



The sober club coach training Module 4 Notes (To accompany live recording)

Session 1 Your Heart Centred Biz

Setting up /expanding your heart centred biz

Marianne Williamson quote:

'We are all born carrying a promise, a promise to make the world better, and theres a yearning to make good on that promise that none of us can suppress forever'

If you have a message to share, it's your gift...your message. Many of us suppress our dreams, but It's your duty if the time is right!

Become curious about your Heart centred business

How will you set it up /expand? How will you create a business on your terms?

There is a danger of burn out. People work all hours and we need to be careful not to create a monster we can't feed

If you are lucky enough to be starting out, can plan for what we want, to fit our life

There are NO RULES –You may set up a huge corporation, or you may be offering Sober Strolls on the beach

It is within your power to set up your biz the way you want it.

Ponder on these questions

What is my purpose ? The Big Why

Once you have clarity on the why – it flows

Frameworks to use for questions around your business – go back to classic interview questions that we sometimes use when coaching clients

Who Why What Where When How

Ask them for yourself around the brand you want to create

WHO – are you ? You are the brand – how we present ourselves, important to have clarity on what it is, who are you within your brand, not a faceless corporate

Therapists / Practitioners often say ‘Don’t look at me’ it’s the coaching tools I use, its reflexology,...its NLP, but there is only one YOU – You bring your USP– Your Unique Selling Point. Also we will look at your YOU-nique brilliance

You can also reflect on **WHO** – is is my ideal client? **Who** does the client need to see in me? **WHO** can I best serve?)

HOW - will you be visible in your brand – as you step into the spotlight? Which aspects of your story – WHICH IDENTITY will you carry with you in your brand - often therapists / coaches don’t want to be visible. How do you feel about stepping into the spotlight? How can you make a difference and deliver on the promise. How will it all fit together ? How will you do it all if only you?

(Most of us can’t afford a ‘team’ but we aren’t superwoman or superman!)

How will we access help? Think about collaboration / swaps

WHY – do you do this work? The emotion behind your work, what’s the ‘ why that makes you cry?’ Check into the emotive reason for doing what you do.

WHAT – what is it? What do you offer (The products, the service, the set-up) You probably won’t know yet! Become curious, about your USP What is the point of difference?

WHERE – geographical or online? Could you also create products that ‘sell when you sleep? Turn what you are doing into a course / ebook

WHEN – what are the ‘opening hours’, the timings, as you expand you will realise that how you set boundaries is important.

Obstacles / Resistance

What often trips up coaches / therapists ?

What are the blocks for you?

Often people think

‘if I build it they will come’..

They might ! BUT from the off, decide - How can I be certain that I can reach as many people as I want to reach, within the boundaries

How do I attract my ideal clients ?

Often a resistance to step into the spotlight

But if you know you are the brand

People do business with those they Like know and trust

Complete another **values exercise**, and the exercise around ‘sing your own praises’ – may not end up in your marketing – but it makes a difference!

Ask – which aspects of my story do I want to share, that resonate with ideal clients

We are all attracted to those who have been through what we have

There is gold there, sometimes we avoid the gold, they think don’t want to share that, HOWEVER may not want to share all the details

EMOTIONS not logic inspire action

Facts important, but we need to feel motivated – an emotive story will make a difference, so be willing to share your transformation and vulnerability – people like to see you are human!

As a coach you do NOT have to be perfect – just be a few steps ahead, and have empathy and understanding, of having experienced a slice of what your client has experienced

Ideal Client

We looked at this during the modules, it's important to ensure we don't take on the wrong person, this training is geared towards Grey Area Drinkers

Come up with a Client Avatar

Create a fictional avatar, choose a name, age, what is life like? Set up a client profile. - Put in the Detail.

Imagine - Where does this client work / are they married / children / family life, / hobbies, / fave music, travel? What mags do they read? What websites do they use?

What are their problems? What is the real 'pain point'? ie The reason they may be seeking help.

In doing this exercise, we can see that we can support and offer solutions, but need to ascertain that our marketing would work well for this client.

Run your copy, your marketing ideas by your client avatar,

It's important to decide on a niche for your first marketing project, to get started

When try to attract everyone attract no-one!

If you think you CAN help everyone, then it's a question of - who first?

Ask yourself – if (God forbid)d you only had a couple of months, what legacy will you leave - in terms of who you served in your business

Who would you want to work with?

What problem do you know you can make a difference with? Whats your Passion?

Websites – more on this in later modules

Don't be confused into thinking you need an all singing all dancing expensive arty website, it's your 'virtual 'shop window, we will determine the key elements needed.

Creating Content

We will be talking about marketing, creating content; we have an expert session on copywriting with Esther Negle.

Is it the right time for you to write a book?

Author – Add 3 letters – You become an Authority

It's great for media attention, and for sharing information with potentially interested clients.

You as a brand owner, you as a leader

Your identity,

From a spiritual business retreat I attended with Dr Jude Currivan

<https://judecurrivan.com/>

Leadership – may not be appropriate to you if sole trader but all brand owners - worth knowing the importance of good leadership – businesses stand or fall by a harmonious leader – if a boss is a bully, it's a nightmare!

What's your expression – your heart centred business

Framework 8 'S's (Essences) of co- leadership

Servant Leader

We become a 'server', of the whole empowering others rather than controlling (even if it's only with our virtual assistant!)

Soul Model (rather than role model)

Authentically embodying the highest coherence of the whole

Rather than 'role modelling' which can be working from an ego based status

Seer – Be a perceptive co-creator

Sensor – Looking to intuition to see what needs to emerge

Space Holder – Enabling inclusivity – Jude talks of a collegiate setting

Stirrer - Intervening to enable when things need mixing up

Shaker – Someone who disrupts who is authentic but has sense of vulnerability, and humility, but be enough of a 'disruptor' to intervene to create change

These concepts and ways of perceiving what kind of 'leader' we are can make a big difference when think of our brand and the people we work with.

Let's think of them in co creation with us.

We can be 'Empowering not Controlling'

Our session will be on marketing, and

How to attract visibility for what we do, later we will look at confidence - you in the spotlight, being able to share your message

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