

# QUICK COACHING CASH™

How to Start Your Own High-Ticket  
Coaching Program in Seven Days or Less



B R I A N T . E D M O N D S O N

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# Quick Coaching Cash<sup>TM</sup>

## *“How to Start Your Own High-Ticket Coaching Program in Seven Days or Less”*

### **Welcome**

Hello, Brian Edmondson here, I'd like to welcome you to this special report: **Quick Coaching Cash<sup>TM</sup>**: *“How to Start Your Own High-Ticket Coaching Program in Seven Days or Less”*.

If there is one thing you'd ever consider treating me to a nice dinner at a fancy steakhouse for, it's the information contained in this special report.

Side Note: One of my favorite steakhouses is The Capital Grille, gift cards are welcome if you're ever so inclined!

I always tell my [one-on-one coaching clients](#) that offering coaching is the one of the fastest and (surprising to many) easiest way to generate revenue in your business. It's also extremely valuable to your customers, clients, or patients.

By the end of this special report you'll know exactly how to structure your own coaching program, on your own terms, doing ZERO things you're not comfortable with and selling it to eager prospects for three, four and five figure sums.

Let's go ahead and dive into it!

Sincerely,



Brian T. Edmondson

Founder, **Internet Income Coach™**

Author, **Quick Coaching Cash™**

# Introduction

Let me just get this out of the way...

It needs to be said...

**Coaching was the scariest step I ever took in my whole of my online career (even more so than public speaking)!**

BUT It shouldn't have been that way!

I didn't *need* to jump on live Skype calls with the wrong sort of client and put myself SOLIDLY on the spot, trembling with fear and terrified that I wouldn't be qualified to answer all of the questions I'd be ask.

Like many authors, experts, speakers, coaches, and consultants I constantly suffered from "[imposter syndrome](#)" and felt like I'd be 'found out' as a fraud at worst, or inexperienced at best.

I know this is something many of my subscribers, customers, and clients suffer from as well. Maybe you do too?

What I SHOULD have done was taken control of what I offered.

Instead of just having a generic 'coaching' offer, I should have ONLY offered very specific coaching offers to the very specific areas that I was an expert at - things like email marketing, product creation, to

help people in the areas that I knew well - online marketing strategy, list building and email marketing, product creation, etc.

Example: I'm one of the world's leading experts on list building and email marketing. I can provide tremendous value and coach for hours on this specific topic.

By not setting these boundaries I ended up having to spend hours researching subjects that really weren't my strength and that (to be honest) I had no business coaching at all.

Example: Twitter advertising. This is something I've never done and don't currently do. If someone asked me a question on this topic I wouldn't be able to provide immediate value, have to spend hours researching, and frankly shouldn't be coaching on to begin with.

**I also should have started with email coaching** (which is still my favorite method) because it gives you the time to think carefully about your answers, do any research you need to do and not rush in with un-needed content as 'filler'.

But although my early coaching calls felt nervous and messy, it wasn't as bad as I imagined *because most people who hire you as a coach don't want information in the form of facts and figures.*

Your clients want (in no particular order):

- A friendly and knowledgeable ear to talk to and bounce ideas off.
- An accountability partner who will help them ensure they get tasks done when they want them to be done.
- A second opinion about what they're doing.
- Someone who sees their business through different eyes.
- Some hand-holding and step-by-step guidance.
- Your expert and unbiased opinion.
- A bit of praise when they achieve something, no matter how small.

In fact the long and short of it is that if you've not coached before...

**Coaching is probably nothing like you imagined!**

So the whole purpose of this report is to show you the following:

1. How to set up your own high-ticket coaching program
2. How to do it so you feel 100% in confident and in control
3. How to do it so you stay firmly inside your comfort zone
4. How to price it so you value your time and expertise properly

5. What to teach (and what not to teach!)
6. How to structure and deliver your coaching

And much, much more.

Let's get started...

# You're Already Qualified to Coach

You've been coaching your whole life...

You probably weren't aware of it but that's exactly what you've been doing.

Did you teach your children to swim even though you're not an olympic swimmer?

Maybe you pointed out the North Star or the planet Venus in the early to them in the night sky even though you're not an astro-physicist.

Or maybe you advised a friend on what car to buy after reading several reviews or helped a family member with a job application even though you've never held that particular position?

But the chances are those people LOVED you for helping them?

**Here's the good news:**

*You don't have to be the best, you just have to want to help.*

Ah but it's not the same as helping kids or friends, right?

WRONG.

Yes it is.

It's EXACTLY the same.

No coach knows everything.

*They help first, and anything they don't know can be researched.*

Not too long ago I helped someone write a spec for a WordPress plugin.

Now I don't know the first thing about how to code or develop a plugin.

I don't know how they work and I struggle to install them myself.

**Yet I was paid a very handsome fee for helping my client do this and they were absolutely delighted with the outcome.**

A little research, a little common sense, and a desire to help was all it took.

I found out what other similar plugins were in the marketplace, found out the main problems that potential users wanted solving and brainstormed with my client which features should go into his plugin with an eye on what would look good on a sales page.

PURE research.

I knew NONE of this when we started working together.

In fact he knew more than me about his competition but that simply didn't matter **because most clients just want their ideas**

**validated, feedback from an unbiased outside party, and an honest second opinion.**

And I walked away with a nice payday and a delighted client... and all it took was a few hours on Skype.

I hadn't found out any information my client couldn't have found for himself, and when it came to writing the spec for the freelance developer it came about as a brainstorming session between my client and myself. We collaborated and wrote it together.

So what was my client actually paying me for?

**I'll tell you after this quick story...**

Years ago (more than I care to count) when I bought my first car, I needed to get new brakes but was completely broke.

I needed new brake pads, new calipers, the whole enchilada.

I spoke to my step-dad and he said, "Let's change the brakes ourselves".

I'd never done anything like that before but my step-dad knew his stuff.

I bought all the parts we needed to make the repair.

It wasn't cheap but it was WAY cheaper than taking the car in to the garage to have them do it.

We got started on the repairs, started, aided by a Haynes manual (step-by-step instructions) and we got started.

After a couple of hours we finished the repairs and the brakes worked great.

I easily followed the step-by-step instructions with the help of my step-dad holding my hand along the way... something I would not have NEVER even attempted on my own.

I asked my step-dad whether it took him longer to change the brakes because he'd had me to 'help' him.

What he said next totally shocked me...

He responded by saying:

“I have no idea, I've never changed brakes on a car before.”

What my step-dad taught me on that day was priceless for me...

He taught me the value of just getting started.

Get everything prepared, then once it's done, don't think any more about it, just get on with the job.

Just... get... started.

And that's what your clients will pay you for - **the reassurance of having you work along side them and guiding them through the process.**

That's exactly what my plugin client was paying me for.

Are you starting to see how this might work for you, at least at first?

Later on you'll know your stuff like the back of your hand and will be totally confident about teaching it.

But to start with, accept that for the first or second client you take on, you **WILL** feel nervous, you **MAY** feel like a fake and you **MIGHT** feel like you're taking their money under false pretenses.

Feel the feeling and keep going, right?

Every coach who has ever taken on a paying client felt like this in the early days, whether they admit it or not.

But after your first or second client that feeling will **VANISH FOREVER**.

And below I'll show you how to make **SURE** all goes smoothly at the start.

**INSIDER TIP:** To come across as an **AMAZING** coach on your first **EVER** sessions, **you just need to be a good listener.**

Rarely are we listened to in life.

Everyone wants to be heard.

Everyone wants attention.

No one really listens any more, they just glaze over while waiting for their turn to speak.

Sometimes when I'm first meeting with a new coaching client I'll just open by saying something to the effect of, "Since this is our first time meeting, tell me a little bit more about your business and what you're looking to accomplish", then I'll just shut up and listen.

I've had some cases where they would go on for 10 to 15 minutes or more without interruption!

If you listen - REALLY LISTEN to your client, you'll be the best coach your client has ever had.

# How to Determine Your Coaching Offer

The first step in deciding on your coaching offer is to identify what you want to do **and what you DON'T want to do.**

If you don't want to do telephone coaching then *don't do that.*

If you want to do Skype calls but not video *then do that.*

If you want to coach by email or Facebook or Instant Messenger *then do that.*

Just follow these two basic rules:

1. It's YOUR coaching program so YOU decide how you'll deliver it.
2. Clearly communicate to your prospects and clients how you'll interact together.

**Also remember that the more personal access they get to you, the more you should charge.**

So typically I charge less for email coaching than I do for Skype / telephone calls and charge significantly more for face-to-face in person meetings.

Onwards...

You can offer one, any or all of the following options:

First let's take a look at ways to structure group coaching then we'll take a look at structuring one-on-one coaching.

## **Group Coaching**

It's been a long while since I've done any sort of group coaching although I know several marketers who do very well with this model at the present time.

Group coaching can take different forms:

### **Live Webinars**

This is the way we did group coaching.

You can jump on a webinar with a small (or not so small) group of people who can all see your screen, can ask questions by both email and microphone.

The best thing about this is that it has live dynamic interaction.

In short - it's LIVE and people can get involved.

The advantages are you can help more people at once, touch on different topics, respond to what the group wants and the whole group can learn from what each other's questions.

The disadvantages are that sometimes clients want to learn about different things and some people may try to monopolize the

coaching... so you have to be diplomatic and find a way to keep everyone happy.

Some people love the group coaching dynamic where they can listen to others people's questions while others prefer more individualized attention via one-on-one coaching (more on that below).

**MONEY:** From a financial point of view group coaching is very effective because *you take multiple fees but only have to do one call at a time.*

**Note:** You can also do group coaching via teleseminar / audio only as well.

## **Facebook Groups**

This is a nice mixture between live and delayed coaching because you can get your clients to post questions in a private Facebook group that you can answer when you're ready.

*But you also get the instant messenger facility* where you can hop on with someone who needs real time help. If your group is big enough you'll also find that some of the advanced group members will naturally help out the newer ones, making your job a lot easier.

## **Live Events**

Not for everyone but you can probably think of a few marketers who rent out a hotel venue and charge several hundred to thousands of dollars to attend a one or two day event.

Food and drinks would probably be provided but a hotel room and transportation would typically not.

You would usually provide a presentation in the morning, break for lunch then another one in the afternoon.

Ideally you'd be available to socialize with your paying guests or have dinner with them.

You'll be asked a lot of questions so you'll need to know your stuff but these events are usually informal and fun.

They take some organizing, including booking a conference room in a hotel, sorting out the technical issues such as an internet connection for your guests, projectors, tea and coffee breaks, lighting and so on.

But the rewards are worth it.

One of my clients runs a few meetings like this each year.

They have about 12 to 15 people attend a two day event; each paying several thousand dollars to attend.

My client's costs are a few thousand dollars which includes expenses for the hotel conference room, refreshments, handouts and materials, and other miscellaneous expenses.

15 attendees at \$2,500 a head is \$37,500. Subtract out a few thousand dollars for expenses and that's too shabby for a couple days work.

## **Private Room / Inner Circle Coaching**

I've also known marketers who are speaking at events book a private room or even undertake coaching from the hotel lobby.

They'll let their list know they're attending the networking event - even if they're not speaking in some cases - and charge a fee for access to a private group after the speakers have finished for the day.

Usually fees aren't too high for this if it's a group because of the lack of personal attention AND the fact that a product is often being sold, but for private one to one sessions I've seen hundreds or thousands as a price point.

## **One-on-One Coaching**

This is my preferred way of working with clients, purely because it allows me to focus on my coaching clients individually and offer more personalized advice.

## **Skype Coaching**

Skype is easy, free and unless you try to get more than four people on a call it usually works well. You can also share screens (Skype screen share) and do video calls or just voice calls if you're having a bad hair day.

There's also something called 'team viewer' I'm told you can use if you need to take control of your client's PC and show them how to do something.

Obviously they'll have to trust you for that one.

For one-on-one coaching with Skype you can charge anywhere from hundreds to thousands of dollars depending on what the subject matter is, how much access is included, and how many sessions are included.

I dedicate specific times each day of the week to schedule my coaching calls with adequate time for breaks in between calls.

I generally do two calls a day (three calls max) each day of the week; but I know many people who will block off a couple days a week and do a full day of calls.

At the time of this writing I charge \$500 for an hour of coaching via telephone or Skype (or Zoom which is becoming more popular), though I'll occasionally offer special offers to my email subscribers and existing clients.

I prefer to just do Skype audio or telephone coaching as I'm not really a video conferencing type of person.

## **Webinar Coaching**

We used GoToWebinar and found it great.

It costs around \$89 a month if you pay monthly (\$69 if you pay annually) and the only reason we used it was if for some reason it was necessary to do screen sharing for the coaching call.

Also, if you're working at corporate level or doing a lot of business-to-business coaching, GoToWebinar / GoToMeeting does in my opinion look more professional than Skype.

Though not my cup of tea, many people do like to video based conference, in which case this could be a good option as well.

Another popular alternative to GoToWebinar / GoToMeeting is Zoom.us.

## **Email Coaching**

My personal favorite.

There are variations on this but in essence it's just about answering questions by email.

We're not talking just customer support here - but in-depth questions, sharing screenshots, including short videos if necessary and generally being downright gritty and honest with your client.

They have a record of the emails so can refer back to what you say on their own time and of course you have the luxury of being able to answer the email in your own time.

I know of one marketer who does very well with this *by allowing each person subscribed to ask three questions per week.*

Clients pay a monthly fee for your professional help in this model.

Emails takes him anywhere from less than 1 hour to 2 hours per day max.

It's something you could operate on a specific time each day or do sporadically throughout your day between other tasks.

When I offer email coaching it's done with a monthly fee and clients are allowed to ask one question per day maximum (though most clients don't utilize it that much).

What usually happens is that new clients will ask a flurry of questions initially but then go quiet for a few weeks while they implement the strategies we agree on. Then they'll just check in here and there with questions as they arise.

**INSIDER TIP:** If someone is sending tons of emails a day, the easiest way to calm that down is to wait for an hour or two before replying. Or as I do, you can set the parameters up front of one question a day maximum.

I usually charge \$500 per month for my email coaching although I also run special offers now and again as most marketers do.

I've done my email coaching from all over the place - home, hotel rooms, networking conferences, while visiting friends, or while traveling on the road (as a passenger of course!).

Anywhere with an internet connection or even a good phone connection - it's only email after all!

I have a dedicated email address for my email coaching, although some marketers prefer support desks where clients can open a ticket so nothing goes astray.

I've not had any problems like this and like the search-ability that email services like Gmail provide when referring back to previous answers.

I thoroughly recommend email coaching as the way to start if you're a little nervous about coaching.

It doesn't have the same perceived value as Skype or phone coaching but it's a tremendous value for the client.

**Note:** Offering email coaching to supplement an information product or program you offer is a great way to charge higher prices and deliver more value to your clients. [Check out this blog post where I share a very unique way to create high-ticket hybrid “coaching courses”.](#)

## **Facebook Coaching**

This is something I’ve been thinking about more and more because your clients can message you quickly. In fact I already have one client who much prefers this way and it certainly works for her. You can either answer the PM’s as they come in or schedule a time to text chat.

I’d price this at the same price as email coaching.

# How to Offer Your Coaching

I offer my coaching through a sales page on my website. You can see a screen shot of my one of my coaching offers below. Also, you can see the entire sales letter live on my site [right here](https://www.internetincomecoach.com/internet-income-coaching-call/). Here is the link in case you printed out this report:

<https://www.internetincomecoach.com/internet-income-coaching-call/>



Limited Spots Available

## Work with One-on-One with Me - Brian T. Edmondson - To Take Your Business to the Next Level



**From the MacBook Air<sup>®</sup> of:** Brian T. Edmondson

**Re:** Work with me one-on-one to grow your online business

I get it... I've helped many would-be online entrepreneurs in your situation.

You're an expert in your field. You're good at what you do. You should be able to monetize your knowledge and expertise... maybe you've seen others who have the same expertise as you do and are making a fortune doing what you want to do.

Though the coaching is listed on my website, the reality is that most of my coaching clients come via promotions from my email list because these are people who know me, like me, and trust me and are more likely to take me up on a coaching offer than someone visiting my website for the first time.

Also, I'll usually offer discounts and special offers to my email subscribers.

**Note:** If you'd like to see how I personally use email marketing check out my [Email List Profits™](#) special report where I share my email marketing strategies to generate big money from small lists. Here is the link in case you printed this report:

<https://www.internetincomecoach.com/email-list-profits/>

**INSIDER TIP:** The following is possibly one of the most profitable changes that I've made in my business that many other marketers don't do...

I don't just offer "coaching"... I offer a specific outcome or solution to a specific problem.

I highly recommend you do the same.

It's the reason you'll see me offer coaching on specific outcomes such as how to drive traffic, how to grow an email list, how to create high-ticket coaching programs, etc.

## **Taking Payments Online**

For my shopping cart software I use ThriveCart to handle my payments. I really like [ThriveCart](#) because it has the ability to do order bumps, one-click upsells, handles affiliate marketing, and a whole lot of other bells and whistles.

ThriveCart allows me to take payments via Stripe, PayPal, ApplePay, etc. You can learn more about ThriveCart at:

<https://www.internetincomecoach.com/thrivecart>

If you're just getting started and don't have the budget to invest in a shopping cart you can always simply get started just by taking payments with PayPal.

## **What About Refunds?**

When it comes to coaching, I don't offer any guarantees or refunds, period.

The reason is simple - I can't reclaim any of the time spent with a client, and I can't force the client to do the work so the responsibility is with them.

That said, I can only remember one person ever asking for a refund and that was years ago. Most people will be thrilled to talk to you and get a lot of insights no matter how basic you think the information you're sharing is, so I wouldn't worry about refund issues.

Also, keep in mind most people who purchase your coaching aren't going to do it the first time they land on your website. They need to get to know you, like you, and trust you - so by the time they decide to invest in coaching with you you're already the expert authority in their mind and they'll be very open to you and your coaching.

## **What Happens After They Pay You?**

When I first started doing coaching I would ask for people to fill out a questionnaire or send their questions to me ahead of time so I could prepare for the coaching session.

Today I bypass all that and simply give them the information to get onto my calendar and schedule the call.

**Note:** I highly recommend you use an online scheduling system to schedule your coaching calls so you don't have to go back-and-forth trying to find a time. The online scheduler I use is [TimeTrade](#). It's very inexpensive and works fine for me.

The reason I don't ask for or do any prep work ahead of time anymore is two-fold:

1. I've been coaching for several years now and don't feel the need to prepare ahead of time. I'm pretty confident I'll be able to answer any questions I get on the call. I don't say that to sound arrogant;

and you'll probably find that you generally get the same questions over and over again and won't need to prep for calls ahead of time.

2. I don't want to know anything ahead of the call as I don't want to prejudge the coaching call going into it. I feel the best types of coaching calls are ones that are more organic in nature.

I know if you're just getting started you may feel more comfortable gathering more information ahead of the call so you can feel better prepared or perhaps you feel like you could do a better job coaching with that.

With that said, here is what I used to do in my early days of coaching.

I would ask for some basic information once they've signed up and payment has been processed by taking them to an information page asking for **more** details in the form of a questionnaire, for the new client to fill in.

This is so I get an idea of their background, their needs and what they want to get out of our time working together.

You can see an example of what that looked like below.

You could use a contact form, Google Forms, or something similar to get this information.

**4. What are the URL's of your main squeeze pages?**

**5. List size (if any)**

**6. How much are you currently earning per month from your online business?**

**7. What are your aims from your online business? (I dislike this question because for 9/10 people it's to be able to quit their job but it needs asking)**

**8. How much time do you have to work on your online business?**

**9. What's your blog URL**

**10.10 Any Other stuff you think I should know....**

Obviously the information I asked for would change depending on the type of coaching I was offering but you can see how it gives a pretty good over-view of what the client is like, their experience and backgrounds, etc.

With this information you could do some prep work ahead of the call to make sure you bring value to the call rather than having to come up with stuff in real-time on the call.

# What Will You Teach?

The goal with coaching is to get results for your clients by leading them down a path through which they get results for themselves.

But your clients are the ones who actually do the work that results in the desired outcome.

And here's how you'll do that...

**INSIDER TIP:** The following info is great if you do wide-spectrum coaching where people hire you for different reasons not just for the specific coaching I mentioned earlier.

## Here's what you need to do when you begin coaching:

1. Establish what the problem is.
2. Come up with a desired outcome the defeats this problem.
3. Work towards that outcome.

Yep - that's what coaching is.

But if you stick to that very basic blueprint you'll never 'not know what to suggest' or feel insecure in what you're teaching again.

Ever.

So when you're working with a new client the first thing you need to do is find out what problem they need to solve.

Okay, I know that's a little vague, so let's look at that process a little more closely.

Typically for me it will go something like this:

I'll start with two or three minutes of small-talk to relax them.

More often than not they'll then say something like *'So, Brian - here's why I contacted you - I want to take my income from \$1,000 to \$5,000 a month by creating a flagship product'*.

Now if that DOESN'T happen I take the lead and simply ask them what motivated them to schedule a coaching call with me and what are they hoping to get out of our time together.

That'll put us instantly on the same page and from there I can start asking questions like these:

- Why do you think your income is 'stuck' at \$XYZ?
- Where does most of your current income come from?
- What's stopped you creating your flagship product up to now?

Basically you're looking for ROADBLOCKS!

And there's an easy way to do this.

Just ask this simple question:

**'What do you think is holding you back?'**

And in almost ten years of coaching I have NEVER had anyone say *‘I don’t know’*.

They might say *‘I don’t know...I just don’t seem to be able to get started on the sales page’*.

So from there you can suggest an approach - hiring a freelancer, finding a sales page template they can use, finding a similar product and modeling their approach to the sales page or just working with your client to find their optimum working times during the day.

You can set deadlines for them to achieve certain aspects of the sales page - for example *‘By tomorrow I want you to email me with three possible headlines’*.

If you know what the problem is you can come up with strategies to get past the obstacle.

Then once that’s done you move onto the next obstacle and so on until you reach the desired outcome and your client leaves, delighted with the results.

**Just break down the big problems into smaller, SINGLE ones because they’re much easier to find solution to.**

Now for some clients there might just be one or two problems, even when broken down into their basic steps, but for others there might be a large number of issues that need to be overcome over time.

This is when you can suggest a higher-level of coaching with more time and personal access to you if they want it\*.

*\*You don't have to do this of course, but in time you'll see how it benefits both you and your client.*

So for example if you're coaching someone via email and you feel that with Skype calls AND email support you could solve the problem in 3 months then suggest a 3 month package, with appropriate discount.

So for example instead of the client paying you \$500 per month for email support that might last 8 or 9 months, suggest a \$5,000 package that covers three months of weekly Skype calls, email support AND Facebook messaging as part of a complete deal.

Your client will get better results and they're less likely to get fed up and quit because things are moving too slow.

## The Big Secret: Small Wins

The chances are that by the time your client has come to you they've been stuck behind an obstacle for quite a while and are very frustrated.

So if you can show them some small initial results they'll love you for it and think you're the best coach ever.

And it's not hard to do.

One the best things you can do is to finish off something that they've left incomplete for a while.

One of the best motivators I use is if the client has a small email list or a following on social media but not making sales... I'll give them an email template or social media post they can use immediately and get some sales right away.

This gets things *happening*. *It starts putting things in MOTION.*

Chances are they've made at least one sale, which they'll be delighted about.

But even if they haven't they will probably have some new subscribers or at the very least you'll have some real-world stats and results to examine and work from.

They'll see that with you as a coach things are starting to happen!

It's all about getting things moving forward.

Giving them small outcomes en route to the BIG desired outcome that they want.

You will however come across some clients who don't want their problems solved, even if they say they do, which is quite interesting.

You'll find some people just want to gather information 'before they start' and no amount of persuasion on your part will convince them that they're ready.

Despite the fact that they only realistically need to be a couple of chapters in front of their customers in terms of knowledge, some people think they must acquire every scrap of information in their niche before they 'start.

This is obviously down to fear and sadly most of them will never start!

There's nothing you can do about this. It's not your fault.

Luckily they're in the minority and with most of your clients you'll be able to show them small results on a regular basis quite easily and you'll be the best thing since sliced bread!

# What If They Have A Problem You Can't Solve?

There are three ways you can go if this happens:

1. You can solve it yourself.
2. You can hire someone else to solve it.
3. You can abandon solving it (not what it sounds like as I'll explain).

**To solve it yourself** you just need to do some research.

This is obviously easy if you're doing email coaching but if you're on a call it's not so bad either - you just need to say you're not sure about that right now but you'll find out.

**NEVER B.S. IF YOU DON'T KNOW SOMETHING.**

And that's perfectly fine, most people are okay if you say you don't know answer right now but can do a little research and follow up with an answer.

If it's an issue you need help with (usually a technical issue in my experience) then you can **hire someone else to solve it.**

This usually involves hiring an expert or freelancer.

*You do not pay for this - your client does.*

So make this clear to them what you need to proceed and get their agreement.

An example is a client I was working on who wanted a membership site created.

This was back in the days before Clickfunnels and other membership software products.

I suggested various WordPress plugins that I know worked well such as Wishlist and a couple of others.

He asked if I could install it for him.

I told him I couldn't - I didn't have the technical skills.

He asked if I could talk him through it.

I told him I didn't understand it well enough to do that.

No problems - we just agreed the best thing to do was hire a coder to install it.

It took less than a day and cost my client around \$75 for the bare bones install. Within a day or so we were back on track and had progressed.

Hiring an expert won't reflect badly on you remember - they can do it faster and cheaper and you can concentrate on the things you're good at.

**Note:** Having work outsourced is another possible profit center for your business. There is nothing wrong with you getting a referral fee or charging a markup since you are still then providing strategy and direction.

Keep in mind in most cases people are paying you for strategy, advice, and direction and don't expect you to actually do the work for them.

There is a *third thing* you can do if you are presented with a problem that you can't solve.

**You can abandon solving it.**

I've done this a few times. If you find your client is stuck with a certain issue and he's not going anywhere AND you can't fix it yourself, ask him:

'Can you move on if we just skip this?'

A lot of the time the answer will be yes and there will be an alternative or other way of doing things.

If not, and it's impossible to fix even if you hire an expert, does your client REALLY want something like that in his business?

# The Easiest Way to Start Coaching

The easiest way to start coaching is to do this...

Take one of your front-end products, or create one.

OR look at what you have been doing in your own business that is working for you in terms of results, income, etc.

(It could easily be a publication just like this one)

And **offer a high-ticket coaching option that teaches the exact same thing.**

Obviously in more depth, with personal help and tailored to their business.

The difference is of course that rather than reading a PDF, they get access to you.

You walk them through the whole process, resolve any obstacles and personalize everything to THEIR business.

And instead of a \$17 product, charge them \$1,000 per month to do it via Skype calls and emails.

If you're on my list you've heard me talk about this before because it's by FAR the easiest way to start coaching.

I know of successful marketers who base entire businesses on ONE strategy, from a brief over view as an entry-level PDF through to a full 30 video course for hundreds of dollars.

They also offer personal coaching for the same method, again at increasing price points depending on the amount of access they get to the marketer.

I work with a lot of authors who have traditional books or ebooks. One of the easiest things they can do is to take that book or ebook and reposition into what I call a [Micro Coaching Course™](#) which is a hybrid course/coaching program that sells for 10X or more.

# How to Totally WOW Your Clients

You know the No.1 BEST way to bring value to the table, to WOW your clients AND to get the best results?

**It's the ability to ask smart questions.**

The type of smart questions that result in changes

Questions like:

- ‘What do you want the outcome of our time together to be?’
- ‘What are the THREE things that are stopping you from getting this project done by tomorrow night?’
- ‘What can you do immediately after this call to get one step closer to your goal?’

(Quick thanks to Jason Fladlien for inspiration there!)

BUT...also don't be afraid of asking what you think are ‘stupid’ questions either, because you have a fresh set of eyes and your client just *might* have missed what *you* think is obvious - so make sure you ASK it, regardless of how daft you think it is.

As I said earlier, *listening is one of the most valuable skills a coach can have.*

I've had clients come on a call and just COMPLAIN about everything for half an hour.

Their business, the economy, their wife/husband, how unfair life is and so on...

I suggest gently we might move on to the business at hand but if they get back into complaining mode - LET THEM.

Afterwards they feel better because they've let off steam and, well you're getting paid for it so everyone's a winner!

Then say *'So what are you going to do about it?'*

This usually produces some really good ideas!

# Coaching Checklist

Obviously I can't tell you WHAT to teach because I don't know if you'll be doing business coaching, life coaching, etc...

But there ARE some constants that work for all coaches that you really should be including so I'll go through those in a short checklist

- Ask questions.
- Establish what the problem is.
- Agree on a desired outcome.
- Make a plan for achieving that outcome.
- Break it down into small tasks they can focus on.
- Get some small results for your client as soon as you can.
- Set deadlines for your client.
- Provide Accountability.

And finally...

Remember, as a coach you don't have to get it right all the time. You don't have to solve every problem.

You just have to get them going in the right direction...

Your clients came to you because they need some movement.

If you can provide that movement they can get going on their own again - that's the job of a coach.

Best of luck!

# Conclusion

So there you have it!

A surefire way for you to get started with high-ticket coaching starting right now.

Take this information, use it, and watch your business go to the next level.

To your coaching success,



Brian T. Edmondson

Founder, **Internet Income Coach™**

Author, **Quick Coaching Cash™**