

The BeDo How To Guide to...

Finding your First Five Clients



The Beginning Basics to Blast off and Build a Beautiful and Bountiful Coaching Business

*(...and even more cool stuff that every new coach should know about—
From “make it easy to understand” Marketing info to “just starting out” Sales Strategies and just
about everything else in-between to help you get moving confidently on your coaching journey.)*

- by ben dooley, pcc
The Coaches Confidence Coach

For more coaching insight and support, sign up for my free newsletter, “BeDo Bits” at www.bedo.org

Hey you. Yeah, you. The cool person reading this. So you're a new coach, huh?

"Um..., yeah.."

Let me guess. You're excited about stepping into this new world of coaching but not quite sure how to get started?

"Uh-huh. That's right."

You've been learning some great skills, but you've heard all these things about having to pick a niche, and how hard it is to build a business, and I'll bet the idea of marketing and sales makes you queasy?

"Just a bit."

And it seems that these days, there's a million and one experts out there telling you how to make a million and one dollars in this business, and yet no one to really help you get started.

"How did you know?"

I know because I've been there.

I know because I work with coaches just like you, filled with the same desires, the same passions, and blocked by the same concerns, obstacles, and fears.

I also know that you want tested, tried and true advice, information, and experience that you can apply immediately.

You want a book that will answer those unanswered new-coach questions and help you create your coaching confidence.

You want an engaging way to make this coaching journey of yours powerful and effective, while also fun and easy.

"Yes, yes, yes, to all those!"

Well then this is for you.

FINALLY, for new coaches just starting out, a book that bridges the gap between "I'm getting some good coach training," and "all that business building business scares the pudding out of me."

You'll find that this book will be an invaluable resource as you begin "Finding Your First Five Clients!"

"Really?"

You betcha. These pages you hold in your hand are packed with incredible value that any and every coach should know. Go ahead. Just open this book to any page and you'll see for yourself.

And don't just take my word for it. Check out what some of the top movers and shakers in the coaching industry say about the contents on the pages that follow.

"I have to admit, I was skeptical when Ben asked me to read his e-book, "How to Find Your First Five Clients." After all, there is a glut of "bandwagon jumpers" out there trying to capitalize on the coaching market... So called "experts" teaching others how to get clients who don't know how to do so themselves.

But Ben is different. His book is different. I love that Ben focuses SPECIFICALLY on "the first five" clients. He blends a strong business knowledge with the compassion and understanding of new coaches and their struggles. I believe metrics are a key to success so I absolutely LOVED his "Exponential Marketing Matrix!" This section alone is worth 10x the price of the book.

To Ben's potential readers: GET THIS BOOK and do what it says. Period!

To Ben: Very well done!"

- Michael Charest (President, Business Growth Solutions, www.BGSllc.com)

"As a coach, your first five clients are normally the hardest to get. "Finding Your First Five Clients" gives you a clear, funny and very clear path to get there! Ben Dooley has a terrific way of balancing clear, specific information and steps with delightful metaphor, lightness & humor, reminding us that building a coaching practice does not have to be hard and serious work. Whew!"

- Cynthia Loy Darst, CPCC, ORSCC, MCC (www.theinspirationpoint.com)

"I just finished reading Ben Dooley's "Finding your first five clients" and the only word that comes to mind is BRILLIANT!! The first five clients are usually the hardest to get and Ben outlines some simple, clear cut, time tested methods that will absolutely work for any new coach. The idea of limiting it to the first five clients makes the method more manageable and far less overwhelming than any I have seen in the past.

By following Ben Dooley's guide new coaches will certainly get off to a much stronger start than they could possibly imagine doing without it.

Thanks to "Finding your first five clients" no new coach needs to struggle to get started again!"

- Ken Zaretsky, MCC (The Ken Zaretsky Organization LLC, Author of ["How It's Done 101"](#))

What's that? You're still reading this back cover? Are you kidding me? What are you waiting for? Get this book now, take it home, learn from it, follow this system and be sure to DO what I say, and get yourself moving now down the path towards your coaching confidence and success.

And it's guaranteed, too. So you've got nothing to lose and everything to gain, including your "First Five Clients!" I'll see you on the following pages.

- Ben Dooley, PCC. "the coaches confidence coach." www.bedo.org

Testimonials and comments from coaches just like you, as well as from leaders in our industry.

"Building a coaching business is a lot of work and it can be challenging to figure out how to get started. In this easy-to-read book, Ben Dooley uses humor combined with practical experience and strategies to provide excellent guidance on Finding Your First Five Clients!. If you are ready to start building your coaching business, this book makes it fun and easy to get started."

- Michelle Schubnel - President, www.CoachAndGrowRich.com

"This book is a powerful foundation for building a successful coaching practice. Finding Your First Five Clients! is crucial to both the coach's learning and the requirement of taking yourself seriously as a business owner and entrepreneur. If you don't know how to get clients, and you're not engaged with continually enhancing your coaching abilities...there is no coaching practice. If you don't do these things early in your career, your success will be jeopardized. Ben provides practical steps for starting out at the gate as a winner."

- Therese Kienast, MCC, CPCC (Executive Coach & Leadership Development Consultant, www.RadicalLeadership.com)

"Buy this book whether you are just into certification, past certification, just getting going or need a kick start to get going. This is foundational work for us as coaches. Do not step over his plan, at whatever stage you are in right now. I loved the fun and humor of the dialogue, and his wisdom-so like Ben. Laugh with him and at ourselves as he helps to lighten us up on this most important work as coaches. Thank you for all of your work."

- Betty Holthe, CPCC coach (who started with her First Five Clients and is now building her business.)

"If you're a new coach unsure of how to get your first clients, you're in the right spot. Ben Dooley's book, "Finding Your First Five Clients!", has everything you need to find your first clients and get started coaching. If you follow Ben's instructions and actually DO IT, it WILL work! Don't hesitate, buy it, do it, and start your coaching business with a boom."

- Kathy Jo Slusher-Haas, Market Your Coaching Business (www.marketyourcoachingbusiness.com)

"Ben has taken what seems like an easy thing to do (asking for new coaching clients) and given it clear context and content as to the mechanics of the process. He makes it fun and engaging so as to get past all that "stuff" we have going on about asking for the business. Thank you Ben for your insights, your wisdom and especially your lightheartedness!"

- Rick Tamlyn, MCC, CPCC (www.thebiggergame.com)

"Ben's book is wonderfully fun and engaging. He has a very practical way of helping novices such as myself understand the nuances of building a practice. It is obvious to me that Ben has a BIG heart and a deep love for coaching...most especially for helping people succeed."

- Karen Beals, (New coach who now has her First Five Clients)

"Whether creating a successful coaching, or any other business, taking the correct action at the right time is the key for success. Ben's book clearly demonstrates how to identify exactly where you are and develop a plan to help you get where you're going."

- Bruce D Schneider, MCC, author, Energy Leadership: Transforming Your Workplace and Your Life from the Core. (<http://www.ipeccoaching.com/energy-leadership/>)

"This book is fantastic! It built the context for me, as a new coach to powerfully step into creating my coaching practice. It provided concrete tools that took me through the process of getting clients, and made getting my first five clients seem not only achievable, but simple! Reading this book has helped me take the first step in creating the coaching practice of my dreams."

- Therese Sparby (new coach who now has her First Five Clients)

"I have listened to teleseminar after teleseminar on how to market, how to create a business, how to crunch those numbers but no one addressed facing down that saboteur. Your eBook addressed it. Thank you for showing me how to empower myself to move forward with my coaching business." (follow up comments) "When I first [wrote the above], I was a new coach. I am now a little more seasoned AND I am starting my group coaching circle using your techniques to gain clients.. They work!"

- Geri Moreland, (Now seasoned coach going way beyond her First Five Clients)

"Ben's book addresses the challenges that new coaches face building their businesses, in an easy-to-read and entertaining way. His practical advice and step-by-step guide to getting your first 5 clients makes the process simple and takes the fear out of marketing yourself.

Ben's gift for teaching shines through in his wonderful metaphors and analogies, and the book sparkles with his witty sense of humor. Reading this book is like having Ben by your side, guiding and encouraging you every step of the way. If you are a new coach starting out, do yourself a favor and follow Ben's advice-I did and it works!"

- Julia Mattern, CPCC, ACC (Coach who has now gone way beyond her First Five Clients)

"Out of the multitude of coaching books out there, there are three that every new coach should get their hands on if they want to plunge powerfully into the coaching world. The first is "Co-Active Coaching" by Laura Whitworth, Karen Kimsey-House, Henry Kimsey-House, and Phillip Sandahl, the second is "The Portable Coach", by Thomas Leonard, and the third is Ben Dooley's incredibly engaging, enticing, informative, and supportive book, "Finding Your First Five Clients!". It's like having your own personal mentor coach right in your hands. Ben Dooley is true pioneer of the coaching industry."

- Ben Dooley, PCC (BeDo Confidence Coaching. Author of "Finding Your First Five Clients!", www.bedo.org)

Now are you excited? Can't wait to get started? Don't worry, it all begins on the next page. Read on my little wonder-coach. It's time for you to start Finding Your First Five Clients!

"Help! I'm still new to coaching and I need to get my first five clients. But I'm having trouble. Everyone I ask either says "No" or they have some excuse as to why they can't and I think they're really just avoiding me. I can't get anyone interested. Time is running out and I'm going nowhere. What do I do? Do they kick me out of class if I don't have my five clients to practice with? And what if I do get them and then they drop out or fire me? What do I do? And if I can't even find simple practice clients, how will I ever start an actual coaching business? I've gotten some great training and I think I can be a good coach, but this business building stuff scares the ever-lovin' pudding out of me. It all seems so hard and overwhelming and I don't know how to do all this or where to even begin. Does this mean I should just give up coaching? Help!"

- panicking coach.

Is this your story? Do you relate to this?

Don't worry. Help is now here.

I come across emails like this all the time—either sent to me directly, or posted on the Co-Active Network.¹ And time and again I have these conversations with coaches on the phone or in person. The fact that you're reading this suggests you might be in a similar situation yourself and are seeking some sort of help and support. Rest assured, you're not alone. Each and every coach from the dawn of coaching to forever from now—no matter how experienced and no matter how awesome and incredible and successful they are—has had to address the Universal Coaching Question of "How do I get clients?" And more to the point, the question of, "How do I get started?" And, like you, many of them had no idea how to do it... at the time.

Of course, there are plenty of successful coaches out there, with thriving businesses, offering a wide range of products and programs, and fulfilling their dreams through coaching, so you know that it's possible. Each of these coaches had to learn some simple (and some not-so-simple) tools and lessons that extended beyond just being able to coach. They had to learn about themselves and their business. What they did not have at the time was a book like this to put it all in fun, easy-to-learn, and creative lessons and support. You do.

This book is designed to give you what myself and hundreds of other coaches before you didn't have. The purpose of the content on these following pages is to help you get started, share with you the basics and beginning steps to marketing and building your business, as well as powerful coaching insights, and to help you Find Your First Five Clients!

MY GUARANTEE

In fact, I'm so certain that the information and process described in this book will provide the results you're looking for that I'm willing to make this guarantee.

If you follow this workbook and all the steps outlined here to their completion, and you don't succeed in signing up any practice clients, not a single one, I will offer you four complimentary personal coaching sessions to help you get moving.

¹ An incredible message-board resource for coaches. Check it out at www.coactivenetwork.com

“What? Are you kidding?”, I’m sure you’re saying, “That’s something like a \$400 value.”

Yes, I’m serious. And you’re right, it is worth that much. But I can confidently make that offer for two very powerful reasons.

- 1) I believe in this system
- 2) I believe in you.

So you think you might want to give it a try? What have you got to lose?

Well, aside from your old limiting beliefs, your inhibitions, your fears and concerns and your self-doubt, nothing. But don’t think that this is an easy shortcut and that I’m going to do it for you. Nosireebob. There’s lots of great information in the following pages, as well as some simple, yet effective, exercises to fill out, and then... yes, you have some work to do on your own. In fact, that’s the only way that you’re going to actually experience any results. I can’t do the work for you. Nor can anyone else. But before you put this booklet away, let me remind you that you are now a business. And in order for you to be successful down the line, you’re going to have to act like one, so you better start now.

Your business is coaching and impacting your clients. And as long as you commit to doing the work, I’ll commit to giving you whatever support I can provide to help you find your First Five Clients.

Most likely you’re familiar with some variation of the phrase, “The journey of a thousand miles begins with a single step.” Well, I want you to change that to, “The journey of a thousand clients begins with your first five. And here’s where it all begins.

But enough of my yakking. What do you say?

Let’s boogie.



But first, let’s take a quick look at what all is in this book.

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OK. So that's the list of the contents within. Now what do you do? I'm sure you're looking at this book and wondering if you really need to read through everything. I mean, it's over 100 something pages, right?² Can you really afford to spend the time reading this whole thing and working on the exercises within? Well, actually the question *really* is, can you afford not to? This book is packed with indispensable information, taken not only from years of my own training and continuous learning, but also from the experience of building my own coaching business, as well as that of the many other coaches I've worked with along the way.

Not only that, but this book is designed to walk you through the basics so that you emerge feeling more centered, grounded, and with more amazing tools at your disposal that you can use in any advanced work to explode your business even further. There are spaces where you can write in your own thoughts. I encourage you to do so. In fact, feel free to mark this book up any way you want. Highlight, underline, write in the margin, as well as in the spaces provided, make an airplane or a pterodactyl, heck, whatever will best help you. This is your book, and as much as it is about the basics of coaching, it's also about you.

Speaking of which...

A LITTLE ABOUT ME

Perhaps you might feel a little better about investing your time with this book if you knew more about me and how this book evolved.

At the time of this writing, I've been coaching for over seven years, five of which have been spent coaching coaches, many of whom, just like you, got into coaching feeling excited by all of the possibilities this training (and new vocation) have to offer, but at the same time somewhat unsure how to create a whole business around it.

You see, the truth is I was just like you. Eight years ago, I discovered coaching, walked into my first coach training class and knew it was the new direction for my life.

Having spent the better part of the previous 15 years pursuing an acting career and experiencing various degrees of success and failure, I realized that I was not as committed to the building of an acting career as I was attached to the idea of being an actor. I'm good. I know I'm good. And yet, it was a constant challenge to get people to hire or cast me. What made it even worse (though I've had my share of successes both on stage and in the commercial media) was that I was getting tired of watching actors I knew I was better than get the jobs. At the same time, I had friends in "the biz" and took note of how they were building not just their careers, but their businesses. They were taking acting and their careers seriously in a way that, as serious and committed as I was, I just wasn't willing to put in that type of time or effort.

At the time I discovered coaching, I promise you, despite my years of experience in the commercial world, I really had no idea of how to build a business and market myself. In fact, I'm pretty confident that I knew even less than you think you do now.

However, I also knew from my experience, that it was critical that I learn all I could about building a business—and so began to immerse myself in as many books, programs, audio seminars, teleclasses and whatever else I could find to learn from—extracting as much information from as many experts in the field as I could find.

² Actually, it comes to 140 pages as an 8.5 x 11 eBook and 162 pages as an 8 x 10 printed book. Different sizes, but the same, pictures, footnotes, aside boxes, and of course insightful and supportive material and information to help you discover your coaching success.

I reveal this humbling fact about myself for a few reasons.

1) If I can learn this stuff, you can too. It's actually quite easy. The real trick is DOing it.

2) While absorbing all this material, I began to realize that, despite the overflow of information out there, it felt like there was something missing that was making the transition into success more challenging than it needed to be.

3) The more I learned, the more I applied, the more I refined, the more I discovered not only what worked, but why it worked. And even more importantly, I learned what I could do to make my marketing journey even easier and more powerful and successful. And then I made a powerful discovery.

MY POWERFUL DISCOVERY

The more I did it, the more confident I became about my coaching. This, in turn, fueled the marketing momentum that created success, thereby boosting the confidence level, which increased the success, which... well, you get the idea.

However, there was one problem. Which comes first? Confidence or Success? Success or Confidence? It's like that darn "chicken or the egg" question that keeps popping up.

Now, most people fall into the trap of thinking, "When I get successful, then I'll be confident." This is both a difficult and limiting belief to be in. Think about it. That's basically saying, "When I finally get 20 paying clients at \$300 a month, then I'll be a confident coach." Now, if that's true, then answer me this: How will you get those 20 paying clients if you're not confident in the first place? Hmmm?

So does it then go the other way around? Well, let's consider the coaching version, "When I get confident, then I'll have 20 paying clients." How does that feel? A little better perhaps, but I'm guessing the question of, "Yeah, but how do I do that in the first place," keeps coming up.

So perhaps neither confidence nor competence comes first, AND yet both do. And that's part of what this book will help reveal to you... your beginning stages of coaching confidence.

I began to discover certain gaps in many of these "expert marketing books" and programs that tell you how to build a six-figure business. Simply put, in order for you to "Build your successful coaching business" or create a "six-figure coaching income", you're going to need to declare a niche and target market, discover the "pain" or "gap" or "problem" that they are experiencing and list your benefits of coaching and how you are the answer to their prayers. This is critical to building a powerful coaching business. However, what if you have no idea what your niche is? What if you're still new at this "coaching thing" that you are still really trying to grasp the actual benefits? And target market? Fahgeddaboutit.

This book is designed to be the bridge to all those super systems. Once you get those first five clients (as you are guided step-by-step in this book) then you'll begin to get more coaching experience. And the more experience you get, the more you learn about who you work well with, what benefits they're experiencing, and where you can go to target more of those perfect clients. THEN you'll be pumped and primed to step into those other programs and really build your success. (You can also check out my website www.bedo.org for a list of great places to go for this advanced work.)

So I continued to have these same conversations with my clients. And by passing all this information on to them and other coaches, I was able to refine and hone this material to make it even easier to grasp—and more effective, not only in helping you find your First Five Clients, but to also provide a foundation that will help you go further and faster as you expand beyond your First Five.

After helping client after client grasp and understand these simple basics, I realized that it would be much easier to pass along this kind of foundational learning by putting it in a book. So here it is. In fact, not only is this book organized in such a way as to make it easy to follow and utilize towards the beginning of your success, but I'm going to make it even easier for you right now.

THE 5-STEP SYSTEM

(Now, normally at this point, I would come right out and actually list the amazing 5-Step process to finding your first five clients, right at the top. This way, already armed with the knowledge of the system, you can continually be revisiting and reinforcing the process while you're going through the book, allowing your confidence to grow even stronger. But that would be giving you the whole magic for free, wouldn't it? Suffice to say, the process is an amazing blend of easy and effective, and IT WORKS. (Check out the testimonials at the beginning.) Not only that, but the rest of the 140+ pages in this book is chock full of essential information and support that every coach should have. Don't believe me? Well, go back to the index on page 8 and see all that's there. Aren't you the least bit curious about what you're missing? Go ahead, go back to my [website](#) and order the rest of this book right away so you can get going on building your coaching confidence **and Finding Your First Five Clients!** You'll be glad you did.)

You'll soon discover that this book is more than just a quick fix—it's about helping you to understand more clearly your experience and struggles with learning how to market and sell yourself and get clients. You'll discover how to build a solid foundation on which to build a powerful sales and marketing focus in the future, and you'll learn just how easy it can be to get clients. It's simply a matter of applying the right tool to the right job.



On the one hand, I'm sure you're looking for someone to just simply give you your clients so you don't have to worry about it. And although that would be a lovely present, after all is said and done, the truth is, you still would not have developed certain fundamental skills critical to building your business. And there may come a time when you're going to need to be able to step out with confident marketing (there's that dang word again) of yourself and your business. If you can't do it now when the stakes are low (I mean, right now you haven't created a full-scale business yet), what happens when you can't find clients and this is your only means of income and your bills are stacking up? Then the pressure will really be on. So as you are reading this, remember that it is not a quick fix, but a deeper kind of learning that will help you get longer-term results. Consider this book the ABCs of how to fish.

Besides, I know that you really want to get going and move forward. And just like anyone who has gone on vacation, before you go anywhere, there are a few steps to get clear: you have to recognize where you are **right now**, you have to have a clear idea in mind of where you want to go, and then you have to create your plan of action. (For example:

- 1) Where are you now? "Um... In my home, reading this book." (See, that was easy)
- 2) Where do you want to go? "How about Disneyland?"

A Parable

Remember the fishing metaphor parable?
"Give a man a fish, he eats for a day, but teach him how to order fish off the menu when they go out to eat and he... goes into debt." Wait. That's not right.
"Take him to the store... so he won't get lost..." No.
"Go fishing with him and bring lots of beer because it's boring out there, and be quiet 'cause you'll scare the fish away with all that racket... and stop standing up, you'll tip the boat ov....."
splash.

Oh, forget it. You know what I mean.

3) How will you get there? “Fly and then rent a car.” Wonderfully done. Anything else? How about mapping out some simple directions so you won’t get lost along the way?

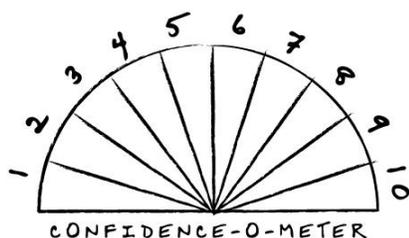
It really is just that simple. The important thing to remember is that you can’t change the order of these steps. **You have to do them in exactly in this order.** Most people get stuck in this process (we’re not just talking about Disneyland here) because they jump immediately to step 3 and create their plan of action, without first establishing WHERE they are NOW, and WHERE they want to go.

This portion of the book will guide you through all three. So we begin with...

WHERE ARE YOU NOW?

“Woah! There seems to be a lot of stuff here? Do I have to read this whole thing to get results? Can’t you just give me some simple things to do and that’s that?”

Well, my thoughts are that it would certainly be beneficial if you did read the whole thing. Hey, trust me, OK? Anyway, it’s not *that* long. And what’s more, I think you’ll find that you have suddenly acquired, right at the start, some basic and powerful tools to get your first clients. Additionally, you’ll have a deeper understanding of what your own experience really is and how to handle it effectively. I assume you’ve heard the old adage, “Knowledge is power.” Well, the first and most important knowledge is to recognize WHERE you are RIGHT NOW.



In fact, that’s your first test. Let’s go now to the CONFIDENCE-O-METER. Take a moment and rate yourself on a scale of 1 to 10 on just how confident and powerful you feel in your ability to get clients. Go ahead. It doesn’t matter what the number is, we’re just giving your feeling a label so that we have something to compare it to later on when that number goes up (and it will). Be honest, now. Nobody will ever see the number but you.

My “getting-clients” confidence level right now is a _____

There. You did it. Not so bad, huh? We’ll focus on some of your specific concerns that may be hindering your rating a bit later on. But right now, let’s look at that number you wrote down.

I figure it’s pretty safe to assume that it’s not a “10”, otherwise, why would you be reading this? You’d probably be writing your own version. But maybe your number is somewhere in the 7, 8, 9 region. If that’s the case, then you’re already in good shape, and this material will just enhance what you already know and feel. But remember this little exercise is not about self affirmation or positive thinking. We’re trying to take, just you and I in the privacy of these pages, an honest look at the reality here. That’s the whole point of this first question. So work with me, OK? This is for you.

Perhaps you decided to rate yourself a 4, 5, or 6. That’s fine, too. Because it means that while you do have some confidence, it probably needs a little extra support work. In other words, it’s perfect that you’re reading this right now.

What about if you gave yourself a 1, 2, or 3? Hey, no sweat. Remember, you’re in the beginning stages of this whole thing—of the business part, I mean. I mean, what number did you think the rest of us were at this point? We all started at a 1, 2, or 3, trust me. That’s right, even all your amazing and wonderful instructors started at a 1, 2, or 3. The creators of your coach training school were once at a confidence level of 1, 2, or 3. Even yours truly, at one time, felt a confidence level of 1, 2, or 3 in my ability to get clients (if you can believe that. But it’s true.)

And for those of you who gave yourself a “0”, don’t worry. The good news is you can’t go any lower. You can only go up from here. And up is where you’ll go, trust me. Just keep reading on and do the work and you’ll be moving up in no time.

WHAT’S IN YOUR WAY?

Back to your earlier question. Do you have to read this whole thing or is there a simple shortcut to all this?

Well, the answer to both is, “yes”.

You see, as I mentioned before, there are two ways you can use this booklet.

First, you can read through this page by page, gaining a deeper sense about what you might be experiencing and the process that you’re entering. Information is a powerful antidote to the poison of “freak out from overwhelm.”

Or, you can just use the 5-step method I provided earlier and you’re well on your way. Of course, if that’s the case, then you probably wouldn’t be reading this now, would you?

There’s another option that you might be considering, and that is to skip over all this boring wordy stuff and get to the end so you can start filling out the various worksheets and really get to the meat of it. If you’re that impatient and want to get going right away, this would be the option for you. You may find that’s all you need to have some success. However, before you do so, take a moment to notice what it is that may be driving you to “rip through it.”

What’s the impatience that is running the show?

Is there a Saboteur, Inner Critic, Negator, and all around party-pooper that is suggesting this option?

How might this urgency and impatience appear in other areas of your life?

Don’t worry; I’m not getting all “coachy” on you. But it is worth taking a look. You see, building a stable and successful coaching business can take a long time—years and years. In fact, on average takes anywhere from 3 to 5 years, or even longer, for *any* business—whether coaching or opening a burger stand—to get started and established enough that you’re actually making money. If that’s the case, then there’s not much of a place for urgency, is there? Impatience leads you to skipping steps, and thus actually making your work harder and your journey even longer. And when that happens, overwhelm is close behind. Think about trying to climb the Eiffel Tower in three easy strides. Considering that there are 2,731 steps to get to the top, you’ll need to cover over 900 at each bound.

“But that’s impossible!”

You got that right. And when we feel overwhelmed, that’s exactly what we begin doing, skipping steps. So the sweet solution to skipping steps is to split it into stupidly simple steps. See? (Try saying that five times fast.)

Here, do this little exercise. Go to the nearest set of steps wherever you are right now. Stand at the bottom and look upwards. Imagine your vision extending beyond the wall end of the steps. See the

What’s in a name?

You may have heard this part of you by some other name. Gremlin, Monkey Mind, The Judge, The Inner Critic, and The Committee (cause sometimes it seems like there’s several voices in my head), and my personal favorite, “He Who Runs The Show When I Am Not Present.” Whatever it’s called, it’s basically that voice in your head that convinces you all too easily to play small and habitual, usually with a lot of variations of blame and fear attached.

stairs continuing on, looping around and heading up to yet another level. Picture the stairs looping and ascending again and again, to a succession of higher levels. Now imagine, waiting up there at the very tippy top, is your heart's desire. Whatever it is. The very big and compelling result that you want to have in your life. Whatever it is, know that it is waiting for you at the very top of that Eiffel Tower you have just entered. And the elevator is broken, wouldn't you know. There is really no other way to begin, in other words, but with a single step.

In fact, turn your attention to that very real first step that's right in front of your feet. Look at it. This is the very first teeny tiny little action that needs to happen that will start you moving towards the top. If you wanted to find a million dollars at the top, the first step might be to save a single dollar today. If you wanted to lose 50 pounds, that first step might be to walk around the block, or choose something different to eat. You get where I'm going with this? Anything you want can be achieved, it just may take a bit more time and effort than you initially had hoped or even unrealistically expected.

So back to how to use this book most effectively. If you do choose to bypass all of my brilliant insights and useful information (do you find they've been worth your attention so far?), you may do just fine and be successful in your actions. But don't be surprised if you wake up one morning and feel like something is still missing, and if that's so, please don't write to me that this stupid system doesn't work, cause you most likely really didn't follow it very carefully (and therefore the GUARANTEE that I mentioned earlier doesn't really apply.) The GUARANTEE is for those who commit to reading this book and doing this work, because it's really not that difficult. It can be kind of fun, if you want it to be. And it works.

I'm confident you'll be successful following this system, not only because this is what I did when I was starting out, but in my years of coaching coaches just like you as they enter Certification and are trying to discover their Coaching Confidence (and are on their way towards creating a successful practice), this is what they've done to get their First Five clients. This is the basic foundation to any advanced business building and marketing techniques that you're eventually going to have to learn to be a successful coach, so you might as well start now while it's easy.

If it doesn't work because you skipped to the end, then it simply means that it didn't work because you skipped to the end. And I'll suggest that instead of doing the same thing over and over again and expecting different results (the timeless definition of insanity), this time, when you try it again, make one small adjustment: go back to the beginning and figure out what you might have missed, how you might do it differently, and then try it again. Chances are that if you do a different action, you'll most likely get different results, right?

SABOTEUR BUSTING

As you know, it's much more difficult to learn, grow, and move forward if your Saboteur (gremlin, critic, etc.) keeps honing in on the conversation. Dag, that bugger really gets in the way, doesn't s/he? Well, before you can do anything with him/her, you first have to first do **Step One**, and that's simply to notice that old nemesis is there.

So take a moment and just have a listen. Chances are there's some restless chattering going on in your head right now (which is why they sometimes call it "the chatterbox")—there's that familiar voice telling you something along the lines of, "You don't need to read this whole thing. In fact, why don't you just skip ahead right now to the summary at the end?" "What's the point? You'll never get all this anyway." "Sure, it may work for someone else, but not you." "I can't believe you wasted your money on this goober and his so-called system."



Whatever it is, take a moment and write down what that little bugger is saying to you right now about this program.

(If I seem to belabor this whole matter of “resistance” to slowing down and proceeding patiently, step-by-step, trust me, it’s because I believe taking the time to confront and understand this very issue is fundamental to your progress. And a lesson you need to learn firsthand so you can teach it to your clients. You think they aren’t caught up and trying to accomplish big things in a hurry, too?)

So, go ahead: Write down your misgivings, your deepest fears about why you’re probably just going to fail anyway; your guilt about wasting your time on this pipe dream of having your own practice and working for yourself; your worry that time and circumstances are going to overtake you and drag you down if you don’t succeed fast! So what’s your little voice saying the loudest? What doubts—or scary imaginings—get to you? What are the hard truths about you that you hear this cruel little voice telling you?

To HE or not to HE, that is the question.

Try giving your Saboteur a specific identity that’s different from yourself. Something like “The Cranken-meister”, “Garbage Mouth Marge” or “His Royal Slugworthless”.

Imagine if this was a storybook or cartoon character, what would it look like? Is it a he or a she? Draw a picture, make a collage, write out its story. Use all of that to discover what name fits it perfectly.

Remember, the more you know this “character” within you, the greater your awareness becomes of when that voice is present. And then you can be more at choice of how you *really* want to be.

Nicely done. Now take your Saboteur over to the bathroom. Go ahead, do it. I’m not kidding. And I’m not speaking metaphorically either. Picture the little bugger there, standing in front of you, spouting his distracting drivel, whispering his confidence-undermining crap, and physically grab that little stinker by the scruff of his neck with both hands and carry him to the bathroom, lift the toilet seat and throw him (or her) in. Watch the “ker-plunk” and then quickly slam the lid down.



Don’t forget to flush.

Do it now and then come back to this spot. I’ll be here when you get back, sans-Saboteur.

Are you in the bathroom yet? Take your time, I’ll wait.

There. Now that he’s gone, let’s take a moment and write down what the “Coach” in you knows. Simple **Step Two** in the Saboteur-Busting exercise (once you’ve put that little bugger where he belongs) is to quickly find a new empowering phrase to replace his/her old negative mind chatter. Chances are, it’ll be something along the lines of, “*I have a passion about coaching, and I really want to do this.*” “*I deserve to give this system a fair chance. I know it can work for me.*” “*I love coaching and I believe that with the right tools and support, I can find my first five clients.*” A good place to look for that empowering phrase, whatever it is for you, is behind what it was that had you get involved in coaching in the first place. Pause for a moment to appreciate those powerful feelings of hope and possibility that motivated you. Or take a few moments to reconnect with your passion for coaching. That’s another good place to start.

In fact, just so you don’t forget them, go ahead and write down these words of empowerment and support:

Now stop for a moment and re-read what you just wrote. Rate it on a scale of 1-10 as to how exciting and motivating it is for you right now. If it's less than a 9 or 10, consider what might still be missing that could energize or support you even more. How does it feel when you're in class? What part of you gets all giggly when you think about coaching? What's the delicious dream that you have for yourself in coaching? Write down whatever words and feelings pop up, but don't worry about having to get this statement "perfect" before proceeding. Whatever you have written now is already perfect in its own way, and we'll be building on this later on and adding to it to make it even stronger and more empowering. This is just the beginning. For now, just do the best you can so that you have something empowering to refer to that counters all the stuff that nasty and nagging old Saboteur has been vomiting into your head. In fact, add anything new that you've just discovered and write your revision in this new space.

Now, throughout this book, whenever you get hit with those old fears, doubts, and concerns, turn back to this page and read what you've just written, over and over again. (Remember: YOU wrote it. They're YOUR own words and feelings and deep beliefs. It's sourced from deep within and if you listen, these words can be powerful and compelling.) This phrase will help keep you on track as you move forward and use the system outlined in these pages.

WHEN WILL THIS SYSTEM BE OF USE?

I think you'll find that this guided process is most useful if you:

- a) are currently taking basic coach training and you need clients to practice the skills you are learning; or
- b) are currently in a coaching Certification program and need clients (typically five is a good number to start with) to practice the skills you're relearning.

MOVING ON

Now that you have an idea of where you are and what's in your way, as you know, the next step is to begin to determine where you want to go. However, in order to go through those steps, I suggest that you go to www.bedo.org and order the rest of the book. You're inches away from launching into step two and then three.

Not only that, but we haven't even gotten to the **three stages of marketing**. You can't miss that. No one else talks about this stuff and it's critical to your marketing success.

No Class?

Don't worry, this isn't a comment on you personally, but if you're thinking you don't need anything else but this book to begin a successful coaching practice, I have to differ. As proud as I am of this material, there is nothing like receiving clear and structured training. As you'll begin to discover in the following pages, there are specific skills and methodology to coaching, as well as the techniques of creating a coaching relationship. And in my humble and experienced opinion, this is not something that you can learn from a book. You have to experience it firsthand.

And the **Exponential Marketing Matrix** that will totally rock your world and show you just how easily powerful your marketing can be.

Along the way, you'll follow Bennie and his desire and dream to open the next amazing fast food chain. With his help, you'll learn more deeply and powerfully the basic elements of Sales and Marketing, and discover the difference between them, and more importantly, how you're already a master in these two areas. And much, much more.

There's even a section where you'll have all your basic questions about sales, marketing, business building and all your common coaching problems answered. It'll be like talking to **your own personal coaching mentor**.

Throughout this book you'll deepen your awareness of yourself and your product and you'll learn how to put it all together and utilize it within the amazing **5-Step method** to **FINDING YOUR FIRST FIVE CLIENTS!**

So visit my website www.bedo.org and order the rest of the book right now, or if you're online, you can simply [click this link and go straight to Paypal.com](#) to make your payment with any major credit card.

I mean, come on. We're talking \$29.95. Imagine if you in fact DID get those five clients. What would that be worth to you? \$50? \$100? \$200? More, perhaps? What if you ended up charging one of them even \$50 a month for three months? Imagine you ended up charging all of them \$50 a month. That would come to \$250 a month, right? Or perhaps you want to keep your coaching complementary for now. That's cool, too. In that case, you're using these first clients to help shape and strengthen you for when you're really ready to go out and get more paying clients and begin building your business. Is it worth a small investment of under \$30 (FIVE DOLLARS A CLIENT) to give yourself a deeper understanding of where you are in the coaching process, and tools to move forward much faster and further than if you tried building your business on your own?

And don't forget about my amazing GUARANTEE:

If you follow this workbook and all the steps outlined here to their completion, and you don't succeed in signing up any practice clients, not a single one, I will offer you four complementary personal coaching sessions to help you get moving.

Remember, that, in itself, is over a \$400 value. Looking at it that way, I'm sure you'll agree it's easily worth spending under \$30 to **Find Your First Five Clients!** And at the worst case, you'll receive free Master Level coaching focusing on using this material. (A \$400 value, if you were to purchase it separately.) So even when you "lose", you'll win even more.

Yes, I'm serious.

Not only do I believe this book is worth much, much more than the price tag, (I mean, much of this stuff, my clients pay big bucks to learn, and you're getting it for a song) but even more importantly, I believe that **YOU ARE WORTH IT!**

The important question is, DO YOU? Is your coaching worth \$29.95?

I look forward to sharing the rest of this information with you, and helping you **Find Your First Five Clients!**

After that, the rest is easy.

So go back to my website www.bedo.org and purchase the rest of this book right away so you can get going right away, *Finding your First Five Clients!*

In fact, I want to sweeten the deal for you a little. If you sign up for my newsletter, “BeDo Bits: the newsletter for creating coaching confidence”, you’ll be able to follow the special “Bits Discount” link and get the whole book, plus the guarantee, for only **\$24.95**. (That’s less than \$5 a client!)

But wait, I’ll even throw in an extra bonus.

I know that everyone is different, so I’ll throw in a **special complementary "follow-up-to-make-sure-you-get-the-super-duper-most-of-this-book" session**. No obligation. It’s just my way to help you get even more than what you paid for, and to help you on your way toward your Coaching Magnificence.

Even that is easy. Once you get your full book, read through it, and then contact me at ben@bedo.org so that I can support you even further on your journey.

So what are you waiting for?

You’ve got over 110 pages packed full of rich, tested, tried and true material to help you lock in your coaching direction and *Find Your First Five Clients!* You’ve got a great discount, and a complementary follow-up call. What more do you need? If you haven’t ordered this book already, what excuses are still getting stopping you? And if you’re getting stopped in doing this, then good luck trying to do anything else. Because at this beginning stage, this is the easiest thing that you can do for your coaching success.

You truly have nothing to lose, and everything to gain, including

Your First Five Clients!

