

Sean Mize 60 Day Coaching
Day 25
How To Structure Your Coaching Program
Audio Length: 64 Minutes

Sean is starting with a broad look of how you could structure your coaching program. You don't want to give people so many ways of accessing the content that they're overwhelmed.

Training Core

There should be a training core. You might create confusion by creating a ton of different versions of the same thing.

You can deliver most of your video a certain way. Sean will cover how to make the decision of which way to go at a later point.

Interactive Element

Coaching implies that there's going to be some interaction. This is what separates your coaching from a typical training.

For interaction, there are a number of different paths you can take. You can do email, phone calls, video conferencing, a private forum, and so on.

Sean recommends you choose one primary methods of communicating. If there's two, one should be the preferred method.

The preferred method should be the one that's easiest to do and requires the least work but still works for your audience.

If you just can't figure something out with someone via email, for example, move on to the other option.

Accountability

This track is what takes your coaching to the next level. You don't necessarily need this to call it a coaching program. However, you're going to get better results.

This will also give you an edge because your competitors might not be offering this.

Accountability helps us all. No matter how badly someone wants what you have, life tends to get in the way.

After a couple of weeks, motivation tends to wane. It's really easy to back away from doing the work to get the same results.

People realize that even with great coaching programs they don't accomplish a lot, especially toward the latter months. That's because of the decline in motivation and excitement.

You could have a weekly accountability program. They have to send you evidence of what they've accomplished.

If there's no accountability, people just push it to next week. But things always come up and people get stuck in a cycle of not getting things done.

But if there's an accountability component, people find ways to get things done. This makes a huge difference. There's a snowball of effort. They tend to get more results week after week.

If you add this into your program, you'll get results with your clients,.

Training Core (again)

Now, Sean goes more in depth on this topic. There are three choices. Audio, print, and video.

The pro of print is that people can scan and look at things really quickly. But now people don't have to invest a lot of time in the material.

When someone invests more time in learning the material, they tend to put more effort into absorbing the material.

When people skim, they don't absorb the material. They don't get all the nuances of whatever it is.

They take longer to produce. What you give them as part of the training core has to be efficient for you.

Any way you can improve efficiency is a good thing.

Do you want to work more and make the same money or work less and make the same money?

What's your priority?

If it takes 1 hour for audio, it takes 3-5 hours to type it all out.

It's the same information but takes you longer to type. Which has the same perceived value? Often, people will pay more for audio.

What about video? People can see whatever it is. This is handy if you're teaching something that they really need to see. Sometimes, the video really is necessary.

However, if you can teach something as effectively via audio, you might want to go that route. It's easier and more efficient to do.

Most niches that people are involved in that hire coaches, video is not necessary.

Many things you can show via video can be spoken about via audio.

Interactive Element (again)

When should we use which method?

There are so many different options. Sean believes that in choosing which method you use, it should be the one that's easiest for you and works for the client.

If people value your information and you're available a certain way, they'll go with it.

What if you run several businesses or have kids underfoot? The best method for you might be Skype or instant messaging.

Or, you might choose to only be available for 2 hours a day.

It depends on what works for you personally. The answer differs from person to person.

What about telephone communication? Put hours on when you're available.

You also need to consider how many coaching clients you've taken on when you decide how you're going to communicate with them.

You can consider small group coaching via telephone.

What if you offer unlimited email access? You might be worried people will take advantage of that. In Sean's experience, they won't.

Sean mentions one restriction—you can require that they take action on that one question before asking another. Or, that they can only ask one question per day.

Accountability (again)

Have people send you an email every week or however often you decide.

Or, you can have a weekly coaching call where everyone shares your results.

Accountability is something that they do. They know you'll be looking at those results.

However, you might want to structure this in a way that you don't have to comment on these results every day.

The client will get the best results from daily accountability. But how often are you willing to take the time to look at these results?

You might consider having two coaching programs—one at a higher payment with more interaction and accountability.

How Do You Decide What's Going To Work For You?

Consider your niche.

Sean believes teaching via audio is best for most people.

Sean believes group coaching is very efficient and works really well. You can get it all done in just 2 hours.

You have to find what works best for you.

Sean likes email better than instant messaging.

Why are you coaching? You want to help people. It also gives you the flexibility to run life the way you want. But you don't want to trade a job working for someone else to a job working for yourself.

You really have to pick and choose what works for you. Just because you start out one way doesn't mean you're tied to it for life.

Sean then opens things up for questions and comments.