

## **Sean Mize 60 Day Coaching**

### **Day 7**

#### **Roundtable 2nd call**

**Audio Length: 199 Minutes**

This training will help you move to the next level.

He's going to give a few minute introduction to talk about accountability. This call is customized based on the people who are on the call.

You need to know what your blueprint is and you need to be constantly moving toward that. What's your next step? You need to get focused.

One of the big elements in this program is accountability. Sean is holding his customers accountable. Are you serious about this? If you aren't following along and making it happen, you might not be serious. Sean wants to help you move to the next level. He can't force you to do the work, but you'll have everything you need through this training.

If you aren't doing the work, you're sabotaging yourself.

#### **Sean Works With Some Listeners On The Call**

Chris is the first caller. His niche is Internet marketing and list building. He goes through his goals and plans. He goes over what he's done and wants Sean to give him advice on what his next steps should be.

Sean notes that he's moved 180 degrees since Chris started working with him. Sean helped Chris pull himself together. He's accomplished a lot over the previous few weeks.

Chris note he suffers from "shiny object syndrome." Once you know what your big plan is, it's almost like having a roadmap. Then, it's just a matter of going that next mile or taking that next step.

#### **He talks about the "Core Four."**

1. Who are you going to be? Be who you need to be for people to invest in you.
2. Your whole coaching plan/program

3. Creating your daily content-- this is a reflection of the expert you are. This content tells other people who you are. You can be a great expert but no one will know if you don't create this content.
4. Meeting the needs of your subscribers. This is your content, coaching, products, etc. Everything you do is about your customers and subscribers. This is about you changing people's lives.

He tells Chris to imagine his path of transformation.

Daily content can change lives. You can create whatever kind of content you want-- articles, videos, audios, products, coaching programs, one on one, etc.

He notes to Chris that he can buy poster board and write "core four" at the top. Then, he can write down the steps. He can then plan for and customize the "core four" things to focus on. You'll focus it on the needs of your subscribers.

Look at this poster to figure out your direction. You can figure out what the next step is... what the next piece of the puzzle is.

Core Four is your map. Then, Chris won't need Sean to always direct him about the step.

Sean asks Chris what he sees as his next goal.

Sean reads a lot of books-- he can read fast. This is all part of an attitude of lifelong learning. You need to find 5 other people who are an expert in your arena and learn from them. Buy your competitor's training and spend time each day learning from them.

You'll be the expert's expert-- you'll know everything your competitors know.

Sean doesn't want to hold your hand forever-- the purpose of this program is to put you on the path to where you're going.

He wants to empower you to go through your Core Four. You should be able to look back at the end of the day and know that you did a good job.

### **Gary Hops On The Call**

Sean notes that you'll develop yourself as an expert over time. You can always learn other things.

Sean notes that Gary has a site now that portrays him as a certain thing. Sean gives an example from his own life. His ideal expert path would have been for people to see him come in as an article marketing expert. That meant he had a ton of credibility. But some had exposure from Sean as a list builder. There's something in psychology about the first impression or the first way people are exposed to you. Your clients might always see you as the same as the first way they saw you.

Sean notes that you can borrow your own credibility when you're developing yourself as an expert in another area.

Gary can solidify himself as a networking expert... but can borrow that credibility for other things as well. When people see you being an expert at multiple things, they'll see you as an overall expert.

Sean gives the example of a star quarterback who can then translate that into becoming an expert business person or whatever he wants. He'll be an expert PERSON rather than just an expert at one thing.

Sean gives examples from his own life, related to the perception that he's the #1 article marketer in the world. The level of trust and credibility goes way up.

Gary is an expert at so many things. If people can think of him as an expert networker, the perception of expertise will expand to other areas where he's been successful.

Sean notes that what he just shared with Gary can apply to anyone else on the call. The Core Four can help anyone find crystal clarity.

### **Sean Opens Up The Call Again**

Howard hops on the call. He notes what he's done in his business lately. Sean wants to see Howard creating additional fresh content.

Look at the blogs you follow in your niche. They're always creating a new, relevant post. There's something fresh about hearing from your favorites when they post something new, even if they have a ton of content up already.

You can create new content but also lead people to the previous content.

Sean asks Howard what he sees as his next step. Howard goes through what he's done and what he might do next.

Howard started from a position of, "I know about this one thing." He tries to make everything evergreen and has resisted current events... but is reconsidering that.

Sean believes that he can combine and layer in existing content with fresh content. He can connect people's needs with his expertise.

Howard notes he is least comfortable with valuing in his coaching program. He wonders if he's focusing too much on certain tasks.

Sean notes that most often, people don't need more information, what they need is something that clicks with them that will move them to the next level. They need to gain specific, targeted ideas. Then, they need to implement them.

There are probably 5 or 6 core areas that would really help these people. There is probably 1 core area that needs to be transformed, above all.

You're probably going in and identifying where they're "bleeding" the most.

Sean would try to isolate those areas. Then, focus on those key areas. Sean has the Core 4... what do you have for the people you try to help? It might be different for those you coach. What do the people you're working with need? Control the information you pass along... the information they need the most.

He's focused this program mostly on transformation.

As the price tag goes up, the information stream goes down.

The core information you're feeding people is the transformational stuff.

The more you pay Sean, the less information you're going to get. But, you're going to get much more transformational information.

At the lower levels, you get the information and have to sift through it yourself.

### **Sean Takes Another Caller**

Bruce hops on the call. Bruce goes over what he's accomplished lately. He feels his book is solid.

He has a flow and sees how it's coming together. He has a goal, and he hasn't finished, but he's made a lot of progress. He's grateful for the accountability.

Sean loves to share his expertise-- he's taught so much today that he's never taught before. It's because he's thinking about how to transform the lives of individuals.

Sean asks what Bruce wants as his goal. He wants to have more completed in his book. He wants focused clarity. He wants his book to be really clear for people. Sean is really excited for Bruce's book because it's different and needed.

Sean says that this small group time is the most exciting time of the week for him. He wants everyone listening to go on to change lives. The message Bruce is sharing has the power to transform lives.

### **Sean Takes Another Caller**

Dennis hops on the call. He's gotten clear on authority positioning. He notes that there's nothing like deadlines and he's made a lot of progress. He notes some of the things he hasn't done yet. He's gotten new coaching clients and has gotten some new coaching together for someone else.

Sean notes that this isn't unusual. When you take this extra step as an expert, all of a sudden, they become attracted to you based on how you're able to change lives.

You can tell yourself affirmations all day long, but there's nothing like hearing real time feedback that you're changing lives.

Dennis notes this gives him more desire to keep going.

He wants to get his website up and get 10 additional pages on his site. This is productive and do-able.

Dennis asks Sean to repeat the Core Four.

1. Expertise
2. Coaching portfolio- high ticket 1 on 1 offer. Coaching everyone can access.
3. Daily content-- solidifies your expertise
4. Meeting the needs of subscribers (in any way they need you to)

Sean notes that is how he focuses on transforming lives.

Sean developed the Core Four for the group on the call.

### **Sean Takes Another Caller**

Dale hops on the call. He notes that the content on this call has been incredible. He's interested in the poster board Sean mentioned earlier.

Every day you wake up in the morning, you should be crystal clear on what you'll be doing in your business. If you're not, you won't begin working until you are crystal clear. You have to know what your next step is going to be.

He maps out the entire day and doesn't get started working until he does.

Dale reviews his goals and what he accomplished since the previous session with Sean.

He feels pulled to help people get started. There are so many people out there who are stuck on getting started.

Sean notes that he's beginning to morphing focus. No matter what he decides today, you'll have deeper clarity 6 months from now after you've been working with people.

Sean believes that he becomes more clear on his own goals and path with each coaching call he does

Sean goes through Willpower.

Sean suggests that you start a diary... just for this. He wants you to ask yourself if you're focused today. What preceded your writing? What preceded your focus period? Was it coffee? Was it a conversation with a certain person? If you can figure this out, you might be able to find a pattern.

You want to be able to recreate this zone of focus whenever you want to.

Sean asks Dale what it would mean for him to have a habit of writing for a certain amount of time every day. He believes it would help him get some momentum. There are certain things he does every day without willpower... once you don't have to rely on willpower it just becomes natural. He recommends to Dale that he just slip it in along with things he does anyway.

Sit down and write with no pressure. He doesn't want any expectations placed on this. Just do it... no willpower needed.

## **The Rest Of The Call**

Sean asks if there are any comments or questions.

He's going to teach multiple perspectives for teaching daily content. Content for your website, products, positioning, etc.

Creating daily content will allow you to be perceived as an expert. You'll also have a bank of content that can be used for a variety of purposes whenever you want.

When you're operating with clients on a daily basis or working on your business on a daily basis, you'll have endless ideas. If you don't create the content right away every day, you'll lose it. If you create every day, you'll be more creative.

What kind of content should you create? Think of the purpose of the content. If you're creating expert level content, it's more clear and focused than anything else on the market.

Your content will naturally be deeper. It will be multi-faceted.

An expert will be strategic and deeper. An expert is often opinionated. A beginner often doesn't know enough to offer an opinion.

Sean notes that sharing an opinion can help convey expertise. He's not suggesting you fake it. But you can be strategic and opinionated. After 100 days of doing this, you'll appear as an expert and you'll be well on the path toward becoming the expert you want to become.

You can mind map or do whatever you need to do to wrap your mind around the content. That way your content will be more strategic. Look at a topic from multiple angles.

Over time, you'll be able to see your own progression.

The content you're listening to right now-- Sean's dug into the "why."

You have to ask "the why."

What is impacting this content?

How do you make your content strategic? You ask yourself the next step.

How does creating expert level content affect strategy?

You'll have more quantity if you do this every day but also more quality.

Not all expert content has to be opinionated, but it should be strategic.

If your content is all opinion, you'll have a weak business.

How is what he's just taught different from what everyone else teaches?

Next, he's going to dig into the mediums for creating content.

### **The Mediums For Creating Content**

It could be audio or video. Video only if you need to demonstrate something. You have to consider what the optimal way is for your audience.

Some people really enjoy writing content. Sean notes that he shares via audio because it would take so much more time to write it out. It's faster. Your audience can also perceive the tone of your voice when you have audio content. That can help you determine the importance of what he's saying.

The same information affects your brain in different ways depending on how it's presented.

You can also listen to audio in various places-- while taking a walk, while at work, while driving, etc. But if this were video, your attention might go up. But, you can't watch video everywhere so consumption might go down. It might work better for shorter periods of time. Audio might work better for length.

You might create various types of content every day. It depends on what you're teaching and what your audience needs.

If you want to truly position yourself as an expert, you should present different types of content over time. This can help you impact them much better.



Hearing Sean over time will help you hear his voice even when you're just reading what he's written. It can make much more of an impact.

Your coaching program can have various types of content.

This impacts the perception of expertise they have of you.

If you're creating this content, what can you do with it?

If you create all this daily content you can easily create products whenever you need to. You've made a habit of daily content.

By creating new content you create quantity and quality.

If you aren't in the habit of daily content it's going to be a lot more difficult for you to create products and coaching programs.

All of your content will really build up over time. You'll easily surpass your competition because others aren't willing to create new content ever day. This can happen with 100 days of creating content every day-- it doesn't have to be a long period of time every day.

You can manipulate your content and use it in a variety of ways.

You're creating all of the content that's necessary for you to have worldwide exposure without having to do a ton of extra work.

Sean notes you're going to take this one step further. How do you come up with ideas?

### **How You Come Up With Ideas For Content**

Have flexibility. Run with the ideas Sean gives you.

Instead of sitting down and creating content on day 1, sit down and create a list of questions someone might ask you.

Ask questions and collect questions to use as fodder.

Ask "why do that?" about everything.

Ask why and how.

Once you create your list of questions, you'll have unlimited ideas for new content.

There's no greater use of 30 minutes of your day than creating daily content. Look forward to it! There's a fear that you won't create something worthwhile. Don't put pressure on yourself. You'll gain confidence over time. Your content will be better if the pressure is gone. You'll have more excitement and energy to create.

Your business will be better if you spend at least 30 minutes a day creating content.