

Welcome to Anyone Can Coach!

To: YOU, new coaching membership client

From: Sean Mize, Innovator of the Anyone Can Coach system

I'm excited to welcome you here, I'm excited that you've embarked on this journey with me, and in these few pages I simply want to introduce how this Coaching Membership works to teach YOU how to create your OWN Coaching Membership.

If you'll allow me, I'll share with you the results and fruit of over 10 years of coaching thousands of clients and successfully running my own weekly coaching membership for over 10 years!

I've made mistakes, innovated, overcome struggles and challenges, and in the process I've developed a system that I'll not only TEACH you here . . . but I'm literally MODELING it right here in this Coaching Membership, so just as you are reading this lesson, and just as you'll be listening and watching my training and doing the homework, you'll experience what it can feel like for YOUR CLIENTS to go through YOUR Coaching Membership!

You'll learn how to create a coaching program that can serve as the main anchor in your expert business.

Now, as boring as that sounds, I can tell you this definitively from experience in working with THOUSANDS of clients over the years:

When you are stumbling around, guessing at what to do next, guessing at what “product” to create next, guessing at what “traffic” you need . . .

Month after month after month, your business is a guessing game.

Almost like a gambling game.

Some months are good.

Some months are bad.

And if you are like a lot of folks who come to me for help, you are stuck in bad . . .

Spinning your wheels

Guessing at what will work

And nothings working like you want it to

The thing is, you have something great inside you

Something you can teach others

Something which, when released to others, changes their lives

But for some reason, you just can't get enough momentum to get it out there

Is that you?

If so, this program will change your life.

You see, when you have a coaching program as the anchor in your business:

- people believe you have more value
- you can genuinely help folks in your program

- you eliminate the stress of knowing what folks are going to buy
- you create consistent monthly revenue
- you create a system that moves new subscribers from one step to the next, easily and predictably
- you have a clear path you can promote

Instead of guessing each month at what will work, once you have a solid program into which you can enroll clients,

you can now focus on inviting new folks to the front end of your website, that front end invites folks to try your coaching . . .

and it becomes a well-oiled machine that has only 3-4 moving parts:

- 1) invite folks to try your coaching to change their lives
- 2) your coaching membership area (just like you see here) where folks can sequential learn what you teach
- 3) a weekly live training where you answer questions, record it, and add it to your coaching membership area
- 4) deliver value so folks stay month after month

And when you have just those 4 moving parts . . . everything gets easier!

So without further adieu, let's talk about what we're going to do the first 90 days or so together.

And that's right, I said 90 days.

Now, you can move as fast as you want . . .
you can do a week's work in a day, if you
want . . .

but Rome wasn't built in a day!

If you'll give yourself 90 days to change
your life . . .

It will be worth every day!

So the first things that we are going to do
are:

- 1) Create a mission statement for your
business.

When you have a mission statement you
can refer to each day, frankly speaking, it
keeps you on track

2) Commit to working on your business 2 hours a day. Is it worth 2 hours a day to create a solid, sequential, automated selling system that enrolls folks in your amazing coaching?

3) You are going to build a 10-12 lesson members area for new clients.

Kind of like the one you see here (except, I've been doing this for more than a decade, so I have more lessons than I did when I started (0) and more than you will when you start (10-12)

And by the way, I am modeling EVERYTHING I teach you.

You can see how this works, intuitively, by seeing what I do.

You see how I wrote an article or a blog post or an email that shared with you the value of my work.

I invited you to join my coaching membership.

You are taking my lessons.

You are INSIDE what you will create for yourself . . . and you can model everything I do for yourself!

So before we get started with the lessons, let's review what you'll create in the first 60-90 days:

Your coaching membership with 10-12 starter lessons and a planned weekly coaching call.

Your website about your coaching program

A way for folks to enroll in your coaching program

Lessons like this that inspire YOUR clients to DO the work, get results, and pay you

Once that's in place, your "job" (which you can outsource) is simply to invite folks to your website, which in turn invites folks to join the coaching, where they get results, and where they pay you.

and if you do any higher-priced 1-1 coaching, you are only working with clients who already understand your basic principles because they've been through your core material

A coaching program becomes an anchor for your complete business.

Are you ready to get started?

If so, take out a pen and paper (yes, old fashioned pen and paper)

and pause this as you go, answer each of these questions for yourself

1) What would you like your coaching business to look like in one year?

(example:

20 lessons, teaching _____
(what you teach that changes lives)_____

an enrollment process that seamlessly moves folks from curious to interested to enrolling in your coaching to making monthly payments

200 clients paying you \$50 - \$100 a month for access

an income level of _____

- 2) What would it mean for you to have that in place in your life?
- 3) What would that mean for your family to have that in place?
- 4) How much longer are you willing to wait to just do the steps, follow the plan, work hard and make it happen?
- 5) Are you ready?
- 6) What will be the best part of having a well-oiled coaching membership machine with predictable new enrollments each

month, predictable monthly payments,
and at least 100 members in your
program?

7) Are you willing to go all-out, do the work,
and start changing lives?

8) If yes . . . write out a statement for
yourself summarizing what you've written
so far:

For example:

I (your name) am determined to stop the
guessing, stop the hoping, and follow a
predictable process for building a solid
coaching membership that works on
autopilot once created.

I (your name) am committed to doing
whatever it takes to build a coaching
membership starting with 10 lessons, has a

weekly coaching call which I record and add to the membership, and changes a minimum of (for example, 1000 lives) in the next year.

I (your name) commit to myself and my family to follow through so that:

(example):

- > 100s or 1000s of lives are changed
- > my family can experience (what you wrote above about what it would mean for your family
- > (what it will mean for you)

Write one statement: The best part about building this coaching membership that changes lives and brings in predictable revenue is (_____)

Signed,

(Your Name)

Folks write that out.

Print it out.

Sign it in ink.

Put it over your desk.

Each time you sit down to work, morning, after your first break, after lunch, and so on

Read it to yourself.

You see, you've made a commitment to yourself to change lives and do the work

necessary to build the coaching membership and enrollment system!

How does this feel?

Are you ready to get started?

Great!

Now, two last things before we move on:

1) Some lessons are longer, some are shorter . . . but each is designed for you to watch or listen to a training that will:

teach you

give you vision

give you steps

give you action steps or homework

For each lesson, listen or watch (or read, in rare cases) then DO the assigned work before moving on.

For the first 3 modules, don't skip ahead, skip around, or do anything out of order.

Start with module 1, do each lesson in order.

Then do module 2, and so on.

2) These initial modules will be hard work, require you to push through barriers, ignore email and social media, and pull out all the stops for the first weeks.

But if you'll do that, sacrifice to build a real business instead of disparate parts that don't fit together, it will be well worth

it!

And finally: as you are doing the work, come to my live weekly training call.

Although in the first weeks, the calls will be less relevant because frankly, until you have completed the first 3 modules, those modules are your primary focus

Get in the habit of coming to the call, allow me to teach you something fresh and new each week!

Now, let's get started!

Go to module 1, lesson 1 and get working!