



Introduction to RCI's Coaching Business Success System

Webinar recording transcript

David: Hi, and welcome to introduction to RCI's Coaching Business Success system. I'm David Steele, founder of Relationship Coaching Institute. With me today is Darlene who basically runs RCI nowadays. So, say hello, Darlene.

Darlene: Hi, I'm very excited to be here.

David: We're excited to have you here because, believe it or not, this is RCI's 20th anniversary. We have been in existence for 20 years now. We were founded in 1997. I've got to say, it's quite a miracle. The whole thing is a miracle to be able to make a difference in the world with your cellphone and a computer and an Internet connection. To be able to work from home or anywhere in the world.

Realize, I was a marriage and family therapist in a four-walled office and I haven't done a session in an office in 20 years. Yet, I have been following my passion for helping people have successful relationships. You share this passion with me, so thank you for being here. It's just an absolute, to me, miracle that we've been existent this long. This whole Success System is a reflection of being in business this long. We can only build something this substantial with a heck of a lot of effort and sacrifice and cost and trial and error learning. It's just amazing. The journey has been amazing.

I want to share with you that personally, for Darlene and I, the kids are grown now. They've left the nest. They're off to college. We sold the house and we bought our dream boat. Here it is. Her name is Grace. She's a Nauticat cutter-ketch. We're living and cruising on our boat full-time. Here is a picture that I took from the back deck of our boat two days ago, which is a beautiful sunrise.

We are living our dream of adventure, of being close to nature, of freedom, and we could not do this without our cellphones and the Internet and our computer. We could not do this without you, the support of RCI members who we are in service of. This is what happens with you when you are a coach. Your clients enable you to live the life you love, to live your dreams, and all you need is a cellphone, and an Internet connection, and a computer.

It's a gosh darn miracle. It's amazing that we have these choices that we can live the life of our dreams beyond what we thought possible years ago. We really, really, really, really want to support you to live your dreams as we are. That's what we're all about. That's what RCI is all about. So, thank you for being here and giving us the opportunity to do this for you. Darlene, any opening comments before we proceed?

Darlene: No, I think we're ready to go.

David: Okay. I've got to tell you, our biggest frustration, our biggest pain ... We are very, very proud of RCI. We are the first and largest relationship coach training organization. We provide world-class highest quality training. Take a look around RCI, we offer so much to our members, practice building resources and support and mentoring and done-for-you marketing campaigns and on and on and on. It is our biggest pain and frustration that our members still struggle.

Darlene and I have been scratching our heads and concerned about this and wondering what to do about it. It's sort of when you're a coach and you have a client and you work with them week after week, after week, after week, month after month for years and years and they're stuck. You are not going to accept your client being stuck. You want them to be successful. You're committed to their success. Well, we are committed to your success, and this is our biggest frustration and our biggest pain.

We think we have finally hit the magic solution and we've put it all together in our Coaching Business Success system here at RCI that we'll introduce you to today. Very, very excited, oh my gosh. Darlene, any comments about this one?

Darlene: Yeah. I actually asked David to let me speak up here because, and I'll try not to cry, it is really frustrating for us. I think one of the things that's frustrating the most for me is the first time I hear from somebody that they're having trouble is when they contact me and say, "I'm not going to be a coach anymore. I want to quit my RCI membership." When I ask why, and they say, "Well, I couldn't get my business going," or something like that.

I realized that that's the first time they've reached out for help. They never, ever emailed any of us, never contacted David or I, never contacted one of the mentors. They just try to struggle on their own, couldn't figure it out and then just gave up. You know what, there's no reason for that. We are absolutely here to support you. I tell people that all the time and yet somehow the message doesn't get out. So you know what, we are getting the message out really strong today and I hope you hear it.

David: Yeah. All right. Here we go. So, let's start off with common mistakes for struggling RCI members. First is ignoring or rushing the basics. You have to have a foundation. You have to have the basics. If they're not in place and if you try to move too far ahead from where you are, you are going to fail. That is first.

The second is focusing on projects ahead of where you are. This is similar to rushing the basics. This is like when you're just starting out, you don't really have a business yet. You haven't even worked with many clients yet, yet you're

working on writing a book or you're working on an online program for passive income. That is way ahead of where you are. You will not be successful if you work too far ahead from where you are.

Also, being a lone ranger without input or support. So, this means two things. It certainly means not engaging the support that's available to you in RCI. I mean, we offer amazing levels of support that are available nowhere else. I mean, any of us is available by email, some of us by telephone. We have mentors who are experienced successful coaches who are just itching to be of service to you. There's absolutely no reason for you not to have the support that you need.

The other thing that that means is not getting the input from your target audience. I've seen lots of coaches launch a business or launch a program and fail because they have created something that they're passionate about, that they really believe in, that they love, but they haven't even had a conversation with the target audience about it. How do you know it's going to succeed? How do you know that they want it, that they're going to buy it, that is going to work for them? We're relationship coaches and we need to be in relationship with each other, with our support system and with our target audience that we want to be at service to. Being a lone ranger does not work. But this is amazingly common!

Also, no system. They lack key elements, and I'm guilty of this. I think we're all guilty of this. We go where energy wants to go. I mean, I love that saying. I love doing it myself. I go where my energy wants to go and I'm very good at it when I'm able to do that and there's things that I prefer not to do. But because of that then I'm ignoring important things, important key elements that are necessary for my success or for the business or for whatever it might be, for my health, you name it. So, we have to have a system. We have to address and have the key elements in place and we see RCI members struggle when they don't and it's absolutely unnecessary.

It's understandable for you to overlook or resist something, but let us support you and say, "Hey, hmm, what about this?" "Oh yeah, okay. I forgot about that," and take care of that and then you move on. We can only do that when we're in a relationship, when we're in conversation with each other.

Getting overwhelmed and staying stuck much longer than necessary. This is what Darlene was talking about. We will often hear from struggling RCI members when they have given up, and that is absolutely unnecessary. If you think about it, when you're a coach, you really want to be of service. You want your clients to hire you for your help and you believe that they're crazy not to hire you, not to get the support they need to be successful. Why would you not to? You're there. You're there to help them. You're committed to their success. So, guess what, we need to do that as well.

It drives me crazy when coaches resist getting the support that they need yet, they want to be hired to support their clients. It just doesn't make sense. So, the law of attraction will support you to get clients when you are supportable in being a client and getting the support and the help that you need. I really strongly believe that.

Then attempting to spend money to solve problems or get a boost in your business. I've done this many, many times. I can tell you, it does not work. If you don't have the basics in place, if you're not doing the right things at the right time in the right way, no amount of money, no throwing money at it is going to help at all. It really hurts your business, it hurts your future because you need to conserve your capital for good investments in your business. If you waste money on things that don't work, then that capital is not available for something that does work. So, it's a real shame when that happens and then you run out of money and then you give up.

Most small businesses fail not because they're not good at what they do, not because there's not a market for it. They would fail because they run out of money. They can't stay in business long enough. They can't survive to pay their bills. So, they may have to give it up and go get a job or whatever it might be that helps them stay in business.

Another common mistake is not investing enough. Not investing enough time, enough money or enough effort into your business. When you think about it, building a coaching business is simple, but it's not easy. It's simple because all we have to do is get training, get enough practice to be good at what we do and get results for our clients. Then tell other people about it in some way, which is marketing. Then have a conversation with people that are interested in working with us, which is enrollment. Then get hired and then help our clients. That's a pretty simple business. However, it's not easy.

So, I think sometimes people confuse the two. They think it's because it's simple it should be easy. Well, you know what, it can be easy, but you have to put in the effort and pay your dues. Two or three years down the road, your business can be really, really easy. You can have a full calendar clients coming in from referrals and have a waiting list for your services. I mean, seriously.

However, you have to pay your dues and put the effort in place and build your business up to the point where you are known, and you are getting those referrals, and you are the go-to person for your niche, then your business and your marketing will be easy. Until then, you have to invest lots of time, money, and effort. But the cool thing is, it is pretty simple. It's not that complicated, but it is not necessarily easy.

Hiring expensive consultants and programs that aren't a good fit. My definition of a good mentor is somebody who has accomplished exactly what you want to accomplish or a consultant or a practice building program or a practice building resource. If they have been able to help people like you build the kind of business that you want to build, that they have a proven track record of that, then go ahead and give it a try and spend your money. If not, if they're really successful at helping other kinds of practitioners or other kinds of people other than you and your business, but they don't have a proven track record with your kind of business and your audience, then it doesn't work.

A big example of that, a pretty clear one, is business coaching versus relationship coaching. Business coaching is hard. Meaning, it's all about money and things to do and people that are making money and things that will actually

make you money. Now, in relationship coaching, we're in a soft business. We're all about feelings and relationships and personal fulfillment and you're not going to make money. This isn't about making money. This is about your happiness and success personally.

So, while business executive coaches can command a lot of money because they're in a hard business, meaning they help their clients earn real dollars, we're in a soft business. So, the consultant or the practice building program that will be successful with people that are in a hard money-making business are very, very different from a soft business.

So, moving right along to a common mistake that our members make is to wait until they are frustrated and stuck to get help. Like Darlene says, sometimes they wait longer than that. They wait until they're just giving up and going and getting a job and dropping the rest of their membership and deciding coaching isn't for them, but this is absolutely unnecessary.

So, guess what? We have the solution. Today, we'd like to introduce you to RCI's Coaching Business Success System. The key word is system. Now, we've always been a leader in providing our members practice building support and resources and even done-for-you marketing resources and seminars and webinars and marketing campaigns and done-for-you coaching programs step-by-step with a workbook and everything. So that's a lot. The chances are that attracted you to RCI and that's part of why you're here, but what was missing was the system part of it. Now, we've put together a system that is just sick but I can't wait to show it to you. So, here we go.

There's 10 parts to RCI's Coaching Business Success System. The first part is pretty obvious, which is training and skill building to become an effective coach. That's where your successful business as a coach starts, being an effective coach. How do you become an effective coach? With training and practice and building your skills. Coaching is a distinct profession. Just because you know a lot, just because you're successful at helping people in some other capacity, like me as a therapist, doesn't mean that you will be an effective coach. If you want to have a successful business helping people as a coach, then you need to be effective coach.

That's pretty obvious, pretty simple, but often it's overlooked. People think because they're smart, because they know a lot, because they have training elsewhere, that all they have to do is slap the label "coach" on it and they can be successful. Well, it starts with becoming an effective coach and we have low-cost training to help you do that.

Then part two is systematic developmental steps to building your business. Now, I published a book called *The Million Dollar Private Practice*. In that book, there are seven stages of practice building that was contributed by my friend, Dr. Brian Whetten. It's a great model. What we've done is distilled it down into four parts. Those four stages are student, apprentice, practitioner and master practitioner. So, you are a student when you're in training. You're an intern when you've completed your training and you're still practicing your skills. You're still learning by doing. You are still in learning mode.

Then you're an apprentice when you are starting to get paid. It might be very low fee, just deeply discounted services. You continue to practice your skills maybe with three clients. You're building your skills, you're building your practice by becoming known. You're developing your business perhaps, and you're still starting out, but you've completed your training. You're definitely on your way to becoming an effective coach by practicing.

Then at a certain point, you have served enough clients. You've gotten paid to a certain level that you can be considered a practitioner. You are now a coach. You get paid for your coaching services. You are in business as a coach. Congratulations. You are a practitioner. Then when you are able to make your living as a coach, when you don't have a day job, when you don't need any other source of income, then you are what we call a master practitioner. Not only are you an effective coach, but you've built your business to the point where it supports you fully, and then you're a master practitioner.

So, our goal and our system is all about helping you get through these four stages. Everybody starts out learning about how to be a coach. Then practicing their skills and becoming an effective coach. Then starting to get clients and getting paid for their coaching services and then building your business up to the point where you don't need a day job and you make a full-time living. Most of us coaches make our full-time living with part-time work. You don't need to work 40 hours a week to make a full-time living as a coach.

Well, the key is what we're all looking for in our business is that our business will fully support us. We do not need another income and that is our goal to help you get there so that you can live your dreams. You can achieve financial security. You can live on your boat and cruise the world if you want to, or whatever your dream might be. Maybe it's just financial security and providing for families and your kids to college. Whatever it is, we want to help you do that.

So that's the four stages of the practice building. This is a developmental model. Meaning, step-by-step and you get to one level, then you're working towards the next level. You get to that level, then you're working towards the next level. We all go through developmental stages in relationships and in growing our business and becoming successful coaches.

So, part three out of 10 of our Coaching Business Success System is specific resources and tutorials for each task and step in each stage. So, what does that mean? I want to show you a screenshot. Here is a screenshot of an internal document that we use that we're developing. It's still in development and we call this our matrix. There are different sections in the matrix.

This section is the top of the funnel. In the marketing funnel, there's three sections of the funnel. The top of the funnel is your marketing activities. The middle of the funnel is your moderate to low cost products and services, that your entry-level products and services. They help people get started working with you and benefiting from your expertise. Then the bottom of the funnel is your client services. So, this is a screenshot of our top of the funnel and nobody sees this. This is in the background. This is what we refer to behind-the-scenes of RCI and the mentors, but this is our goal.

You see across the top, we have the four stages. You see down the left, there are the different kinds of marketing activities that you might do in your business. You'll see that we've kind of ordered it by the beginning things that you might do when you're a student in stage one. Then the things, in addition to that, that you might do in stage two when you're an apprentice. Then, in addition that, the things you might do as a practitioner, and in addition to that, the things you might do as a master practitioner.

So, what I've done with this screenshot, I've highlighted two of the lines. Up at the top, I've highlighted the one that says, "Our online coach directory." That if you're a coach and you want to put yourself out there to get clients, put yourself out there online and a coach directory is one way to do that. We have a kick butt coach directory called Relationship Coach Finder and every RCI member should be on that coach directory.

That is something that you can do even when you're a student. That's one of the first things you can do to start putting yourself out there to get clients. When you are talking to people about free or low fee just to get practice and you can send them to a directory profile. They'll see that you're the real deal. They tend to trust you and be more willing to work with you. So, everybody should have an online profile in a coach directory.

But if you go down to the second thing that I highlighted, which is online and print advertising. Now, when you are starting out and you're still in training, is that a good time to pay \$500 a month for Google AdWords advertising to get the clients? No. Not at all. That will be waste for you. However, if you're a practitioner and you are a master practitioner, that might be a good way to get yourself out there and market and get clients. So, there's certain things that are good to do for everybody at all stages and there are certain things that are better at later stages. So, this is the developmental model.

So, as part of our system, we want to support you to focus on being where you are and putting the pieces in place for the level that you're at so that you can get to the next level and then embrace more and expand. So, this is one way we're doing that. So, that is a bit about the specific resources and tutorials for each step and each task in each stage.

Our goal is to have resources and tutorials and tools and strategies in place for every single one of these things. That if you need, for example, copywriting help for your website, that we have the resource that will help you do that. If you need guidance on, "Okay, I'm ready to advertise and google adwords, how do I do that?" That we could have a resource in place for helping you do that. Now, for that particular resource, we don't have it yet. This is our goal. The system will be absolutely complete when we have support and tools and resources for every single one of these things.

Part four of the Coaching Business Success System here at RCI is our done-for-you marketing resources. We call this part of our business in a box. So, if you're an RCI member, you are very familiar with these things. You're able to log in. You're able to download these editable PowerPoints and editable speaker guidelines and our course curriculums. You're able to put your own name on it.

You're able to make it your own. It's done for you. You can just put your name on it or you can change it around and adapt it as much you want. So that is a great benefit. It saves you a lot of time, expense, and you can just run with the ball and market and get clients with it.

So, we're very, very proud of these. We've put a lot of time and effort and money into developing them. We've hired professionals to design gorgeous graphics and PowerPoints. This is not amateur stuff. We've put a lot of money into having it done professionally, so that's a valuable part of your membership. That's, again, probably what attracted you RCI. Lots of our members have told us that they love these and they use them successfully in giving presentations and webinars. It's a valuable part of your membership and it's part of the system.

Part six of RCI's new Coaching Business Success System is Relationship Coach Finder. Now, Relationship Coach Finder, we had a soft launch last month. We already have some folks from RCI that are on Relationship Coach Finder. We love to hear from them. They're reporting that they're getting strategy session. People are finding them on the Internet and are booking strategy sessions with them. It's cool. It's wonderful when it works. It's absolutely search engine optimized. There's no reason why people on the Internet searching for information and help wouldn't find you.

So, part six is actually Relationship Coach Finder's marketing resources. Now, Relationship Coach Finder is more than just marketing and we'll get into that. But the marketing resources include the coach directory and having a profile up on the Internet that is search engine optimized and having a Free Call button so that people can easily book a strategy session with you. And easily schedule a meeting with you, online scheduling, and actually have your lead generator there. This is what will help market you.

So, here's a screenshot of the coach directory. There is four coaches there including me and you'll see the arrows on the right are pointing to the Free Call buttons. So, if somebody wants to talk with you and book a strategy session with you, all they've got to do is click on that button. We are hearing from our members saying this is absolutely happening and it's wonderful.

You'll notice that I do not have a free call button on my profile, why, because I don't accept free calls. I don't do free calls. At a certain point in your professional development, you're busy. You might have a waiting list practice. You might be higher end and charge more money than the average person can afford. So, you might get more clients by referral, then you no longer need to do free calls. So, we have the ability to remove that button and in my case, I've removed it. Also, because I don't want to compete with RCI members. I don't want people contacting me. I want them contacting you.

You notice on the left, I have put arrows next to the contact button. So, if they're not yet ready to schedule a call with you, they can still contact you. They can email you and ask you a question or communicate with you. One cool feature of this particular platform that I love is, you see the number of hours there under the contact button? This really gives you a lot of credibility when you can prove and demonstrate that you're an experienced coach.

You see there, Lori Davis apparently has 1,270 coaching hours under her belt. Wow, she's a pretty experienced coach. I think I can trust her. I think I want to talk to her because I have some confidence that she knows what she's doing and she's established as opposed to somebody who is starting out. A lot of the times when you're talking with a coach or you meet a coach or you see a coach online, you have no idea have they been in business for a day or 10 years? Have they helped 500 clients to be successful or are you going to be the first one? You have no idea. So, this is very, very powerful. They have your coaching hours stated on the profile. I really, really love that part of it.

If you look at the profile itself, there's a bunch of arrows here. The first one on the left, we have the ability to have people rate you with number of stars and recommend you and have a review in your profile. Your specialization, this is what helps you be search engine optimized, your links to your website and social media, your requested free consultation, contact me. Free download, create a purpose-driven relationship. That's your lead generator.

So, this is just a very, very powerful way of marketing you and your business to your niche and your specialty and your niche. So, your specialty is your area of focus for your business and with Kim, as you notice, she works with couples, sailing couples in particular. Her specialty is couples and her niche is sailing couples. Really, if you look at this, this is more powerful than a website and you can drive traffic to your Relationship Coach Finder profile and have it work better for you in terms of creating leads and getting strategy sessions than your website, but you absolutely need to be on Relationship Coach Finder.

So, part seven of our Coaching Business Success System is Relationship Coach Finder's income generating resources. We have the ability on Relationship Coach Finder to offer an online course. This is passive income. This is sign up for this online course and go through it and if that's all you want to do, that's great. Pay me money and you can do that or I can support you along the way. So that would be an online coaching program. You can offer those in the store. There's an online store and all of your products and services can be in your online store.

You can offer groups in Relationship Coach Finder. It's just a really, really robust platform for generating income, driving traffic to your profile and having people actually buy your book or sign up for your online course or sign up for your online coaching program. It's just really cool.

Part eight of RCI's Coaching Business Success System is Relationship Coach Finder's practice management resources. So, this is backend stuff. This is very close to what some other companies provide such as Coaches Console. There's an online coaching pad that you can provide for your clients. It's an online portal that they can download their homework and get exercises and assessments. You can take notes and you can communicate with them. It's secure. So, you can really host your coaching with your clients on the coaching pad.

You can manage your scheduling on Relationship Coach Finder. You can accept online payments, not just for products but also for your coaching from your clients and bill them through Relationship Coach Finder. All of RCI's exercises and

assessments and forms like Coaching Agreements, everything is all preloaded in there. If you want to assign it to your client, all you've got to do is click a button and boom, it shows up in their coaching pad and they get a notification by email. So, it just makes it very, very easy to manage your practice and manage coaching your clients.

Now, if you just have a few clients, this is not a big deal. But trust me, when you have more than a few clients, life gets complicated really fast. So, having a tool that systemizes and automates managing your business and working with your clients is incredibly valuable. So, that is a third major feature of Relationship Coach Finder and an important part of our Business Success System is to be able to manage your practice and even automate-managing of it, and Relationship Coach Finder is incredible for doing that.

So, part nine requires a little bit of explanation, maybe a lot of explanation, is the success teams. I've got to tell you, this is all Darlene. This did not come from me at all. She became passionate about this. She tracked down the resource. She made it happen. She designed this and it really is the key. I will go so far as to say that this is probably the most important part of the Business Success System. So, since it's Darlene's baby, I'm going to let her explain it to you. So, Darlene.

Darlene: RCI really does stand for support and we talk about that all the time. But what I realized a while back was that people when they're in their training, they're in their momentum. They're moving. They have this structure behind them so they were staying on path and they kept moving forward.

But once they got out of training and we didn't have a real formal system or program to put them in, the momentum got lost. People kind of just stalled a little bit. Although we have a ton of support built into RCI, really most of it, it's pretty passive. It's you needing to search through RCI stuff or products. You have to take the ball and start running with it. I realized that what we really need is to have a structured program so that you're never, never feeling alone. That you're never all by yourself.

So, like David said, I mean I've been researching for some way to do this for a long time. We looked first at maybe just a mastermind, just a basic mastermind might do it but I don't know. Not like masterminds are a bad thing, but me personally, I've never had really great success with a traditional mastermind. Often what I found was either other people in the mastermind didn't really understand our business model. So, they weren't totally able to help me personally with my business.

Also, because everyone is so darn busy that any preparation kind of work for the mastermind really didn't get done. So, people would come to the mastermind really not prepared. So, the time wasn't really well spent. So, although we tried to do a couple of masterminds within RCI, I knew that wasn't the answer. So luckily, and we have to thank our business coach for turning us onto this, I stumbled on to a platform that I think is going to help. And not only do I think the platform is going to help, but I participated as one of the members of this platform. I kicked butt while I was using it. So, I know it's going to work for you.

So, I'd like to introduce you to this part nine of our Coaching Business Success System, which is our teams. There's a lot of things that make this a lot different than a traditional mastermind. First of all, it's 24/7 support. So, if you are somebody who is only available at 3:00 A.M. to work on your business, you can do that. You can work on it at any time that you need. It's just available for you all the time.

So, you'll be put in a team of twelve maximum and each member of the team is going to be at the same level or stage as you, which is really important because you need to be with a group of people who are at the same stage, who are going through the same stuff as long as you have an assigned mentor coach in that group with you. So you want to have somebody who can help you along the way, somebody who's been there who's done that, but the other members of your team are going to be at the same level or stage with you.

In this platform, more of the magic pieces to this is that there's no conference calls or classes, with our members being all over world and people have lots of different time zone, not only lots of different time zones but lots of different just availability. I might be able to there in the morning, to you in the afternoon, somebody else in the evening. It's really hard to get groups of people together at the same time.

So, one of the brilliant pieces of this platform is that you can get incredible support with no conference calls or classes. I promise you, it's going to work. It's a proven effective coaching platform that for our members who are in stage four, certainly maybe stage three, it is a good coaching platform that you can use in your business, as your continuity program platform. So, once you get into it, you'll be able to see easily how you'll be able to use that with your business.

Okay. So, why are these success teams important? Let me tell you, this is something that are near and dear to my heart, I swear. Well because, and David already touched on this, it really is easy to want to build a successful business, but it's really tough to do on your own. Like he said, this is not neurosurgery. This is not trying to take someone to the moon. This is real basic stuff, but it's really hard to do your own. It's hard to stay motivated. It's hard to know exactly what to do and what not to do. So, it's really very powerful to be in a team of people who are supporting you.

We all know this, and as coaches, you certainly know this, it's easy to want change, but most people resist it with all their mind. So, you might be somebody who procrastinates and you don't get things done in a timely manner and you may not like that about yourself, but it's really hard to change. So, this platform once again is going to really assist you in making those changes. The next bullet point, guaranteed, you aren't leveraging your time, and that's one of the things as to why success teams are important.

You aren't leveraging your time and most people probably aren't. If you ask 100 people if they have the time to do something, 99.9% of the time you're going to hear, "No, I'm too busy. I'm busy. I'm busy." So, let's find ways that you can leverage your time so that you don't feel like you're so busy, that you don't feel

like you're so overwhelmed. These success teams, believe it or not, can help you leverage your time.

The success teams are important because you really want your training to pay off. You spent good money, you spent a lot of time getting this training. You deserve to have the business of your dream that comes out of it. You have this vision to help people with their relationships and I'm not going to stop until you actually reach your dream. So, you want your training to pay off. So, that's why I really believe that these success teams are important.

You don't want to waste your time or money on things that don't work. It's easy to get ahead of yourself like David said, to spend your money on something. So, our success teams are built around the stages and what you need to do today in your stage and to avoid the things that aren't going to work for you at the stage that you're at. So, we want you to be able to not waste your time or money. We want you to just do the things that are going to work for you.

Another reason is without active engagement, RCI members stall and get stuck. I see it time and time again. I bet a bunch of people right now on this call are shaking their heads because it really is hard. There's so many things to do during the day, everything feels important. If your business isn't going exactly the way you want, it gets frustrating and it's easy to get stalled. So, we want to make sure that these success teams are going to help you keep in momentum and keep moving forward.

It's really hard to know what best to focus on. It's really hard, to have your own business. There are thousands of things that you need to do in the right order, the right way. What's the best thing to work on next? We're going to help you know exactly what to focus on. Then when you do try something, if it doesn't work, how do you know if it's never going to work for you or that you just need to tweak it a little bit or give it a little bit more time? I definitely see this a lot. We hear people say or maybe one of our mentors will say, "Hey, did you try making 10 phone calls a day to get another client?" They say, "Oh, I tried that. It didn't work."

Well, does that strategy really not work for you? Maybe you need to adjust the way that you made those calls. To be successful, you really need to be able to look at something and really decide if something is not going to work for you or that you just need to give it more time or maybe tweak it a little bit. That's really an important thing because you don't want to not do strategies or not use a technique that will work for you, if you just make a little slight adjustment. So, we're going to help you do that.

Like I already said, continuity after training is critical to keep momentum going. People come out of the training with a lot of energy, a lot of excitement, a lot of momentum. Then in the past, we've not had follow up programs to put you in. So, we do now. Okay. Definitely, why are success teams important? It's really, really easy to get stuck for everybody. We all have a lot of demands on our attention. Building a business is complex. It's difficult to know what's best to focus on and when.

That confusion leads to lack of focus, which leads to procrastination, and then it leads to shame at how little we've done. It leads to anxiety around the things that you're procrastinating on. That in turn leads to more procrastination, frustration, giving up. We don't want any of that to happen to you. That doesn't need to happen. What we really need to do is keep you on track, keep you going in the right direction, and getting you to accomplish exactly what you want to accomplish. So, David is about to put up a slide there.

David: Can I do this one?

Darlene: You sure can.

David: This is what I'm most excited about. So, first of all, remember I showed you a screenshot at the top of the panel? Well, here's some more sections of what we call our matrix, including the middle of the funnel, bottom of the funnel, the web presence and stuff like that. So, this is more about the developmental aspect. This is what we're going to support you to do when you get in the success teams and to work your way through all of these things. To put as much in place as you want to and need to put in place in your business to be successful and serve your clients well.

The miraculous part of this, the reason I broke in, the reason I really want to share this with you is because you only need 10 minutes a day. That's it. 10 minutes a day. If you can get off social media enough or turn off the TV enough or whatever you do to procrastinate instead of working on your business, if you can only do 10 minutes per day, you can make this work. And you absolutely can do 10 minutes per day.

I'm just really, really excited about this because for most of us, building a business is exciting and overwhelming. It's exciting when you think about the people you're going to help and the lifestyle you're going to have and the difference you're going to make in the world, and the financial security you're going to create for yourself. Then it's overwhelming. You think of all the stuff that you've got to do to make that happen and the risk of failure and how much time and effort is involved, and you have a life. You have other things going on in your life. You might have health issues. You might have a family. You might have a job as you're trying to build your business in your spare time.

But the fact that the system is in place, that all you have to do is sign up, engage the system, and all you need is 10 minutes a day? That's like, come on, a no-brainer. I can't imagine anybody who can't make this work now. This is why I'm just so excited about it. That really is the key, it really is the solution for what we've been seeing for as many, many years now. That members will join RCI excited, and then at some point stall and get frustrated and get stuck, and then a certain percentage of them will end up giving up. Now, that no longer needs to happen and we're really, really excited.

Darlene: Yeah. So, only 10 minutes a day is true. That is a true statement. If that's all you can do is 10 minutes a day, I can guarantee you because I've done it myself using the system, you can make progress in 10 minutes a day. But, of course, 10 minutes a day you're going to get progress, but if you want to get faster progress,

you need to commit to more. So, maybe your commitment can be 20 minutes a day, maybe 30 minutes a day or maybe an hour a day. We're not saying that you only set 10 minutes is what anybody should or could do. But even if you only have 10 minutes a day to devote to this, I'm going to guarantee you, you're going to make some progress.

David: Really, progress is incremental. It's amazing how far you get with little tiny steps. I've written a fair number of books now and each one of them started with an article and each article started with an outline, and each outline started with an idea. So, each book took maybe a year or two or more until it was published. Really you can write a book in only 10 minutes a day and Darlene has actually corrected. Thank you for mentioning that that, of course, you'll make faster progress by devoting more. But the fact that we can absolutely be successful in building our business with only 10 minutes a day is miraculous to me. This is amazing, and all you need is a cell phone and an Internet connection.

Darlene: Well, wait. Can you go back one slide because I think one point that I really want to make is the reason that we're sitting here today having this call, talking about the Success System is in part due to me participating in this platform because the thing that I was stalled out on, the thing that I was procrastinated on was working on this system for RCI members. As passionate as I am about it, I still stalled out because of all the reasons that everybody gets stalled out. I'm very busy. I couldn't figure out how to do some things, so I was stalled out. So, I joined the system. I actually did 20 minutes a day, that was my goal, 20 minutes a day and in the one month I was in the program, I kicked butt. I got further than I had in the last year and at 20 minutes a day.

At the end of that program because when the program was over I stopped, the ironic thing, well I guess it's not ironic, the thing that happened was I stalled again. As soon as I jumped out of the program, I stopped working on this. So, I went, "Okay, that was good. I made a lot of progress and now I'm on to this other thing," and my most important task, the thing that I really had a lot of energy and wanted to do, I stalled out again. That, to me, I'm sold. I'm sold that this is going to make a huge difference in your life in, I would say, 20 minutes a day.

David: Yeah. Again, I would also follow to say, this is probably the biggest most important part of the Success System because you have to keep forward momentum going. You have to continue working on your business. You have to be clear about what to do and when and what order. You have to get the support for and this is the mechanism for doing that.

But the final part of our Coaching Business Success System, part 10, is mentoring. We have an amazing group of our mentor coaches. They are all volunteer. They're not paid, yet they love the mentoring program. We call it our Mentors and Trainers Leadership Program. This is part of their professional development and I am mentoring them. They must be getting a lot from it because the first group, all of them 100%, re-opted for the second year. They're in their second year now and we have a whole new group that started this year.

So, we have a robust pool of mentors for you. These are successful coaches, some of them are on the line right now who they've been there, they've done

that. They actually want to be of service to you. They are the absolute best people to support you to build your business because they have accomplished exactly what you want to accomplish. They know RCI resources. If you were to hire a mentor outside of RCI, they can help you leverage RCI resources to build your business. Our mentors can and they know the system. They know the Coaching Business Success System and the mentors will be mentoring and supporting the success teams.

The mentors have already leveraged RCI to build success for coaching business. They wouldn't be here if they didn't. They wouldn't be so passionate about RCI and supporting RCI members if it didn't work for them, especially because they're not being paid for crying out loud. They're just amazing in their desire to be of service, their desire to give back. They just love supporting RCI members and that is part of the secret sauce for the Success System is the mentoring from experienced coaches who have accomplished exactly what you want to accomplish, and the success teams would not be successful without that.

So, that is part 10 and that is our entire system. So, to recap, part one is training and skill building. Part two is our systematic developmental steps. Part three is resources for each step. Part four is done-for-you marketing resources. Part five is done-for-you classes, workshops, and coaching programs. Part six is Relationship Coach Finder marketing resources. Part seven is Relationship Coach Finder income generating resources. Part eight is Relationship Coach Finder practice management resources. Part nine is our success teams and part 10 is the mentoring.

I identified, which parts are new, brand-new for this year that we did not have before and I count six of them. Having a system that is developmental that takes it step-by-step to help you get from the level you're at to the next level, to the level after that, to the level after that. Then resources for each step identifying what those steps are, each task on each step and providing resources and support for each one. Then Relationship Coach Finder, which we recently launched but we're still getting it out there for RCI members. The marketing resources, the income generating resources and the practice management resources.

This is an incredible platform and it's all brand-new and it really helps systemize and automate your business and it's a very important part of our new Coaching Business Success System. The success teams are brand-new, all thanks to Darlene. That is all Darlene. I wouldn't have done that. I couldn't have done it in a million years and between the two of us, we're a great team, but I've got to give her credit for probably the most important part of it, which is the success teams. Also, not giving up on her vision because she's a systems person. That's her background in the corporate world. She absolutely did not give up on recognizing the need for a comprehensive business development support system for our members and now it's here. We finally have it.

So, four pillars of our Coaching Business Success System, just to kind of conceptualize what this is all about, think of it as four legs of a stool. The training is the first important as pillar or leg of a stool. You would fall down without adequate training and skills. Then there's the tools. You need tools. You need

your cell phone. You need your computer. You need an Internet connection. If you want to do a webinar, you need PowerPoint slides or something to present it with. You need a platform to present it with. Then strategies. There are things that you can do and ways that you can do them that are going to be effective. If you don't do those, you're not going to be effective.

Enrollment is an incredibly important example of this. There are strategies of enrolling clients that work very, very well that include a lot of integrity because all you're doing is really coaching this person. If they want to hire you, then great and if not, that's okay too. But there are strategies for enrollment that are very, very powerful and make it very, very attractive for potential clients to hire you. Then there are strategies that don't work. So, these strategies are incredibly important. Without having effective strategies, this whole thing will fall down.

Then support. You can have all of this. You can be a great coach with the greatest training and skills. You can have all the tools in your toolbox. You can have all the strategies and know what to do and how to do it. But without the support, you will stall, you will procrastinate, you will get stuck at some point. Guaranteed. I love that word, guaranteed. How can I say it? Because we've been doing this now for 20 years and we've seen every single RCI member get stuck at some point. So, we all need all four of these things.

At this point I think cost is on everybody's mind. It's important. Like we said before, you do need to conserve your capital. You do need to be careful about how you spend your money, but you do need to invest in your business but it needs to be money well invested that will work for you. So, what I've done here is I've put together the real world dollar value of our new Coaching Business Success System. This just to demonstrate.

So, first of all, the done-for-you marketing resources and classroom workshops and coaching programs, if you were to hire somebody to put that together from you or by it off-the-shelf, we're talking minimum \$5,000 each. So, that's \$10,000 right there, just to have a webinar designed for you or a class put together for you or have workbooks and handouts and all that kind of stuff. To have it professionally done is not cheap. So, really it's way more than this, but we're talking minimum. Then that's just one-time cost because once its developed, then you can use it over and over and over again. That's great.

The annual real-world cost of Relationship Coach Finder marketing resources, if you were to get yourself listed on a robust directory like say Psychology Today for Therapists, for example, that really was search engine optimized and they spent money to market you, the cost of that would be at least \$250 a month. So, annually that's \$3,000.

Then the income generating resources available on Relationship Coach Finder, if you were to have a shopping cart, if you were to have services and products and programs where people could find you and they could try you out and buy your book or your e-program or your audio program, really we're talking another \$250 a month. If you have done any research on shopping carts and platforms to sell stuff, products and services, and to have it be an effective user experience and to

actually generate sales from it, the minimum would be \$250 a month. So again, \$3,000 a year.

The practice management resources, having the online portal for your clients, having online scheduling and online bill payment and invoicing and all that kind of stuff, all the automating of the backend, we're talking a minimum of \$250 a month. I mentioned coaches console and there's other similar services, but that's the one that I'm most familiar with. So again, that's around \$3,000 a year, annually. Not just a one-cost, but every month, every year.

The success teams, if you were to happen to find a group, a support group that you could join and everybody would be kind of on the same page with each other, a mastermind or whatever that would help you move forward in your business, that would support you, the minimum would be another \$250 a month, \$3,000 a year minimum for a group situation that would be on the same page with you that would be pretty hard to find but you could.

The mentoring, if you were to hire a mentor, especially an experienced successful mentor, somebody who has accomplished exactly what you want to accomplish, the minimum, you'd be spending \$1,000 a month with them. Any less than that, you're not hiring a true mentor. You're probably hiring more of a coach. A mentor is a different category than a coach. You might get a cheaper than that, but I'm saying minimum \$1,000 a month, \$12,000 a year.

So, if you add this all up, the real world dollar value, if you were to spend real hard money on these things, \$34,000 per year. That's a lot. I guarantee you, here at RCI, we don't expect you to spend that much. We don't want you to spend that much. We will make it available to you for much, much, much, much less than that. Whatever we do charge or whatever you will pay, will be effective and it will be the most affordable possible and it will be because there are hard costs.

For example if you were to hire a copywriter, for example if you were to hire one of our mentors it's because they're hard costs. We're going to pay those costs for you. I'm sorry about that. We can't afford it. We couldn't stay in business if we did, but we are committed to your success and we are committed to providing you top-notch training and support at the most affordable cost possible. That's our commitment.

So that is our Coaching Business Success System. I'm going to take a breath. It's amazing. It's incredible. We are very excited. This is the future. This is what will guarantee your success.

So okay. That's it. Thank you very much for your patience and for staying here the whole time. We're really, really excited to bring this to you. You will definitely be hearing from us more in the coming days about this. So, thanks for joining us and bye for now.

Darlene: OK, bye-bye.