

Dr. Richard Nongard:

Welcome aboard, everybody. If I haven't had the chance to meet you before, I'm Dr. Richard Nongard. I'm the President of the ICBC, International Certification Board of Coaches and Hypnotists. I'm really glad that you've decided to join me because I'm going to be sharing with you the techniques for unlocking expert level helping. I define success as a coach or a helper in two ways. One, we truly meet the needs of those who come to us and ask us to help them make change. In other words, we're actually good at the work that we do, and have the tools and the skills to actually help people create lasting change. The second way to find success, of course, is that in my work, I'm able to create a thriving, profitable private practice. And I'm going to be sharing with you in this webcast, the ideas and strategies that are really surrounding those two ideas.

Dr. Richard Nongard:

The first part of this class, I'm going to be focusing on some really interesting opportunities that you have related to life coaching. And I'm going to be sharing with you in the second part of this class, very specific strategies that you probably aren't doing right now to help you create business success. I think it's really important that we focus. This is the only profession where if we do our job right, we're actually unemployed. In other words, we're out of clients. So a skilled helper is somebody who is also skilled at doing marketing and attracting new clients. And I'm going to be sharing with you the actionable strategies that I've been using in my practice for years to actually help you create that success.

Dr. Richard Nongard:

I want to cover a couple things that I think are really important, though, because when I talk about the business side of success, the financial side of success, sometimes helpers become uncomfortable. I want to assure you that nobody says that poor change workers are better change workers than those who actually have thriving practices and make money. I've discovered that it's a whole lot easier for me to actually help people. I'm in the right frame of mind. And I'm able to, without any personal stress of my own, assist my clients when I can pay my bills at the end of the month. I don't have to worry about my car payment being made, or I don't have to worry about my mortgage payment being made, when I have the ability to actually put some money in the bank, so that I can create security later in life.

Dr. Richard Nongard:

I just find it's a whole lot easier to actually help people who are experiencing stressors of their own. I'm going to give you in this class a number of actionable tools for helping other people. The good news here is this class really contains very little fluff. Yes, I will be telling you about our upcoming ICBC double certification. It's a certified NLP practitioner training, coupled with a certified professional life coaching certification. But I am going to spend the vast majority of this class, in fact, I'm probably going to spend 99% of this class simply sharing with you the ideas that can help you to create success. I'm going to be sharing with you a model of coaching that I've developed and I use with my clients.

Dr. Richard Nongard:

I'm actually meeting with you today from my home office. This is my upstairs home office. And the good news about coaching is that for the last 10+ years, I've done the vast majority of my coaching work on why. I do work with individuals and groups and organizations providing coaching sometimes on site, especially with my executive in the business coaching that I do. And of course, some of the clients who I work with in coaching, come to me in my office to meet with me one on one. Although, I do a fair

amount of that as well, I think the vast majority for the last 10 years of my work has been really international and global and worldwide.

Dr. Richard Nongard:

I know that many people have been looking for opportunities to move towards providing online services and life coaching gives you an opportunity to do that. So I'm going to be sharing with you my model for life coaching. And I'm going to be sharing with you the steps or the tools or the keys necessary to actually attract the right type of client for a coaching model. Coaching is different than therapy. Although, some of you watching this may be skilled therapists, I'm licensed, for example, as a marriage and family therapist, I no longer provide any form of psychotherapy. Rather, I prefer to spend my time coaching clients and we're going to talk about the ideal client for coaching model.

Dr. Richard Nongard:

Some of you are hypnotist. Some of you are NLP practitioners. Some of you or other forums have changed workers. And by using the existing skills that you have, but delivering your services within the context of a coaching model, you have the ability to attract a different type of client. This is almost always a client who is highly self-motivated. Almost always a client who is self-paying and invested in the changes that they're going to be making. And almost always a person who you can collaborate with and be excited to work with because they're actually breaking through and experiencing successes week by week as we work with those individuals.

Dr. Richard Nongard:

I'm also going to be sharing with you some low cost, but high reward methods for offering our services to other people in a way that creates massive response to your efforts. I am an impatient person by nature at all. Although, I've spent the last 30 years building my therapy and later my coaching practice, the reality is I look for currently, those ideas that produce massive results quickly. And I'm going to be sharing with you some of the business strategies that I am almost certain you are not using in your practice that I use in my practice.

Dr. Richard Nongard:

If we haven't met before, I'm Dr. Richard Nongard. I've been a Licensed Marriage and Family Therapist going on 30 years. I practiced, though, within a coaching model for the last 15 years. I've written numerous five-star books on hypnosis and counseling and NLP and life coaching, and leadership, and mentorship. I've taught thousands of other professional hypnotist, coaches, therapists and leaders over the years. And really what's most important is the ideas that I'm sharing with you come from a base of experience. I have in fact built successful six figure businesses. I probably earned, I just did my 2020 taxes, four times that for more of the average marriage and family therapist.

Dr. Richard Nongard:

I've been successful in my business. And I'm sharing that with you not so that I can boast, but so that you know that the ideas that I'm going to be sharing with you are ideas that I really do in my practice. They're both the clinical things, as well as the business strategies that have helped me to create success. So let me share with you why did I adopt a coaching model? And why is this something that you should look into for the type of work that you provide?

Dr. Richard Nongard:

For me personally, it was the middle of the year, the middle of the 2000s, call it 2004, 2005 that I'd become really disillusioned with the traditional model of helping. Traditional therapy is almost always set up where what you do is you trade dollars for hours. You trade an hour of your time for X number of dollars. In the world of therapy, I was always forced to provide a diagnosis. This is required for third-party reimbursement. I had to help people who were sick get well and I didn't enjoy that model. I really got burned out working with difficult clients, hospitalized clients, psychiatric clients, clients with so many problems that just functioning at an adequate level was considered success. I knew that there had to be a better way.

Dr. Richard Nongard:

Early on, I learned professional hypnosis. I'm really grateful for the experiences I had when I was in graduate school. I studied with Dr. D. Montgomery. He was my practicum supervisor when I was in graduate school. He was trained in Ericksonian hypnosis by Milton Erickson, and I got the opportunity to learn hypnosis early on. And although I used hypnotic methods with almost every one of my clients, early on in my career, I knew that the therapy model was a model that was frustrating to me, and there had to be a better way. And that better way is a coaching model.

Dr. Richard Nongard:

The good news about a coaching model is I'm not diagnosing people. I'm actually working with people who are fine. I'm working with people who are doing well in life, sometimes these are even super achievers. And what I get the opportunity to do is to help them rise to their highest level and to achieve their dreams. I've had the opportunity to work with amateur Olympic athletes who earned gold medals. I've had the opportunity to work with business managers who have become CEOs. I've had the opportunity to work with people in their communities who have become leaders. And I really love working with couples who are in a healthy relationship, who are doing all of the right things, who are now creating a multi-generational legacy to leave behind for their family and their community.

Dr. Richard Nongard:

I work sometimes with the well but unhappy people. But most of the time, what I'm doing is what I call excellence coaching. I'm taking high performers and then moving them to the apex of their success. This is some really pretty cool work. I don't work any longer with F students. There was a time early on in my career when I was working with adolescents and I was working with the F students trying to help them get a C or at least a D. Now when I worked with students, I'm almost always working with A students, and I'm helping them get an A+. The difference, of course, between that A and that A+ is admission to a top tier university. I love working with those folks.

Dr. Richard Nongard:

I no longer as a marriage and family therapist work with couples, where I try to sort out how to fight without getting divorced, without beating each other up. And instead, I actually I'm working with people who have excellent relationships, so they can grow and make the impossible possible. And that is really a great honor to be able to share that time with them. I started out my career in counseling as a substance abuse counselor. I no longer work with addicts to help them get sober. As a matter of fact, they're lousy clients in private practice.

Dr. Richard Nongard:

They're lousy clients in private practice because almost all of their money has been going to addiction, so they can't afford the services that you provide. And of course, if they're in the throes of using, they're unreliable, and often are no-show clients. There are places for those individuals to get help, and I'm more than happy to refer somebody who's actually in the middle of their act of addiction to get the help that they need. But what I do now is I work with people who have some sobriety, who have some clean time. And I help them discover the promises, so that their sobriety isn't something that we're white knuckling through, but actually something that's helping them to become a better person, and then pass that gift of sobriety along to other people.

Dr. Richard Nongard:

By using our coaching model, the biggest change, though, is that I'm no longer trading dollars for hours. I used to say, I charge \$100 a session, or I charge \$120 a session, or I charge \$150 a session. Sessions being defined, of course, typically as 15 minutes of time. But more importantly than no longer trading dollars for hours, I'm not spending an hour with my client. And then another hour after I work with my client doing paperwork to collect half my fee from an insurance company. As a hypnotist, as a life coach, I no longer struggling to decide if I should charge \$150 or if my business would increase if I decreased my rate to \$140. Or if I should lower my rate to \$99 in order to beat out the competition, because there are a lot of other therapists providing services.

Dr. Richard Nongard:

The good news about a coaching model is that it frees you from this as you move towards offering, packaging and selling solutions to individuals, rather than trading dollars for hours. But for me, the coaching model, the best part of this has not been the financial transformation in my own life. The best part is that I've had fun working with my clients. And I love watching them succeed and being there with them as they have successes. The best part of the coaching model is that I enjoy the interactions I have with clients who I'm working with. They're high functioning individuals who I get to share a common desire for excellence with. They're people I make a connection to that I'm easily able to build rapport with.

Dr. Richard Nongard:

I feel significant in the work that I'm doing, knowing that my work with individuals is going to have an impact far beyond coaching and in their families, and in their communities, and with the companies they work for. And the best part of the coaching model is that it's improved my own life. I've adapted the same principles of success in my life that I share with my clients. This lets me share with passion the things that, not only does the research say are highly effective tools, but actually, my personal experiences helped me to understand are highly effective tools.

Dr. Richard Nongard:

And so in the first part of this webcast, I'm going to be sharing with you how to conceptualize and structure services so that you can move into a coaching model. I'm going to share with you actionable strategies that you can take today to start attracting the right type of clients and get massive response to your marketing efforts. I understand how frustrating it is to spend time building a beautiful web page, and then spending real money to buy a Facebook ad, directing people to the services that you offer, only to find no response because you're just one of many advertising voices out there yelling, I have a product or service to purchase.

Dr. Richard Nongard:

I've discovered, in fact, I've unlocked the key to success in social media and advertising that has paid for itself time and time over again. Who's the right type of client for coaching? The coaching clients is different than therapy clients. These are folks who don't need to recover from something. Rather, they're individuals who are excited to discover something. Clients and traditional therapy and hypnosis are often people who are not functioning at an adequate level. They have a multiplicity of problems and they're trying to rise to an adequate level of functioning by solving those problems. But in coaching, we have clients who are already adequate, who want to move into excellence.

Dr. Richard Nongard:

The ideal coaching client is somebody who wants support for lifestyle and health changes, but not clients who must change in order to live. The ideal client in coaching is somebody who wants to lead other people, who wants to have an impact, who wants to be a leader or mentor. Whether it's their own shoulder, or whether it's members of their community, or employees, and guide them through best practices, both in community and personal development and self-awareness. The ideal coaching client is somebody who's easy. I only work with easy clients. The reason why they're easy is they're self-aware, they're non-resistant, and they're invested in their own outcomes by paying for the services that they've asked me to provide. That's really important.

Dr. Richard Nongard:

I work with individuals and coaching who need support, but not folks who need intervention. So you can see what the difference here is between a therapy model and a coaching model. A coaching model is somebody who's with somebody who's in the game. The coach is on the sidelines. They're helping to educate and call the shots and direct and mentor, while the player is actually playing the game. In therapy, we're often doing the work for somebody who isn't at an adequate level of functioning to do the work themselves. In coaching, I'm working with people who want to collaborate with them during these changes, not somebody who wants them to tell them what to do.

Dr. Richard Nongard:

I do a lot of relapse prevention coaching for people who've made significant changes from very serious problems, addictions, and behaviors. But this is a coaching model rather than a therapy model. Because we're not trying to elicit the change, we're trying to help them become their best self, so that they have the ability to step into abundance and happiness and prosperity, and live the promises of change that people get to experience when they've gone through different difficulties. The ideal coaching client is somebody who's really a student, and somebody who wants to learn what perhaps in the areas of emotional intelligence, or how to communicate, or in business, marketing, sales, in leadership and mentoring. They want to know what in problem solving.

Dr. Richard Nongard:

Ask yourself this question. Do you have skills for problem solving, resilience? Do you have skills for helping other people? There are individuals who are willing to pay you to teach them what it is that you know in academics, in relationships, in dating, in spiritual development, in organization. The great news is that the coaching model has an unlimited pond of fish, if you will, for us to fish from, versus a therapy model, which often is very focused on one specific type of client. But in the coaching model, we have clients who understand that they're investing in their outcomes, and they're willing to do exactly that.

Dr. Richard Nongard:

Coaching clients are people who were willing to implement the ideas. They're not resistant. When I share with them a homework assignment or a task, they do that and they take massive action. The results are success. And that is a great thing to experience. So who's the right person to do life coaching? The right person to do life coaching is someone who's trained in listening, goal setting, collaboration, NLP, hypnosis, subconscious learning, business, education, law, social intelligence, emotional intelligence, really people who have training and experiences in excellence.

Dr. Richard Nongard:

Do you have a set of talents or skills from your work with people over the years that you think would lend themselves for helping people in a collaborative model like life coaching? If so, life coaching is probably a tremendous opportunity for you, because life coaching is a chance for people who like working with others. It's an opportunity for those who like making money. And it's an opportunity for someone who has goals for themselves and their own family. Often, when I talk about life coaching people say, what about the people who have troubles? What about people with post-traumatic stress disorder and addiction and mental illnesses? Guess what, you actually don't have to choose.

Dr. Richard Nongard:

Do I do coaching or do I do therapy? You actually could do both. You don't have to stop helping people who are in crisis or desperate. What I'm proposing is that you add a coaching model to the services that you offer. I think that if you're like me, after time, you'll probably let go of the therapy model entirely. It's far more profitable to be doing life coaching, especially with the business strategies that I'm going to be sharing with you to attract the clients who are appropriate for life coaching. But I still get the opportunity to help people by making competent referrals to people who are interested in doing the work of working with the very troubled people.

Dr. Richard Nongard:

I love when clients who might not necessarily be appropriate for life coaching call me because I get the opportunity to connect them with the right resources. And that is helping them. The result is by making competent referrals, my reputation grows, and they get the help that they need. The benefit, though, is that those referral resources will often refer back to you after changes have been made to help them reach the highest levels of growth. And this is really how the helping profession should work. I often get very excited about the opportunity life coaching presents, and I could spend probably an hour talking about that.

Dr. Richard Nongard:

I promised that I would teach you strategy in this book. And so I want to share with you my model of coaching and how it is that I work with clients. And then I'm going to share with you some specific strategies that I use for helping people within this framework to make sure you will be able to leave this webcast with ideas that you can bring into the current work that you're doing. Or if you're doing the work of life coaching already, that will enhance those processes. But right below this video, you're going to find a PDF that you can open up and it's the Nongard model of life coaching. It really is the process that I use with clients.

Dr. Richard Nongard:

And unlike hypnosis, which is often a one-off service, somebody makes an appointment, I want to quit smoking or I want to lose weight, we do hypnosis, then we don't see them again because they've had their hypnosis session. Life coaching is almost always a model that relates to ongoing engagement with an individual. I do multi-session packages with my coaching clients. I will typically work with them from three to four months on the low end, to probably more commonly six to eight months, as I have the opportunity to really mentor them and guide them through the various elements of this Nongard coaching model. I want to share with you what do I do in the work that I'm doing.

Dr. Richard Nongard:

Yes, I use hypnosis. Yes, I use NLP strategies. Yes, I use the techniques of change work that come from my training as a therapist in order to help people experience success. But I do so within a model that has very specific stages and structure. The very first thing is I asked my clients, how will you know if this process of life coaching was beneficial to you? You've spent time and you've spent money engaged in the process, and so what are your desired outcomes? How will you know that it was worth the investment of time and money that you've made. So the very first thing I have to do in life coaching is, of course, is to find the desired outcomes. Then, of course, I have to determine how it is that I can come alongside that individual and help them to achieve their outcomes.

Dr. Richard Nongard:

So the second phase of the coaching model is to decide on collaboration and a role, and I create a written coaching contract with my client. I do this so that the roles are very clear. They'll know exactly what it is that I'm doing and what it is that they'll be doing. For example, in my business coaching, I work a lot with executives and I work a lot with people who are entrepreneurs to help them create success in their business. One of the things that I do though, is I clearly outline, these are the things that I'm going to do for you. These are the things that I'm going to be teaching you how to do. These are the things that you're going to be doing independently with a support that I can provide for you. So that way, we are always on the same page. I view the process of coaching as a collaborative process and my role, often, as a teacher with those individuals.

Dr. Richard Nongard:

I spend time with my clients assessing their strengths and their resources. In a couple of moments, I'm going to be talking about appreciative inquiry, and I'm going to be talking about positive psychology. The reason why these are elements of the coaching work that I do is I have found that it's a whole lot easier instead of trying to fix what's broken with people, instead of focusing on what's wrong, to help individuals take what's right with them, and use that to compensate for any deficits that exist.

Dr. Richard Nongard:

The next phase of the coaching model is a teaching or a training, or a skills development component. People are often been successful, not because they don't want to be successful, but because they don't know how to be successful. They don't have the communication strategies or the social intelligence strategies, or the emotional intelligence strategies to be able to navigate both personal and professional conflicts and difficulties and challenges that they face. We only know what it is that we know how to do.

Dr. Richard Nongard:

When I was doing primarily addiction counseling, I used to say this, grandpa when he got mad would drink a 12 pack of beer and throw the chair through the window. Dad, when he got angry, he dragged a

12 pack of beer and threw the chair through the window. And so when I got angry, what did I do? The only thing I knew how to do, drink a 12 pack of beer and threw the chair through the window. People only know how to do what it is that they know how to do. And a good life coach takes their experiences and their learnings and the tools that they've used in their own life, and in helping other people to create success, and brings it to the coaching sessions. And this allows for education so that people can be trained and taught the skills they need in order to experience success.

Dr. Richard Nongard:

I've moved from teaching and training into a mentoring role, where I advise people, and I help inspire them, and I attend to them, and I'm present with them. And because this is a coaching contract, where they're going to be attempting, not attempting, but actually creating success in a lot of different real world scenarios, I help them to develop a plan, a strategic approach. I remember it was 1994 and I had started my business, Peachtree Professional Education. And I ran out of money quick, because I knew a lot about therapy, but I didn't know too much about business. And so I wanted to borrow some money from a relative who had some money, who was a CPA, so that I could actually kind of survive through some difficult parts when I first started the business.

Dr. Richard Nongard:

He said to me, "I'll loan you the money, but you need to write a business plan." And I thought to myself, why do I need to write a business plan? I know what I need to do. I need money for computer equipment, I wanted to buy a CD drive for my computer. I needed money for mailing supplies, direct mail was a primary mode of how I was advertising at that time. I needed postage money, I needed printing money. I already knew what I needed, why write a business plan? What's fascinating about that exercise that I did in 1994 is some of the elements of that business plan, although I no longer need to CD drive or do very much postage, are still elements of my success. I've identified my core audience and what it is my message, and what my universal or unique selling proposition is.

Dr. Richard Nongard:

Elements of that business plan I wrote in 1994, are still guiding my work in the year 2021. And so I help my clients in a coaching model to implement solutions in real world scenarios. But then we look back, we look back at changes, whether they're emotional changes, whether they're financial changes, business changes, relationship changes, whatever type of coaching we're providing. And I work with the individuals to evaluate the outcome. Did we accomplish what we want to do? Did the plan lead to the successes that you thought it would? If not, how can we revise this to reach those goals? If we reach those things, should we move the line a little bit further so that we can make it more challenging and rise to an even higher level of success? Or should we be content with where we are, and move on to making other changes? All parts of the evaluative process.

Dr. Richard Nongard:

And then of course, the final stage of the coaching model is terminating, or revising desired outcomes and repeating them, or establishing new outcomes, or making referrals. But by having a coaching model, I can see at any stage in the process of working with individuals where my client is and where I am. I go into every session no longer thinking to myself, what is it we're talking about for an hour? Rather, we have an agenda that's set for the hour. We know exactly what it is we're going to be focusing on. And those things almost always lead to success.

Dr. Richard Nongard:

The coaching model, of course, is predicated on skills. And so ask yourself, what skills are you bringing to the table? Because you already have some tremendous skills from your previous experiences that can help you to be an effective life coach. And of course, if you are interested in the upcoming training that I'm doing, we're going to be focusing on developing these skills to an even deeper level. You'll find below this video actually a link to that upcoming course, which is to some extent going to be focused on developing these coaching skills even beyond the level where we already have them. Active listening, reflective, listening, fostering cooperation, creating flexibility, management and planning of a practice, assertiveness, advising, teaching, feedback, goal setting and intention setting, mentoring, and of course, specific skills training.

Dr. Richard Nongard:

I think all of this is predicated on the skill of empathy, being able to have a compassionate desire to truly care for other people. This is what creates success in life coaching. And the good news is you already have a foundation of those skills and by adding to the foundation that you are already have, you can move to the next level and become an excellent life coach yourself, whether your primary approach is that of psychotherapy, or hypnosis, or some other form of change work or management or leadership development. So let's talk now about some of the specific methods. You have existing skills, you can be an excellent coach. What we need is a set of strategies for creating change within the coaching framework.

Dr. Richard Nongard:

Coaching always focuses on solutions, it does not focus on sickness. The first question in the coaching relationship I have is, what do you want more of? Rather than what is it you're trying to get rid of? Or what is it you don't want? Intervention, number one, with my coaching clients is to determine their strengths and their resources. What is it that they're bringing to the table, because we're going to be working in a coaching process to help people achieve excellence by tapping into the resources that already exists, rather than trying to fix what's broken or what's wrong, or giving them tools and skills that don't party exist within them.

Dr. Richard Nongard:

Milton Erickson had an interesting idea in psychotherapy and in neuro linguistic programming, and in hypnosis. And that idea was that the client, no matter how dysfunctional they are, has within them, within their subconscious mind the resources to solve any problem. Coaching really is the modality that brings that out. This is one of the other huge differences between coaching and therapy. I want to talk about a couple of strategies that I think are effective and important. One of them is called appreciative inquiry. This is a coaching process that has applications for working with families, teams and businesses, communities, community development, organizations.

Dr. Richard Nongard:

By the way, as a life coach, you have an opportunity to not only work with people one on one. A lot of the life coaching I do is with organizations and teams and communities. This can be highly profitable. Religious groups, corporate groups, et cetera. An appreciative inquiry is a strategy that is an evidence-based strategy developed by Case Western Reserve University, a ton of research has been done. Applications have been made to some of the biggest companies in the world, British airlines, John Deere, other large companies, as well as small companies. And there are eight assumptions of

appreciative inquiry. These come from a book that was really quite impactful for me by Sue Annis was called The Thin Book of Appreciative Inquiry.

Dr. Richard Nongard:

She says the major assumption of appreciative inquiry is in every organization, something works. And that change can be managed through the identification of what works, and the analysis of how to do more of what works. This, by the way, is really an assumption that Milton Erickson articulated his work in psychotherapy. So let's talk about these eight assumptions. First, in every group or organization, or within any individual, something works. People often live in a problem. They identify problems, they focus on their problems, and they look for solutions. That's a lot of negativity. But appreciative inquiry doesn't ignore the presence of a problem, but it doesn't dwell on the problem. Appreciative inquiry lives among that which is right, and the existing strengths and asks that question, what's already working? Even if that which is working isn't to its maximum potential, the focus of the direction is on the right path.

Dr. Richard Nongard:

Second principle of appreciative inquiry is what we focus on becomes our reality. Anyone familiar with the Law of Attraction knows focus equals fuel. We dwell on our problems, and even solutions to problems, our reality is a problem. We get out of a problem by discovering strengths, and it's amazing are looking for problems always blinds us from amplifying the strengths. And in coaching, whether it's individuals or groups, we have an opportunity to amplify the strengths. The third assumption of appreciative inquiry is that reality is created in the moment and there are multiple realities. The right Master Oogway said, "Yesterday is history, tomorrow is a mystery." And today is a gift which is why we call it the present.

Dr. Richard Nongard:

The perceptual position of mindfulness has proven to be from a psychological perspective, an organizational perspective and as an operational perspective. And appreciative inquiry focuses on the context of the moment, rather than looking for blame on the past or creating multiple anxieties over the future. And it's the fastest path to the present moment. The fourth assumption of appreciative inquiry is that by asking questions, we can influence individuals, we can influence groups. Questions, not only yield answers, but the very introduction of questions, begins the process of change.

Dr. Richard Nongard:

A question causes people and organizations to look within themselves for answers. And if you're not familiar with NLP, and the idea of the transderivational search, I'm convinced this is one of the most powerful techniques, asking questions where somebody has to look inside reflectively for the answer, because they realize that they have the change and the ability to make change within themselves. Questions have the opportunity to include people who might have felt disenfranchised, or that they weren't being paid attention to. They can become an equalizing force. And questions ask people to make buy-in. Why are coaching clients motivated? Because they have buy in. They've made the decision that change is important to them. And they have power as a result of this.

Dr. Richard Nongard:

Number five, people have more confidence and comfort to journey to the future, the unknown when they carry forward parts of the past that are known. A great question is not what did you do in the past

that was wrong. I mean, in hypnosis and in therapy where I'm from, looking at the past for the problem. But rather regressed to resources. What have we done well in the past? And how do we bring it to the present? If we carry the past forward, then we should carry the best part of the past forward, not the worst part of the past forward. There's a huge difference between therapy and coaching, which is often looking at the initial sensitizing events and the problems of the past, and really ignoring the resources that people created during difficulties and periods of time.

Dr. Richard Nongard:

The seventh principle of appreciative inquiry is that it is important to value differences. There are a multiplicity of ways to solve a problem and to bring resources together. An appreciative inquiry does this, and it can be applied both to organizations and individuals. And any hypnotist knows the eighth principle of appreciative inquiry, that the language we use is creates our reality. Nothing exists today that wasn't first a thought. The computer where you're sitting right now, the chair that you're sitting in, it had to be somebody whose idea first. Somebody had to speak the words to create that reality. Let's build a computer. Let's build a microphone. Let's build a Zoom Room. Let's build a chair.

Dr. Richard Nongard:

Language is how we give ideas life. And appreciative inquiry and positive psychology use rich questioning to bring about impactful questions, but also to seed the minds of those who answer so they can have a creative palette and solve problems in unique ways. To some extent, these are similar to the ideas of positive psychology. Some of you are familiar with the ideas of big Mihaly sense or Mihaly or Martin Seligman, whose proposed three different types of happiness; a pleasant life, a good life, and a meaningful life. These are three strategies, three paths to happiness, that we can encourage people, whether they come to us for life coaching to deal with and to experience change in their personal life and their relationships, or whether this is business and leadership in the context of an individual's work life.

Dr. Richard Nongard:

Now, in the book Flourish, Seligman wrote an acronym called PERMA, positive emotions, engagement, relationships, meaning, purpose, accomplishments. And when we can work in a coaching model to help people to have positive emotions, engagement in tasks, ideas and activities, relationships that are important to them. The coaching relationship becomes one of the most important relationships to many individuals who engage in life coaching. But also to discover their core purpose, values and meaning in life, and to achieve accomplishments we can work with an individual to help them to rise to the highest level of personal performance.

Dr. Richard Nongard:

So if there's only one skill that I can offer you today, we are limited by the clock in a webinar versus a full training program, it would be operate from an individual's strengths and resources. One of the assignments I love to give my coaching clients is for 30 days or 21 days or even 14 days, at the end of each day, rate the day on a scale of 1 to 10, with 1 being the lowest and 10 being the highest. And then write down five things you did each day without judgment, without attention to the details. On a scale of 1 to 10, how great was today? And what were five things you did? At the end of 30 days, you have a really interesting diary. We can look for the commonalities of what the best days contained. And then we can create a plan with our coaching clients to do more of that.

Dr. Richard Nongard:

This is a skill we can do, an assignment we can bring to a relationship coaching. An assignment, we can bring the business coaching, to emotional intelligence coaching. I wrote a book two years ago titled The Couples Treasure Chest. This is a real similar idea that I use with couples. Rather than couples saving up marital green stamps, and cashing them in with divorce, adultery and justification, what is the stored up treasures? So I give this assignment to almost all the couples I work with, because I want them to pay attention to what's right with their partner, not what's wrong with their partner.

Dr. Richard Nongard:

In fact, think about your own relationship right now, you probably can't fix what's wrong with your partner. But you probably can take what's right with your partner and use that to compensate for some of the difficulties. So I give this assignment, it's called the couple's treasure chest almost every couple I work with. I have them take a spiral notebook, like a student with use, and right on the front of it the Nongard treasure chest, the Smith family treasure chest. One book, two people. And put it where both of you go. Put it the kitchen, the bathroom, the bedroom, the garage, wherever it is both you pass through each day. And each day write down one thing that you value by your partner. It can be one word, one sentence, one short paragraph. It shouldn't be any more than that.

Dr. Richard Nongard:

The couple doesn't have to comment on it or interact with their partner about it. But one book, two people each day write down one thing you value about your partner. When we give this assignment to couples who are having conflict, it forces them to look at what's right. And the conflict becomes less intense. But we give this assignment to couples who already have strength, it helps them to multiply the treasure that they have in their relationship. And I've done this with couples over many periods, many years, and see profound results as a result of this assignment.

Dr. Richard Nongard:

When it comes to coaching, there's one other thing that I think makes a huge difference, whether it's therapy coaching, mentoring, hypnosis, and that is to stop goal setting. Now, this might seem controversial, why would we stop goal setting? But setting goals is often enormously frustrating for people. And the reason why is simple, is working towards the future and it's often missing the power of the moment. Goals are almost always something we think other people want us to achieve. And of course, the problem with goal setting is that our natural inclination if we're running out of time, and we haven't reached our goals, is to actually revise our goals downwards. So it can be a pathway to mediocrity.

Dr. Richard Nongard:

In business goal setting can sometimes bring up ethical issues. So goal setting, while the research does shows that when we set goals, we're more likely to reach a goal. It actually can have a lot of problems as well, and not very much time to spend focusing on intention setting. In my coaching practice, I work with every person to help them create intentions. The good news is that unlike a goal, what works the future, an intention is always focused on the present moment. If my goal is to lose weight, maybe I'll experience out in the future. But right now, I am attentive to the health choices I make. I can step into my intention immediately, even if I haven't yet reached my goal. And if we step into intention each and every day, then even if we don't set goals, we're going to wildly exceed the expectations we have set for ourselves because of those daily intentions.

Dr. Richard Nongard:

I tell people when they get in the shower in the morning to read the directions on the shampoo. It almost always says, put soap in hair, lather it up, wait two minutes, rinse, repeat. What are you supposed to do during those two minutes? During those two minutes, set intentions. I am statements. Nobody can say I am for you. Somebody else can set a goal for you. No one else can set an intention for you. An intention setting is a powerful strategy. When I work with businesses and individuals to help them to create intentions, what almost always takes place is they look back at a period of time where they normally would have set goals, and they've wildly exceeded any goals that they would have set for themselves. And they do this effortlessly and without difficulty.

Dr. Richard Nongard:

In the next person this webcast, I want to share with you some very specific strategies for attracting clients using a coaching model. The ideas that I've shared with you so far are actionable strategies that you can use with your clients immediately. Intention setting, using the messages of appreciative inquiry and positive psychology, using the tools of the coaching model that I've provided to help structure sessions and create success. But I think it's important for us when we have successful clients to recognize this as the only profession where if we do our job right, we're out of clients. We have to be good at marketing. We have to be good at business development. And I'm going to be sharing with you three strategies that I use that you're probably not using right now that can make a profound difference in the success level that you have in your business as a life coach and as a helper.

PART TWO:

Dr. Richard Nongard:

I speak to new coaches all the time, who are excited about helping other people and offering their services. So what they do is they often buy some Facebook ads or some Google ad saying, "I'm Richard and I do life coaching," and they spend a lot of money and they get very little response. Advertising as a primary method of directing people to your services. It's probably the worst strategy that you can engage in and yet it's often the first strategy that most people go to. I see, of course, people posting on their Facebook trying to prospect their friends and family for a lead, saying 10% off a session in the next two weeks.

Dr. Richard Nongard:

The reality is people don't choose a life coach based on price, which by the way, is one of the reasons why your price for life coaching can be and probably should be far more than the price you charge for many of the other services that you offer. I work with individuals to help them create success in life coaching by not only learning the clinical skills, but also learning the business side of creating success.

Dr. Richard Nongard:

So strategy number one is for you to become a content creator first. This is absolutely paramount to success. You don't have enough money to buy enough advertising to get enough people to come see you for services to make that advertising pay off. It is a futile effort unless of course, you have very deep, very deep it's like Coca-Cola or Toyota or Nike in order to experience success. So the strategy that I engage in first and foremost is a strategy of giving away in order to receive.

Dr. Richard Nongard:

I do that by being a content creator first, and I lead with my best stuff. I meet a lot of life coaches who have a scarcity mentality, and they're afraid if they write a book or write a blog or create a video that shares their techniques and strategies or a self hypnosis session or something like that, that people won't need their services because they've already given it away.

Dr. Richard Nongard:

The reality is when we lead with our best stuff, we attract people who are interested in what we do, and we develop better stuff to help them on an individual level. This has been a pattern that's been repeated time after, time after, time. I learned the lessons of content creation back in 2006. I was in my office working in the house and I heard my son who was 14 at the time, he was outside. He was yelling and screaming and I went out there and I looked and there he was laying in the grass spraying a can of paint in the air.

Dr. Richard Nongard:

It was really a pretty obnoxious site. I said, "Hey, stop. What are you doing? This is crazy stuff and don't spray, spray paint up into the air. It's bad for the environment." He looked up at me and said, "Dad, I'm making a YouTube video." I said, "I don't know what a YouTube is, but you're not going to be doing that. So get back into the house and act like a normal kid." He moped around looking dejected because I just told him to stop acting like a crazy kid, and he came to my desk and said, "Dad, you should put one of your videos on YouTube."

Dr. Richard Nongard:

I said, "How do I do that? What's a YouTube?" So we took a clip from one of my old VHS tapes of me doing those a session at a training. It was about a 10 minute long clip. We uploaded that to YouTube. YouTube showed it to more than a million people. I have more than a million hits on that one single video, and I have numerous videos with hundreds of thousands of views on it. YouTube gives me the opportunity in every single video to direct people then to my website, both in the video, as well as directly below the video so that people can access the products and services that I offer.

Dr. Richard Nongard:

It's become a great way of giving away in order to receive in return. This is a strategy that's called content creation. It's not limited to YouTube. In fact, I use many different channels and although I still use YouTube as one of those channels, it's probably not my primary strategy today. The strategy here is to give away in order to receive in return. This is how people learn about you.

Dr. Richard Nongard:

If you simply go on Facebook Live and talk to your family and friends for five or 10 minutes today, pontificating about recent events or things that you think are important. You're going to be in an echo chamber of people who already know who you are and already probably like what you have to say, but it's probably not going to result in any conversions.

Dr. Richard Nongard:

I never do Facebook lives as a strategy. In fact, the only time I ever go through Facebook Live is if I'm on vacation and I want to show my friends and family some awesome stuff that I'm looking at. Rather, I use these strategies as my content creation strategies, and the first one on the list here is blogging. I have

blogged religiously in the past and I don't blog nearly as much anymore as I used to, but if you're new in life coaching, blogging is essential because this is how people find you in the search engines.

Dr. Richard Nongard:

Search engine optimization is predicated on your website, not just being a beautiful electronic brochure, but also having content that's added to it on a regular basis. That content needs to speak to keywords and offer real solutions. When we blog in this way, what happens is people are drawn into our website who don't know who we are and become experienced in the processes and the service and the learnings that we have that we can share with them.

Dr. Richard Nongard:

Blogging requires discipline. Blogging is something that requires ongoing tasks of completion in order to be successful at, but blogging still, even in 2021 has one of the best ROI for time and expense, for search engine optimization and bringing people to your webpage. On Every blog post I create, I either offer something for sale or on every blog post I create, I offer something for free. People say to me, "Why would you give away free stuff, Richard?" I give away free stuff so that people learn about the products and the services that I offer.

Dr. Richard Nongard:

This is what a content creator does. In exchange for that, I get their email address. You probably came to this webcast via an email you got from me because at one time or another, you either purchase something from me, or you opted into one of my lists because you were interested in what it was that I was giving away. So blogging is one of those strategies that can help bring you to the top of content creation.

Dr. Richard Nongard:

The good news here is if you get enough blog posts finished, you can actually correlate them and put them into a book. We'll talk about that later on. The second thing that I love doing is using canva.com. It's a free online app that you can use and of course they have upsells, either memberships or graphics that you can purchase, et cetera, but the basic features are free to use to create infographics.

Dr. Richard Nongard:

I create a lot of infographics and over the last two years, I spent a lot more time creating infographics than I have in the past and I've found that people share those infographics and they love those infographics. One of the infographics I created last year was one that focused on what I call a three, two, one self-hypnosis strategy.

Dr. Richard Nongard:

It can help somebody who's experiencing pain or panic seize instant control over the moment and bring them a sense of relief from what was so distressing to them. This infographic I've seen posted and shared by many other people, and I can of course, track the hits on my website and see that thousands of people have benefited from the technique that I've shared and I shared it originally as an infographic. So we can create infographics. People love sharing infographics on the internet.

Dr. Richard Nongard:

You want to know how to go viral, the easiest strategy, create a meaningful and helpful infographic explaining or teaching a strategy or skill. YouTube videos are what kicked off my content creation strategy, but YouTube channels can be very profitable in and of themselves. I get money deposited on a regular basis from the advertising that occurs on my YouTube channel because YouTube has monetized that and they send me part of the money and it's kind of nice to get money for nothing.

Dr. Richard Nongard:

Kind of like the old Dire Straits song, Money for Nothing. It's really pretty cool because I would have put those videos there anyway, but if you have enough views and enough hits, you can actually make a lot of money. People are interested in YouTube channels that focus on personal improvement, health coaching, lifestyle coaching nutritional coaching, leadership coaching, religious and spiritual coaching.

Dr. Richard Nongard:

All of these topics are endless topics that can be the source of your success with a YouTube channel. One of the other contents that I have curated are my powerful Facebook groups. I have numerous Facebook groups and the Facebook groups, some of them have thousands of group members who participate in discussions on a daily basis. The great thing about using Facebook groups as a way to create content is that other people are actually creating the content for the groups.

Dr. Richard Nongard:

My ICBCH hypnosis and NLP life coaching group has been around now for about 11 years. We have almost 10,000 members of the group and over the last 11 years, many different members have contributed significant things to that group. Discussions, ideas, files, images, pictures, infographics, et cetera. I haven't done it all myself and yet, yet the benefit of that group largely comes back to me because I am the moderator of that group.

Dr. Richard Nongard:

I'm the individual who is able to decide what stays and what goes and I'm the one who's able to guide the discussions in those groups. I guide those discussions back to the services and the products and the resources that I provide, and over the last 11 years, that has been a substantial source of my income. So let's talk a little bit about lead magnet creation.

Dr. Richard Nongard:

What's a lead magnet? Lead magnets are a powerful strategy every life coach should be using in order to generate traffic to their website, as well as create an email list. I'm going to go on record as saying, if you don't begin to collect email addresses and maintain the email lists that you have by continuing to provide high quality content, you probably will not be successful as a life coach.

Dr. Richard Nongard:

The reason why is simple. Lead magnets give away something truly a value in exchange for an email address, which then gives me the ability to continue developing my relationship with individuals, offer products, services, share news, and to otherwise engage with those people who have gotten something from me. The law of reciprocity is at work here. I've given you something. You've given me something, an email list. I've given you something of value. So now I have your permission to ask for the sale.

Dr. Richard Nongard:

This is a powerful strategy we should all be engaged in. As a matter of fact, right below this video here in this webcast, I'm going to put a lead magnet so you can see how it works. Put your email address and tell me where to send the resources for attracting new clients via your website. You'll get a beautiful, stunning 10 page, well thought out lead magnet that shares with you concrete and actionable strategies that you can actually use.

Dr. Richard Nongard:

In return, of course, I get your email letters. You can opt out anytime you want to, but most people choose because I usually offer things of value to remain on my list, to see if one of those things is of interest to them. I have an email list now with over 64,000 names on the list. I can, and sometimes I do press a magic button after writing an email and have enormous sales that generate serious income.

Dr. Richard Nongard:

This is a strategy that is very powerful. It can book private sessions, it can sell books and resources, it can fill a training class. Almost every training class that I offer is almost always filled 100%, and the reason why is because I have this list. Sometimes a lead magnet is a webinar. You opted into this. It's another form of a lead magnet. Sometimes a lead magnet might be a free 15 minute consultation.

Dr. Richard Nongard:

After all, I was probably going to spend 15 minutes talking to somebody on the phone anyway. So why not give that away as something of value to people in exchange for their email address so I can talk to them about the products and services that I offer. One of the other content creation strategies is podcasting. In the past, I've hosted my own podcasts and I encourage those who are interested in doing so to create and develop your own podcast.

Dr. Richard Nongard:

Jason Linett has hundreds of podcast episodes in his podcast, and it's led to him creating another podcast on influence and coaching. The result for him has been enormous success as a podcast host, connecting with other people, getting his name out there and booking high dollar, premium coaching clients who are interested in working with Jason one on one.

Dr. Richard Nongard:

In the past, I've hosted my own podcasts. At the current time, I'm not hosting a podcast, but I still am a regular guest on as many podcasts as I can get on because it gives me the opportunity to share my ideas with somebody else's audience, to offer my lead magnets to the listeners of that program. To get search engine optimization and back links back to my webpage. The way to get on a podcast is really pretty simple. Go over to Google and type in a podcast related to your expertise, find all the podcasts and then send what's called a one sheet to those podcast hosts and let them know what is it that you have of value to their audience.

Dr. Richard Nongard:

Those podcast hosts are going to reach out to you and say, "When can you come on my podcast and be a guest so that you can then share your expertise?" That one sheet is an eight and a half by 11 PDF. It has your name. It has your information on it. It has some talking points so the hosts know what to ask

you. It has some information about your social media so a host knows how you're going to be promoting their show to your audience.

Dr. Richard Nongard:

By using a one sheet to reach out to podcast hosts, you can become a guest on many podcasts. This is a strategy that I've talked to numerous other people, and they have found this to be a very successful strategy without having to create their own podcast. The seventh content creation principle that's on my list here is write a book. People think it's difficult to write a book. This webinar, I put all the contents together in probably about four or five days, and I've transcribed this entire webinar and it's actually going to become a short book on life coaching and the business of life coaching.

Dr. Richard Nongard:

I'm providing everyone who's participating in this webcast the transcript. It's actually down below, so you already have the transcript. By the next few weeks, I'll be releasing it as a book and this is a book that will be helping people to understand the fundamentals of how to build and create a successful coaching practice. I've written 28 books and the books that I've written have brought me a lot of clients for the coaching services that I provide.

Dr. Richard Nongard:

One of my books that I wrote a couple of years ago, based on the Ted talk that I did, it was called Turnaround Trauma. It brings clients to me on a regular basis for my more therapeutically inclined services, as people look towards setting their ACEs or adverse childhood experiences behind them and stepping into the future. I wrote a short book, it's 100 pages. It's titled the Step-Spouse: How to STAY SANE When THEIR EX Is Driving YOU CRAZY!

Dr. Richard Nongard:

Your current spouse's former spouse is your step spouse. I wonder if that's a good or a bad relationship. It's going to affect you for the rest of your life. So dealing with this phantom relationship is often very difficult, and it gives you the opportunity to provide coaching to couples and individuals for dealing with the issues of blended families. Another short book that I wrote a couple of years ago, it was titled The SEVEN Most EFFECTIVE Methods of SELF-HYPNOSIS. It's actually one of my shorter books, but it's one of my best selling books.

Dr. Richard Nongard:

It literally pays my mortgage payment every single month, the royalties from that book, but more importantly than that, what I get is I get individuals reaching out to me, going to my website, calling me on the telephone and booking sessions with me for long-term coaching and other services that I provide to help people experience success. If you've never written a book before, it's not that difficult to do.

Dr. Richard Nongard:

I teach a course. It's titled 12 week book or write a book with Richard. It's all described at my other website, 12weekbook.com. The next class actually starts in October, and the great thing is people who participate in this course write awesome books. I just realized something. Sitting right next to me off camera, I don't know if it's too heavy for me. It is too heavy for me.

Dr. Richard Nongard:

It's literally hundreds of books that people in my course have written. Hundreds of books that people in my course, 12 week book, have written just over the last year. By writing a book, you create an opportunity to share your ideas with a bigger audience, to cast a wider net and to become seen as the expert in your field and this is what will bring you coaching clients. Wouldn't it be great if Amazon was literally telling people that you're the expert that offers coaching services? If you have a book that's available to the public, whether it's a short book or a fat book, Amazon is doing exactly that.

Dr. Richard Nongard:

Before I share with you my next strategy, I do want to share with you some of the hindrances that people often have in becoming a content creator. Number one, they simply don't dedicate the time to it. This is part of the job, just like sitting in an office with somebody or be on a Zoom call with somebody or traveling to a location to work with an executive team in a small meeting is part of the job, then part of the job has also created content.

Dr. Richard Nongard:

If you allocate time in your schedule to create content so that you can build your business, you'll create success. Sometimes people have technology constraints. The reality is though that technology has come along to such an extent that it's actually pretty easy to create a video like this. I'm actually using a Samsung S20 Android telephone and a Bluetooth microphone.

Dr. Richard Nongard:

I can create a book or a lead magnet in Word, and I can use Fiverr to actually send it to somebody who's skilled in graphic design, who will turn it into a beautiful lead magnet for less than 50 bucks. The lead magnet that you got below, I paid \$44 to have my typing turned into something awesome. Sometimes it's our own insecurities that hold us back. We doubt that the masses are interested in what it is that we have to say.

Dr. Richard Nongard:

The reality is there's almost 8 billion people on the planet earth, and a portion of those people are actually interested in what you have to say. We don't need to appeal to everybody. Only those people who are the appropriate clients for us. Some of those people doubt their speaking skills or their writing skills. Let me share with you. I'm not the most prolific of all public speakers, nor am I the best writer. Now, I've improved both in my public speaking and my writing by doing it very often, but I hire editors to help me with my writing.

Dr. Richard Nongard:

When it comes to public speaking, I probably spend more time preparing and creating outlines than most people do so that I can articulate my message in a clear way with the intended meaning being sent to the recipient. Then a lot of people simply give up. Content creation is part of the job and the job is hard work. So they give up. Just yesterday, I was trying to create some content and I couldn't find the right microphone.

Dr. Richard Nongard:

I had to dig out of a box after I moved recently. I had to dig out a different type of microphone and a different type of cable and cord and it took me about 45 minutes to get ready to create that content. A lot of people would have just given up. I don't have the part, I don't want to look for it. I don't want to have to drive across town to buy the right tool, which is actually what I ended up having to do.

Dr. Richard Nongard:

So people will give up because the work is difficult, but if you want to build a coaching practice, sticktoitiveness has to be one of the characteristics that you developed in your own life. Business strategy number two is to really understand and know what a sales funnel is. You're helping other people. You're helping people make transformational change in their life, but you're running a business and businesses sell.

Dr. Richard Nongard:

A lot of therapists who I know are really uncomfortable with the idea of viewing the client as a customer and the process or the product as a sale, but we have to put things in the context of business when we're dealing with business and the sales funnel is one of the most powerful tools that we have. Very rarely does somebody ever sign up for my high dollar coaching and pay me 5,000 or \$10,000 without knowing who I am.

Dr. Richard Nongard:

In fact, I can't think of anybody who's paid me 5,000 or \$10,000 for coaching that hadn't already purchased previous courses, products, coaching, or other services from me. I can't think anybody who's done that. So if you'd like to move towards a model of having high ticket clients, you need to be using the sales funnel process in order to get there. This is what I do.

Dr. Richard Nongard:

This is what other successful coaches do, and it all begins with understanding the foundations of what's known as Pareto's principle, and that is the rule of 80-20. So 20% of the customers buy 80% of the pizzas at a pizza place. 20% of the congregants in a church give 80% of the donations to the church.

Dr. Richard Nongard:

So this 80-20 rule is a really important rule in business, and it actually should be a guiding principle probably in every business that you do. So the first idea here is we have to have a pond to fish in, and if I want to sell high dollar coaching, well, I probably need at least a five level funnel. So the first level here, we're going to call it opt in.

Dr. Richard Nongard:

I give something away to 10,000 people, a lead magnet, an offer of some kind. Now when I do that, I want you to know that I'm not just giving it away. If I buy advertising, it's not to sell a product. I buy advertising almost always to direct people to the giveaways that I have. When I have enough people opt into a giveaway, let's just call that number 10,000, but it could be only 1,000.

Dr. Richard Nongard:

I can then offer something that we call a trip wire in business. This is a low cost item, purchasing a book or purchasing something like an audio recording or a very short course. Let's just call it \$7. What you

should price this is going to be dependent on a lot of different factors, but you can see that's \$7,000 made there at a \$7 price point. I've had a lot of success selling a lot of trip wires at \$7 a piece.

Dr. Richard Nongard:

A certain percentage of these, people probably closer to 20%, but let's call it 10% in our example here. 100 of these people will buy the upsell and the upsell is some other product or service that's not particularly expensive. Let's call it \$100 training or \$70 training or \$70 course. By the way, that's another \$7,000.

Dr. Richard Nongard:

So you can see that the money made with a sales funnel here, it can compound quite nicely. Let's say we have a comprehensive training or service or product or seminar or weekend getaway or whatever it is that coaches offer, or maybe a long-term coaching contract. Three months, six months, nine months, let's call it a \$700 commitment. 10 of those 100 people, probably closer to 20 of those 100 people will take advantage of that.

Dr. Richard Nongard:

By the way, there's another \$7,000. So we're up to \$21,000 with this particular funnel here. Then of course one out of these or two out of these using Pareto's principle are willing to spend the \$7,000 to buy a high ticket individualized coaching, mentorship plan from you. I offer those and I'm going to share with you how my sales funnel works and what it is that I often do.

Dr. Richard Nongard:

Now, this sales funnel I've drawn up here and the handout is down below. I know my handwriting on the board is no good. So I've given you a handout that has this on it right below here. It doesn't begin with the free opt-in. We could have a free opt in that then goes to a \$7 book, but because I have a lot of people who know who I am, I can go right into advertising the trip wire.

Dr. Richard Nongard:

So I might advertise a book for sale for \$7, a book on coaching and business, or a book on turnaround trauma, or a book on self-hypnosis or a book on, I wrote a book titled The Couples Treasure Chest to help me share the idea of the treasure chest with couples who would then hire me for coaching. So I have my book and the book goes on easy upsell. Wouldn't you like to officer get the audio version for just \$5 or \$10 more?

Dr. Richard Nongard:

So what you're literally doing here is you're selling the same product and doubling your revenue because people want multiple medias, at least a certain percentage of them do. That's an easy upsell. So you can see how upsells work. Upsells then give them the opportunity after they purchase that to move into a course or training. Let's call this in my case, a \$2,000 course or a \$2,000 training.

Dr. Richard Nongard:

If they choose not to purchase that, it gives them the opportunity to purchase maybe an asynchronous prerecorded course that's really an orientation course for probably 96. Yes, it's still packed with actionable content. Notice that this webcast was free, and yet I gave you a ton of actual content and

many of these people actually jump back over to here and purchase the larger, longer training now that they've had a taste of it.

Dr. Richard Nongard:

All of these folks are also offered the opportunity to coach with me, and my coaching comes basically in three packages. Number one, introduction, orientation, or supportive coaching. These are one-off sessions where people do pay me dollars for an hour of my time or in my case, 75 minutes of my time. Most of my clients don't actually book these types of sessions, unless they're actually folks I've already worked with and they're following up later on.

Dr. Richard Nongard:

Sometimes people will book the strategy sessions with me because they're really trying to find the answers and figure out what direction to go and a significant number of those then go on and purchase coaching package, number two, or coaching package number three. Coaching package number two is what I call do it with you. In other words, I'm going to be coaching you and guiding you and doing things with you, both on the clinical side of things, as well as on the tech or the web development or the business side of things so that a person can have a beautiful website.

Dr. Richard Nongard:

These are actually individual pages of a website. They come in with the free offer. They get the opportunity for a book, the opportunity for an upsell. Page number three, of course, your training, page number four, a less expensive course and training, page number five, an opportunity to register for coaching, but they might not get these all at the same time, but a series of auto email responses when they opt in or first make a purchase, actually put this whole process in motion. So it's actually automated for people.

Dr. Richard Nongard:

When I do it with somebody and training them or teaching them how to set up these systems on their own, and I love doing that because what it means is the people really become invested in the learning the skills so that when they do outsource or when they do ask other people to participate in a project for them or with them, they understand the mechanisms behind it.

Dr. Richard Nongard:

I think understanding how your business works is actually one of the keys to lasting success, because I also offer coaching packages that I call do it for you where I will literally do the work for you so that you are ready with your sales funnel, or I do the work with them to help them set up and establish their coaching practice or other types of services where they're actually employing me.

Dr. Richard Nongard:

They're the general contractor, and I'm doing the work to make sure the tasks get done so that they can be ready to go when they're ready to release their success to the world. So these are the various coaching processes or models that I offer and you can see the sales funnel is rich. There are many things that are offered within it. A business is not one product or service. If your businesses give me X number of dollars for X number of time doing coaching therapy or hypnosis or anything else, your business is not scalable. This is what makes a business scalable.

Dr. Richard Nongard:

Think about the skills you have. Would you be an excellent author? Would you be a great teacher? Would you be a great mentor, a great leader? Can you work with groups as well as individuals? Then option number two or strategy number two, the power of the sales funnel is something that you can, and you should be implementing into your life. What tools do I use? I use optimized press and optimized funnels to build my websites.

Dr. Richard Nongard:

I use pro tools like AWeber for my autoresponders. I use a number of resources like AWeber and Calendly to book sessions and Zoom to meet with people. The sales funnels that I've put together over the years have been tremendously profitable for me and have helped me to run my coaching business like a business. The results are, I live like a CEO, not like a therapist. In the past 10 or 12 years, I've used webinars as a primary strategy to drive business to my coaching practice.

Dr. Richard Nongard:

Some of my seven or \$10,000 coaching clients have come from originally a series of opportunities to learn new things by participating in webinars, just like this one. Many of you participating in this webinar are very happy with the content that you've learned. You won't make a purchase, you won't purchase anything else. That's absolutely fine. I'm glad that you attended. Some will choose to go on and take a course or a purchase another product or service from me.

Dr. Richard Nongard:

Some of the individuals who are participating in this webinar today will probably become coaching clients of mine. Probably one or two of those individuals will become high dollar long-term coaching clients of mine. So webinars are really a tool that I've used to leverage the power of the sales funnel, and to also create content. Let me share with you four things that are really important about webinars.

Dr. Richard Nongard:

Webinars are first and foremost, a lead magnet. It's almost always something we offer at a date and time for free to individuals, again, in exchange for an email address. Then you must provide high quality content in that webinar, not just a sales pitch. As a matter of fact, I haven't even given you a sales pitch for my upcoming certification program, but you can find right below information about the upcoming ICBCH life coach and NLP certification program that's taking place next month, and you can register if you'd like to.

Dr. Richard Nongard:

Half the spots are already filled but it's ultimately a lead magnet. Everyone here will probably get an email in the next day or two that'll give you a little more information about that certification program. You won't get any more emails from me about that certification program after I send you one, but you'll get at least one. Then you'll get a series of emails from me over the next month, probably two or three emails. I don't burden people with an email a day.

Dr. Richard Nongard:

It's not an approach that I use, but a webinar lets me create that email sequence so that I can provide a transcript of an event to individuals after the event or so that I can provide some additional resources

based on some questions or feedback I've been given or so that I can direct people to the replay in case they missed the event that they signed up for. Here's the thing about the webinars I do.

Dr. Richard Nongard:

In most cases, my webinars like this one are one-off events. I usually don't reschedule it multiple times. Lately, I've made a change and we'll talk about that, but webinars are powerful because they're time limited. In other words, they're on a certain day and a certain time. That's where the power of a webinar really comes into play. It gets people to take action and to sign up because you've given people content for an hour or an hour and a half or two hours, however long the webinar is, and you've packed up full of actionable and useful content.

Dr. Richard Nongard:

You've now actually earned the right to ask for a sale. Would you like to purchase my book? In fact, here's a copy of my book. I wrote a book titled Excellence in NLP and Life Coaching. You can buy it on Amazon. I'll put a link down below. Nobody objects to me offering my book for sale, because I've spent a lot of time, more than an hour, providing you with content that's actually a set of actionable strategies that you can take action on already.

Dr. Richard Nongard:

So a webinar gives you the ability to offer for sale products and services and coaching services that you provide, because you've given something of value in exchange for not only the email, but for the right to make an offer or a sale. Again, I never call a webinar, a webinar in my marketing materials. If you offer a free webinar, that's a way to have nobody register. I call it instead something else. I call it a VIP learning experience in our online learning center.

Dr. Richard Nongard:

Call it anything you want to, but don't call a webinar, a webinar until you're actually in the webinar, because nobody wants to attend a webinar, but they're excited about a free seminar or an upcoming course. So use that language instead to drive traffic.

Dr. Richard Nongard:

Now, I said I usually don't do my webinars multiple time. Lately I've been using software that lets me create what's called an evergreen webinar. An evergreen webinar, like an evergreen push that's always green allows me to provide the replay as if it were a real time webinar at any time in the future. So it uses technology that I'm just going to call [fakeo 00:35:22] technology. In other words, if somebody sees the promotion for it, it knows when they see the promotion and it lets them know that the webinar begins in 15 minutes, or when a webinar begins tomorrow at eight o'clock.

Dr. Richard Nongard:

You can set the time for anything you want to. So the replay becomes available to people without a specific time, and there's great software out there to help people take webinars and use those as evergreen formats. I don't do very much of that, but I have been playing with it more recently.

Dr. Richard Nongard:

Now the cool thing about a webinar is we spent more than an hour together. What I'm going to do is send it to the transcriptionist. In fact, the transcript is already down below here for you, and then I'm going to take that transcript and I'm going to have it edited, and I'm not chop parts of it up into blog posts. Now I'm going to have 10 or 15 or 20 blog posts that came from this webinar that I can add to my website. I'm going to edit the entire document, and I'm going to remove the word webinar and add the word book.

Dr. Richard Nongard:

I'm going to turn it probably into a 68 page or 78 page book that people can purchase for \$4.95 to start the sales funnel process that offers an upsell of the audio version as well for another \$5, and I'll have another book for sale. I can take excerpts of the video, the best parts of this webinar. Some parts were incredibly boring, some were awesome. I can take those best parts and I can put them on YouTube or TikTok or Instagram or other social media, and I can direct people to my other products and services.

Dr. Richard Nongard:

So I can use a webinar and repurpose the contents for multiple purposes all in the end, directing people to the coaching services that I provide. Yes, the books I have for sale. Yes. The certification courses that I do, but also to the coaching, the one-on-one coaching, the group coaching, the company and community coaching I do.

Dr. Richard Nongard:

These are the ways that I have created success in my business. My hope is that by participating in this webinar for the last hour or so, you've learned some actionable strategies that can help you with clients when you're helping people to live their best life. But you've also learned some strategies that can help you to create strategically in your business so that you have clients who are reaching out to you and asking about the products and services that you offer.

Dr. Richard Nongard:

So you can provide coaching to people who go far beyond just friends and family you have on Facebook or other social media. If you have any questions, I want you to reach out to me, ask me a question. The best place to do this is in my group. The group is icbchgroup.com. Post a question about this webinar or any of the products or services that I have, or the classes that I have in our forum.

Dr. Richard Nongard:

There are over 8,000 people in that forum. I think almost 10,000 now. I will be happy to answer your questions as well as other people who have participated in our trainings and programs over the years, who also have tremendous wisdom to offer. I want to help you succeed in what you do, whether you ever hire me as a coach or not. I want to see you help build the coaching profession by offering excellent services to other people.

Dr. Richard Nongard:

So reach out with any questions at any time. I'm always more than happy to answer them, and thank you for participating in this class. Look, I saved the commercial till the end. Coming up next month is the ICBCH double certification program. This is a certification as a professional NLP practitioner, as well as a

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certification as a professional life coach. The reason I do this certification programs together is real simple.

Dr. Richard Nongard:

NLP is a great strategy and skill set for life coaches and NLP needs a context in order to provide services. If you're interested in neuro-linguistic programming and helping people on a subconscious level, if you're interested in learning the skills and the strategies, both clinically and the business strategies that can help people to create success, you're going to want to get in this course.

Dr. Richard Nongard:

There's a link below to the course. By the time this webinar occurred, almost half our spots have already been filled up. I do limit the participation to 36 people. So if you want a slot in this class, register now. You can make five easy payments. So it's completely affordable to everybody, or you can save 50 bucks and you can pay for the whole program upfront, but either way, you'll find that when you participate in next month's ... Actually it's a two month long training program. You will discover ways to rise to the expert level as a life coach, helping people while you create success in your own life as well.