking Becky off her line, but she was pretty clear so we didn't have to. If somebody is really not sure, confused, off on a tangent or something like that, it's not a problem, but you really want to preserve the integrity of the line.

You say, “I’m just going to ask you to take a big step off the line.” What you’re really doing is putting them into observer mode. Say, “Go ahead and take a step off the line and see the line going across from left to right. Where we started is on the left. The end results are on the right.”

It depends what the context is. You’re going to coach them and talk to them from that spot, or you may have them look at the line. In essence, you’re putting them into observer mode.

They’re going to see the clarity that they needed. I can’t demonstrate it for you. It’s just going to happen. Then when they’re clear, you say, “Go back and step into Step 4,” or whatever it was. You pick up where you left off.

The other thing that you can do if they’re not clear is have them step back to a known point. I do this one a lot. You can say, “This step was about such and such. Our end result is X, Y and Z.” They’ll say, “Good. I’ve got it.” They’ll get back on track with you.

I still need to give you your proof question and your assignment, but we have about five minutes here for questions. Who has questions about Signature System?

Jodi: I have a question. If one of their steps is almost like a sub-system in itself, my intuition would be that you finish the first process, but then do you go ahead and address the second one while it’s fresh for them or save that for another time?

Kendall: It’s a great question. I’m always listening for ideas on how to create spinoff programs or products down the road. Let’s say somebody has a sales system and they’re a consultant or sales professional. One of the steps is generating referrals.

Generating referrals can be its own complete, mini Signature System, but in their overall sales system it’s just one step. You can say, “There’s a whole other Signature System there for you.” They’ll get excited about it. You can say, “I’m just going to make a note of that. That’s something that we would coach on later at a different time.”

I want them to stay focused where they are. I don’t know that I’ve ever turned around and done a second Signature System. I think it’s too much. They are on such a high from this process. Don’t gild the lily. Do you know what I mean?

Jodi: Yes.

Kendall: There's an arc to coaching and all this stuff. If you take them over the peak of the arc, they go into overwhelm. They need to implement the one Signature System and go get some paying clients before they go off into the spinoff ideas.

Jodi: That's perfect. Thank you so much.

Kendall: That was a great question. What you're doing is creating a list of other things that they would want to coach on later. That's a great client longevity tool there.

Who else has a question?

Julia: When you say that you're looking on a scale of one to 10 for the detail of what each step contains, could you give me an idea of what six or seven would look like in terms of how detailed it is?

Kendall: Sure. I'd be happy to. Why don't you give me a topic example?

Julia: Let's say clearing the money clutter.

Kendall: That one's a little hard for me because I know it so well. My brain immediately goes to a ton of detail.

Let me go back to the sales example because I think it's going to be easier for me. With that sales example we just gave, one of the steps is referrals. That example is pretty clear. The next step is getting referrals. Getting referrals is a very generic phrase. Do you know how generic that is? That's like a two in terms of level of specifics.

If they say getting referrals, I'd say, "Tell me a little bit about what you would consult or coach on in that step." I use the words "tell me a little." That starts to put a frame around it. People don't always hear it, but it does start to put a frame around it.

"What do they need to know about referrals?" "They need to know ____." They'll say how to ask for them and follow up with them. You can chime in with your own ideas as well.

I would expect that in that example, referrals would be setting referral goals, how to ask for referrals, some of the etiquette with following up with referrals and how referrals fit into their overall selling system. That's pretty detailed. That's about a seven actually.

I'm not getting the detail of how they're going to accomplish it, exercises or specifics. If they come up with something, I will write it down for them. I'm not going to ignore it. If they've said it, I want to describe it for them, but I'm not after a lot of how-to. I'm more after the "what."

Julia: That makes it clear.

Kendall: I hadn't thought of explaining it that way before, but I'm after the "what" more than the actual how-to.

Julia: Thank you.

Kendall: You're welcome. That was a great question. It would be interesting to do the Signature System with the horses. Julia does the horse work.

Julia: Sorry. This is the other Julia.

Kendall: That's all right. I was just picturing that. That would be really interesting. It could be distracting. I don't know. I'd have to play with it.

Let me give you the proof question and your assignment. Guess what your assignment is? This is not rocket science at this point, you guys. Ideally, here's what I'd like you to do. We are meeting every week.

Your assignment for the next week is that you take someone through this process on the phone, and that you are walked through it on the phone. You're being walked through it with your buddy, and you're taking your buddy through it so that you practice it on both the receiving and delivering ends.

Your proof question is, just in a sentence, which tip was the most helpful for you? It's a very simple proof question. Let me hear from one person who has not spoken up yet today. What's an aha or insight you got from today's call?

Susan: I love what you just said about the arc and gilding the lily. If you could talk a little bit more about that, that's a sweet spot.

Kendall: We're at time, but let me just take 30 seconds.

Arcs are a common thing in storytelling. I know many of you are storytellers. Basically, if you think of something arcing up, there's a climb, the top of the arch and then something going down. The arc is where the energy and emotions are the strongest.

In the Signature System, it's where you think "woohoo!" It's a sense of elation or completion. It could also be a sense of deep emotion, period. Then if you go beyond that arc and start to add more content, it's overwhelming and it bursts somebody's bubble.

It takes them out of the emotion and starts to often take them into their head. Now you're putting them back into a learning mode, which is not really what you want to do at that moment. Leave people on a high and in a really great emotional place.

Susan: Thank you.

Kendall: You're welcome. For those of you who love to over deliver, just having that concept will help you. It's one of the tools you can use to keep you from over delivering.

Just save it for another day. What happens when you go over the crest of that arc is you're starting to make it all about you because of your need to be needed, feel valued, be appreciated or be good enough. All that neediness is what's bleeding through there. That's what's happening.

I will honor my own words here. We're going to complete the call. I will see you guys next week on our next training call. Take care, everybody. Thank you. Bye.

Participant: Thanks, Kendall.

Signature System Creation Script

GETTING STARTED

- You'll need about 8 feet of unobstructed space in front of you - make sure there are no tables or chairs in your way
- If you don't have enough space in the room where you are, you can use a hallway
- Ideally, you'll have a view of a window where you can look out and feel a sense of spaciousness and forward movement
- You'll also need a pen, and 10 copies of the handout called ***Signature System*** Steps Sheet
- You're not going to need your computer or tablet for this exercise

PHASE 1: What are the outcomes of your *Signature System*?

Stand at the beginning of that 8 feet or so of open space in front of you, and looking ahead, imagine a line or a path out in front of you

At the end of this path, visualize one of your ideal clients standing there

- Bring to mind one specific person, a client you've worked really well with - someone who got great results working with you
- Go ahead and get a really good sense of this person, picture the expression on their face, the way they stand, their clothes… allow yourself to see this person out in front of you in as much detail as you can
- You probably have someone you did great work with even though you may not have been paid
- Or if you're really new and you haven't worked with clients yet, then imagine a specific person you would love to work with

You have the person you're visualizing out in front of you - notice how happy they are about the work you did together

- Really allow yourself to see their sense of accomplishment in the results they were able to create

- What are some of the specific results or outcomes that happened for your client?

- If I followed your client around for a day, what would I see, hear or notice is different for them as a result of working with you?

- We're looking for results that are specific and describe in detail what happened for your client

Go ahead and write down the specific outcomes this client experienced on your first ***Signature System*** Steps Sheet

You can definitely have more than one end result; the most important tip to remember is to <u>make sure any results or outcomes you accomplish for your client are very clear, specific and tangible</u>

Lay that ***Signature System*** Steps Sheet on the floor at the end of the path, where you were visualizing your client standing

Walk back to the beginning of the path so once again, you're seeing your client a few feet out in front of you

PHASE 2: What are the steps of your *Signature System*?

You're standing at the beginning of the path - out in front of you, you see your client with the outcomes they've created as a result of working with you

As I ask the question, you're going to physically take a step forward on the path to get the answer

The question is, what was the first thing you did with this client to help them achieve that outcome? What was the first step you took your client through to achieve that result?

- Now take a step forward to discover the answer - Step!

- Write the answer on your next ***Signature System*** Steps Sheet

- While you're standing here in the space of the first step you took your client through, take a deep breath and notice how you may have ideas about exercises, content or concepts you cover or things you get accomplished in this first step

- Write those down too on the handout - don't worry about making it perfect, just jot down the ideas so you can refer to them later

- Take that page and lay it down next to you on the floor

*TIP: Each step of your **Signature System** is ideally focused on one small doable piece of your process*

Second step of your ***Signature System***

- Once again, as I ask the question, you'll step forward into the space in front of you to discover the answer
- What was the next thing you did with this client? What's the next step you took them through?
- Step forward now and find the answer – Awesome!
- Jot down the answer that popped up for you on the handout, plus any ideas that come up about exercises, content or concepts you cover within this step
- After you've written your notes take that ***Signature System*** Steps Sheet and lay it down on the floor next to you

Keep picturing your client in front of you

There's at least one more step in your process, maybe more - let's find out!

Third step of your ***Signature System***

- Once your client accomplished the first two steps, what's the next step they took to reach their outcome?
- Step forward to discover the answer - Step!
- Write down the answer and any ideas you may have for exercises, content or concepts you covered in this third step
- Place that page on the floor beside you

*COACH: Keep walking your client through the process until they've captured all steps they take the client through to achieve the result. There is no set number of steps you can have in your **Signature System** Usually it's at least 3 and typically no more than 8 or maybe 10*

Once you're at the end, turn around and look back at each of the steps your client took with you to achieve their results

Leave your ***Signature System*** Steps Sheets where they are on the floor and let's go to the final step

Your final action step is to review your *Signature System*

- Walk back to the beginning, where the first piece of paper is lying on the floor

- Step by step, walk through what you've written on each of your Signature System Steps Sheet on the floor

- Don't try to rethink it. Just walk it through as is, and really FEEL it

Listen to your intuition here as you check for these things:

- Is the order correct?
- Does one step need to be broken down into smaller steps?
- Is there a step that maybe isn't enough on its own and can be condensed?
- Does the Signature System feel complete?

Congratulations! You're ready to transfer each of your Step Sheets onto your ***Signature System*** Creation Template.

Signature System Creation Tips

If at any time your client feels unclear about the answers they get, or if they feel they may have missed a step, coach them to:

- Walk backward to the step where they were clear, stand on that spot and re-focus by looking ahead toward the end result their client got from working with them. Take a breath in…and let it out

- Recap the previous steps including the one they're on so they feel clear and anchored with where they are so far

- Looking ahead at the end results their client got ask them, "What is the next step your client needs in order to achieve the result they want?" Then ask them to take their step forward, and they'll find the answer

TIP: Remember, if your client is struggling you can always ask them to step off the Signature System "line" into the empowered position of observer and from there you coach them to get clear about any part they were stuck or confused about. Once they are clear, ask them to step back onto the line and continue with the Signature System process.

If it feels like your client is trying to put too many pieces into a single step, ask them, "Should this be broken out into more than 1 step?"

- The answer is yes if they are including more than one concept or teaching more than one piece of content

- If that's the case simply divide it into 2 steps, write them down on the handout sheets and keep going

SIGNATURE SYSTEM Article:
What Clients Want and Aren't Telling You

When I first started coaching over 14 years ago, I was taught to "let the client lead the agenda."

The problem with this approach is it put me in a *reactive* position as their coach (meaning, I followed their lead, responding to what they decided to coach on), rather than a *proactive* position, where I could coach my client and really help them accelerate their progress.

Plus, the problem I discovered with this old style approach is that it opened the door to hearing, "I'm not sure what I want to coach on today" which resulted in higher client drop out rates.

To make it worse, I felt I was *hiding out*, not speaking my truth and holding back from giving my clients what they needed to thrive and excel.

Finally, one day, I had enough so *I threw out the rule book* and created my **Signature System** method of coaching.

Here is what I did for this *Signature System* plan: First, I started introducing *content* in many of their coaching calls. Next, I began weaving in training (complete with handouts, worksheets and checklists) so they felt excited to be learning something new. Then, I began consciously putting them on a step-by-step path with assignments that I KNEW would work for them.

Their reaction? My clients LOVED it, and my business took off!

If you're a coach trained in the "old school" method, or you're new to coaching and you haven't quite found your footing yet, this **new paradigm** of blending *content* with coaching is very exciting.

The key is for you to know how much content to include in your coaching sessions, and even more importantly, WHAT content your clients are most likely to pay you to deliver. Here are 3 *Signature System* tips to help get you started.

Signature System Tip #1 Be Ready To Include Content In Your Coaching Calls

While the philosophy that the client leads the agenda may have worked years ago, in **today's economy**, clients expect YOU as their coach to share knowledge that will help them quickly accelerate their results.

Here's how: Create a **Signature System** plan and deliver a *small* portion of content in most of your coaching calls. One exercise or checklist is plenty per session. This way, you still have time in your coaching session to coach your client on how the content applies directly to them.

Signature System Time-saving Tip: This is your opportunity to pull out and re-purpose your checklists, templates, scripts or how-to lists. You likely have a ton of content just lying around that you can re-purpose in this way.

To spark your creativity, ask yourself,

> *"What will save my clients time and make it easier for them to get into action?"*

Signature System Tip #2 How Do You Know If Your Content Is "Marketable"?

Marketable simply means content that, *when included in your coaching or consulting programs, adds value to your clients' experience.*

So how do you know it's the right content? Start by noticing what your clients are struggling with or keep asking you for help with. You don't need to solve *all* of their problems – just offering content that solves even one teeny tiny problem will be hugely valuable.

For example: Let's say many of your clients struggle with overfull calendars. Marketable content would include offering a tips list on prioritizing, a simple system for scheduling their time, or a handout you coach them through on setting boundaries. Each of these ideas can be easily woven into your coaching sessions.

Signature System Tip #3 Don't Waste Time Reinventing What Is At Your Fingertips

If you don't have your content pulled together into a marketable package then consider getting trained in someone else's system. Just be sure what you're getting trained in is a complete system that includes templates, forms, exercises and checklists you can include in your sessions because you'll need this to be successful.

Remember that people don't hire coaches, *they invest in getting a specific problem solved and achieving results.*

From this moment on, if you let go of trying to sell coaching, and instead focus on offering *marketable* content you'll benefit from a massive increase in coaching clients AND in your revenue. Enjoy!

Kendall SummerHawk

Million Dollar Marketing Coach

Money, Marketing and Soul for the Woman Entrepreneur Who's Ready to Charge What She's Worth and Get It!

SIGNATURE SYSTEM Articles

Coaches and Consultants: What's Your System? Here's Why You MUST Have One…

- *Signature System* Articles
- *Signature System* Products
- *Signature System* Coaching
- *Signature System* Events
- Success Stories
- Affiliate
- Meet Kendall
- *Signature System* Media
- *Signature System* Blog
- Home

Have you noticed that when you're presented with a step by step "**Signature System**" plan you're much more likely to make a purchase? That's because most people crave order and flow. A **Signature System** plan makes it much quicker and easier for people to solve their problem, especially when compared to trying to figure out on their own what to do first, second, etc.

With so much on everyone's plate right now, no one wants to have to stop and think about how to get started. By turning your service into a **Signature System** plan you're telling your clients, "I've done the work for you, so you don't have to." People love that approach and quickly respond by purchasing your offer.

Plus, people are leery of making mistakes so following a **Signature Syste**m plan gives them reassurance that others have had success following the same steps. This makes it easy for your clients to see how they can create results similar to your other clients, which is a big comfort to them when considering purchasing what you offer.

But for creative entrepreneurs, figuring out HOW to turn what they do into a **Signature System** plan can feel daunting. Creative people aren't always natural "systems thinkers." In fact, most creative types think every client situation is different, and therefore requires customization.

Well, let me assure you that ANY service — even one provided by the most creative entrepreneurs — can be turned into a simple **Signature System** plan that makes it something clients WANT to say "yes" to.

Here are four simple tips you can use right now to transform your service into a marketable **Signature System** plan. What this means for you is you'll have clients quickly and automatically understand HOW you can help them, which results in new business flowing steadily into your business…even in THIS economy!

Signature System Tip #1 Think Of What You Do FIRST With A Client

I bet you have a first step you know you're clients must go through in order to get great results with you, right? Great! That's the first step of your new Signature System. Now just keep asking yourself "What needs to happen next?" and you'll quickly create your remaining steps.

Signature System Tip #2 Aim For The Ideal Number Of Steps

More than ten steps is daunting. I recommend sticking with popular, easy to digest numbers such as three, five, seven or eight. Nearly every service can be summed up into one of these numbers (or broken down into more detail if you need it).

Signature System Tip #3 Focus Each Step On The "WHY," Not The How

If you're clear on WHY each step is important you'll automatically focus on the benefit, or result. So when you're having a conversation with a prospective client (or writing sales copy for your promo pieces) you'll put your emphasis where it counts…on the results!

For example, in my marketing coach certification training program I teach my students step by step how to help their clients create their fee structures. I share with them that the reason this is vital to the success of their marketing coach business is because coaching their clients to charge more is a quick and easy way to build tremendous credibility and value in their clients' eyes. Hear how powerful that result is?

Signature System Tip #4 Name Each Step To Match A Specific Result

This is not the place to get clever or cute with names. Stick with basic, plain language. For example, let's say you're an herbalist. Your first step may be to "Assess Your Needs" and your second step may be "See Which Herbs Are Perfect For You."

Without A *Signature Syste*m Plan Your Services Can Seem Disunited; WITH A Signature System You'll Suddenly Be Elevated to Expert Status

All experts have transformed their knowledge into repeatable Signature System, so take a cue from them and create your own step by step Signature System. Give it a try and see how much easier it is for your prospective clients to understand and WANT what you have to offer!

About the author:

Kendall SummerHawk, Million Dollar Marketing Coach, delivers smart, savvy ways entrepreneurs can turn their hectic business into a smooth-running, fun, 6-figure money-making dream. To learn more about her book, Brilliance Unbridled, and sign up for more FREE tips like these, visit her site at http://www.kendallsummerhawk.com

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Kendall SummerHawk's
Certified Money, Marketing and Soul™
Coach Training Program 2009

SIGNATURE SYSTEM
Training Call Transcript

July 22, 2009

Kendall: Hello and welcome, everybody. This is Call 2 in our Certified Money, Marketing and Soul coach training program. Can you believe it's only the second call? Doesn't it feel like we've all been together a lot longer than that? The bonding between everybody has been extraordinary.

This is a one-hour call today. I want to check in with a couple of quick announcements, and then we'll spend about 15 to 18 minutes on open Q&A. This is an opportunity for you to ask questions and check in with the assignments and how things are going. Then we're going to dive into some tips I want to share about signature systems. That's going to be our primary topic today.

Remember that partway through the call is a little assignment. This is to offer proof or evidence that you did fulfill this part of the certification requirement. I'll let you know partway through the call, "Write down the answer for the piece of information I just gave you, because that's what you need to document."

We'll provide a form for you, but just jot it down and keep it in a safe place, like the workbook you got from the training. That's the best place. I'll make a note. I actually forgot to ask Renee to make that form.

Our next calls are scheduled for August 5 and August 12. You have the complete schedule as well. I just want to make sure the next two calls are on your calendar.

I want to encourage those of you in the Success Circle to come to the live Success Circle call. We have one today. That's the one that starts at the top of the next hour. It's a back-to-back call day for me today.

It's a Marketing Makeover call today. You'll hear me asking questions and giving coaching in a very laser-like fashion. I'll also be giving subject matter expertise on someone's business. You'll hear things about pricing, packaging, or the website.

You're all going to hear it with very different ears. You'll see the review I'm doing with very different eyes now that you've been through this training. I think it's a really useful way for you to spend an hour and 15 minutes of time.

Tuesday, August 4, 2009 is the Success Circle Information Product call. Be sure to attend it.

We have the event October 15 through 18, 2009. We've not provided the links yet to confirm registration or guests. Don't worry about it. We're counting you in. I know a few of you can't attend, but we're counting on most of you attending. We've just been busy.

We're actually 50% full for this event already. It's been a little hectic in a good way. We'll get that link for you, if not this week, it will be next week. Don't sweat it. We've got you taken care of.

The other announcement is we did realize that we needed to have two VIP levels, both VIP and VIP Plus. I won't go into the details as to why that was needed, but we realized we needed to do that. I'm gifting each of you with a VIP-Plus ticket at the event.

We're limiting the number of people who get those tickets, but we're including all of you in that, so don't worry. You're all taken care of. We'll get you those details.

Let's go ahead and open it up for open Q&A. Who wants to ask a question or celebrate a success?

Sheryl: I'm just wondering about the October event and our volunteering to coach someone. How is that going to work?

Kendall: We'll give you details. You won't actually be coaching at the event unless somehow logistically that works out for you. We've got a lot of plans to help market each of you.

We don't have all the details worked out yet. Planning an event of this size in the way that we like have everything very well thought through takes a lot of coordinating. We'll be really ramping this up during the month of August.

Right now, I can tell you what my vision is. We'll make a roster with the photographs of each of you. That will be included in everybody's goody bag who attends the event.

For those of you who want to volunteer to be available for a free coaching session, there's a small group of people. I think it's 11, but it might only be nine people. I don't remember. It is a very small group of people.

I spoke at an event. These were people who purchased a package to the October event. In their package was included a money breakthrough session. I'll have to see how I worded it. I'll let you guys know. It was six weeks ago. I don't remember.

For those of you who want to volunteer to be available for those nine or 10 people, we'll have a way of indicating that on the roster. It's up to them to choose. Some of them may never take you up on it. That's really up to them. I think they will. We'll make sure everybody's information is correct on the roster and things like that. My vision is to have a roster of everybody handed out.

Let's talk about your successes. I want to hear about how it's working for you to be working with the archetypes from our last call a couple weeks ago. Let's hear about the coaching sessions you're having with people.

This is an opportunity. You've got me here. Let's make sure you use this time wisely to ask some really great questions and get some help moving you forward.

Dinneen: I have a really basic question. Could you go over very briefly the differences between the different archetypes? For example, I'm not really clear on the difference between the number-one archetype and the last archetype.

Kendall: Somebody else emailed about this as well. I think it was Jeanne. It was on my mind this morning that I needed to clarify it. You read my mind.

Let's talk about the positions of the archetypes, because I believe that's what you're really talking about. This is what we care about at this point. Who knows what may come to me in a divine download?

We care about four positions out of those 12. We care about the first three, and then the last. Let's run through them.

I'm glad you asked. By the way, there is no such thing as really basic questions. They're all fabulous questions, and they're all really important.

The first position is the person's primary brand archetype. That's how I refer to it. It's your primary archetype for your business brand. The second position is the business brand influencing archetype.

You've already learned that the influencing one does have a lot of significance. It gives a lot of tone, personality and style in combination with the primary. If all we did was have the primary, it would be good, but it wouldn't be brilliant.

The primary alone isn't enough to lend enough individuality. I think it's too generic. I used to do it with just the primary. I realized that the second one was important and was the influencing. That's when the combination created such amazing character and soul and style.

The evidence for that is in the spirit of your archetype's name. What everybody came up with was amazing and creative.

The third position is your money archetype. I'll ask this as a test question. Who wants to tell me what you do with the second archetype if there is a tie score?

Kathleen: You choose. You don't bump the one you didn't choose down to three.

Kendall: I like how Kathleen said that. You don't demote or move down the one you didn't choose into the third position. That's not accurate. You choose, and the one or ones that don't get chosen get set aside.

People get very disturbed about this. Those of you who had a tie know what I'm talking about.

Your clients get very disturbed about it. You just be really easy with it. You say, "You're not giving anything up. They're both representative of you, clearly, but we're choosing one that we want to give extra emphasis to from here forward." That seems to make people feel more comfortable. They don't feel like they have to give up something.

The last archetype is what I call your place of strength, even though it's scored last. That means it had the least amount of significance.

This came to me through divine download, and then I tested it out. I tested it out with clients and my family. I tested it with anybody I could get my hands on, and then I started teaching it.

The reason I call it your place of strength is because it's not an archetype people pay a lot of attention to. Mine is the Jester in the 12th position. I don't go see lots of comedies. I don't tell jokes. The spirit of the Jester is not something I bring forward actively in my life, but it's a place of strength.

This is the wording I like to use. I'll talk about myself here. That means that when I am at my best, there's a quality about the Jester that I am bringing forward. That's playfulness for me. When I'm not at my best, that same quality is typically not present.

There are lots of ways. We could do nothing but 12 weeks of archetypes, truthfully. If you have a client who is struggling and they're not in a good place, they're not feeling really resourceful, there are a lot of ways you can coach them. One of the ways is to look up their scoring and that last archetype. Say, "I noticed that the last archetype was such-and-such."

It's helpful if you have this worked out ahead of time. When they're in a resourceful place, what's a quality or two about that archetype that they resonate with? I know it's playfulness for me.

When they're not in a resourceful place, you can say, "There is no playfulness happening for you right now." They'll totally agree with you because it's going to be true. You can just coach them, "How can you get that into your life right now? How can you get that quality into that situation right now?"

That will help them become more resourceful. We all know that when we're feeling resourceful, problems don't feel so big anymore. They seem pretty easy to handle.

Does that answer your question?

Dinneen: Yes. It was the last one that I wasn't really clear about. I'm looking at mine now, and it completely makes sense.

Kendall: What is the last one for you?

Dinneen: It's Alchemist. It was the opposite of everybody else. I was struggling. I couldn't figure it out for myself. I was struggling in how to explain it when I was working with the clients.

Kendall: That's why you want to know your archetypes and how they show up for you, positive, negative, supportive, unsupportive. You want to know those really well.

The better you know it for yourself, it's great. You can use it for examples with your clients. It makes you more confident.

Do you see how when you're at your best, there's a quality of the Alchemist that you really resonate with?

Dinneen: Mind-body.

Kendall: No kidding, given what you do, eat without guilt. You can see how when you're not at your best, the Alchemist is also about change and being able to change, sometimes very quickly. It's about being able to make a leap from one thing to the next.

From learning about you and what you're about, my guess is when you're at your best, you're much more able to do that than when you're feeling stuck. You probably get a little rigid. It's got to be a certain way. That's not what the Alchemist is about at all.

You can go to that mind-body place and say, "I'm listening to the mind, and the mind is not really helping me. Let me get my mind, body and spirit into it." The Alchemist is very much about spirit.

I'll look at my schedule. If we can accommodate an extra call, we'll add a pure Q&A call. I love these calls. They're my favorites.

Sharon: I just wanted to celebrate. I had my second class with my 10 people that are going through the blueprint with me. It's amazing.

We've gone through the archetypes and unique brilliance. I just touched on the signature system and the profit pyramid. They had no idea of any of this. They just think I'm a genius.

Kendall: You are!

Sharon: I'm teaching your material and using your phrases. They certainly are very aware of you. I've got 10 people, three men and seven women. They're part brick-and-mortar and part service businesses. They are gelling. They are sharing. A couple of ladies are crying because we're getting so deep into this. It's very gratifying.

I'm in a sleepy, small town on the ocean. To have this happen in this little town is very exciting.

I'm going to do my seminar next week on my things, but all these people will be at it. I'm going to have them do video testimonials. I already have 40 people signed up for my seminar.

I'm selling a daylong branding with the archetypes. It's a one-day intensive. That's what I'll be selling out of my seminars. I'll have these people there who have already gone through it, and they'll be able to sing my praises.

Kendall: That is awesome. I have a quick tip. It's wonderful that you have those people there. There is nothing better than that. But you want to prep them so that you can very carefully control what they say and how long they go with the microphone.

You don't want them going on and on because they are so excited. It's all a good thing. They're so excited. Their lives have been transformed. They're having breakdowns and breakthroughs. It's wonderful and people love hearing about it, but after a while they say, "We get it that you're happy. Can we move on?"

You really want to prepare them ahead of time either through sending them an email, calling them, or whatever you need to do to coach them. "You're going to have two minutes." Give them a timeframe. "Here's what I would love for you to talk about. What was this like before? What were you struggling with? Now that you know your brand archetype, what has transformed for you?"

In the kind of setup that you've got with your event, do not hand them the microphone. Do not let their hands touch the microphone. You want to have a microphone runner or you hold the microphone in front of them so you can then pull the microphone away.

If you watch talk show hosts, that's what they do. They don't hand the microphone to the audience member. Are you crazy? You give people a mic and they're either terrified or they're not. If they're not, they're going to go on and on. It's a great thing, but that's not what everybody is there for.

You want to be really careful about this because you want to carefully control the energy. That's what this is all about, energy management.

If you have a microphone runner, you need to instruct them that they have two minutes and to look at you. You're going to give them a signal, like a nod of your head or a finger signal or hand up. Your microphone runner will know that means to pull the microphone away. They don't have to yank it away. They can just gently pull it away.

You say, "Thank you so much for sharing. Let's give her a hand." Have every single one of those testimonials applauded.

There are several tips in there. Good job! All of these little things really make a difference when you want to upsell into a higher end offer.

Kathleen: In the blueprint, we have all the different modules. I'm hoping to go through the three money modules in one half-day session. Is there any more background template information to that whole process, or do I get that through the various products we have?

Kendall: I think I was really transparent about this in the first training call. Each training call is on the next section of the blueprint. The money ones are more toward the end because that's where they are in the blueprint. When is your first half-day session with somebody?

Kathleen: I'm waiting for them to accept my action plan. It could be in two weeks' time.

Kendall: This is actually really good for you. You know enough already to coach somebody brilliantly. This is really true for you, and it's true for a very practical reason and an energetic reason.

Practically speaking, this event you came to of mine was not the first time we worked together. You've been around this material. I know it's very different to be trained to coach other people on it. It's a very different experience.

I want you to really hear this and let this sink in. You already know enough. You could give that half-day training today and be brilliant at it, if for no other reason than that you know so much more than they do.

I want to encourage you to be with the person. Doing the three money pieces in a half day is a lot. You can get through it all, but that's not a huge amount of time to get into tons of depth.

Kathleen: They have three follow-up coaching sessions.

Kendall: Perfect! My recommendation would be to go through the three sections and be with the client. See what comes up for them. Which are the stuck points for them? Which are the points where they are really triggered? Those become the focus for the ongoing coaching calls you have scheduled with them.

Don't worry about making it all perfect. Don't worry about getting it all completed and fixing them or anything like that. Give yourself a break.

Kathleen: It's a couple. They're in a business partnership.

Kendall: Because it's two people, everything takes more time, which is wonderful.

Everybody, do you hear how she's setting this up? There will be stuff that doesn't get covered. That's great because that means more coaching. You say, "This is great. I would love to get into this in more detail because I can see where we need to go."

You've got three follow-up sessions. That's wonderful. I would already be seeding in that half-day some kind of longer term program or coming back for a two-day intensive, whatever is appealing to you. I would be seeding the next big thing for them.

Kathleen: They've already done that themselves. "We want the whole thing, but we want to start here."

Kendall: Have a credit card form handy. I sound like I'm joking, but I'm actually not. They're going to be so blown away. You can say, "Here's what you got. You can see where we still have to go."

You can even create a separate list throughout your morning or afternoon with them of all the stuff that's coming up that you haven't even touched on. "See all these things here? We need to take care of this. Here's an opportunity. Here's the form." Say it a little more gracefully.

I really want you to believe and understand that you have everything you need. There's more.

I just coached somebody this morning through a breakthrough around money. I'll tell you the story very quickly because it's so fresh in my mind, and it was really telling.

To honor confidentiality, I'm not going to say who this was, but this was somebody who recently raised their prices pretty substantially and has clients at this new price point. She actually had a client at a medium price point, raised it, got a client, raised it again, and got a couple more clients.

Now she is going over on the time she is spending with clients dramatically. In the session this morning, I said, "Isn't that interesting? You raised your prices, and now you're going over. This was never an issue for you before. Do you get the correlation?" She said, "I think so."

I said, "You're feeling guilty. This is the money mirror of deservability showing up big time. You're feeling guilty because they're paying you that much. You feel like you need to give them more. What are you going to do about that?" Within 10 minutes, it was taken care of.

I want to talk about a signature system and answer any questions about this.

Who here has already coached somebody through that walking process you learned at the live training? I'd love to hear from somebody. Tell me very briefly what worked well and if you have a question about it.

Elizabeth: I just did this two days ago.

Kendall: Did you do it live or on the phone?

Elizabeth: I did it on the phone, but I had her get up in her office and clear out a space to walk through. This is someone who has been very stuck trying to choose a direction. This just clarified everything for her. She loved it. The physical part of walking really helped her with that process.

It went very smoothly. We were very quickly able to map out a profit pyramid. The whole thing took about two 45-minute chunks.

Kendall: That tells you that you have to charge a lot, because you get it done so fast.

That signature system process has been included in every Brand Authenticity event and workshop and a ton of times in whatever I've done, but I'm pretty sure I'm not going to do it at the October event. Every time, people go bananas over it. They say, "Out of all three days, this was the best thing." They just love it.

I want to share some tips, then we'll hear from someone else who has led a client through this. We're using each of these 10 training calls to really deepen and strengthen your confidence in your knowledge with what the model is.

Just as a reminder, this is why someone needs a signature system. This is what I tell my clients. People love to buy packages. They love to buy a program. It creates a feeling of comfort and reassurance, and a feeling that it's being done for them.

You can say, "I have a five-step system," or whatever it is. If someone has a 15-step system, we're going to talk about that. That's a lot of steps.

Which number do I recommend avoiding?

Participant: Twelve.

Kendall: Because of the connotation with the 12-step program. That's not always a positive connotation for people. I don't know if I would do 11 steps because 11 would just be a weird number. It's not a sexy number.

You tell your clients that even if they don't think they have a system, they actually do. They just don't realize it. When you have a system, it's very appealing and magnetizing for your potential clients, so it makes it really easy for your potential clients to want to say yes to your programs and packages. That's how I explain it to them. That's why you want to have that signature system.

It does make creating your profit pyramid really easy. You can do the profit pyramid without the signature system, and I've done that a lot, but it's more time-consuming and more work. That's why I like doing the signature system first.

I'm going to share seven tips, and you'll want to write these down. This is your evidence. You'll have to write down and send me a little title of each of these seven tips. That's your evidence or proof that you were on this call live or listened to the recording.

I didn't teach this first tip to you in the training, and I want to give it to you now.

Tip 1: It's very helpful if you have the client brainstorm 30 results that their clients get from working with them.

I love the number 30 because it's a big enough number that they have to really stretch. If you ask for five results or two or three, clients can rattle those off without having to really think about it. Those first few results that they rattle off are typically not very powerful results. Most people are not accustomed to thinking in terms of benefits. The words "benefit" and "result" are synonymous.

I'm pretty sticky about this. I want 30. I don't want 27. I've done it enough times, I know people can do it. They can come up with 30. They'll be all kinds of results. They'll be practical, energetic, spiritual, physical, specific and general. When you're going for 30, you have to cast a pretty wide net.

This is a great exercise prior to writing copy or any kind of promotional stuff. They can either brainstorm on their own ahead of the call or session, or you can do it with them at a live one or two-day retreat.

I've done this a lot. I give this to them as an assignment and send them off somewhere in my house or outside if the weather is nice. I leave them alone for 20 minutes. I get them started on a few, leave them alone for a while, then check in with them to help them finish up the list. That's another way you can do it.

You have some choices about them doing it on their own or with you and how much time you want that to take. I tend to prefer to have them take a stab at it themselves, then help them with it. You don't have to do this, but if you do, it's a nice thing. It's going to help them realize, "Wow, I do a lot for people!"

Kathleen, for your half-day deal around money and pricing, this exercise is wonderful for creating prices because when you look at 30 results, you realize what clients are really getting. "Wow, this is amazing what they're getting! I've got to charge more."

Tip 2: Get the client physically set up.

Elizabeth gave us a great example of what she did. Elizabeth, did you ask them to describe their space?

Elizabeth: I didn't spend too much time getting a clear picture of it, to be honest with you. I couldn't really get it in my mind. I asked her to find some clear space, and she said, "Okay, I'm behind my desk now." I thought, "I can't visualize that." She came out from her desk and had pretty clear space to walk.

Kendall: That's what you say to them. "You're going to need a clear space where you can walk forward. Ten feet would be really nice." I form a picture and describe the picture. "You don't want anything impeding your progress, no chairs or tables. You want to be able to walk a straight line, completely free and clear."

If possible, I like them to face a window. I'm so nature oriented. I love being able to look outside. There's just something expansive about being able to see beyond a wall. If they can make that happen, that's great.

Tip 3: Ask the client to "see" those results at the end of that line, at the end of that space in front of them.

Obviously it's tough to hold 30 results in their head. It's a lot. I sum it up into two, three, or maybe four core results. Have the client see those two, three or four core results at the end of that space.

On the phone, you can't see their nonverbals. You can sense their energy though. That's your best coaching support, sensing their energy and really being in this process with them.

I say, "Stand at one end and look out across to the end of that space. Imagine and see those results." Say the results for them. Help them out. Say the two, three or four top results. "Let me know when you have a really strong connection to those results." You always want to say, "Let me know when." They'll tell you. They'll say something.

Tip 4: Ask them what the first step is, and then get them to step forward.

What's the first thing your client really needs to do in order to get that result? Go ahead and step forward one step and let's find out the answer.

On the telephone, Elizabeth, did you actually step forward along with your client?

Elizabeth: I did, actually.

Kendall: Isn't it great? Doesn't it help you feel what's going on for them?

Elizabeth: It was really cool. She felt much supported, and I also did the describing for her.

Kendall: Thank you. I should add that as another tip to describe for them.

Elizabeth: I tend to use small notebooks in my hand. I remember making a note to myself, "This is what I need to have with me to do this piece as opposed to a big piece of paper."

Kendall: Walk forward with them, whether it's on the telephone or in person. That's really important. Any questions so far?

Sheryl: I want to make sure I'm clear. They step forward and then name what they need to get the result, or is it the other way around?

Kendall: You got it right. The timing on this is a little tricky. I'm glad you spoke up.

You ask them what's the first step and then they step into it and tell you the answer. They won't find the answer where they are. They can't look ahead and see the answer. They have to step into it. This is what's called "associating." You have to associate with being in it.

You can play with this. Sometimes I'll say, "I'll ask you what the first step is, and we're going to step forward together and find out what that answer is. When I ask you this, I'll ask you to actually step forward?. What's the first step? Go ahead and step forward and tell me the answer."

Sometimes they start giving me some answer, like on the phone if they start talking to me and I can tell from their voice that it doesn't sound right. It has happened quite a bit. There is some indicator or clue. I'll ask them, "Did you step forward?" They'll say, "No, I didn't step forward." I'll say, "Go ahead and step forward."

I think it's the difference in their voice. You really hear that they can just tell you what the step is versus being confused, unclear and uncertain. If they're not 100% congruent, a lot of times they didn't step forward.

Tip 5: Trust your instincts.

This is trusting your instincts based on what you're hearing to help them either create additional steps in their signature system or to compress or combine them to make less steps.

I've had it happen both ways. I've heard people say, "I need to do this, this and this." They'll list four things in one step. I don't say that four sounds like a lot. I just say, "Do you have a sense that it all belongs in one step, or does it feel like it might be two steps?" They'll tell you.

Trust your instincts. If it's feeling like a lot to you, it probably is.

By the way, you'll have a sense of it. You'll say, "What's the next step? Step forward." If they're not certain and they've already had a few steps, you can say, "Does it feel like this is it and this is the end?" Then they'll know it actually is, or they'll say, "There is one more step," and you can say, "What is that?"

Tip 6: At the end, have the client turn around and look down the line and look at those steps.

You turn around with them, even on the telephone. This is an opportunity for them to bask in the glow.

At that point, they're going to want to hug and kiss you. They're going to think you're brilliant, which you are. You want them to really connect and think, "I've got a signature system."

Tip 7: If you're doing this on the phone, walk with them. Do the whole process physically with them.

I'll add Tip 8 based on what Elizabeth gave us. It's a bonus tip.

Tip 8: Be their scribe.

You want them totally in the process. You don't want them to worry about what to write. Tell them up front, "I'll write this out for you."

After they're done, they can sit back at their desk and you can say, "Here is what I have as the steps of your system." Very often, they'll want to write it themselves then and there. That's great. It saves you from having to type anything. You do not want to type.

This is my belief. Other coaches do it differently, and that's fine. It's a nice service to type it for them, but it's not how I run my business. I'm not a secretary. I'm not going to sit there and type things for people.

It's nice if you can go through it with them and then they own it even more and you're done. Remember what I talked about in the training about how I manage my time? One of the things is when the session is done, there is no extra homework for me to do as a coach.

Go back through it with them and let them write it. You have to account for the time that this will take, but that's okay. That's Bonus Tip 8.

Remember, you have to document each of these eight tips. I don't care if you get the wording exactly as I said. I just want something that indicates that you were on this call live or listened to the recording and you got all eight of these tips.

Helen: Are we supposed to do that after each call, or is it just once with the evidence?

Kendall: You're documenting it after each call, but you're going to send it to me all at once. We'll provide a form for you. My apologies, I should have had Renee do the form between the calls, but truthfully I forgot. We'll have her make the form so you can document it as you go along.

Athena: I'm clarifying Tip 6. Is it to have them turn around and look down the line? You started with something else.

Kendall: Have them turn around and have them look down the steps at the end. Let them bask. They may say, "Do you know what? I actually want to change Step 3." They want to fiddle with it.

You can tell them at the end of the session, "You may want to tweak this a little." A lot of times, they like to take themselves back through it on their own. That's fine. More power to them. It just gets better and better.

Let's do some more questions, and then I'll give you the assignment.

Carolyn: I did it about a week and a half ago with a client over the phone. It worked really well. I did the physical walking thing. My question for you is about the first tip. I didn't have her to the 30 results.

Kendall: I didn't train you guys on that purposefully. We didn't have time at the live event.

Carolyn: I can see that will be awesome for them to really get all those juices flowing, thinking about those results before they express their signature system.

In the model, do you recommend that you go straight from the signature system into the profit pyramid?

Kendall: As opposed to what?

Carolyn: The woman I'm working with right now has some money mirror stuff. It came up in some of her questions for me in our session today. I thought, "Maybe we should do a little on money mirrors next time around." I'm actually thinking the profit pyramid might be really helpful for her too.

Kendall: The answer is you can do it whichever way you want. I think some of the answer will depend on the expectations that you've already set up with this client.

If you've set up a very set number of sessions and it's more of a training program and you need to get through this material with them, then I'd stick to the order it's in. But if this gal is coaching with you for a while, you have a little bit more fluidity there.

What you could do with the money mirror is say to her, "I'm hearing some things coming up. Before we even get into your profit pyramid, I want to address this with you. Let's coach on this." Energetically, that's what I'm sensing. Bring it up with her.

Carolyn: I have a specific amount of time. There's one more session that's part of the package that she bought. I set it up initially saying, "There's so much here, but this is the short, strategic way."

Kendall: Then you have a commitment you need to fulfill. If that included the profit pyramid, then you need to just continue on the flow that you already set. You can say, "I'm hearing some things coming up. I've got this amazing system, the money mirror."

Roll her into the next thing. That's what I call the Kendall Cascade. That's what I'm calling it these days. It's the cascade-waterfall effect, just rolling from one thing to the next.

Carolyn: It's like what's cascading out of your profit pyramid.

Kendall: For those of you who heard the promo call I did on Saturday, I talked about the Kendall Cascade. I didn't mention the profit pyramid. Now you know a behind-the-scenes things. When you get really fluid with it, that's what the profit pyramid is like. It's a cascade of offers that keep people engaged with you, because there is so much that you can help them with.

That's a great question. When you guys are doing a half-day, one-day or two-day intensive, leave some space in there for things to come up organically. Do not pack it.

When you were here for the live event in June, we had every minute planned. That's what needed to happen. It will be the same in October. It included spotlight coaching time, a Master Mind at the front of the stage. That was planned. We had a set amount of time for every single piece.

When I'm doing a private intensive with somebody, I don't have every minute planned. I have unplanned time to be able to handle things that come up and be more in the flow with somebody. I know we'll cover everything during the amount of time I have with that person.

The assignment for between now and our next call in two weeks is very simple. I'll give you two ways you can do it. Basically what I want you to do is take two different people through the signature system process.

You can either take two people on the telephone or one on the phone and one in person. I want you to have the experience of at least one person on the telephone because it is really different when you don't have that person in front of you.

I have another tip. You don't have to write this down as a test question, but I'll add it for the next group next year.

Tip 9: When you're walking with them, you want to walk next to them.

Walk either right next to them or a tiny bit behind them. It depends on the energy of the person.

The assignment is to deliver this process twice, once on the telephone and once in person, or twice on the telephone. There should be nothing that stops you. It doesn't matter where you live. You can get your cat to go through it if you need to.

You can take yourself through it if you really don't have anybody. It's not as ideal, but it will work. At least one of these times, you can take yourself through it. This is how I design everything. I take myself through it.

For the scribing, I just have pieces of paper. I have a whole bunch of paper and I write each step on a separate piece of paper. I do not write them on the same piece of paper. Each one goes on its own piece of paper. That way, I can reorder them and lay them out on the floor next to me. I re-walk it.

We have time for one question.

Dinneen: In Step 3, we ask them to see the results. Do we also want them to feel what the person would feel like with those results?

Kendall: This is where you get into some mastery with language. Thank you for clarifying it. You can say something like this. Ideally they're seeing, hearing and feeling it. They're having a sense of it. The word "sense" could mean anything.

People who are really left-brain logical will love that word "sense." Kinesthetic people will hear it as getting more of a felt sense. People will hear that word very differently depending on their way of filtering information.

I'm very visual and kinesthetic. My language is very visual and kinesthetic. That's why I say "see" very often.

I'll pretend you're the client. Here's what you can say. I'll model it for you.

"Dinneen, I'd like you to go ahead and let your eyes travel to the end of that line. I'd really like you, in your mind's eye, to get a real sense of those results of people being able to eat without guilt. Allow yourself to really see what those results are. You might even be hearing them and getting a real sense of them. You can already tell you're really resonating with those results. You just let me know when you have a sense of that."

Before I finished the sentence, she said, "Mm-hm." That's how. You weave it together. People will hear what makes sense to them and they'll discard the rest of it. It's like you didn't even speak.

You can cover all those modalities and they'll hear the ones they like and they'll ignore the rest.

You guys are so fabulous. I just love you. I have to tell you that last Friday I went to Los Angeles and back in one day. I delivered the teleseminar Saturday morning, then I went to San Diego on Sunday and came back Monday night. It was a very odd three days.

I wrote this note down. I wasn't quite sure how to orchestrate it. I'll do it right now. I wrote it on my calendar for Friday, "Send a love note to CMMS." I just love all of you, and I love what you're doing. What you're doing is extraordinary. I just want you to know that. I'm giving you my love note here and now.

I need to grab my notes for my Success Circle call. It's a funny day today. I hope I'll see some of you on that call. I'll see all of you in two weeks on our next training call.

Blessings to everybody. Please keep telling us your successes. Twitter me and stay connected.

Participant: Love back to you, Kendall.

Kendall: I'll take it. I'll soak it up.

Kendall SummerHawk's
Certified Money, Marketing and Soul™
Coach Training Program 2010

SIGNATURE SYSTEM

Training Call Transcript

March 03, 2010

Kendall: Welcome, everybody. This is Kendall. Today is Wednesday, March 3. This is our Certified Money Marketing and Soul 2010 training call.

Let me take care of a couple of date announcements, and then I want to spend a few minutes hearing from you. I know a lot of you are out there marketing, practicing, taking people through Branding With Archetypes, doing Signature System and some different things. I want to spend about 15 or 20 minutes in open Q&A time for you to share your successes and also ask questions.

Then we'll go through our core content today, which is going to be covering Signature System. I'm going to share with you eight specific tips on Signature System to help you be even more confident in delivering that in person or on the telephone. Then we'll have a very easy assignment and also the proof question, which will be in the middle of the call.

Our next call is Wednesday, March 17 and after that on Wednesday, March 24. Just as a reminder, if you don't already have the Money, Marketing and Soul Intensive on your calendar, go ahead and jot that in. It's October 21, 22 and 23 here in Tucson, Arizona.

All of you get a free ticket to that event. We will be sending out a special email to you sometime in March, probably toward the end of the month, to have you reserve your seat for that event and giving you a bring-a-friend option and VIP upgrade option as well. I'm not sure what the price is going to be for the bring-a-friend option, but it's going to be very low, like $97.

Let me turn it over to you and open it up for questions. Who has a question and/or a success you want to share?

Helen: I posted my question on the forum, but I would love to hear some more feedback. I have some interest in doing the Branding With Archetypes as a private retreat. I know that I tend to assume people get things the first time through so I'm really struggling to see how to fill up four hours, which is what I think you said it usually runs.

I'm looking for some ideas on format. Judy was great and gave me some feedback on the forum, but I'd love to hear what anybody else has to say, or their experience.

Kendall: What feedback did Judy give you?

Helen: She said the first time she went through it, it lasted three-and-a-half hours. The second time, she did three hours, and she told me she charged a price of $897 when she thinks she could have charged more.

Kendall: I can take somebody through Branding With Archetypes in about two hours, to give you an idea. Obviously, I've done it hundreds of times at this point. If you're doing four hours, what I would do is Branding With Archetypes and then go right into Signature System.

Helen: I don't want to do four hours. That's what I thought I remembered you saying.

Kendall: I remember saying to plan on four hours. I'm not sure it was just for the Branding With Archetypes with an individual, but with a small group. When I do it in the virtual retreat it's four hours, but that's with no individualized attention.

Either don't do the four hours or put a little more in there. Be careful not to overpromise. You don't want to get scrunched to a time. If you want to stick with four hours, that's great, but I would say Branding With Archetypes and then also do their Money Archetype at the same time because you have the score right there, or you could do Signature System.

Helen: You suggest to have them take the assessment beforehand, right?

Kendall: Yes. It will save you a lot of time. There's no point in sitting there twiddling your thumbs watching somebody take the assessment. Some people can get through that assessment in about 15 or 20 minutes, and some people take 40 or 45 minutes.

The main thing when you give them the assessment is to emphasize to them that you want them to think about the business they want to create as they take the assessment.

Helen: Thank you.

Kendall: Congratulations. It's great. Anyone else with a question or success you'd like to share? I know we've had a lot of successes.

I just hired a new assistant last night. She's going to start with us next week. She has done the Branding With Archetypes, and I asked her who took her through that. It was Schelli Whitehouse, who's from our 2009 graduating group and is also one of our Platinum coaches. That was kind of cool. It's starting to get out there in a bigger way, and I think that's really exciting.

Who else has a question? If you have a success, we would love to hear it.

Judy: I'll segue in after saying thank you, Helen, for your comments. I do want to report a success. I did a couple of virtual half-day intensives. One was three hours and one was three-and-a-half hours on just Branding With Archetypes. I did send the assessment ahead of time.

I had so much fun with that. It was just amazing. I took it to another place and had one of my clients email this form back to me. I said, "Why don't you think of this like a prayer, your branding prayer, because there is so much clarity in it? You're making declarations about yourself, what you want, and what you're all about."

She took it off of her wheel and wrote it out in this Word document, like this beautiful prayer. They had great fun with it. To tell you the truth, I was kind of surprised that I had so much fun.

Kendall: Knowing you, Judy, and that megawatt smile of yours, I'm not surprised you had that much fun. I don't think anybody who has met you would be surprised. It is a lot of fun. I love how you had her email it to you as a prayer. That's really beautiful. You did it in person or on the phone?

Judy: We both have webcams, so we did it on Skype so we could see each other.

Kendall: Excellent. At the end, did you have her read it out loud standing up?

Judy: I didn't think of that.

Kendall: That's a good reminder for everybody. I think we only demonstrated this one time in the training. Usually I demonstrate it more. Always have your client stand up at the end, even if you're doing this on the telephone and you can't see them. I like to stand up as well, to match their energy and get a sense of what's going on for them.

Have them go from the top, starting with the Unique Brilliance and going around the wheel like the face of a clock and say each of the pieces. Don't interrupt them. Just let them go.

You're listening for them being congruent, being in alignment. You're also giving them an opportunity to really step into it in a powerful way because they're hearing all this about themselves that's so right and true for them. They hear it out loud and it really deepens the experience.

That's beautiful. Congratulations. How much were you charging for it?

Judy: I charged $897 for both of them.

Kendall: That feels good, doesn't it?

Judy: Yes.

Kendall: There's always more, but for starting doesn't that feel pretty good?

Judy: That one was the stretch. That was the one that I thought, "How does it feel? What would feel fair? What would feel good?" I didn't double it completely, but I went to the $897. Since I've never done it before, that would be the justification not to charge as much so I'll just go for it. They didn't blink an eye.

Kendall: What you did we call the mirror test. Everything here is an opportunity for coaching and a reminder of what you're learning so you get to know this inside and out. Thank you for sharing, Judy.

Let's hear from somebody else. What's a success you want to share or a question you want to ask? You have me live on the phone, so I would definitely speak up.

RossAnne: I have a couple of questions. The first one is that I have a business partner, Annette, and her branding archetypes are completely different than mine. My question is how do we integrate all of the archetypes and work through that?

Kendall: That's a great question. For those of you working with business partners, or couples, this is going to come up. You have two choices.

One choice is to look at the two different primaries and see if there's a way to blend them, still preserving or honoring the integrity of the primary and the influencing because you always want to do that. It's probably not the way I would do it.

What I would probably do is make a decision as to which set is going to actually make the most powerful brand for the collective you of your business.

You have to remember something about Branding With Archetypes. Yes, it does come from within us so it is representational of who we are as people, but it is also creating a personality and a set of characteristics and values for your business as its own entity.

I look at a business as a living, breathing entity. It's an organism that has a life of its own. I know some of you just want to be super-successful solopreneurs, but I'm a little more of an empire-builder kind of gal. Over the years as my business has grown, particularly in the last two or three years as I brought on more team and started to create the brand of my business as its own entity, it's bigger than me. It is me, but it isn't just me.

If you keep that in mind, you can decide between Annette's archetypes or your archetypes, which pairing is going to be the most powerful.

Here's what I would do since you are business partners. You can play with this a little. Go through the Soul of Your Brand exercise, that document in your workbook, this way. Choose the primary of you and the influencing of her, and then go through it again flipping that so it's the primary of her and the influencing of you.

Don't make a decision yet. Just go through that and see if that makes it juicy. That's another option as well. Ultimately you're going to need to choose.

My least favorite option is to try to blend the two primaries and the two influencing. I think that's hard because they get diluted. That's not always true. It would depend. If your primaries were Maverick and Explorer, you could actually blend pretty well because there's a lot of overlap between those two archetypes.

I wouldn't do it that way because I think it dilutes the characteristics and impact of what you're going to get.

Judy: That's great. Thank you.

Kendall: You're welcome.

Judy: You were talking about doing the drop-ship...

Kendall: I have to check with Renee and see where we are with that. Honestly, I don't know. Let me make a note about drop-ship. She's usually on this call, but she had an appointment today. I'll find out and we will email you.

She's also been working on the different forum software. We tried out two different pieces of software since the training with you all. We're not happy with what we're finding, so that's been getting a lot of emphasis. We're still working on that.

Judy: Thank you again.

Kendall: You're welcome. Who else has a question?

Lisa: I did a preview call and I focused on the Money Speedometer piece. The upsell for that was a two-part teleclass where all I'm going to focus on is the Money Mirror piece.

What I'm trying to lead up to is in May I have a date scheduled for a live event. It's going to be kind of small. I'm focusing on getting about 20 people. It's being held at a bed and breakfast in South County, Rhode Island. I've been in conversation with Terry Hickey to come out for the event. All of these pieces I'm laying in place are to lead up to that event.

There are two areas lacking clarity for me. The first is a little bit resolved. Part of the challenge I've been having is that I've been known for my online marketing area of expertise, not coaching. I was not a coach coming into this. This is my coach training.

The way I've been marketing these pieces is as "the missing piece to your marketing," which in my mind is the mindset. That's how I'm bridging that gap.

The second part of it is what I'm not clear about. I have not been able to decide on what my platinum program is going to be yet. I don't know if I should structure the platinum program to include the event or if I should try to upsell the platinum program from the event. In other words, “Part of the platinum program is you get to attend this event. Here’s what’s in the event.”

Kendall: It’s a great question. It’s a great choice. If you do it the first way where the event is part of the platinum program, it changes the nature of it entirely because then it becomes a retreat exclusively for your platinums.

Lisa: Let me give you this piece of information, too. The basic client base I have right now is not substantially the client base I want to attract. I want to attract a business owner with a higher level of success than those I’ve been working with have.

I suspect I’m going to get some resistance to the price tags I’m going to throw out for the event and the platinum program, so I know I have to develop another audience.

Kendall: Notice that in part that could be true, but in part that’s also your Money Mirror showing up.

Lisa: I get that, Kendall. I was doing work on this just this morning, but also I have had evidence before when I’ve tried to make other offerings to these people.

Kendall: I get that. I’m just going to jump in and tell you that when we hold a belief, when we hold something as true, we will always attract evidence to make it more true. It doesn’t mean that within your list you have tons of people who are willing to pony up giant amounts of money.

I get that predominantly your list may be lower end, or they’re only accustomed to investing a certain amount. Do you have a lot of VAs on your list?

Lisa: No, I don’t.

Kendall: Who do you have on your list, primarily?

Lisa: I attract a lot of holistic kinds of clients.

Kendall: What’s also true is that there are some people who will be willing to invest. They’ve gotten good value from you, have been following you for a while, and actually want a higher, more challenging opportunity that you haven’t offered them until now. It just may be a smaller percentage based on how your list is constructed right now.

Here's the thing to think about. For you to offer the workshop as part of the platinum program means you're really doing the launch of your platinum prior to that event. You're doing an online campaign to launch platinum. Did you say you have a date in May?

Lisa: Yes.

Kendall: You don't really have time to market both platinum and an event. What were you thinking of charging for the event?

Lisa: I was thinking the full price was going to be $897.

Kendall: You might as well go $997. People don't really distinguish the difference from $897 to $997. That extra $100 will not keep somebody from attending. People tend to round up in their minds anyway.

Generally speaking, you can use a number like $697 or $797 as an interim price. I will do that myself or have clients do that, but as a final price, no. Make it higher.

When you're going for a new audience and want to step it up, you have to make your own choice, but what I recommend is definitely taking a big step forward for yourself, charging more, and in your sales copy, speaking to the quality and caliber of person you want to attract.

Don't make the pricing a giant leap from the old to the new. Do something that's a little bit interim.

To include the workshop as part of platinum would mean filling your platinum prior to the event. I don't know if you wanted people in addition to the platinums at the event or only platinums, but you're not going to have time to have additional people come.

What is your starting price for the event? If they were to sign up for it today, what would it be?

Lisa: I haven't figured that out yet because I haven't nailed down the content exactly.

Kendall: How many days is it going to be?

Lisa: That's why I haven't nailed it down yet. I haven't decided if it's only going to be Friday night and Saturday or Friday night, Saturday, Saturday night and Sunday. It can be a two-night or one-night event.

Kendall: When you get that figured out, just based on what I'm hearing and knowing you, Lisa, I'd like to see you position higher than $997. It might be something like $1,497.

You may only have that price for the last week before the event. You may get people signing up at that rate because people do sign up at the last minute, always. You may not, but it doesn't really matter. By having a little higher price, it positions it as a little more valuable. It also gives you a little bit more room to move in your pricing between now and the final week or two before the event.

This is important for everybody to hear, as you're helping your clients and yourselves with your pricing. I'm going to just make some numbers up with Lisa.

Let's say she's going with the other strategy, with $997 as the high end. That means for her to start out and have enough room that between now and May, she can have probably two price jumps. She's going to be at about $497, then $797 and then $997. There is not a significant difference between those dollar amounts.

My concern is that it's not significant enough to really motivate people to say yes and press the registration button. They'll put it off and wait. It's not a big enough savings.

If you have $1,497, now you have a little bit of room. You could start at $497, and wow! What a huge savings! I'm not advocating that low, but if you did start there, keep that low price for a very short period of time, maybe two weeks. Then you can jump up to $997.

I'm going to use the word "threat." You'll say, "It's $497 now, and then it's going to go up to $997. It will be as much as $1,497." Do you hear how there's a bigger consequence in waiting? It's much more motivating for people to take action.

People always worry about competition and their competitors. For years, I have said, "I don't worry about competition." I pay attention to what other people are doing, but I don't worry about competition, and here's why. It's because I know that for every single one of us, our number-one biggest competition is not with what somebody else is doing. It's our potential client's inertia.

That's why with pricing and positioning, I'm always looking for ways to really inspire people. Often it's with a negative consequence. It's a, "If you don't make a decision now, it will cost you," type of consequence. They'll lose out in some way.

I feel very abundant about scarcity marketing. That's what I always say. I love scarcity marketing because it creates an enormous amount of abundance. It makes people make a decision. They get up off the dime and their butt and make a decision. I love that.

Does that help you?

Lisa: Yes, absolutely.

Kendall: You have an advantage because you're on the East Coast. That's great because a lot of the marketing stuff happens on the West Coast. If East Coasters don't want to travel all the way across the country, they lose out. You have a nice advantage there.

I know you're keen on the money piece, which is awesome, but I would definitely still include some really practical marketing stuff in there.

Lisa: Yes, I intend to.

Kendall: Good. That way, you're giving both and seeing what people respond to. Awesome!

Kim, you can ask the next question, and then we'll move into the Signature System.

Kim: I have a question about the Branding With Archetypes. I'm going to be offering a VIP day down the road. I'm getting confused. Is it better to just do the Branding With Archetypes or do it with the Branding Wheel?

Kendall: I would recommend, especially now when you're learning, to always do the full Branding With Archetypes process. It's the whole wheel. When I say Branding With Archetypes, I'm not talking just about the assessment.

To me, Branding With Archetypes is that entire process of taking them through unique brilliance and then all those different points on the branding wheel. That thing in its entirety is Branding With Archetypes.

Kim: That's where I wasn't clear.

Kendall: Definitely take them through all of that. They're going to love it and be so excited.

Kim: That's all I needed. Thank you.

Kendall: I'm going to mute the line and talk about signature system. I'll take questions a couple of times as I go through.

What I want to do is go through just a little bit more detail of signature system and share with you nine different tips. Some of them we covered in the live training, and some are new. I'm a pretty fast learner, but I still like to hear things again because I hear it in a new way and it really cements it for me. That's why I wanted to go through this again with you.

Also, remember that you're not just going through this as a participant. You are becoming a Certified Money, Marketing and Soul coach. That means having a great deal of confidence and assurance with the material and really a lot of flexibility. That's how I think of it.

At a moment's notice, you can see an opportunity in coaching somebody of, "Wow! Signature System would work just perfectly here. Let me take them through that right now." You'll have that facility, flexibility and dexterity to take somebody through these different modules at the drop of a hat. That's what I'm aiming for with you.

Remember that a signature system is the basic system that your client will take their clients through. Very often, people think that they don't have a signature system because they think that everything they do is unique and their clients are always unique. While that's true because obviously no two human beings are the same, realistically your client is taking people through some form of a system, even though they may not realize it.

If there's somebody who is brand-new in business, this is going to be enormously helpful for them. You all know what it feels like to be brand-new at something. It's a little unnerving, and you don't always feel like you have your feet solidly underneath you.

To help somebody when they're brand-new or really shifting their business in a big way get very clear on what the system is that they take clients through. They're going to feel that this has been a huge blessing for them and that you are an absolute rock star.

If somebody is brand-new, don't worry about it. They have some experience and something that they're bringing to the table that's allowing them to help their clients. There is something there. I always hold the belief that each of us has at least one signature system within us, whether we realize it or not, and whether we're brand-new in our business or not.

Also, remember that a business owner may have several signature systems. You may have an overarching signature system and then, within that, mini signature systems. The eight certification modules are good examples of that. The eight modules are a signature system, but each of those modules is also its own mini signature system.

Another example would be that somebody has a signature system for one aspect of their business and a different signature system for a different aspect. That's fine. I use this process when I'm creating every single workshop, information product and teleseminar series. I always use this process. I use it over and over again.

A quick example is that right now, I'm doing a joint venture call with Ali Brown. She and I are having the preview teleseminar next Tuesday. By the way, if you're not signed up for that, definitely register. It's going to be a great call.

The four-part teleseries that we're going to be offering will be called "The Secret Energy of Money." To design all the content, I used the same signature system process a couple of weeks ago to lay it all out. It definitely works really well and has a lot of applications.

By the way, it's ideal if you can do Signature System prior to Profit Pyramid. You don't have to do it that way. I can get away without it. For example, it could be in a mastermind.

By the way, Lisa, you're going to want to rename it. Think about calling it a mastermind instead of a workshop. That's just an idea to think about because people are really into masterminds these days.

In the masterminds, I can help somebody design their Pyramid without the benefit of having taken them through the Signature System process. However, I've been doing this a long time and have done it a lot, which allows me to get away with it.

Also, as I'm taking them through the Profit Pyramid process, I'm extracting from them what a basic Signature System is for them. I'm doing it as we go along. I'm just not doing it quite as distinctly, and I'm not writing out all the steps. The final end result is not the full-blown Signature System. It's a Profit Pyramid focused on a particular topic.

You always want to have a Profit Pyramid focused on a particular topic, which is why it works best to take them through Signature System first. That gives you the topic. Then creating the Pyramid becomes a lot easier.

Let me share with you nine different tips.

Tip 1: If you know you're going to be taking the client through this process, it's ideal, to save time, if you have them do a little bit of preparation. The preparation is very simply to have them list 30 results their clients get from working with them.

We have a form for this, and I'll make sure it's in the forum area. It's probably already there, but I'll make a note to ask Renee to make sure it's there.

I am pretty sticky about this. I want 30. I don't want 20, 19 or 12. What happens is that, as someone is going through this process of creating 30 results, it's easy to come up with three, four, five, or maybe even seven or 10. After the obvious ones are already written down, they're going to have to think and scratch the surface a little more deeply. That's why I like the 30 results.

You have them bring that list to the call or meeting. If you have time, you can actually help them create that list with you right on the spot, either on the telephone or in an in-person retreat of some kind. You can interview them and help pull forward what those 30 results are.

Sometimes it's hard to think of 30 when you're by yourself. If you start hearing what they're already coming up with, you will often hear something that's going to say, "What about this?" You can help them dig a little deeper.

Whether you have them do it on their own and bring it to your coaching session or do it with them, make sure they get 30. If you have 27 and they feel totally done, that's fine, but I really would not compromise on this. Otherwise, it makes this exercise a little less easy to do.

Tip 2: Get your client physically set up. This is very simple. Let's say it's on the phone. You just say, "I'm going to have you stand up, and I'd like you to face an area where you have some room to walk. If it's possible, facing a window or open door would be even better."

I like having them face a window or open door because it gives a sense of space. There's just a feeling of expansiveness to it versus facing a wall. Even if the window is closed, that's fine.

If it's on the phone, I usually ask them to tell me, "What is it that you're looking at? How much room do you have in front of you?" I like to get an idea if they have 4 feet or 20 feet in front of them. That's because I'm going to be standing up with them and want to use about the same amount of space that they also have available.

Tip 3: Ask your client to "see" those results out in front of them. How I frame this is like this. Let's say my client's name is Sue. I'll say, "Sue, I'm going to ask you to stand up. I need you to have some room in front of you where you have room to walk. It's ideal if you can face a window or doorway, if a window is not available." She gets herself set up.

Then I say, "Sue, I'm going to ask you now to look out ahead of you. I want you to imagine in your mind's eye the end result that clients get working with you. Do you know all those 30 results? I want you to see the essence of those results. What's the core result people get from working with you? See that out in front of you and tell me what it is that you're imagining in your mind's eye."

That's how I get it set up with the client. Then I have them tell me what it is that they're seeing. I want to be sure that I understand. Is that result clear to me? Is it specific enough? What we're listening for with this is a result that is not so global.

Let me give you an example. They may say, "My clients' end result is that they're more confident." That is not specific enough, folks. If you hear an answer like that, you have a little work to do before you go on.

Definitely get them to where they're saying what it is that they're able to do as a result of being more confident. Let me make something up. It might be that they are doubling their income. It's not even "making more money." Let's get more specific. They're doubling their income in six months and feeling more confident and happier because of that. That, I get.

When you hear that, you get a sense of that, don't you? There's emotion. It's practical. It has the best of both.

Tip 4: Ask them, "What is the first step that needs to happen for your client to achieve that result?" They're going to start talking right away, and we all know from the training that the answer isn't from the spot they're standing in. The answer is in stepping forward one step.

The way you set this up is that you say, "Sue, in just a moment, I'm going to ask you to take a step forward and tell me what the first step is that your client must take in order to get that end result. When you're ready, go ahead and take that step, and I'm going to take it with you."

If you can't see them, you have no idea if they stepped, but often energetically, you can tell or hear something. You can just tell. It's pretty easy, actually. If you're not sure, you can just ask them, "Did you go ahead and take a step?"

The only times I've not been sure have been when someone's voice didn't change at all. There was something in their tonality that made me doubt that they were actually in the process.

You say, "What's that first step?" and then they are going to tell you whatever they're going to tell you. Always scribe for them. Actually, that's one of the tips that I'll get to in a second.

Tip 5: Trust your instincts. What I mean by this is that when they describe what that step is, does it sound like it's about the right size step or like it needs to be broken down into a smaller step? Conversely, does it sound like it needs to be grouped together with another step into a bigger grouping? Otherwise, they're going to end up with 15 different steps.

You won't know this on the first one. That's fine. This is a very fluid process. You can them step back or forward. This is not mechanical.

You're repeating the same process step after step. Keep trusting your instinct. Often, they'll tell me what one of the steps is, and in my mind it sounds like a whole bunch of stuff. I'll want to test that out, so I'll say, "Let me ask you something, Sue. Is that actually all under one umbrella step, or do you think that really should be a couple of steps?"

I don't care either way. I just want to be very clear about it. Your client, or in this case, our fictional client Sue, is going to know how to answer that question. You can just stop and coach her through it.

Sometimes, it could go either way. Most of the time, they're going to know and say, "No, it is all under one umbrella." Then you say, "What would you call that umbrella step?"

As they're going through this process, I want them to start to name each of the steps. They may not be naming them in really great, savvy marketing language, but at least it's something.

She may say, "No, you're right. It's actually a couple of steps." Then you say, "Which one comes first?" Just remember that you have to be clear on where you are with your psychogeography. If you're not clear, stop and say, "I got a little lost. Our first step is this. Our second step is that. Now what's the third step?"

Just ask your client for clarification. Don't worry about feeling stupid or that you missed it. If they're processing and going back and forth, you might get unclear.

Very often, if you're not clear, neither are they. In answering the question for you, it helps cement their clarity for them.

Tip 6: You keep going through this, and at the end, you ask your client to turn around. You're doing this with them, of course. Say, "Look back at those steps." Just let them bask in that glow. They're going to be pretty happy and will feel very good about what they just created. It's a very exciting process.

Tip 7: I've been talking about this a lot already, but walk with them, always, whether it's on the phone or in person. When you're walking with them, I like to take the position of Other.

The Other in this experience is their client. For a few minutes, you are pretending to be a client of theirs. You're in the Other, and it's as if you're their client. You're going to get a really strong feel of whether these steps are clear and if something's missing or confusing.

Tip 8: Scribe for them. I put it as Tip 8, but really, you're doing this in the beginning. You tell them, "I'm going to scribe for you. I'm going to do the writing so you don't have to."

Tip 9: Whether you are in person or on the phone, you can ask them which side they are most comfortable with you standing on. It's very easy to do.

Let me just run through these very quickly so we make sure we have our numbers clear.

Tip 1: Ask what their 30 results are.

Tip 2: Get the client physically set up.

Tip 3: Ask them to see the end results at the end of the line. What is it that they're envisioning?

Tip 4: Ask what the first step is. Continue to walk them through that process, stepping with them.

Tip 5: Trust your instincts. That means speaking up if you feel like some steps are too general or crowded.

Tip 6: At the end, have them turn around, look and really bask in the glow. Even if you're working with executives, as several of you are, they will be very excited about what they're creating.

Tip 7: On the phone, always walk with them. You're actually always walking with them in person, too.

Tip 8: Scribe for them.

Tip 9: Ask ahead of time what side they want you to stand on.

Who has a question about this?

Barb: You said something at the retreat about possibly having people put pieces of paper down or some key words on each step so they'll remember what they said when you're doing it over the phone. Can you repeat what that feedback was?

Kendall: Sure, I'd be happy to. In person, what you do is have a whole bunch of sheets of paper. You don't have to do it this way, but it's really nice. I would have 12 or 13 sheets. It's not that you're going to have that many steps, but some of them might get messed up. You'll just recycle it and start with a fresh sheet.

In each step, you're writing in pretty big letters the name of the step and putting it down on the ground as they name it. They step forward, name the step, and feel really good about that. You write it down, put it down where they're standing, and go on to the next one.

If you don't do it that way, you can just have a sheet of paper and write Step 1, 2, 3 and 4 on a single sheet of paper.

The key words that you're writing are anything like, "I want to take them through this exercise," or "They need to do this or that." For those of you who have already experienced taking your clients through this, they're excited and coming up with a lot of stuff. It's a very creative process that's very inspiring for them.

On the telephone, I like to not have the client write anything. I don't want to take them out of the process. I'm scribing for them on the telephone. At the end, after they've turned around and looked and are all happy, I'll say, "Let's go ahead and write these down." Then I repeat the steps to them. I say, "Step 1 is this. Step 2 is that."

They're processing, too. They're either all excited or saying, "I'm not sure about that one." Sometimes stuff comes up. You just put them back and say, "Go ahead and step back on that spot. Let's test it out." Those physical spots are definitely anchored in a very strong way.

When on the phone, I actually don't have them write it as they go because it takes them out of the process too much. I'm doing the documenting for them.

Barb, does that answer your question?

Barb: Yes, it does. Thank you so much.

Kendall: Who else has a question?

Shauna: I was just wondering how long this process is. For us, we had 15 or 20 minutes to work on it. When you take a regular client through it, what is the range? I know that every client is different, but what is the range that we should try to stick to?

Kendall: I'd say 20 to 40 minutes. It's possible to do it in less than 20 minutes, but that would be if they had a really short process, like three to five steps.

Who else has a question?

Susan: You said at the end, to ask the client to turn around and look back at the steps, and then we're going to take the position of the Other. Are you not taking the position as their coach and holding the ground that they're going to create these steps? Are you standing in the position of the Other the whole time?

Kendall: You're both. You have to have somebody's perspective. Your four choices are Self, Other, Observer and Spirit. The thing with these four positions of alignment is that they're not static. You don't think, "For the next 20 minutes, I'm going to be the Other and that's it." It just doesn't work that way. That's not realistic.

What you're wanting to do is to practice being in these different positions so that you can switch off in less than a split second. You can get that good at it. All it takes is a little bit of practice.

When I'm talking someone through Signature System, I'm spending most of the time as Other. I don't distinguish the position of coach because that's not a position, actually. There aren't five. There are four. You'll notice that coach isn't one of those. You're always the coach. Are you coaching from the perspective of Other, Spirit, Observer or Self?

I like to take the position of Other to try on, "Does this make sense? If I was this person's client, would what they're telling me make sense to me?" If it doesn't make sense, then I need to speak up about that.

I may not be their ideal client or anything like that, but I trust and believe in the power of pretending, imagining and experiencing it as if you are that other person just momentarily. I hope that makes sense.

Susan, does that help to clarify?

Susan: Yes, that makes sense. Would it be too much for a VIP day to do Signature System, Profit Pyramid and the Archetypes or something else?

Kendall: That's an awesome day. When I do my two-day private VIPs, the ones I do at my home, typically the first day is those three things. In addition, there's the "Hi. How are you?" and answering questions and things that come up.

On the second day, typically, we're looking at their website. I'm looking at the copywriting and different marketing aspects for people. We're actually then doing the marketing calendar, which I'm going to teach you guys how to do a few calls from now.

We talk about how to evaluate their newsletter or ezine. What are some of the very practical things that they need to start paying attention to and get into action on?

Another thing that you can do on a second day or follow-up call is the Unique Brilliance exercise that Richard taught you on the third day, where you have the two columns, "Your Unique Brilliance" and "Everything Else." That is a fantastic exercise. It's very simple.

People love it because it really shows very clearly the things that they need to stop doing, outsource or delegate, and all the issues and conniptions that come up for people around that. Typically, they're pretty keen and eager to get rid of stuff, but there's always something that they're fearful of giving up, usually because of control issues. That's another piece to put in there.

Doing Branding With Archetypes, Signature System and Profit Pyramid is a full day. I wouldn't try to add anything more into that day.

What you want to use to complete your day is having a list of what's next. In other words, what are the next things that, as their coach, you're going to want to focus on with them? I highly recommend building that list throughout your day together, as things come up. They will come up.

As you're hearing things about where someone is really stressed or overwhelmed or undercharging, you're adding it to this list. You're doing it collaboratively, not secretly. You're creating this list together so that at the end of that VIP day, you have a list that you've co-created of what's next for them.

That's a fantastic opportunity to install value, if you're working with them on an ongoing basis that's already set up, or it's a fantastic way to install the value of continuing to work with you as, say, a private platinum or part of a group. It's a wonderful way to create a road map of what else they need to look at.

We're going to go through Profit Pyramid. I believe it's in our next call. We'll go through in more detail, but just as a reminder, when I'm doing the Profit Pyramid, I tend to like doing the pricing of each item right there in the margin of the Profit Pyramid. You may not do that initially. That's up to you and where you are in your confidence about that.

Then it stirs up all kinds of issues around money. Depending on how much time I have, I may not solve that issue with them right then and there, but I'm definitely making a note of it.

I'll say, "It looks like we need to do some work around your pricing, setting up payment options and different things. I have some tools that will help you with this. Let me add it to this list of things that we will continue to work on." They're going to say, "That's great."

Do you see how you're building demand, desire, need and value? Does that help, Susan?

Susan: Yes, it does. You had said that Day 1 was the Signature System, Profit Pyramid, Branding With Archetypes, and completing with that list. Then you started saying Day 2 is the Unique Brilliance exercise. How do you complete Day 2?

Kendall: The Unique Brilliance exercise doesn't take a ton of time. Day 2 can vary.

I'm doing Unique Brilliance, which is basically around their time and how to reshape how they spend their time. That's where you're pulling in some of the million-dollar mindset pieces. If you haven't been trained on all of those, we will be doing more training on that. There are a few pieces in there that you can pull out immediately, like thinking as a million-dollar business owner.

Maybe they're saying on the Unique Brilliance exercise that they're really reluctant to delegate something. For me, it was broadcasting my newsletter. That was the one thing that I was not giving up.

Finally, Richard, bless him for being the awesome coach that he is, actually used my leadership statement. He said, "Would the divinely feminine multimillion-dollar business designer broadcast her own newsletter?" I had to say no. That got me to give it up to Renee. Now, I can't even imagine broadcasting it myself. That just sounds like a nightmare.

You can use their leadership statement from the Branding With Archetypes process or the "Would a million-dollar business owner _________?" question to help coach them to give things up. That can take a little bit or a lot of time. It depends on the person.

The other thing I do on the second day of a VIP is work out their marketing calendar. For 12 months, month by month, we're looking at the pyramid and mapping the things from the pyramid over to a calendar and making decisions about what gets implemented or launched first. What bank of time is going to need to be set aside for each of those launches? We draw that out on a calendar.

You end up pretty quickly running out of calendar months. You have many more things to launch from the pyramid than you have months in which to launch them. There are some choices that will have to be made and priorities set. That's where the coaching comes in. You're coaching them at that point to make the decision as to what's going to fit their goal.

I can only speak about this generically because it depends on the person, but it's going to be obvious to you if, for example, they're prioritizing things and then you add it up. That's why I like doing the money piece. You add up how much it's going to bring in.

If the number is a great big number, woo-hoo! They're excited, and it's great. If it turns out that the number is not going to get them to their goals, you need to go back and rethink the order of what's being implemented.

Susan: Thank you.

Kendall: You're welcome. For me, what comes up are a lot of internet marketing questions. We're talking about squeeze pages, opt-in forms and different things like that. I'm reviewing their website and newsletter copy.

That's a great exercise for you guys, by the way. I'll have to do a call on that outside of our 90-day training period. I can take you through and train you how to review someone's newsletter, their ezine, in the context of their brand and Branding With Archetypes wheel.

If you have them come with a printout of their newsletter, that's great. You can go through it and start to see some very basic things that don't match their brand and where they're losing opportunities.

I'll make a note of that and add that as an ongoing training call topic. That's really fun. I love doing newsletter reviews. People get a huge amount of value out of that. They love it. It doesn't take that long, about 20 or 30 minutes, but it's a really big impact.

Each of you has your own subject-matter expertise. For me, it's internet marketing, so people are going to ask more questions about shopping carts and all of that kind of stuff. Each of you has your own subject-matter expertise that you can fill in that time with.

By the way, don't do two days just because I do two days. I do two days because it fits my personality and pace. When I'm at home, I like to work at a certain pace, and it's slower than you might think. I like a nice, easy pace and to not be stressed out and exhausted.

If you're concerned about filling the time, don't start super early at 6:00 in the morning. I start mine at 9:30, and I tell people that we will end at about 4:00.

By the way, I always take them out for dinner on the second night, unless they're traveling. Then I take them out on the first night.

It's a retreat. Don't worry about hitting the clock, as far as being a clock-watcher. You might end a little early or go over a little bit. I would be a little flexible on that, depending on what comes up.

Typically, though, on the second day you can work out payment plans and strategies. If you wanted to just know for certain that you had enough content booked for that day, I would be going back through the Money Mirror and some of the spiritual money practices.

We have about five more minutes, so let's take some more questions. I have to give you your assignment and the proof question, too. I'll take one more question.

Dawn: You brought up the Money Mirror. My question is about using the Money Archetypes and Money Mirror at a workshop. I was wondering if, in a workshop for women in business, the Branding With Archetypes would be more appropriate, or would you use both?

Kendall: The reason I like the Money Mirror is that it's immediate. I just love it. There's no assessment. It's so immediate. People get just over the moon about it.

I have not done both a lot in the same event. You can. There's nothing wrong with that. I wouldn't do both in the same day. You're not going to have enough time, first of all. If you're doing a multiday event, you could certainly do that.

They're different and the same. They both have spiritual money practices and a lot of practical application. The thing about the Money Mirror is that, like I said, there's no assessment involved, so it's immediate. Really, it depends, Dawn, on how much time you have with people.

Dawn: It's a one-day event.

Kendall: In a one-day, I'd probably just do Money Mirror. I did the Money Archetypes, as you know, last year at MMSI. We sent the cards and assessment out ahead of time. I didn't want to have 200 people sitting there quietly doing the assessment.

If you're going to do the Money Archetypes, have them do the assessment over lunch or overnight, or send it to them ahead of time.

Dawn: One thing you mentioned in person one time was that the Money Archetype reflects more in our something. I think it was pricing. The Money Mirror reflects our other money practices. Is that correct?

Kendall: I remember saying something like that, but it was probably the opposite of that. The Money Mirror is pricing, definitely. Honestly, they both impact our whole money experience in our life and business. Money Mirror is designed more specifically to relate directly to pricing.

By the way, on the front left of those cards, you want to get 100% memorized familiar with those lists of behaviors for each of the Money Mirrors. We're going to do a call on the Money Mirror. I'm going to test you guys, and we'll have a lot of fun with it. It'll be a guess-and-test kind of thing. You want to be able, when somebody is talking, to really hear that it's a boundary or deservability issue.

The Money Archetypes can certainly apply to business, but I generally have applied it more to a person's overall life.

Dawn: Terrific. Thank you, Kendall.

Kendall: You're welcome. The Money Archetype applies to both. I will tell you that. You heard me demonstrate that with Valerie Hylen and Kailash. They were very similar in that they save money but don't want to spend it, it's hard for them to splurge on things, and how that shows up for them in their business.

It does still apply to both, but the Money Mirror is a little easier in a one-day setting because there's no assessment.

Maria, I'll take your question and then answer Sharon's question that was emailed in.

Maria: Thank you for this great information. I really appreciate it. I'm wondering about the Signature System. I'd bet you've had experience with this. Let's say you have a client who is distracted or gets confused in the processes. How do you keep them in line? They're making something up on the spot. How do you corral clients who are going all over the place?

Kendall: That's a great question. I've only had it happen a couple of times. Interestingly, it was with guys. That's really funny. If they're sounding like they're all over the map, have them step off the line. You want to preserve the integrity of the line they're creating that represents their Signature System.

You have some choices. You can have them step off the line and just do some coaching. What I don't want to do is have someone stay in confusion on the line because what's happening is then they're anchoring confusion on that line. We don't want that.

If somebody's not sure, they'll often say something like, "I think the next step is this. I'm not sure. It might be better off back there." You're hearing them negotiating with themselves. They're kind of clear about their steps, but they're not clear about the order and which goes best where.

In that case, I have them immediately step back to the spot where they were sure. It might be even more than one step. Always have them go back to a place of certainty.

I might even say, "In this step, we're clear that it's blah, blah, blah." They're going to say yes. Then I just tell them, "I'm going to ask you the same question again. In a moment, step forward, and I think you're going to know what the next step is." Sure enough, you have them step forward, and they do know what it is.

The only time where I've had to really take them off the line, they weren't unclear about what step came first or second. They were unclear about a whole lot. It had to do with what their whole business was about.

Maria: That's what I'm imagining. Do you know how you said that we often get hooked into talking about process when we're selling, when we should actually be selling what the benefits are? This is a time when it is about process. That can be confusing, and they don't really know what part of their business they want to focus their Signature System on.

That's the other piece of this, helping them with the clarity right up front.

Kendall: Yes. If they're not sure what Signature System they want to focus their business on, I'm going to presume that they have a couple of choices. They're not devoid of choices. They're unclear as to which one to choose.

In that case, I would actually take them through the Signature System with each option so that they're crystal clear what the Signature System is for each option. Then they're going to know which one they want to pick.

Maria: That's very helpful. Thank you.

Kendall: You're welcome. That's a great question. Sharon, do you want to ask your question really quickly?

Sharon: I was wondering if it would be possible to get the recordings of the training that we did.

Kendall: I have to think about this. There's something about it that's making me not 100% congruent in saying yes. Let me talk it over with Richard. We have not done that in the past.

Sharon: I can understand that. There was just so much.

Kendall: There was so much. Honestly, I just don't want anybody besides you guys to have it. You have invested a lot, and I want to preserve the integrity and not let anybody else outside this group to have access to those recordings.

Sharon: That makes sense.

Kendall: Let me talk it over with Richard, and we will let you know in a few days.

Susan: You haven't given the proof question and answer yet.

Kendall: I have not. I know. Susan is going to keep me on track.

Laura Dessauer wrote in to clarify, "Will we have a 'practice' to do with our buddy after each call? This will help us plan our coaching call schedule so both have an opportunity to be coach and coachee."

The answer is yes and that it depends on what you want to do. You have a practice assignment from each of these training calls, absolutely. It's up to you whether you choose to do that with your buddy and/or somebody else. You do need to do the assignment. A lot of people from last year did the assignment with their coach buddy and then went out and worked it with clients, which was great.

Let me go ahead and give the proof question and assignment. The proof question is a pretty easy question. You just have to have been here or listened to the recording. It's to list out, of the nine tips that I shared, which tip was the most helpful for you. You have to say "Tip 5" and name the tip.

The assignment is, within the next two weeks, take one person through the Signature System on the telephone and one in person. You'll do one live and one on the telephone. If that's going to be too difficult to accommodate, then take two people through it on the telephone. My preference is one live and one on the phone.

Remember to document that you've done your assignment on the form in the forum area where all the forms and documents are. We're going to collecting all of that toward the end of the 90 days. We review them all to make sure that everything was done.

Today was a lot of technical information, which is great. I want to also encourage you to bring questions about coaching on your coaching. What do you say when? How do you handle this? Bring those kinds of questions as well as your questions about marketing. You're welcome to do that in these calls.

Pretty much in every call, we will start with open Q&A and sharing successes. It's a great opportunity to get some one-on-one help.

I'd like you to do one more thing as we complete. I'd like you to think about what was the most impactful out of all the time you spent here today with me and all of your colleagues. Just take a moment and think about that. I'd like to hear from one person. Who would like to say what was most impactful for you?

Helen: It was hearing some examples of VIP days and retreats and, very specifically, what you do and in what order.

Kendall: Awesome. I just looked at my email. There are some other questions that came in. We'll answer them in the next call. We'll make sure and get these answered. They came in while we were on this call. We'll get all of your questions answered.

All right, everybody. Have a fabulous rest of your week, and have fun with the Money, Marketing and Soul material.

Kendall SummerHawk's
Certified Money, Marketing and Soul®
Coach Training Program 2015

SIGNATURE SYSTEM

Training Call Transcript

May 26, 2015

Certified Money, Marketing and Soul® Coach

Certified Coach Training Program
with Kendall SummerHawk

Kendall: Hello and welcome, everybody. This is Kendall.

Participants: Hi, Kendall.

Kendall: All right. This is our [illegible] Call. Let's do a quick update on some dates and let's hear some successes, as well.

Let's see, we have a training call next week on Tuesday, June 2, and then you have a week off. Then we get back together again on Tuesday, June 16, and Tuesday, June 23.

As a reminder, the whole schedule is posted for you in the client center, so you can see the whole schedule. I just read out only the next three calls each time. I think that's it.

We're going to be talking about Signature System today, so let me give you a heads-up. I'm not going to give you page numbers because, depending on which version of the workbook you have, the page numbers may not be the same.

I'm going to cover how to deliver Signature System on the telephone. I'm going to give you tips on delivering Signature System regardless of whether it's on the phone or in person.

Then we're going to cover a couple of pieces that were not covered in the live workshop that we planned on covering with you today. Those are the pages you'll want to make certain you have access to. The titles are "Script for Creating Marketing Bullets and Titles" and "Add Value to a Signature System with Handouts and Materials."

It's those three pages. I think it's handy for today's call to also, at the back of the module, you'll see there's a Signature System Creation Template, so make sure that you have that. It's kind of a gathering place of everything that we're creating with the Signature System and I'll talk a little bit more about that as we get into it.

That's going to be our call today. Let's back up for just a moment. I'd love to hear some successes.

Tala: We don't yet have anyone in the queue. I know that there are a bunch of successes, because I've seen them on Facebook.

Kendall: That actually brings up a good point. Even if you've posted a success on Facebook, which I know many of you have, you can repeat your success here. It's great for everybody to hear it and it's great anchoring for you to be able to say, "Here's what I accomplished." We get to cheer you and that has a lot of value for you. Even if you posted one there, you can repeat it here. Who wants to share a success?

Lora: Hi Kendall. You know that song, "The Train Keeps A-Rollin'?" Well, the thing about CMMS has been so different for me, because I'm hearing my clients differently now. Some old clients from as far back as a decade ago are starting to emerge and they are needing what I can now offer them with CMMS.

You were absolutely spot on when you told me at Feminine Money Mastery, "Lora, it makes sense for you to do CMMS." I just want to say that I've got two more people in the hopper who are probably going to take my offer on CMMS. I'm feeling really good about it, which will absolutely bump my income.

I just am noticing that I'm hearing them differently now.

Kendall: I love that. Can you say in a sentence in what way you're hearing them differently?

Lora: I'm hearing their needs differently and I have the ability to coach or speak to that need now.

Kendall: I have to believe that subconsciously you were hearing that they had things going on and that subconsciously you were already connecting with what was present for you with your clients.

Now you have a conscious way of being able to respond to them, to say here's something that we can do together that's going to be amazing for you, and you have the confidence because of that to have clients sign up with you.

I love the synchronicity of that. It's not accidental, is it?

Lora: No, it is not. I totally get the synchronicity. I am taking that a step further. What is really just tickling me, but blowing me out of the water to the point where I have to pinch myself occasionally, is when the husbands call me. I'm expecting I'm going to have to fight for this.

What I'm getting is, "Lora, I really see the value of this and I know my wife needs this. What we need to talk to you about is how can we make these numbers work for us?" They are just wanting to adjust the deposit a little bit.

Kendall: Right. That's really big and I want everybody to hear that. Lora, are you giving out an invitation? The wives are the ones hiring you, correct?

Lora: Yes.

Kendall: Are you suggesting that if their husbands want to talk to you, that you're open to that?

Lora: Yes. I can't remember which class, if it was Mastery or MBM, but you had been addressing that. I was starting to hear, "Well, I really need to talk to my husband about this."

I would use the line of "I totally respect that. You want to be on the same page; however, just be careful of who's running your business. I would love the opportunity to talk to him, if he has any questions."

Kendall: That's great that they're taking you up on it. It's something that we've coached people to do for many, many years. We have always been open to that with our clients, people coming into our program, saying, "If your spouse or partner needs to talk to us, we are more than happy to do that."

Very few have taken us up on it. A few have, but not very many considering how many times we've offered it. I love hearing that you're actually getting people to take you up on it. What a tremendous turnaround for that couple.

If that husband is getting on the phone with you and saying the things that they're saying to you, that means that they are buying in. They're in with this and that means their wife is going to feel their support that much more clearly and deeply at home, which is then going to impact the work and results that you are getting with them.

Lora: I couldn't agree more.

Kendall: It's a cycle of very powerful positivity.

Lora: Yes. I will say this is the first time in the history of my practice that this has happened.

Kendall: Very cool. Thank you for sharing. All right, let's hear another success.

Alicia: Hi. I did share this in the Facebook group. I have to be honest, Kendall. When you told us last week that we were to take somebody through the whole Branding module, I freaked out. Not because I don't love the material, I just didn't know how I was going to figure that out.

I had a pretty busy week. It was my anniversary on Sunday and I really wanted to have time just to relax, as well. Tuesday night I had a very restless night. I woke up in the middle of the night. I was tossing between whether it was a free session, perhaps bringing somebody in to a program, or was a paid session?

It was really clear that it was a paid session and I knew who I was meant to offer it to. I reached out to her the next morning and said, "Hey, I know I'm going to be teaching this. It's on this Saturday at this time. Are you the one I'm thinking of, because I tuned in to your energy."

She just said, "Yes," and paid in full. It was like boom. It was the easiest thing I've ever done.

Kendall: How can anybody refuse you when you say, "You're the one. I connected with your energy." How can anybody say, "Oh, no. You're wrong." Everybody feels special. What's so cool is that it's true. It's not a gimmick. It's really true. What was the investment that she made with you for the Branding with Archetypes?

Alicia: It was $997 US Dollars.

Kendall: Perfect. Wow, you did it! And you had Sunday off to celebrate your anniversary.

Alicia: Yes, I did. I paid for dinner!

Kendall: Congratulations. I have a couple other quick questions for everybody's benefit. Did you do it in person or virtually and how long did you take to go through the whole process?

Alicia: I did do it virtually, because she's on the East Coast. I started at 8 am and we finished at 12:30. One of the things she really wanted was packages and products, so I added one piece of that in and took out the Hot Marketing Message, because I heard you say not to include that.

Kendall: Yes, you don't have to include that at all. Well done. Just to know, folks, the more you practice delivering these modules, the faster you're going to get. At some point, it can only go as fast as it can go unless you take some exercises out, but you're going to get a lot faster.

I don't know why that is, exactly. It just always happens that way. The first time you do anything, it takes a long time. You just get more efficient, more confident, you know how to move people through things. I'm glad that this is coming up, because it applies to Signature System as well.

I think one of the things that will happen for each of you as coaches is that you become so confident with the material, and you become so confident with what you're hearing from someone because of the Courageous Coaching Method, that in the moment you can pick and choose what threads you choose to follow or you don't.

It is probably already happening for most if not all of you. You hear things in people's language and you think, "Wow. I could ask some questions about that. We could dive into that."

That happens for me all the time. Most of the time I just have to choose that, yes, I could do that and I'm not going to in service of my client, out of respect for their time and my time. We're going to stick with what we're doing or maybe follow one thread and then have to let go of what we originally planned.

I just want to keep emphasizing this, especially for those of you who are new to coaching. Don't worry about getting it right. Be in connection, go deeply with people, and then it's always right.

Those of you who are more experienced, this is an opportunity for you to really elevate your coaching. It is a feeling of elevation for me. It's almost like transcending. It's rising above of, "Wow. I could go there. I could do all this, but I'm not going to because I'm not going to over-deliver."

Have faith and confidence that the depth you're going to really makes up for the quantity. Depth trumps quantity with coaching. I really believe that, every time. Depth will trump quantity.

Very well done, Alicia. You'll either freak out with today's assignment or you're going to be like, "No problem. I'm good to go."

When I was preparing for today, I realized this is kind of a big assignment. We still meet next week before the break, but that's okay. I want to push you guys a little bit in CMMS. You're taking on a lot and I really want to acknowledge each of you for how much you're absorbing and learning.

This is a lot of content. We all know that. You have trust in me, because I've laid it out step by step, piece by piece, and you really just follow the process. These exercises do most of the work for you, which liberates you to really be in connection with your clients.

I want to stretch you a little bit, sharpen your skills, and have you rise up. Through practice and getting your questions answered here, you will learn how to get a lot done in a very short amount of time.

Speaking of that, we had a question come in. I'm going to try to pronounce your name. You know who you are and if I get it wrong, I apologize. Sujata was the one who wrote in last week about being a little unhappy about her archetypes. "I don't really like them. I'm not resonating. Should I take the Archetype assessment again?"

All of you will remember we talked about that and how mostly I say, "No. Don't take it again." Sujata wrote back and has some other questions. I want to go to the P.S. first because it's in bold, all caps.

She writes, "THANKS!!!! The clarification between the signature archetype and the influencing archetype really helped last week. Thanks again. I did take the assessment again and I got the same results."

I don't recall off the top of my head what they were, but she writes, "I figure I have not been having enough fun lately, because I'm resenting my Innocent influence in my business. The moral, don't take yourself too seriously."

I thought that was really well done. It just goes to show don't indulge people in taking that assessment again and don't indulge yourself. Just trust it and move on.

I do want to answer Sujata's questions, because they were good questions she wrote in. This is going back to Branding with Archetypes a little bit. She writes that she has a group of eight people for a full-day training this Friday. Congratulations. That's awesome.

She says she wants to be amazing and she will be amazing. She says what she is going to be giving during that day and I want you all to hear what she is putting together as a package. She just says brilliance, which I am assuming is Unique Brilliance, Archetypes, and she's not clear whether it's the whole Branding with Archetypes, plus "a touch of Niche and Profit Pyramid."

She writes, "It may be a lot, but I have planned three training calls during this summer to complete this info." That's great, because otherwise in one day that's too much.

On a full VIP Day, especially in person, yes you could do all that. It would still be a lot mentally for people, but you could do that. I personally wouldn't. I think it's a little too much. With a group of eight people, I think it's too much.

What I would suggest is don't do anything with either Niche or Profit Pyramid. Choose one of them to touch on in that day and the other one just leave it alone. Don't even touch on it. You can talk about what's going to happen, what's coming, but I wouldn't even start them on it until one of your three planned training calls.

I think it can be a disservice to people to start something when they're already full up. Think about it this way. Think of it as a teacup that's already full up. There's this little tiny bit of room at the top and you think, "I'm just going to fill that up and we'll take care of it in these other training calls."

I would suggest refraining from doing that. Allow that little bit of space left in the teacup to be for questions and answers. Allow it to be for giving an assignment. Allow it to be for giving encouragement or really detailing the assignment.

Allow them to steep and absorb everything they've learned. If you try to fill it up, people aren't going to hear it and they're not going to remember it. They'll think you're great, but they will be overwhelmed. They're going to remember the feeling of overwhelm and that is not what you want to leave them with.

You want to leave them on a high. You really want to leave people on a high, feeling great, this is awesome. You'd be better off not doing as much content and instead having shares. "Let's hear from three people," and then ask them a specific question.

Here's a tip, you guys. You can always do something like this. Look at your signature archetype. Look at the strengths. Which one or two of those strengths really pops out for you as something that's going to help move you forward?

You can ask questions like that which help cement what they experienced with you, that really add value and take up some time, but don't overload the person. Again, it's going deeper, right? It's not about quantity, it's about depth.

Here are her questions. She didn't ask me about the content. I had to comment on it, though. She had a question specifically about one of the exercises that we did live in "How to Charge What You're Worth and Get It."

It's "Standing in the Truth of Your Value," which we affectionately call the circles exercise. You guys will remember that. She asked, "For a photographer, for example, how does a family photo shoot improve their clients' financial situation?"

I understand that at first blush that can sound like a stretch. It's a family photo shoot. This is about going beyond the surface and, Sujata, I would suggest two things.

Number one is if when each of you are watching your clients through that particular exercise, if you hold the belief that there is something to be discovered about a family photo shoot that will improve their clients' financial situation, if you hold the belief that it's there, you will find it. It will be there. It won't feel like work. It will be there.

Number two is don't try to pre-guess what it might be for your client, because you're not the photographer. They know their business. They love their work, I'm assuming. They know the value of their work. Let them tell you the way. That way you don't have to be the expert.

What you're an expert in is getting people to really access this information within themselves. That's what each of you are becoming experts in.

A third thing I'll add on to this is remember you have Positions of Empowerment. This is such an incredibly powerful exercise. This is such an incredible tool in the Soul Coaching Toolkit.

Remember that you could see the photographer out in front of you and then step into the shoes of Other as that photographer. Then say, "Okay, as a photographer, how do I think a family photo shoot improves my clients' financial situation?"

You could also switch it where Self would be the photographer, like you become the photographer as Self. This is a little tricky to do. It's very advanced, but you could do this. Then you're stepping into Other as one of their clients.

As I step into Other, I am someone who just had this beautiful family photo shoot done. I mean really beautiful work. This is not going to the mall and having the quickie 15-minute, in and out kind of thing. This is a beautiful, high quality photo shoot, and how does that really help me?

As soon as I started to explain that to all of you coaches, I immediately placed myself in those shoes of when I've had photography sessions for myself. A month ago I had new photos taken and we're just selecting out the final photos to use in our marketing right now. We've already used a couple of them. They are elevating me.

I've had the "glamour shots" with my horses, usually every year or two. It's a lot of work to bathe horses and get them all ready and get me ready at the same time, so I only do it every couple years. Those shots are ones that make me feel a certain way which really impacts my finances, because I show up differently in my business.

You just never know, okay? Great question. She actually had two more questions and I'm taking some time on her questions, because there are a great variety of questions that I think benefit everybody.

She wants to know how the Profit Pyramid applies to someone in a Mary Kay business. Mary Kay is selling cosmetics and skin care, and it's a multi-level marketing type of thing. I am not an expert at all in multi-level marketing. It's not my field of expertise, so I can't speak to what kinds of freedoms they have. She said she was thinking about the freebie, but in terms of product.

Sujata's question is legitimate here because it's not that the Mary Kay person may be creating new products. They're selling Mary Kay products, which are already created for them.

I want you to not be too literal with how you use the Profit Pyramid. The Profit Pyramid could be applied for a Mary Kay person, for example, to their down line. How could that Mary Kay person support her down line in a very powerful way? What are some of the different levels of engagement that she can create? She could also apply it to the direct customers.

Janis, I don't know if you're on the phone. We're not going to go into this here. Janis in her former life used to be a Mary Kay person. She was at a very high level. She actually had one of those pink Cadillacs, that's how successful she was. Janis, if you feel like popping onto the CMMS Facebook group and posting some comments there, I think that would be really helpful for Sujata, but also for anybody coaching people in multi-level marketing.

The last question is a really interesting one. She writes, "I want to start giving myself a salary. As of now, all I've been doing is taking a little pay for my expenses. How do I start? Is it 10% of everything I'm making?"

This is a great question. Absolutely, you need to be taking a salary, all of you. I don't care if it's a dollar at first. If your business expenses are 100% of your income right now, because you're just starting out or you've reinvested in your business, that's fine.

This is one of those times where it's the action that matters more than the amount. At some point you will want to raise it and the amount does matter. You'll want to give yourself a raise.

This is a bigger school of thought here, but just in the interest of time there's more than one method. One method is you can definitely do a percentage and 10% is a great amount. Ultimately, that's not going to be enough.

I'm hesitating here, because it depends also on what your personal expenses are. How much do you need to make to support yourself, to pay your house payment, put gasoline in your car, food on the table, buy clothes, invest in programs and do all those things?

Some of that's personal and some of that's business. You're going to want to look at what your number needs to end up being. I think to start with 10% is excellent.

I'm a little more complicated with this, just because I've been doing this a while. I have both a percentage and a flat amount. I have to have a certain amount of money to keep everything running and I use that as a point of motivation to not let myself ever fall below that.

I think with the percentage, while I love it, the one danger to it is that it could be a slow month and you'll say, "It's a slow month. I can only take X percentage." Then you're still not making enough money.

I think some of this depends on what motivates you and there are some other factors, as well. I think paying yourself and setting out a percentage for taxes is really critical.

Fifteen percent is a great amount to set aside for taxes for lots of reasons, so that you don't ever get caught unawares with your taxes. This is not some place you want to be.

In the early days of my business when I started making more money, I was there two years in a row and it was not fun at all to owe money for taxes. I had to borrow the money. I learned how to do that differently.

I hope I gave you some options there, but the short answer is absolutely, yes, start paying yourself. I recommend each of you pay yourself either every couple of weeks or twice a month, because once a month is not often enough. If you're doing it on a percentage, you can do it weekly actually, so there are some options there.

The main thing is to make it regular. Make it very, very consistent. That was a mistake that I made even when I started making great money. I was not paying myself consistently. I felt a little guilty taking money, actually. It was like, "Well, I've got all my expenses covered, personally and in the business, so I'll just wait."

I was accumulating money, but I was accumulating it in the business and not personally. It needed to move over to me personally. I get paid now regularly just like everybody else. I get a payroll check twice a month and that's really important.

Okay, that was a mouthful. I just answered a bunch of questions at once. I'd love to hear from somebody about an a-ha or an insight that you got from the last 15 minutes or so.

Lora: There's always so much to glean from what you're saying. There are a couple things. One was the photo shoot. I've been kind of toying with that in the back of my mind. You know, that really would help at this point. I've just been polishing everything up. I think the thing that's been holding me back is what you were saying. It is a lot of work with the horses.

The other thing was about delivering the material and not fire hosing people. I tend to do that, because that's how I tend to engage information by fire hosing myself and then kind of processing and standing back and chewing afterward. Not everybody can do that.

Kendall: And it actually does not always serve you, either, because you get into overwhelm pretty quickly. Just because you're really smart and capable doesn't mean that the fire hose method is what is of highest service for you.

Lora: I agree totally. Usually the lesson in that is slow down. That's been the story of my life, somebody on the sidelines saying, "Slow down!"

Kendall: By the way, on the photo shoot with your horses, because you have horses too, you need a helper. You need at least one person who is going to get your horses all cleaned up. If I do it myself, I'm exhausted and I don't want to do the photo shoot. I'll feel like, "I'm so done. My ponies look pretty, but I'm fried."

You either do it early in the morning or at dusk, which are really the best times of day, of course, to do outdoor photography. You can get a friend. I have a horse assistant who comes every day and she will clean them up for me. Then you have a helper at the photo shoot, because you just need somebody to hold the pony for you while you're primping.

Lora: I'll start recruiting.

Kendall: Yes, start recruiting. You're in Mastery. I'll give you the name of somebody here in Tucson who does beautiful horse photography. I'll give you her information and you can contact her. Maybe she'll come up to Colorado. That would be cool.

Lora: Missouri.

Kendall: Missouri. Sorry. Well, maybe she'll go there. I always think of you as a Colorado girl.

All right, let's dive in to Signature System. Let's come to the topic at hand. I will be walking you through how to walk a client through on the phone. We did such a great job this year, better than ever and I'm so excited, with the Signature System Creation Script. I was just looking at that. I'm going to flip back to it, as I may refer to it with little bits here and there.

What I want to share with you is, first of all, there is almost no difference between leading somebody through this on the telephone versus in person. There is a little bit of difference in doing this in group, whether it's a group in person or a group on the phone. I didn't type up notes about that, but I'm happy to answer questions and share something about that a little later.

Let's focus on walking an individual client through this on the telephone. As a reminder, you all remember that great demonstration with Lora on Signature System when we were live together a few weeks ago. I'm going to point out just a few basics and then open it up for questions.

Again, I want you to have the intention that it's pretty much the same. Don't make it difficult or hard, because it truly isn't.

We have nine tips. The first tip is to get the client physically set up and to ask them to have 10 pieces of paper and pen ready. We're making a guess at the 10, but 10 should be plenty and that's for the Signature System steps. We made that step sheet so you can send it to them and ask them to print out 10 copies. That's an easy way to do that.

When I say "get physically set up," there are one or two key pieces. I'd love to have somebody pop into the queue. Don't worry about being right. I'd rather have you guess, than stay silent. It's okay to guess.

When I say "get the client physically set up," what might I be referring to?

Eleni: Hello. With Signature System, just physically getting them set up, you want to make sure they don't trip and hurt themselves.

Kendall: Yep, that's exactly right. Remember in the training I mentioned that you will be surprised. You make an assumption. I used to do this. I'd make an assumption they had open space. I'd say, "Okay, great. Go ahead and stand up. You're going to need some space in front of you where you can walk forward a few feet."

This happened more than once. I couldn't believe it. I think it happened twice and then I changed my wording. They had a table in their way so, yes, they could walk, but they could not walk a straight line. They had to go around a table.

All of you now are sensitive to the dynamic of this energy. Having a table in the middle of someone's Signature System probably is not going to make for a very successful outcome, right?

So now what I say is, "You want to make sure you have a space out in front of you where you can step forward maybe 8 to 10 feet, and no tables, chairs, nothing blocking you."

I tell people, "If you need to go in the hallway, that's great." Most people have a hallway and it's often long enough that they have some space. It's not ideal, but I say, "If you need to go in the hallway, that's great."

Thank you, Eleni.

The other tip I'll share is I ask people, if possible, can they be looking out a window or looking out a doorway. It's not a requirement. It's just a nicety. I believe it gives people a feeling of spaciousness. If somebody is looking at a wall, it's not as motivating and not as stimulating as being able to look out a window or being able to look out a doorway. Just a feeling of movement, a feeling of space, so I say that as well.

If they haven't had time to print out the step sheets, no problem. Just ask them to grab some paper out of their printer. Don't delay, just get them going and that works best.

The second tip is getting you set up. I walk through the process with my clients. I do not do this sitting on my coaching couch here. I have this great leather fainting couch. I'm sitting on it now. It's where I teach from. It's almost like a daybed. I spread out all of my notes and materials to use in our trainings.

When I'm doing Signature System, that's not what I'm doing. I'm standing up and I'm walking it with my client. I really feel this is either critical or almost critical. It really is that important. You're going to get information from doing it that way that you would miss out on if you were just sitting.

That means you are set up and you also have the step sheets. Let's talk about the scribing and mechanically what is happening here.

Ideally, if you think about the Signature System process, as they discover each step they need to make a note about it, even if it's just a big one or two-word note on a piece of paper and put that down on the floor next to them. That's really important. It's tough to do this without that happening. Is it possible, yes, but they're not going to get the full value of it later when they get to the end of the line and turn and look, because they're having to remember everything and that's harder for people to do.

When you think about what's needed later down the road, you want to set them up and yourself up for success now. Mechanically, typically what's happening on the phone is I am asking the client to scribe. I'll say, "I'm going to ask you to scribe for yourself and I'm going to scribe, as well. We'll make sure and compare at the end that we, as we're going through, that we both have the same type of notes so I have what you have. Does that sound good?" They go, "Okay, great." They don't really know. They're going to agree with you.

The truth is I probably take more notes than they do and that's fine. I'll explain that in just a moment. Mechanically, then, to get you set up, you have space and you have steps also to fill out.

If they have eight steps, I'm not writing eight steps on one piece of paper. I'm using eight pieces of paper. I'm doing it exactly as if I was there with them.

By the way, I'm going to continue to go through these tips. As I go through them, if you have a question about one of them, go ahead and pop in the queue. Tala will jump in and let me know there's a question. We'll answer them as they come up.

The third tip, and this is true whether it's on the phone or in person, is to remember to ask the person which side they prefer you to stand on. When I'm on the phone with somebody and they're standing up, I say, "Great. You're standing up. You can see out in front of you. There's nothing blocking you. Awesome. I want you to imagine me being there with you. It's like I'm right there by your side. Would you prefer me standing on your left or me standing on your right?"

They're going to tell you. What's really interesting is that when I ask the question, I tend to get a sense of it right off the bat and 99% of the time I'm right. It's really fascinating to me when you start to tune in to energy, and CMMS and particularly the Courageous Coaching Method are really heavy about energy and subtleties, which is what makes this such an elegant model.

It's fascinating to me that when you start to tune in, the presence and vibration of this energy is there. It's there all the time, but most people just don't tune into it. It's not important that you're right or not. What's important is that you get a feel.

I really take it on as an artful practice with a client to really start to be able to tune in with them and learn how to read them even better on the telephone, since most of our work is on the telephone. That also helps you create more depth with your clients.

Tala: We have a question in the queue from Stephanie, when you're ready.

Kendall: Great, I'm ready. Hi, Stephanie. Congratulations, by the way.

Stephanie: Thank you. I'm so happy. I'm so glad I'm doing this again, CMMS. If this question doesn't fit here, I'm sure it'll fit somewhere. One thing that always comes up when I'm facilitating this content and this specific process, walking through the exercises, I do strategy. I mean, that's what I do.

Often things will come up and we'll kind of segue into a whole conversation about strategy and it's really good and really on point, but it takes me away from the exercise we were just doing. I'm wondering if you could speak to how to really integrate that thing that you do and make space for that with the content. It's a lot of content plus strategy and that thing that you do.

Kendall: I'd be happy to answer your question. Your timing is almost perfect in terms of where we are in our training call today, so that's awesome. Can you give me an example of what you would call strategy?

Stephanie: For example, I have a client who has a fitness studio. We were working on Profit Pyramid with her different levels of packages that she offers. In "How to Charge What You're Worth," the paradigm, I was taking her through that and in each question from belief to identity, each question we were going through became, "Oh, you can do this, this, and this," and we started going down the track of how to apply that to her packages. I kept allowing myself to go off course.

Kendall: Tell you what, Stephanie. Give me a second and I'm going to answer that question. It dovetails perfectly with the next tip I'm going to share, okay?

Stephanie: Okay.

Kendall: Let me go through this next tip and then I'll show you where this fits in a really great way. It's a great question, by the way.

Stephanie: I might not be on the phone in 15 minutes.

Kendall: Okay, but I'll still answer it because I want to do this in order and I think it's going to make more sense.

Stephanie: Thank you.

Kendall: You're welcome.

We did the third tip. Let me do the fourth tip and then Stephanie's question integrates with the fifth.

The fourth tip is to make sure the client is clear about someone they've worked with and the results they've achieved with that person. Remember, everybody, this is about having them see somebody at the end of the line.

The languaging is identical whether on the phone or in person. The only thing that's missing is they're not able to see you making arm gestures. I still make the arm gestures, because I talk with my hands, as a lot of people do, and I think it adds emphasis to what I'm saying.

So say to them, "Go ahead and think of someone you've worked really well with and got fabulous results. They were happy and you were happy." When they have somebody in mind, you can say "Great. Tell me a little bit about the results that they got."

They're going to just talk and I'm starting to write down some of those results. Now, in the demonstration with Lora, I didn't take the notes because I was already doing a lot. Naomi was taking notes for me. In that demonstration you'll all remember, I remember getting two or three key sentences from Lora that I kept repeating about what the results were for her ideal client, Nathan, and what he was wanting next.

It's helpful and on the phone you can easily write it down. You can write it down in person, too. You would write that down, because you're going to use those phrases more than once.

That's a really important piece. If they don't have clarity about that, the rest of the exercise doesn't hang together as well, because they're not clear about what their process is that they're wanting to create which creates those results.

I want to point out a subtlety here. With Lora, we were designing a brand new process. I'm going to say this and, Lora, if it's not 100% accurate, that's okay. You'll just let me flow with this.

Folks, you can take this one or two ways. One way you can take this is that somebody has gotten great work with their clients, but they haven't really put it together into a repeatable system that they've made into a marketable thing they can do over and over, and really start to market and get a lot more traction with.

In that case, I'm asking them for a client they've done great work with, they've gotten great results, and now let's find out the process that they went through to achieve that. It's almost like we're discovering and documenting something that has already happened. It's more of a past type of thing.

In Lora's case in the demonstration, we shifted it slightly. It was creating a brand new system for the client who wanted to achieve some new results. She did not yet have anything designed to do that.

I did still ask her to tell me about the results he's gotten, but I said, "Tell me what he wants instead." I made sure to mentally make note of those two or three statements, and those are the statements I kept repeating. Then we were discovering and documenting a process that she hadn't created yet. It was being created as we went through this.

It works beautifully either way. You just need to get clear with the client. What's going to best serve them? Documenting something they've already been doing or documenting something brand new that they're going to start doing?

The process is identical. The real shift or difference is whether you're asking for past tense or future for the client at the end of that line. That's the distinction. I'm glad this has come up like this, because I've never explained it exactly like this before. You're getting the best of me today on this. I'm happy that you're getting this fine point that's really critical.

The fifth tip is they're clear about the outcome, whether it's a past one or future-based one, and now you're going to say, if it's a past-based result, "There are a series of steps that you have gone through to achieve that result with your client." If it's a future result, "There are a series of steps that you will go through to achieve that result with your client."

Then you're going to say, "So I'm really curious what that first step is and we're not going to find it here. We're going to find it by taking a step forward. On the count of three, we're going to take this step together. Let's find out. What's the first step that you need to walk this client through? When you're ready – one, two, three."

Coaches, what I want you to notice is it's a little repetitive and that's okay. I say I'm really curious about that step and I tell them we're not going to find it here, we're going to find it by stepping ahead.

Consciously, what's happening is they're already seeking that answer. That's great, but they do need to step forward to really find it. Then I say, "When you're ready," and I don't wait for them to respond. I don't say, "Are you ready?"

I just say, "When you're ready – one, two three." Then I make a little sound, kind of a little fast sound. You can have your own sound. I do that because I need to keep the process flowing. I don't want them to get stalled out where they're standing and start to get all in their mind and go mental. That's not going to be helpful.

I'm the leader. You guys are the leader leading someone through this process. Being a coach is being a leader. Sometimes it's allowing the other person to lead, but this time you're leading. That's why I don't ask, "Are you ready?" They don't know. They're going to say, "Sure." They have no idea.

The next tip is you ask them to write down their step and you write it down, too. To answer your question, Stephanie, I think what needs to happen is whether it's you initiating that diversion over into strategy or the client or a combination of the two, what I would say allow it to happen, but reign it in a little bit.

You already said a couple of times you're finding it kind of distracting, it's really taking away from the process, it's harder to get back to it. You're going to pop up with ideas, they may have ideas, and you're going to say, "Gosh, I'm getting some great ideas. We could create a strategy for you to do this or that." They're going to say, "Yeah!" and that's it.

You don't start creating the strategy. You presence it, but you're not creating it. Then just jot it down on the step sheet. I don't even ask them to jot that down.

I want to go back to 10 minutes ago, folks. I said you're going to end up taking a lot more notes, most likely, than they will. You can reassure them.

The thing with the phone version is I am explaining everything, because they can't see you. What I'm saying to them is, "I'm going to go ahead and jot that down. Then I'll share my notes with you at the end. No worries, I've got this taken care of."

They can relax, they're not out of the process, and you are taking some great notes.

Does that help you, Stephanie?

Stephanie: So much, thank you.

Kendall: You're welcome. A little bit of letting the ideas flow, with a little self-control at the same time.

Stephanie: What came up while you were saying that was to preface it in the beginning, saying, "We might come up with some great strategies here. We're just going to stick with this exercise."

Kendall: Let me tweak that very slightly. I'm really glad you brought that up. I just want you to notice the tone of voice.

We want everything to be flowing. Everything is about a yes. I haven't said this in a while, but I used to talk a lot about the give. It's always about the give, giving energy.

You can say, "Some things may come up, some strategies or ideas on different things, and that's great if they do. I'll make a note of them as we keep going through the exercise."

Do you hear how that's all very positive? There is no block there. There is no "no" there at all. It's all a "yes" and I'm totally in control. I'm telling them what's going to happen. Does that help, Stephanie?

Stephanie: Perfect, thank you.

Kendall: Just a little less parental or scholastic than saying, "And we're going to stick with the exercise." When I hear that, that shuts me down and I feel like I have to be good. I have to color within the lines. I don't want to color in the lines and I don't want the clients to feel that way, either.

You guys, keep doing what Stephanie's doing. Try the languaging out here. You'll get a feel for it and we'll tweak it as well when necessary. Cool.

So they step forward and then you're wondering. You step forward, too, and you're wondering. Did they step? What's going on for them? It's like there's this moment where you wonder if anything's happening.

On the first step, especially, that's where you're really training your client how to respond to it. They may start talking, but if they don't, say, "So tell me about that step. What is that first step?" Just ask them.

Then you can make some notes. I like to look for a key phrase. I'm not looking for just one word. I'm looking for a key phrase.

They tend to come up with a key phrase as the first thing they say. "Oh, the first step is we have to do an assessment." I'll write "assessment" or something like that. It's really basic. We're not looking for marketing language at this point. We just want to document what they're doing.

You can say, "Great. Tell me a little bit about that." I'll say either "Tell me a little bit about it" or I will say "Tell me why that's important. I want to know why that's important."

Those are the two main questions that I ask. When I ask why it's important, what I'm listening for is I want to get information about why it's important to them to deliver that assessment, for example, and I'm also listening for how this benefits their client. How does it benefit their client?

I'm actually going to ask this as a question and, again, no right or wrong here. Just make your best guess. Why do you think that I'm wanting to pay attention to why this is a benefit for their client? Who can tell me why that might be important?

Maryline: Hi, Kendall. Can you repeat the question?

Kendall: It's a subtle question. I'm leading someone through the Signature System and they said what the first step is, like an assessment, for example. "Great. Tell me why that's important?"

Maryline: I would say in order that the client doesn't focus on the tools, but on the results their client is going to get.

Kendall: That's exactly right. Let me repeat that to make sure everybody got that.

All of us love our tools. We love our exercises. We love our assessments. We love all this stuff and we get really geeky about it. A lot of times this stuff is great and beneficial to the client, the end customer, but sometimes it's just not necessary. It's too much.

That's why I said, "Tell me why that's important." If the client says, "Well, I need to know this and I need to know that," okay. In the case of an assessment, that's fair. They do need to know information and assessments are great, but I also might want to know, "Great. Tell me what the client gets out of that?"

I may ask them a follow-up question, like "Tell me what benefit the client gets out of that?"

Thank you, Maryline. That was a perfect answer.

I would say 90% of the time, when you ask them, "Tell me what the client gets out of that," your client is not used to thinking about it that way. I will tell you 80% to 90% of the time they just have not given it that much thought.

It's very eye-opening for them. It's a place of great awareness. They say, "Oh. For them, it's this or that," so they even get more excited or, and this might not be true in the case of an assessment but with some other steps it might be true, they realize, "You know what? Maybe it's not so important after all. Maybe it can be skipped." Those are the questions that I'm asking. Let's keep going on.

I'm going to jot down a fair amount of notes about this. I might ask them if they already have an assessment. They'll say yes, it's their whatever assessment and I'll write a note about that. Then before we leave that step, I'll say, "Is there anything else here that feels important about this step?"

This is a pretty open question. Now if they had said an assessment, usually that's it. Some of the other steps they may say, "Oh, I need to make sure they have this or that," and they're starting to talk about additional processes or exercises.

I'll say, "By the way, do you have any handouts for that yet?" I might start asking them about handouts, checklists, templates. We'll get to that today before the end of our call.

I'm already wanting to get them thinking about how they can pull together material that they either haven't pulled together yet and that would be very easy for them to do, they have it but they've forgotten about, or they have it, they've been giving it out, and don't make any big deal about it so get no real credit or value. They're not really getting a stamp of value placed on it, which is a totally missed opportunity.

That's why I start to ask them a little bit about whether they have any material, checklists or templates. They may say, "No, this is pretty basic and obvious." Bingo. That's a very big clue that my client is completely discounting the value of what they're doing.

What is basic and obvious to them is not going to be so for their customer, guaranteed. I'll say, "It's probably basic and obvious to you, but it's not to your client. I bet there's a checklist in there. I'm going to make a note about that." Then I just make a note about a potential checklist.

Now you understand why my step sheets as the coach are probably going to have a lot more detail than their step sheets. Actually, to end that step I'll say, "Go ahead and just jot down a word or phrase that's real basic there, like give assessment, so you know what this step includes."

Give them a few second to do that and then I'll say, "Great. Now go ahead and place it on the ground right next to where you were standing." I'll even ask them, "Are you placing it to your left or to your right? Because I'm going to take my sheet and I'm going to place it in the same spot."

I have a few more tips to share with you, but you're going on with the process. You'll say, "Great. I'm sure there's a second step once you've done this assessment. Let's find out what it is. On the count of three, we'll find out what is that second step. One, two, three," and I make the same sound.

The next tip I want to share with you is to trust your instincts about needing to either break a step out into more steps or the opposite of grouping things together. That doesn't happen as often.

What that looks like is somebody saying their first step like an assessment, but then the second step is this one little teeny tiny thing, and then the third step is this one little teeny tiny thing. You can tell by the tone of their voice and where they're going, based on the results they're wanting to achieve with their client, they're going to have 40 steps.

That is not going to work and that's when I'll be guiding them with, "Does it seem like that step needs to be its own or can it be included with this prior step?" I might just say, "This is great. I love how specific you are with this. It's awesome and you're going to end up with about 30 or 40 steps."

They'll laugh and I'll laugh and then we'll talk about it for a moment. We actually pause and talk about it. Are they trying to put too much into the system, because it can't have 30 steps. Do they need to group some of the steps? What needs to be done here?

Let's go to the first issue, which you will encounter more often, that they need to break it out. What they're putting into one step really needs to be two or three. You can tell this very easily and this is trusting your instincts, folks.

What are you going to be feeling as you're listening to your clients say what's in the step? You're going to be feeling overwhelmed. You're going to be feeling wow, this is a lot.

I want you to be very careful and that's why I put this as a tip. Trust your instinct. Don't say, "Oh, I'm really having trouble keeping up." Don't take responsibility here. Don't think it's you. It's not.

If you're feeling overwhelmed, it's probably because they're giving so much that it's overwhelming. This isn't about you being able to keep up as their coach. It's about them being overwhelming. That's what I mean by trusting your instincts.

What are you going to do if that happens? You don't want to shut the person down, because you want it to be a yes and the energy of giving. You need to call it for what it is.

You can say, "This sounds like a lot in one step." Then you pause and let them respond. They may try and defend it. That does happen and that's fine. This is a process and we get pretty attached to our over-delivering.

This is where you have some choices of questions, coaches. I'm going to give you some of the questions, but you have to trust your instinct in the moment.

One of the questions that you can ask is, "You just listed three things. What I'm wondering is if this step only had one, what would be the most essential piece?" They may have trouble answering or they may be able to answer right away. That's fine. I want the one.

You'll say, "Great," and then you'll be with your client to see. If that one is all that's needed here, what happens to the other two? Do they discard them, which they're going to do reluctantly, that's fine.

This is where you can remind them, "Your Signature System is just one. You will end up with more than one Signature System. You don't need to give people everything they need. You don't need to give them everything you know. It's kinder to not overwhelm people. They'll get better results if they're not overwhelmed."

You start giving them these different mindsets and one of them is going to click for that person. This is often in the process. This piece right here, where they have too many things in one step, often can take a few minutes. I don't rush through it necessarily. Usually they won't let you rush through it, because they want everything in there.

This can be a time where I actually ask them to step off the line and go into more of an observer position, make some decisions by being off the line, and then step back onto the line.

On the phone you can ask them to step off the line really easily and do some coaching. You can say, "You know what? We're going to push pause for a moment and just go ahead and step off the line. Step off to the side to where you're seeing the line stretching out from left to right. It's like you're watching a path and you're off to the side of the path so you can see it."

Then I'll say, "Did you go ahead and step off?" They'll say, "Yes," and I'll say, "Great. Me, too. I did the same thing. Now let's talk about this for a moment."

So I've got them set up where I want them and now I can say things like, "When you look at that step," and I start to ask them to look at it rather than be in it, to just look at it like an observer. I'll say "like an observer."

I want to pause here for just a moment and just really acknowledge you guys. This is advanced training I'm giving you. This is quite advanced. You're up for it and I have total confidence. I just want to really acknowledge that it is advanced, so stay with me. It's going to make you a better coach and a phenomenal coach of Signature System. We have two more tips here and then we'll pause to take some questions.

By the way, sometimes when they have too much stuff in one step, and this happened in last year's CMMS demo with a client who was in Mastery at the time and is now a private Diamond client, and she had way too much. We were all laughing. It was so much content.

She had never thought about creating an advanced level of what she was doing or a whole offshoot. She actually had three different topics she was trying to put into one Signature System. It just didn't work.

Through this process she realized that and she carved off those other two topics entirely. It has made a huge difference in her business. Each one has become its own income stream. It's really cool. Instead of trying to push it and mush it all together into one, which doesn't work.

All right, tip number seven. After three steps, you don't know. We know we want three steps, but after that we don't know. Is it three, six, nine? We actually don't know.

You'll have a sense of it. I'm only right about 50% to 60% of the time on this, I'll be honest with you, but you will have some sense. You can say, "It sounds like there is probably another step." They'll say, "Oh, yes." "Great, let's find out what that is."

As you're in step six or seven, you're thinking this is starting to get to be a lot of steps. You can say, "Do you have a sense that there's another step or does it feel like we're at the end, at the result?" When you say it that way, they're going to tell you, "Oh, I think we're at the end" or they'll say, "Yeah, I think there's one more step."

What's happened by saying it that way is that you're starting to let them know that's enough. They need to go into a place of completion. They can't give everything to the person.

The eighth tip here is at the end you're asking your client to turn around. They actually step into that final result and turn around. The tip here is just to let them look at the steps laid out in front of them. They're seeing them in reverse order, but that's okay. Let them see them and really just bask in the glow of that.

They're going to feel amazing. You can say, "So, as your client, what does that feel like?" I like to talk them through it as if they're the client in that moment.

The last tip is number nine. At the very end of the process, that's when you can give your client the assignment to complete their creation template, to go back through and really complete that and send it to you.

If you have time, you can get them started on it. You don't need to walk them through the whole thing. You can get them started with the first step or maybe the first two, but honestly just the first step. They're smart people and can figure it out after that.

Do this on the phone and then ask them to finish it and send it to you by the next coaching session. That's a great way to wrap up.

Before we go into new pieces, and there was actually quite a bit new in this as well, let me just pause to take a sip of water and ask for any questions we have on this.

Tala: First up we have Paula.

Kendall: Hey, Paula.

Paula: I lost where you were when you were talking about when you have somebody step off the line and they can see the whole line left to right and are looking at that step like an observer. Was that when they had to break a step apart? I wasn't quite sure what you were talking about.

Kendall: You can use that technique of stepping off the line for more than one reason, but that is definitely one reason. They step off the line so that you can really coach them without contaminating the actual Signature System line. You want to talk about it but not pollute it with confusion. That language is a little harsh, but I want you to look at it that way, all of you.

Yes, you're stepping off the line, talking to them about the step, how there's too much in there and what do they want to do about that. They can very well have some strong thoughts and feelings about not wanting to give things up.

Paula: Okay. Then when you have them step back on the line, they are doing that because they're already broken the steps apart?

Kendall: Great question. Usually what happens is they get a pretty good idea when they're off the line of what they need to do. It's almost like they're now being the director. They're not in the movie, they're being the director so they see, "Oh, I see how I can trim that down and only have two things in that one step. This other piece I can put back into the step before it or I can let it go entirely."

They start to get a little idea of how they want to formulate it. You'll say, "Great. I'm going to ask you to go ahead and step right back on the line, back into the step where you were."

I'm only going to have them step back into where they were if they're now pretty darn clear. If they're not quite clear, I would have them step back to the previous step where they were clear.

This is the most important piece of this, you guys. You don't want to leave somebody on the actual Signature System line in a state of confusion, overwhelm, chaos, uncertainty, any of those types of things. For a second or two and you get it sorted out, no problem. Beyond that, have them step off the line.

We want to keep the energy of that actual line very, very clean. It makes such a huge difference to people. I'm not going to take the time here to explain why. You just have to trust me on this. It's really critical.

I've had people step back on, but they weren't clear after all. Then we laugh and I say, "No problem. Step back off the line," and they laugh. They get it. It's a game. It's fun. There's nothing wrong, we're just working through it. They're good with it. The energy is fun and they appreciate the care and level of detail you're taking with them. That's what they're appreciating.

Okay, great question. Do we have another question?

Bettina: Hi, Kendall. I'm getting better, but I tend to jump in and give my opinion because I sort of see the whole Signature System myself. I start doing it with the client rather than letting them work it out. I'd like to hear your input on that. If you see what the next step could be, would you make a suggestion?

Kendall: I don't make a suggestion. I really don't. The only time I make a suggestion is if it feels to me as if something's too abrupt, like something's been left out. If they're going from step three to step four and it feels like there's a whole piece and I don't even know where I'm supposed to be at here. If I was a client, it would feel like a very abrupt jump.

Other than that, I do not suggest what the next step is at all. I don't know. You have to be in a place of total curiosity and you just don't know. If I started to guess, I might have a sense of it, but I could be wrong. I'm not them. They're the expert in what they do, not me.

I'm an expert at discovering this information, but I'm not an expert in what they do. I would notice that over-helpfulness in you, that desire to over-help and to caretake. You may have gotten away with it because you have great intuitive skills, so you can get away with it, but I actually don't think it's doing the client a service.

This isn't the best of words, but they're too likely to be submissive to you, like "Oh, she's my coach. She knows best." They may take what you have to say rather than standing up and saying, "This is what feels right for me."

Bettina: Yes, that's a good point. Thank you.

Kendall: Great question. You're welcome. Any other questions?

Tala: No, we don't have any other questions.

Kendall: Perfect, because we have another piece to go through.

If you look in your workbook and turn to those pages I asked you to have ready, the first one is the script for creating marketing bullets and titles. Let me walk you through this.

This is after you're done with the Signature System. You're not going to try to do this on the fly with them. It's too much and it'll bog everything down. It just won't work well.

This can be in a separate coaching session. That's a great place to do it. It doesn't have to all be done at once. They're going to be on quite a high from their Signature System. Just having that type of clarity, people are just thrilled. They are going to think you're an absolute genius, which you are.

Save this for a different session or save it for a training call if you're doing a group thing. You can save this for the next call.

You'll see on this one-page piece that there is Action #1 and Action #2. What's really important is that you're doing each of these actions for each step of the Signature System. The instructions on this page can act as a script. This is written to be a script for you.

I'm not going to go through it word for word. It's pretty self-explanatory. What you're asking them to do is just draft two to four marketing bullet points for each step. You're going to tell them they're going to use this everywhere in their marketing.

You can see the other points I make here in this script. I give them the tip to start with a verb. Where this gets documented is a few pages forward on the Signature System Creation Template. You'll see we have a spot there for handouts and materials, which I'll get to in a second, and for marketing bullets. They can just draft them right there. Think of this creation template as a collection piece, where everything gets collected in one spot.

You'll notice back on the page with the script for creating marketing bullets and titles, the very last sentence of Action #1 says, "You'll find it's easiest if you create the bullets and the title together for each step of your system."

I just tell people this is a drafting process. We're going for completion, not perfection. Then I give them the instructions for titling.

You can coach through this with people. You don't have to be a great marketing copywriter yourself. That's not necessary. If you follow some basics like start with a verb and you can use that titling page on the next page there as some help on the titling, you're going to be surprised at how basic sentences can sound great if they're focused on end results.

That's why in the middle of that script on Action #1, it says, "These marketing bullet point describe what transforms for your clients as a result of that particular step." It's like what's different for them? They used to struggle with this or that.

Going back to the example of that assessment, assessments are only mildly interesting by themselves. What transforms as a result of taking that assessment? What transforms for your client? Your client is going to say, “Oh, they find out this and that and the other thing.” “Great. Write that down.”

Flip forward a couple of pages to the page that says “Add Value to a Signature System with Handouts and Materials.” I explain here that people love handouts. I’ve said it before and I’ll say it again. Most of the time, you’re going to find that your clients really diminish and short-change the value of the materials that they already have or that they can easily put together.

It takes 10 minutes to create a 7 or 10 point checklist. If your client says, “Well, that feels so basic,” you say, “Yes, that’s perfect. Put it on the checklist.”

That’s how we create so many handouts. We actually are holding back now from creating as many handouts, because we can get a little over the top with handouts. I just take all the tips I want to share, all these little pieces, and put it together in one place.

So I’ve given you a checklist on how you can help them create them. Then they can write some ideas down back on the creation template, so they have a spot where they’ve put all that together.

They’re going to get really excited about this, because it’s them being able to get their work out in a more professional way and in a way that helps people get better results. Usually, you’ll find your clients get pretty excited about this. They can keep it really, really basic.

By the way, a good idea with any kind of handouts and checklists is that it might be nice if they can have a cover designed, printed, and sent out. You can have your client do that for their clients and sent it out to them or it can be downloadable. That’s a nice idea you can share with them, as well.

It’s inexpensive and you can get it done practically for free on some websites to have a cover designed, and then put it together so that the handouts have a real sense of value.

The other thing, and I didn’t put this in here, but one of the tips you can share with them is that then when they are marketing their services, they can say things like “includes a bonus checklist” or “includes a bonus template” or “includes a bonus word-for-word script” and then assign a value to it.

It doesn’t have to be sold separately, but if it were to be sold separately, what’s the value of this? It’s a kind of made-up number in a lot of cases and that’s okay. What’s the value of it? That’s going to help them get more clients in a big, big way.

I've often bought programs or products just because of the bonuses, because I wanted the scripts or handouts or whatever. That's a great tip and we'll have to add that to the training materials for next year.

All right, I'm going to give you your assignment and proof question in just a moment. Let's open it up for a few questions, so any question about Signature System. This has been a very thorough training here today.

Sue: Hello. I have a gentleman who is in a trade company. He does security systems, if you will. He wants to go out into his own business and so we're going to go through the Signature System with him. How do you take the nuts and bolts of the hard core of what you do versus a step in a system?

Kendall: I'm going to make a guess that I know what you're trying to say. Let me answer it how I think and you'll tell me if I didn't get it. I really appreciate it that you brought up that type of a company. We tend to get a little hyper-focused on coaching and that type of a business.

Signature System is going to work so brilliantly for him, it's not even funny. Here's what you're not going to do. It's not that he's going to take through the Signature System all the nuts and bolts of "I buy this type of cabling wire and I have to have these tools," because that's not important.

What it is, is almost thinking about it as the client's journey. The end result is the client has a home security system that accomplishes what? He needs to tell you what it accomplishes. We could guess some basics, but he's probably going to have a more in-depth understanding.

Home security systems these days can be complicated. They're so digital. In bringing on a new client, what's the first step? You could do it that way. He should illuminate that it's not just, "Oh, they're going to sign up with me and I'm going to make an appointment, show up, do the work, and leave."

It's not that easy, is it? He probably goes through an assessment. He may not call it an assessment, but I guarantee you he's going through some type of an assessment. He has to find out what do they need? What are they looking for? What's their budget? What are their requirements?

He may need to do a walkthrough of their home. Maybe he needs to do that twice or do a walkthrough and create a diagram. I don't know. I don't know his industry. I'm just guessing here.

Those would be different steps that he would put together. Then what's going to happen for him that's going to be brilliant is he's going to have incredible clarity. He still has the opportunity to create checklists or handouts. He may not create a bunch of them.

Who would you rather hire, folks? The security system guy who shows up and says, "Yeah, I'll do your job and it's X amount of money. I can come next Tuesday?" or the guy who says, "Let me do a drawing for you and show you exactly what I'm thinking will work best for you and your family. We'll go over it and then you can make any adjustments. Then I'll give you a quote and we'll get started."

With the second guy you're going to feel a whole lot more confident. He's going to be able to charge more, too, because of this. He shows you a drawing.

I've got an attorney right now I'm going to do some work with on some intellectual property. I have my regular IP attorney whom I love, but I need some other work done by somebody else.

There are lots of people to choose out there, but the one I'm choosing is the one who gave me a link to a tip sheet on the 10 tips to consider when hiring an attorney to do your trademark and your intellectual property work.

That got my attention. They were great tips, too. They were basic, but they were thoughtful. They didn't treat me like I was an idiot, but I also learned something. I felt educated by it. I felt smarter by reading them.

It showed me that, wow, she's really good at what she does. That's what I thought. She must be really good.

He has the same opportunity here. Does that help you, Sue?

Sue: Very much, thank you.

Kendall: Very cool. He's going to love this. I've used Signature System a lot to create process, but also end up creating really what the client journey is.

Let me give you your assignment and the proof question. I want you guys to stay breathing with me. You're going to be happy you did this.

The assignment is two parts. Take someone who is not in CMMS through the Signature System on the telephone. I'm upping the stakes a little bit and challenging you guys just a little bit, and I want you to do it on the telephone so you get the practice of that.

It doesn't matter whether they're paying or not. Obviously, paying is better, but what really matters is the practice.

There's a bonus assignment that's not a requirement. I would highly encourage you to grab on and do these bonus assignments that I come up with here and there.

The bonus assignment is to ask your buddy to take you through this using your own Signature System, your own content, or if you're brand new and CMMS is the business in the box for you, go through it with each step of the CMMS modules. You don't have to guess. You've got the names of them here.

The value for you in going through this is it's really going to anchor for you what the CMMS modules are and what they do for people. It's a very worthwhile exercise. Some of you have your own content and you're integrating CMMS into it. That's a great way to have your buddy take you through this.

So, take someone outside of CMMS through this on the phone and, as a bonus, ask your buddy to take you through it using some combination of pure CMMS, pure your content, or a combination.

That means you're potentially doing this process three times in the next week or maybe week and a half. We do meet next week and you will have another assignment next week. Then you'll have two weeks to be able to catch up and have a breather.

The advantage to doing this three times in the next week is you are going to be so freaking awesome at this. You are going to feel like you are on fire with this. You're going to love it.

I will tell you that Signature System is a module you're going to use all the time with your clients. It's that fundamental. It's a really powerful, fundamental module.

The proof question is which of these nine tips that I shared about walking a client through the process on the phone is the most helpful for you? Which of the nine?

There's no right or wrong answer. You do have to name one of the nine that I mentioned, but don't just say number one. I got a little off on my numbers, so don't just do that. Put a number to it, I don't care about that. What I care about is the tip itself.

Which of these nine tips shared about walking a client through on the phone was the most helpful for you? Be specific in the answer and we'll match it up with the number.

All right, that is our call today. We're a minute over, but it was a big call.

Thank you everybody.

Participants: Thank you. Bye.

Training with Kendall SummerHawk

"Craft Your *SIGNATURE SYSTEM* Plan That Sells"
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Handouts

- ***Signature System*: How to Talk About It**
- ***Signature System*: Creating a Client Attractive Title**

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Signature System Newsletter & Articles

IN THIS ISSUE...

A NOTE FROM KENDALL...

December 16th, 2009

I'm pictured here with Sophia Knight, one of the students attending my Certified Mo.ney, Marketing and Soul Coach Training program ("CMMS"). Sophia is a leadership coach, focused on helping both men and women entrepreneurs grow their businesses with clarity and purpose. Sophia and I bumped into each other last week at a personal growth workshop I attended. Proves that just like "great minds think alike" so do "great spirits attract each other." I can't wait to give Sophia a hug at the LIVE training of CMMS.

Are You Joining Me For My Big SIGNATURE SYSTEM live training call On

December 17, 2009?

Many of you have been asking when I'm teaching the next Certified Mo.ney, Marketing and Soul Coach Training Program. **To answer your questions about whether achieving this elite designation is right for you, I'm hosting a special teleseminar on Dec 17 at 8:00pm EST.**

"*Signature System*: What Clients Want & How to Make Yourself Irresistible, In-demand and Highly Paid as a Coach in Today's Market"

Click here **for details as to what I'm sharing on this F.R.E.E. *Signature System* call.**

No registration required for this *Signature System* Call - simply dial the telephone number listed on this page **right at 8pm Eastern (NY time) this Thursday, December 17 and I'll be there to great you.**

This Week's SIGNATURE SYSTEM Article:

Are you guilty of overwhelming your clients by over delivering?

In my breakthrough SIGNATURE SYSTEM Mo.ney Mirror, it's the mirror of Deservability that often gets the most, "That's me!" response from clients. The minute women entrepreneurs read the signs and symptoms they know they've been busted as someone who over delivers in order to cover up feeling guilty.

Get my wisdom on how to break through the shadow side of this insidious behavior in today's BRAND NEW *Signature System* article. Read it now, okay?

Love and brilliance,

Kendall

P.S. A big, rich "Welcome" to all of you new readers who joined our group of entrepreneurs since last week! You're going to love the practical, how-to information, plus meaningful inspiration, you find here to help you manifest your 6 and 7 figure business success — enjoy!

TELECLASSES & EVENTS WITH KENDALL

Our next **SIGNATURE SYSTEM** Information call is Tuesday, January 5 at 6:00pm Eastern.

Topic:
***Signature System:* How to Turn Your Talent Into What Your Clients Want To Buy**

Clients don't buy coaching, consulting or sessions, they love to invest the SIGNATURE SYSTEM plan. Kendall will share critical tips on how you can transform your every-day service into an exciting and lucrative program using the Signature System plan in this lively, interactive call.

This call is F-R-E-E if you are a Success Circle Member.

As a valued Success Circle member you'll learn how to market what you know instead of just sell your time. You get access to twice-monthly Information Marketing and Marketing Makeover training calls plus guaranteed coaching to keep you focused on your highest payoff "money with soul" activities. Members also receive CDs to keep in your Success library. **Click here now for all the exciting details!**

Signature System Feature Article

Prefer to LISTEN to the audio version of this week's article?

Turn up your speakers and click play
(If you don't see the audio play/pause/stop button, Click here to download...)

SIGNATURE SYSTEM Article: "Are You Guilty Of Overwhelming Your Clients By Over Delivering?"
by Kendall SummerHawk

In my breakthrough **Signature System** plan Mo.ney Mirror, it's the mirror of Deservability that often gets the most, "That's me!" response from clients. The minute women entrepreneurs read the signs and symptoms they know they've been busted as someone who over delivers in order to cover up feeling guilty.

When I was newer in my business I knew I over delivered but I sloughed it off, thinking that this way, no one could fault me for not "giving enough."

Problem was, not only was I speeding down the road to burn out, I was also overwhelming my clients. Not good.

At that moment I realized that I was actually sabotaging my ability to grow my business. I couldn't take on any more clients despite working bazillion hours. Worse, I felt like the hamster on the wheel, never able to keep up, never feeling fulfilled and always feeling guilty. Not a pretty picture.

That's when I decided to look deep within at the root cause of over delivering and how to transform the shadow side of this insidious behavior into a Signature System that supports and sustains me.

If you're like me — over delivering yet feeling too guilty to let go then I INSIST you read these SIGNATURE SYSTEM tips right now. I promise they'll help you grow into the "you" that's meant to serve and make more, without overwhelming yourself or your clients.

Continue reading this *Signature System* article on my blog...

Love and brilliance,

Kendall

PERSONAL REFLECTIONS

Completing with my 2009 Platinum and Platinum Plus groups this week stirs up a mixture of emotions. A bit of sadness that our time together is ending, mixed in with a huge amount of pride at how much each has stretched themselves.

In our completion calls this week, I asked:

What surprised you?

What stretched you?

Their answers were from the heart, with many sharing that what surprised them was how connected and close they'd become with the group, how much just stepping up into a program of this level stretched them to take themselves more seriously, and how much more mo.ney they'd made.

I feel like a proud momma bird watching her baby birds leave the nest and fly!

One Platinum client reported that she had set a Bold Mo.ney Goal that was more than double what she'd ever done before and she reached it. Nearly all reported making more than they ever had before.

Many Platinum clients now have a new **Signature System** plan and niche that's already proving lucrative.

Platinum Plus client Helen Graves tripled her in.come well into 6-figures and Laura West doubled hers and is now a multi 6-figure coach. Laura said, "that I hold the bar high" and thanked me for my fierce love in helping her reach her goal, HER way. That acknowledgement made me cry with gratitude.

I'm sharing these results with you to give you hope and inspiration that no matter what has transpired for you this year, 2010 CAN be phenomenal for you. All you need to do is pinpoint what you need to get clear on, then get the right mentor to help you achieve your goals. I believe in you and know you can do it!

Wishing you a rich and beautiful week...

WHAT'S KENDALL UP TO?

- **Holiday and Personal Retreat time to plan 2010, Dec 18 - Jan 3**
- **January 5, 2010, 6:00pm Eastern (LIVE call + mp3 recording).**

SIGNATURE SYSTEM **Info teleseminar LIVE, with Kendall**
Topic: "*SIGNATURE SYSTEM*: How to Turn Your Talent Into What Clients Want To Buy"
Become a member now to access this call...

- **Certified Mo.ney, Marketing and Soul Coach Training Program** LIVE, Feb 9-12, Tucson, AZ Already 70% sold out - Email or call (520) 529-4960 for details now!

Want to make your next teleseminar or live event dynamic, memorable and inspiring? [Click here for details on how you can have Kendall make your next event one worth talking about!]

KENDALL RECOMMENDS

Mark Your Calendar For This...

Many of you have been asking when I'm teaching the next live, Certified Mo.ney, Marketing and Soul Coach Training Program. **To answer your questions about whether achieving this elite designation is right for you, I'm hosting a special teleseminar on Dec 17 at 8:00pm EST.**

"*Signature System*: What Clients Want & How to Make Yourself Irresistible, In-demand and Highly Paid as a Coach in Today's Market"

No registration required - simply dial 507-726-3200 PIN #: 91355 on Thursday, December 17, 2009 at 8pm Eastern (NY time) for the call. You're welcome to invite your friends, colleagues and clients to this complementary call.

To be fair, I need to tell you that I'm only teaching the Certified Mo.ney, Marketing and Soul Coach Training ONE time in 2010. And, we're already 70% sold out (even BEFORE formally announcing it to my list).

Which is why **if you can't wait** until the f.ree call I'm hosting on Dec 17th to find out more, I **urge you to email me today** and I'll have my wonderful business partner and husband, Coach Richard, talk with you privately to see if this program is a fit for you. Training spots are strictly limited and once we're sold out, that's it for all of 2010 so now is the perfect time to find out more, agreed?

6 & 7 FIGURE MARKETING RESOURCES KENDALL RECOMMENDS...

Success Circle Coaching Club

Get 2 monthly training calls on Information Marketing and Marketing your small business plus GUARANTEED personal coaching. I share in-depth information, tools and strategies on how you can market what you know instead of just sell your time. Members also receive CDs of each training call to keep in their Success library.

Click here now for all the exciting details!

WANT TO USE THIS ARTICLE IN YOUR EZINE, BLOG OR WEBSITE?

You're welcome to share this article. When you do, please include this complete blurb with it:

"Would you like to learn more simple ways entrepreneurs can brand, package and price their services to quickly move away from 'dollars-for-hours work' and create more money, time, and freedom in their businesses? Check out my web site, http://www.KendallSummerHawk.com, for fr.ee articles, fr.ee resources and to sign up for my fr.ee audio mini-seminar "7 Simple Steps to Create Your Multiple Streams of In-come "Money and Soul" Business."

Award-winning small business expert Kendall SummerHawk is the Million Dollar Marketing Coach.

MANAGING YOUR SUBSCRIPTION

Money, Marketing and Soul is published by Kendall SummerHawk. If you have any questions or comments, please send them to: Kendall@KendallSummerHawk.com.

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Signature System

Training with Kendall SummerHawk

Money, Marketing and Soul® CERTIFIED COACH

Learn It • Live It • Leverage It

Make More Money - Impact More People

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Bonus *Signature System* Training from VIP Day
• ***Signature System*: How to Talk About It** • ***Signature System*: Creating a Client Attractive Title**

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Day 3

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Section 4		Download MP3

Day 4

Section 1		Download MP3
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Section 3		Download MP3

Section 4		Download MP3

Creating Your Signature System Plan
Training July 22, 2009

<u>Signature System</u> Step #1 What are the outcomes?

What is the ultimate outcome clients experience? Be specific!

Next, describe exactly what results each participant can expect to experience from your **Signature System** program. Here is an example:

> Program for new divorcees: "How To Survive The First 90 Days Of Your Divorce." Participants will learn how to:
> *(This title also says what the ultimate outcome is, doesn't it?!)*
>
> - Introduce themselves as a single person without guilt or embarrassment
> - Handle difficult family situations
> - Forgive and let go in order to move on

At this stage of your program's development, it isn't necessary to write the outcomes in marketing language. Simply list what each participant will walk away with from attending your **Signature System** program. Later on, you can convert each outcome into a compelling benefit.

<u>Signature System</u> Step #2 What are the steps?

Great **Signature System** programs have a certain number of steps, elements, keys, strategies, or techniques. The key is to make the number small. Remember that people love odd numbers, so using 3 Critical Elements, 5 Simple Steps, or 7 Key Strategies works very well.

Creating Your Signature System Plan
Training July 22, 2009

<u>Signature System:</u> How do you know how many steps to?

- Stand at one end of an open area, where you can walk forward unhampered. Have paper and something to write with within reach.

- Look out in front of you, across the room, and "see" the bigger outcome participants gain by being in your program. Make sure you can really see, sense, feel, and hear it.

- With that outcome in mind, ask yourself, "What is the FIRST thing someone must do (or become aware of) to achieve that outcome?" and ***take one step forward.***

  What answer came to mind? Make a quick note of it.

- Now ask yourself, "What is the next thing they need to do (or awareness they need to have)?" and once again, ***step forward into the next step.***

  Make a note for each step.

- Keep asking the question and stepping forward until you have "reached" the final outcome.

Creating Your Signature System Plan Training July 22, 2009

What I do next for the **Signature System** plan is this:

- List each step on a piece of paper, then cut out each step so it's on its own paper strip.
- Lay each paper strip out in a line on the floor, with the first step nearest to you, and the last step farthest away.
- Once again, "see" your ultimate outcome out in front of you. Now step forward to the first step (actually stand next to the piece of paper). Read what the paper strip says, and notice if it feels, sounds, or seems right. You might notice you need to make an adjustment to what the step is or in what order it needs to be done.
- Keep stepping forward, testing out each step to ensure the order makes sense. By the time you are done, you'll have a very real, physical embodiment of your program content. Using this technique gets your ideas out of your head, and into both your heart and out to the outside world!

Later on, you can name your steps using marketing and results language that will capture interest.

What if you have more than seven or nine steps? Organize them into groupings and make each grouping a step.

What if you are working with individuals? You can still organize your work into a program with steps. In fact, doing so will make your 1-on-1 service that much easier for people to understand and want to buy!

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<u>Signature System:</u> **Step # 1**

Points to make:

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<u>Signature System:</u> **Step # 2**

Points to make:

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Signature System: Step # 3

Points to make:

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Signature System: Step # 4

Points to make:

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Signature System: Step # 5

Points to make:

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Signature System: Step # 6

Points to make:

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Signature System: Step # 7

Points to make:

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Signature System: Step # 8

Points to make:

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Signature System: Step # 9

Points to make:

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Signature System: Step # 10

Points to make:

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Signature System: Step #11

Points to make:

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Signature System: Step #12

Points to make:

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Signature System: Step # 13

Points to make:

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Signature System: Step # 14

Points to make:

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Signature System: **Step #15**

Points to make:

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