



BUSINESS COACH SECRETS

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Business Coach Secrets

Be a Highly Effective Business Coach
That Gets Tons of High Paying Clients

Christian Mickelsen

TABLE OF CONTENTS:

CHAPTER 1

Business Coaching: The Opportunity Of A Lifetime

CHAPTER 2

3 Secrets To Make Big Money As A Business Coach

CHAPTER 3

The 4 Levels Of Value You Can Create For Clients

CHAPTER 4

The 5 Keys To Becoming A Big Money Business Coach

CHAPTER 5

The 3 Steps For Getting Business Owner Clients

CHAPTER 6

How To Get All The Business Owner Clients You Want

CHAPTER 7

5 Strategies That'll Help Your Clients Make Big Money Fast

CHAPTER 8

Business Coach Training and Certification Program

ABOUT THE AUTHOR

CHAPTER 1

Business Coaching: The Opportunity Of A Lifetime!



Many years ago, in the early days of my coaching business, I was having a really down day.

I was really doubting myself, wondering if I was good enough to really be a coach and help people.

I ended up getting a call, and I didn't take it.

I checked my voicemail, and it was a call from Forbes Magazine.

They had found my website, and they wanted to ask me questions about coaching.

They left me a voicemail with the questions they wanted answered.

At the time I thought to myself, "You know what? I'm feeling bad today.

I'm just going to wait and call them back tomorrow."

But then I told myself, "Well, they're not interviewing me because I'm famous. They're interviewing me just because they want some answers and they think I might have them, but they might just find some other people to ask questions of."

So, I thought, "I better muster up some energy and call them back."

I answered all their questions, and I asked them if they would put my website in the article and put a link to it.

The guy said, "You know, we can't link it, but maybe we could list it."

I said, "Well, what's your email address? I'll email you some backup info that you wanted to know about coaching and once the article comes out, you can let me know about it and I can tell everybody about it."

I, once again, asked him if he would list my website in the article.

I told him that the website wasn't finished yet, but it was going to be ready any day.

When I first asked him, there was nothing at the URL. It was a completely dead URL. But, I asked him anyway, which was pretty bold.

Then, all of a sudden, I started getting emails from people I knew including past clients that I had worked with based on an article on Yahoo! Finance.

I was like, "Yahoo! Finance, they must be confused because I got interviewed by Forbes."

But, the article got picked up by Yahoo! Finance and ended up being on MSN, and,

of course, it was on Forbes.

All that exposure got lots of people reaching out to me for coaching.

It didn't explode my business and turn me into an overnight success or anything like that, but it definitely was a nice blip for my business.

It helped me get a bunch of new clients, and, of course, gave me some extra credibility to say, "Hey, I was seen on forbes.com," and it worked out great.

The point of the story is that if you wait until you have it all figured out, if you wait until you're ready, you could miss out on some great opportunities.

I could have missed out on that Forbes interview.

I could have missed that extra publicity, the extra clients, the extra money, the extra revenue, and the extra feather in my cap of having had that experience.

It all starts from being bold, taking risks, betting on yourself, going for it.

That's why I wrote this book. Becoming a highly paid business coach has allowed me to live an amazing lifestyle.

And now, it's my goal to help as many people as possible to be bold and follow in my footsteps.

I Love Having A Coaching Business, And I Love Helping People

I love how appreciative all my clients are.

I love when they have success, and they call and leave me a voicemail and celebrate with me.

I also love when they post in our Facebook groups and tell me how they're succeeding.

That's one of my greatest joys in doing what I get to do.

I also get to put on all these seminars and have lots of people come.

I get to hang out with really cool people and get great speaking opportunities to speak on a lot of big stages.

The side effect is I make tons of money, and I get to live the greatest lifestyle.

I get to work as much or as little as I want. I get to spend lots of time with my girls.

I get to have lots of family time. I get to travel as much as I want and I usually only work part-time.

I've been able to grow my business to over \$5,000,000 a year. I've made the Inc. 5000 List of Fastest Growing Companies for the last three years in a row.

So, I know how to grow a business right now, today in this environment with modern technology and social media.

Not only have I been able to grow my own business to multi-millions, I've coached a lot of other business owners, and I've been able to help coach them to super high levels of success too.

That's what I want to show you how to do inside of this book.

You're going to discover how to be a highly effective business coach that gets tons of high paying clients.

You'll also discover five ways to help business owner clients make big money fast.

Best part?

These are strategies that you can use for your own business as well!

These are the same strategies I've discovered over 18+ years as a highly-paid

business coach where I routinely get paid \$100,000+ for a consulting day.

But I have a small confession for you:

I Wasn't Born With A Silver Spoon In My Mouth

My parents fought a lot, until they eventually divorced and my Dad left the house.

So my Mother raised 4 kids on a waitress's income and we grew up on welfare and food stamps.

She had to set us up on welfare programs: free lunches at school, food stamps, and food from a local food pantry.

We didn't always have enough money to pay utilities so there were times when we had to go without water, electricity, or garbage pick-up.

It was like playing musical chairs — never knowing which utility would be turned off next.

Not only that, but kids teased me about my ragged, old, out-of-style second hand clothes.

So, I definitely had some humble beginnings.

I eventually decided to become a coach when I was 25 years old.

I started off as a success coach and I coached people on all kinds of things—from weight loss to finding love, to career and then even business.

The problem is I struggled to get clients.

I was only charging \$195 a month for a client, and the clients only signed up for a month.

Some of them lasted two months, three months, four months. Some lasted six months, but a lot of them only lasted a couple of months.

So I really struggled to pay my bills. I almost lost my house, many times, because I fell behind on my mortgage. I also fell behind on my car payments.

It got so bad I thought about quitting, many times and getting a full-time job.

In fact, I remember watching the garbage man pick up my trash one morning.

I thought to myself..."I would love to have a job like that right now! I won't have to think so hard, plus I will have a steady paycheck!"

Eventually, I was able to pick up five coaches who hired me to grow their business. Four out of those first five coaches grew their business from zero to \$100,000 within 18 months. One of them did it in 72 days.

That's when I realized, I get to share with other coaches what I've learned through the school of hard knocks—so they could have success even faster than I did.

Now today, I have a multimillion dollar coaching business. I work 20 hours a week, which is the perfect amount of time for me.

I also have a team of business coaches. We have 15 coaches on our team and 48 total employees.

I have an email list of over 300,000 business owners and over the years I've learned a ton about sales, marketing, leadership and coaching.

I'm one of the highest paid coaches on earth, with clients paying \$100,000 to work with me for a single day.

I never even imagined that could be possible when I first got started.

In fact, I remember a few years into my coaching...

I remember somebody was charging \$25,000 per year to work with their clients, and I thought to myself, Oh my God, one day I want to charge that much!"

It took me years to get myself to that point.

Eventually I got myself to a point where I was charging \$100,000 for clients to work with me for a year.

I also have coaching and Mastermind groups where clients pay me up to \$75,000 to work with me and my team for a year.

In fact, I actually won *Inc. Magazine's* award for being one of the 5000 fastest growing privately held companies in the U.S.

We did it for the last three years in a row. That's 2015, 2016, 2017 and this year has not been officially announced yet.

It feels great because I was not good at sports growing up. I never won any trophies other than the occasional participation trophy.

That's why it's a lot of fun to win trophies now!

And now I want to share all my strategies that took me year and millions of dollars to develop with you.

Why Being A Business Coach Is Awesome!

Business owners make great clients, because they're very success minded and ambitious, just like you.

You don't have to motivate them because they already want big success in their business.

They are also much more willing to invest in coaching. They understand the concept of spending money to make money.

They're more likely to invest \$10,000 or \$25,000, for example, if they know it'll make them an extra \$100,000.

For them, it's a no-brainer.

For a coach looking for high-paying clients, this is like a dream come true.

Let's do the math real quick.

If you can get 25 clients that pay you \$10,000 each (that's only just over 2 clients/month), that's \$250,000 a year.

That's really good, because there's not a lot of overheads having a coaching business.

You don't even need to have an office.

Now let's do some more math.

You can even get 10 clients that pay \$25,000 each (that's less than 1 client/month), and still make \$250,000 a year.

You can really ramp things up and get 25 clients at \$25,000 a year each, that's \$625,000 a year.

That is a fantastic income!

Not only that, but you can become a business coach part-time if you already have a full-time job.

For example, just 3-4 clients at \$10,000 to \$25,000 each can create a decent side income for you.

So you don't have to get up and quit your job right away.

Plus coaching business owners doesn't require a lot of time, either.
You can easily transition into becoming a highly-paid business coach while you're at your current job.

So the possibilities are endless!
Not only that, but...

There Are 27.9 Million Small Business Owners In The United States (According To The U.S. Census Bureau)

You only need 15-20 of them to work with you during any given year to earn a massive income!

Plus the niche is exploding with a growth rate of 6%+ per year. And there's no signs of it slowing down anytime soon.

So there's plenty of opportunity out there to become a highly-paid business coach.

You just have to make the decision if you want to make the leap into the lucrative world of business coaching.

In the next chapter, I'm going to share the 3 secrets to make big money as a business coach most people don't talk about.

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CHAPTER 2

The 3 Secrets To Make Big Money As A Business Coach



Many people think they need years of business experience and know sales and marketing like the back of their hand.

This cannot be further from the truth!

Here are 3 secrets to make big money as a business coach (some of these might surprise you!):

Secret #1: You Don't Need To Be Successful

You don't have to be a crazy successful superstar business owner with an incredible track record in order to help business owners.

People often think to themselves, “Why would a business owner hire me if I don’t already have a million dollar business of my own? Why would anybody ever hire me to coach them on their million dollar business?”

There are actually a lot of reasons, and here are just some of them....

A) Your training, education and real world experiences are valuable assets

If you’ve had great training and you know some things that they don’t, they’re going to want to get your help on those things.

There’s no limit to what these things can be, but if you’ve had training through school, special courses or on-the-job experience, there’s a good chance that you know something that can benefit an owner’s business.

B) Business owners need someone they can talk to

Another reason why business owners would hire a coach that isn’t as successful as they are is because they just need someone they can talk to who will listen to them.

This is because a lot of times they can’t talk to their friends and family about their problems, because the challenges that business owners face are unique to business owners.

In other words, most people just wouldn’t understand.

Revenue targets, how much money the business is pulling in, and hiring and firing people are all challenges that are not relatable to family, friends, and employees. So they need a good person that can support them and coach them through these unique challenges.

C) Coaching gives business owners clarity

The structure of coaching allows a business owner to communicate their problems and challenges out loud in a way that helps them see things that are difficult to see

without a coach.

This one time I was coaching a business owner and it was one of our first sessions and I pulled out all the stops.

I was using my best ninja coaching techniques to work with him.

By the end of the session, I asked him what he found most valuable about our time together that day.

And he said “just hearing himself think.”

Just being able to get all the things that were on his mind out of his head where he could see them and then do something about them was important.

Just being there for them, being somebody that they can talk to, in and of itself, is extremely valuable.

Secret #2: Business Owners Desperately Need Help

Most people think that business owners have it all figured out because there's an assumption that if they grew a successful business, they must be super smart and have it all together.

Well, here's a little secret...

There are a lot of business owners, even once they have million dollar businesses or multimillion dollar businesses, who are on the verge of burnout, or are on the verge of going out of business because they're not managing their cash flow.

Or, they don't have a great team growing the business for them.

I know several businesses with a lot of top line revenue, but didn't make a lot of profit, and then the business owner got burned out and just couldn't keep things going.

And even if the business is going well, there are always things that could be going better to keep the business growing.

That's another major area that you'll help with as a business coach. How to get more customers, how to hire better people, how to manage people, how to manage their time better.

These are all massive challenges for business owners.

The bottom line is that business owners don't have it all figured out and therein lies a massive opportunity for you to make big money.

Secret #3: Business Owners Are Willing To Pay More For Coaching

Hands down, the highest percentage of people willing to pay big money for coaching are owners.

Why?

1. There's already a high percentage of them just waiting to be coached
2. They understand that investing in coaching makes them more money.
3. They want to make more money and get more freedom and spend time with family, and great coaching can help them accomplish that.

Business owners have a lot invested in their business and they are willing to do much more than other types of clients to sustain success, get more success, and grow their businesses.

All you need to do is recognize this so you can start targeting high-paying business owner clients.

Next, we'll cover the 4 levels of value you can create for business owner clients.

Two of them may surprise you because they aren't directly involved with making money, but they're something business owners crave.

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CHAPTER 3

The 4 Levels Of Value You Can Create For Clients



Now that we've reviewed the 3 secrets to make big money as a business coach, I'm going to share with you 4 levels of value you can create for clients.

These levels of value will help ensure that clients get massive benefits from your coaching and refer you to new clients in the process.

Value Level #1: Create the environment for coaching

The first level of value is just the environment of coaching itself.

Having them talk about what they want to achieve, their challenges and what actions they're going to take between now and their next session.

If that's all you did every week from one session to the next, that's going to actually create a lot of value for clients because it gives them real and measurable goals to work on.

This creates positive momentum and inevitable results for your clients.

Value Level #2: Your personal experience

Chances are you have a background in sales or a background in management or leadership, or at the very least there's some experience that you can draw from to help you create value for your clients.

For example, the simple act of me growing my business to where it is today has allowed me to learn so much that I could turn around and offer it as value to my clients.

If all you did was build up your business, you're already gaining valuable experience that you can use to help others as well.

Value Level #3: Mindset and inner work

To be able to actually help people through their fears, their doubts, their limiting beliefs and their inner stuff that could be holding them back is an incredible value that you can create and offer to your clients.

In fact, this is one of the most valuable things you can do for your business owner clients and if you really love doing inner work with people, then business owners are one of the best groups of people to do the inner work with because

A) they appreciate it and

B) it will help them make a lot more money which will then help you be able to charge much more.

Value Level #4: Expertise

Another way to create massive value for business owner clients is through your expertise.

Expertise are the expert skills and knowledge you have in a particular field that you can help business owners with.

There may be specialized areas that you've studied such as sales or business. You may have gone to school for a particular field, or you may have taken a course on a specialized topic.

There's no limit to the kinds of expertise you can bring to the table, so whatever you've spent time learning can be ultra-valuable to business owners.

Next, we're going to cover 5 keys to becoming a Big Money Business Coach.

Implement all these keys and you'll be unstoppable!

4 Levels Of Value You Can Create For Your Clients



CHAPTER 4

The 5 Keys To Becoming A Big Money Business Coach



Key #1: Help Them Create A Clear Vision

The first key to being a Big Money Business Coach is to help business owners create a clear vision for their business success...

...not just this year, but next year, over the next five years, over the next ten years, and beyond.

You can also help them create a strategic plan for how to get there.

Believe it or not, most business owners don't have a strategic plan.

And as the old saying goes, *"If you fail to plan, you plan to fail!"*

Even businesses that are “making it” don’t have plans.

I know plenty of million dollar businesses out there that don’t have a strategic plan.

They’re just surviving when they could be thriving.

They just have a loose idea in their mind of what they need to focus on.

And this keeps business owners focused only on the short term.

They just focus on what’s right in front of their nose, what they need to do right now today, or what they need to do this month.

It’s like they’re laying a train track while the train is already coming down the track!

They’re trying to lay each piece of track right before the train comes onto that part of the track.

And then they’re scrambling to try and get the next piece of track in front of them before the train derails.

They do this instead of building out the whole track ahead of time, so it’s smooth sailing straight ahead.

Now, I’m not saying that business is always smooth sailing.

But, helping your clients create a strategic plan and a clear vision will definitely smooth out a lot of the bumps in the road.

Key #2: Help Them With Marketing

The second key to being a Big Money Business Coach is being able to help your clients create great marketing.

This starts with helping your clients identify their most profitable product or service.

Most businesses are focused on trying to sell to too many people.

And it's your job to help them narrow their focus like a laser beam.

You can have really diffused light that lights up a whole room, or you can have really focused light that burns a hole through a wall.

And when things are more narrow and more focused, they're more powerful and can create a lot more growth.

Key #3: Help Them With Sales

Whether they're struggling with sales or doing well, every business owner wants more!

You can evaluate how effective they are at getting sales and recommend alternative strategies they can implement in their business.

You can also help them find more customers so they can increase their revenue.

Many business owners are too busy on the day-to-day tasks in their business to recognize opportunities right under their nose.

You can be the one that gives them the breakthroughs they need to increase their sales.

That way, they can pay for your coaching over and over again, and never leave you!

Key #4: Help Your Clients With Leadership

The fourth key to being a Big Money Business Coach is to help your business owner clients hire a great team and be great leaders.

You see, the goal of true leadership is to build and lead a team that grows their business for them.

This frees up your client to think of new ideas for the business and to think ahead... which is something they're almost never doing.

And part of the reason they're not doing it is because they don't have a great team.

They haven't hired the right people and they haven't fired the people they should've fired a long time ago.

Also, they probably don't have a great team culture.

They may have a lot of turnover where people are coming and going a lot.

So they're always busy hiring new people.

This is distracting them from things that make the most money, like strategic planning, creating a vision, and sales & marketing.

When you can help them do these things as a Big Money Business Coach, you become an extremely valuable asset.

That's why paying you \$10,000, \$25,000, or even \$100,000 or more to work together is a no brainer.

But, it won't be an easy "YES" for these high-paying clients to hire you if you don't have a great sales and marketing process of your own.

That's why I'll be sharing my time-tested and proven marketing system with you when you decide to join the Big Money Business Coach training and certification program.

Key #5: Help Clients Master Their Psychology

Finally, the fifth key to becoming a Big Money Business Coach is helping clients master their mindset, or master their psychology.

You see, business owners are dealing with all kinds of inner insecurities.

Maybe, they have insecurities with their team.

They may think, "Oh my God this person on my team is so much smarter than I am."

They also may be worried that other people on their team are going to realize they're not as smart as they are.

Maybe they want bigger clients of their own, but they're afraid to go talk to those big clients because they feel intimidated.

Maybe they have negative beliefs about money that prevent them from raising their fees.

There's so many negative thoughts going on in a business owner's head that could keep them from making progress.

And the more we can help business owners get all that stuff cleared out, the more they can be peaceful and centered and at their best.

That way, they can do their best work and their best planning.

So, those are the 5 keys to becoming a Big Money Business Coach.

Next, we're going to cover 3 steps to getting business owner clients to hire you.

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CHAPTER 5

The 3 Steps To Getting Business Owner Clients



Now that we've talked about the 5 keys to becoming a Big Money Business Coach, we're now going to talk about how to get business owner clients to hire you.

Step #1: Get them to hear about you.

The first step to get business owner clients that pay big is to get them to hear about you.

And, fortunately, this is much easier than most people think.

Like I mentioned earlier in this book, there are 27.8 million small businesses in the US alone.

That's a lot of potential clients!

We'll cover where you can find these business owner clients later in this book, but for now, know this:

If business owners don't know who you are, and if they don't hear anything about you, it's going to be tricky to get clients.

You need to get in front of your ideal prospects and establish yourself as an expert and show them what you can do.

One way to do that is the instant credibility formula which I'll share with you right now. This incredible formula looks like this...

1. Speak Simply And Clearly
2. Speak The Language Of Clients
3. Teach Them Something Valuable

So let's dive into each step!

Speak Simply And Clearly

There was a study done several years ago to find out what makes an expert witness credible to a jury.

They did numerous studies to find out what kind of people have the most credibility...

- Is it because the person has a PhD? Is that what makes them seem credible?
No.
- Is it the extensive research that they've done, does that make them credible?
Still, no.
- Was it all the years of experience they had? Did that make them credible?
Again, no.

So if it wasn't any of these things, then what made people the most credible?

It was the person who spoke the clearest and simplest, and who was the easiest to understand!

That was the person that was more believable. Not just more understandable, but more believable.

The person who communicated their ideas the simplest and clearest was the person that the jury believed was the better expert than the one who had all the credentials.

The reason I share this with you is because most coaches out there don't believe in themselves, simply because they don't have a fancy title or lots of credentials.

But as you can see, these things are not the most important.

What's really important is that you can articulate clearly and simply so that anyone can understand you.

When you do this, you've already taken care of one of the major keys to instant credibility.

And here's the next...

Speak The Language Of Clients

You have to speak the language of clients, which is the language of results.

In other words you need to talk about what they care about.
Let me give you an example.

I was working with one of my \$75,000 Mastermind clients recently.

She's a weight loss coach, actually, but all of her marketing was about her system

for helping people get results -- all of her marketing was so beautiful.

The copy was good, but the target was off, because she wasn't actually talking about the result that people wanted directly.

She wasn't talking about getting thinner, losing weight, getting slim.

She was talking about helping people with her system that would end up getting them thin.

She wasn't focusing right on the "getting thin" part.

People don't care about how, they care about what.

Eventually they'll want to know how, but you've got to get their attention with the what.

You lead with the what... which is the result they're after!

Here's another example:

Let's say you're coaching business owners who have a medical practice.

If you say things like, "Hey, let's grow your practice," you're now speaking their language.

You're talking about getting more patients and generating more money.

What you want to avoid is statements like, "eliminate stress".

A statement like this needs to be more specific because stress is just a part of business.

Stress doesn't just wash off like dirt with water.

You want to talk about the specific results to the problems that people have out there.

The problems that business owners have and the results they're looking for.

If you can describe what a business owner's problem is better than they can, then they automatically assume that you have the solution.

So, what to do business owners care about?

They care about growing their business, sales, profits, getting more customers, and getting more clients.

They also care about Increasing profit margins, growing their team, and getting their team to grow their business for them.

If we start talking about that, a bell will go off in their head that goes, "Ding, ding, ding! I'll have some of that!"

You also want to talk about the things that are frustrating to them, their challenges, and their struggles.

That includes what it's like to have your own business, having things grow, and having things shrink occasionally.

You can talk to them about having a good month, having a bad month, having problems with your team, having a key person on your team quit or having a bunch of people on your team quit all at once.

The latter is the ultimate nightmare for any business owner!

Now the biggest problem most business owners have is not having enough customers. Then, the second biggest problem people have is having too many customers.

When you have too many customers, you need your team to be able to handle all the infrastructure.

Once you've gotten in front of your ideal clients, your next step is to teach them something valuable.

That's basically what I'm doing right here. I'm showing you that I'm an expert by teaching you stuff that's valuable.

That includes things that you can use immediately to start growing your business and help get more clients for you.

The better I can do that in this book, the more I think that you'll trust me, that you'll want to keep learning from me.

Maybe you'll even become one of my next \$100,000 clients!

So how do you choose your ideal clients?

There are a lot of ways. I like working with business owners of all sorts. But eventually I started focusing more on helping coaches, just because so many coaches were wanting my help.

I like working with business owners of all sorts, but you can pick a niche.

For example, there's a lot of money in coaching dentists, doctors, chiropractors, plumbers or printing companies.

Specializing is great too. There are a lot of ways to specialize.

You can specialize by a business niche or you could specialize by business topic.

You could teach a specific piece of business success (such as growing sales) and become known for that.

Teach Them Something Valuable

When you teach someone something valuable, they're very likely to remember you and respect you a lot more.

Sure, you can talk about your accolades, but that's not nearly as effective as proving that you know your profession through giving real value.

When you can teach something valuable right off the bat, you'll have people say things like "Hey, you know what, if your free stuff is this good then your paid stuff is probably even better."

In summary...

The first way to create instant credibility is to speak simply and clearly.

It's not about best-selling books, PhDs, or famous clients and amazing testimonials.

Those things are helpful but the most important thing is; speak simply and clearly.

Be articulate.

Number two, talk about the things your clients care about.

Speak their language. Growing their business, making more money, working less hours.

Talk about the pains, problems and challenges they're going through and be specific.

Then number three, teach them something valuable.

If you can do those three things, then you can have instant credibility with your perspective clients.

Step #2: Get them to have an introductory session with you.

This is how you get business owner clients to hire you. Obviously it needs to be done effectively.

You need to run these introductory sessions so business owners will get out their credit card and buy right on the spot.

You need to know what to do when people say they want to talk to their spouse, or they want to talk to their business partner.

You also need to be able to talk about your coaching fees and transition to the offer in a way that makes them excited and not defensive.

Sometimes, people detect when an offer is coming and they're like, "Oh yikes!"

They start getting defensive because they think you're trying to like be pushy or manipulative.

One of the things I teach is to reverse pressure.

You do that by pulling away the pressure over and over again until you've created a gap. That way, the prospective client keeps moving toward you.

Then you step back again and then they step towards you again.

Anyway, you need to be able to do it in a way that doesn't make people put up their defenses.

You want to make sure that the prospective client feels like you are on their side trying to help them...instead of being just another sale for you.

You want to be able to close the sale with zero pressure, and an eager "Yes!"

Step #3: Get Hired!

Obviously you want to make it easy for them to pay you with their credit card. You may even do wire transfers. PayPal even works along with checks.

You want to use magic phrases that make them feel comfortable and confident to give you their credit card right over the phone.

And of course, then you need to coach them incredibly well so they're super happy, they stick around forever, and they refer lots of people to you.

So that's the three-step process for getting high-paying business owner clients.

This process is great because it streamlines a lot of things.

Why? Because many people focus their time and energy on things that don't make them money.

For example, many people are spending hours and hours on social media.

I'm not saying social media can't be an effective strategy to grow your brand, to grow your presence, to grow your following, and become an influencer.

Those things can be valuable, but it's really easy to take your eyes off the prize and realize that it can be as easy as this 3 step process:

1. People hear about you
2. They have a session with you
3. They hire you

Plus a lot of people think, "My gosh, people need to hear about us eight thousand times before they'll trust us. They need to see our ad a million times before they'll respond to it..."

There may be some truth to that, especially if you're doing mass marketing offers.

But for the kind of things that you and I do, results can be quicker.

You could meet someone at a networking event and sign them up as a client the same day.

You could post something on social media and (if you do it the right way) get people to sign up to have a free session with you.

Then you can sign them up as a client the same day, or later that week.

Next, we're going to cover how to get all the business owner clients you want.

FREE WEB CLASS

"Business Coach Secrets: How to Be a Highly Effective Business Coach That Gets Tons of High Paying Clients..."

Discover 5 ways to create massive value for biz owner clients, 3 step process to get clients & 7 great sources for hot leads

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CHAPTER 6

How To Get All The Business Owner Clients You Want!



So how do you get business owner clients?

The good news is you interact with businesses all the time. Not necessarily the owner, but you interact with businesses all the time.

Every time you go to a restaurant, every time you go to a store, and any time you buy something on the internet, you interact with a business.

You could just ask to meet with the owner. If the owner isn't there, you could ask, "when is the owner going to be here?"

This may seem crazy, but one of my clients did this.

She would just go walk into a businesses and ask to speak to the owner, and then get to know them a little bit.

She would ask them a few questions, and see if they wanted to set up a free coaching session.

And then during that free session, she would then sign them up, and turn them into clients.

That's not to say this is the most effective method, but it's an option.

Outside of simply walking into a business and asking for the owner, here are some examples of places you could find business owner clients so they hear about you:

Local Networking Events

There are lots of local networking events in most places around the world because business owners like connecting with other business owners.

It's an effective way to do business and get clients.

For example, if someone is a business attorney and someone else is a business accountant and they become friends, there's a huge potential for both of them to get new clients.

That's because all the business attorney's clients might need an accountant, and all the accountant's clients might need a business attorney.

And both of those people can refer clients to a business coach like yourself.

This is just one simple example of why networking events are a great way to go meet other business owners and potentially get clients.

Business Development Seminars

Another great place to get clients is at business development seminars.

There are lots of seminars all over the world where business owners attend to learn how to run their business.

These people are prime prospects for your business because you know they are already looking for help, since they are at the seminar.

So the stage is essentially set for you.

From there, it's a matter of having a quality conversation and offering to have an intro session.

I remember when I was 26 years old and wanted to pick up more business owner clients.

So, I went to a 1/2 day business development seminar.

I went there because I wanted to network, but I was dismayed to find out the person who was leading it was another business coach.

I thought to myself, "This is a waste of me coming to this event as a way to get clients,"

Why?

Because I didn't realize the person who taught it was a business coach.

I just thought nobody in this room would hire me after hearing from this guy!

But I ended up chatting with somebody after the workshop was over.

He was excited and said, "Man, you know, can I take you to lunch, because I'd love

to learn more about what you do!”

So, he took me to lunch.

At lunch, I took them through a process that I teach for signing up clients, which is called Free Sessions That Sell: The Client Sign Up System.

And he signed up to hire me right on the spot.

So I ended up getting a client at another business coach’s workshop!

Social Media Groups

Another big place to find business owner clients is in social media groups. For example, Facebook or LinkedIn groups that target business owners.

Your goal in social media groups is to be as helpful as possible every time you interact with someone. Or, you could offer a resource to members of a particular community to get them on your email list. This will lead them to get on the phone with you, which sets the stage for you to get hired easily.

Social Media Ads

This is different than the social media groups described above because it’s paid advertisement.

One of the best ways to attract business owner clients is with Facebook ads or social media ads.

LinkedIn ads could potentially be great too because it’s easier to find people who market themselves as a CEO.

You can then send ads to people who fit that or any other category, who self-select themselves as their job.

When you do that, you can target people in your local area and invite them to a local workshop you're doing, or you can just send them to a website, and say "we're offering a video or a free special report."

Ads are great because they are direct and fast.

Guest Blogging And Being A Guest On Podcasts

These can give you major exposure if you do it right.

Blogs and podcasts are always looking for special guests to write a guest blog or be a guest on their show, respectively.

These also give you major credibility, because if you're a guest on a major blog or podcast, then you must really know what you're talking about.

Offer A Helpful Resource

Once you get in front of people then you'll want to want to offer some sort of a resource to help them out. This kind of resource will help get people on your email list, for example.

You could offer them a free video training, a free article or a free tele-class or a free webinar. Those are some of the things that you could offer that could make them want to go from initial conversation to getting on your email list.

And **one of the best things that you could offer as an incentive to get on your email list is a free business assessment.**

People like to assess themselves and they like to find out more about what's going on with them. And for business owners, they would love a scorecard to see how they are stack up in their business.

In my Big Money Business Coach program, I actually have three assessments that

we use to help different types of clients.

1. One for business owner clients
2. One for leadership and executive clients
3. And one for sales professionals.

All three of these assessments are great tools to get people on your email list because it shows them the gaps and how far they need to go. This is super valuable and interesting for business owners to know about themselves.

Business Owner Assessment

Below I'm giving you the business assessment now at no charge.
This is my gift to you.

Take this assessment and use it. It could be something that you give away for people to get on your email list or a resource that you can offer to people that could be really helpful.

If you do a live workshop or webinar or a live tele-class, it's also a tool that you can administer live during your webinar or tele-class.

The great thing about this assessment is that it's a self-assessment, so it's their own answers.

They put in for themselves what they feel is true.

It's not you telling them, "Hey, you know what, your marketing isn't doing great." It's them saying, "Oh, my marketing is not that great."

They can't argue with themselves. If they have scales from 1 to 10, and they give themselves a five or less on any of these 7 or 10 categories, they've got work to do. They can try doing it on their own or they can do it with your help.

One question I'll ask you is, is it easier for them to have success by themselves or

would it be easier for them to be successful with your help?

My belief is, if they do it on their own – it's MUCH more difficult.

And that's why you're here. They need your help. So let's get people coached!

Your free Business Owner Assessment is on the next page...

FREE WEB CLASS

"Business Coach Secrets: How to Be a Highly Effective Business Coach That Gets Tons of High Paying Clients..."

Discover 5 ways to create massive value for biz owner clients, 3 step process to get clients & 7 great sources for hot leads

[Click Here To Learn More!](#)

Rapid Business Growth: BUSINESS OWNER ASSESSMENT

Use this special assessment to identify your greatest leverage points for rapid growth.

On a scale from 0-10, please rate your business in the following areas...

- _____ I have a crystal clear vision for where my business is headed
- _____ I have a specific, step-by-step plan for how to achieve all of my business goals
- _____ I have a powerful support team that is filled with "A" players only
- _____ When it comes to building my team, "I dig my well, before I'm thirsty," meaning I always look ahead for the next people to add to my team before I need them
- _____ I'm aware of industry trends, economic trends, and technology trends that will impact the future of my business and we're poised to capitalize on these trends
- _____ I have marketing strategies that work effectively
- _____ I always test and measure the results of every marketing activity we implement so that we can constantly improve our results
- _____ I have a systemized sales process that ensures my sales team members can all be successful
- _____ I have a system in place for rewarding my team regularly in ways that they love to be rewarded (praise, gifts, public acknowledgement)
- _____ I keep my eyes on our business financial reports and safeguard our cash flow

CHAPTER 7

Five Strategies That'll Help Your Clients Make Big Money Fast



Like I mentioned earlier in this book, *many business owners are struggling.*

That's one thing I've discovered after I started working with business owners 18 years ago.

A lot of them are struggling and it was a challenge for them to afford me.

This was the case even when I wasn't charging all that much in the early days of my coaching business.

They needed to make money and they needed it fast.

And I needed to figure out how I could help them make money fast, so they could boost their cashflow.

Why Getting Fast Results For Your Clients Is Critical

When you can get your clients results quickly, they're more likely to listen to you and follow your lead on those long-term strategies.

When someone is paying you money, they're going to be very open to listening to what you have to say.

They'll be more likely to take your advice and at least give it a shot.

They're also more likely to try your strategies a second or third time if the first time doesn't pan out.

That's why the faster you can get them results, the better (we'll discuss how to do that later in this book).

If you can get to help them make quick money right away, they will now listen to you and trust you more.

They'll also be open in investing with you at higher and higher fees because you've proved you know your stuff.

Plus, if they can make enough money in the first 30, 60 or even 90 days, it'll pay for the whole year of coaching.

That way, you don't have to worry about whether they're going to be dropping out partway through the year.

It makes your business more stable because you're not constantly hustling to get new clients to replace the ones that dropped out.

Of course, you ideally want to get clients to pay in full upfront, which we'll talk

about later in this book.

In fact, this is what I teach in my coaching programs.

We teach people to get their clients to pay up front. This is much better than having them on a payment plan.

Of course, payment plans are great.

If somebody is on a payment plan and now they're crushing it and making a lot of money, what are the chances that they're going to stick around, make all their payments and be a great client for you?

Much, much higher, right?

So, that's another reason why helping business owner clients make money fast is critical

So here are 5 "fast money" strategies you can use to help your clients make so much money in the first month, that they'll keep you around forever!

Fast Money Strategy #1: Do More Of What's Working Best

There are so many great ideas and so many products to sell for a typical business owner.

It's really easy to lose track of what is actually making the money.

Here's an example.

When Steve Jobs took over Apple, they had a 120+ products they were selling, and he narrowed it down to just eight.

So, when you're working with business owners, help them figure out where they are making most of their money.

Here's an example from my own business:

We have 40+ different online training programs. But I found that it was really difficult to try to sell 40+ programs.

But then we looked at the programs that made the most money.

And most of the money was made through two programs. So we decided to focus on those programs.

The 80/20 rule says that 80% of our results come from 20% of our efforts.

So, how can you get your business owner clients to do more of the good stuff and less of the fluff?

Here are some power questions to ask your business owner clients.

- Where do you make most of your money?
- What's your best-selling product or service?
- What are your best source of leads?

You see, a lot of people get overwhelmed when it comes to lead sources.

They think to themselves they have to do Facebook, social media, etc...to get more leads.

So, how many do you actually need?

The truth is you only need one lead source you can execute really well.

Now, I'm not saying you should only do one, but sometimes the other ones can be a big distraction.

So get your business owner clients to double down and focus on:

- Their best source of leads
- Their bestselling product
- Their highest-converting ad
- Their best joint-venture partners
- Their highest value customer.

This could give them an immediate profit windfall that'll more than pay for your coaching!

Fast Money Strategy #2: Re-activate Past Clients

Re-activating past clients is often a gold mine just sitting there, waiting to be found.

Why?

Because most people ignore their past clients or customers, because they're so focused on generating new leads and selling to new customers.

So a great question to ask your business owner clients is this:

"What can you do to activate your past customers?"

It's often way faster and easier to get an old customer to buy again, than to go out and find a brand new customer.

I remember when I started my first group coaching program. I had been coaching for three years at the time.

So I had several one-on-one clients I had worked with for various lengths of time.

I reached out to my past one-on-one clients to see if they were interested, and many of them jumped in.

This was the first time I launched a group coaching program.

And all I had to do was simply contact my past clients to see if they wanted to join. And a lot of them said “Yes.”

So, here are some power questions to ask business owner clients:

1. Can you create a special offer just for your past clients?
2. Can you just simply reach out to them and see if they’re ready for more of what you offer?
3. Can you create something new for these clients?

Fast Money Strategy #3: Go Back To What Worked In The Past

So many times we do something in our businesses and it’s working really well.

And then, for some reason, we stop doing it.

Maybe we get too busy with our current clients.

This happens to a lot of people, especially solopreneurs.

They work really hard to market, market, market, and then they get a bunch of clients and ignore marketing.

Then, they just work with those clients, they get the revenue, and then some of the clients leave them.

All of a sudden their income drops and they have to market themselves again.

And then they forget, “Well, now what do I do to get more clients?”

They forget what they did that worked so well.

Maybe they just did a lot of things, and they weren’t keeping track of what worked

the best to get the clients in the past.

So, a lot of people aren't even aware of what's working best, which is why it's so important to ask those questions right away.

But it's easy to get busy with current clients, or maybe you get some ideas and you get distracted.

This used to be one of my biggest angsts I had in my business. I would just get idea, after idea, after idea. Then, I would write them down so I could act on them.

And then I was thinking to myself, "My God!" I would get so overwhelmed.

Eventually, I just surrendered to the idea.

First I thought, "All right, even if I don't act on them, I'll just make sure I write them all down."

Eventually, I just decided, "You know what, it doesn't matter if I write them down or not.

There are a million other million dollar ideas waiting where that one came from. I don't need to write down all my ideas."

Just let them in and let them go.

And if one keeps calling me strong enough, then eventually it's going to get my attention and get me to take action.

But, it's easy to get distracted and never get back on track.

You'd be surprised how many people get away from things that are working really well.

For example, I actually had a program that was selling like hotcakes.

Then, I got a new idea for a new program, and I launched the other program, and I never went back to selling that original hot seller.

As a result, sales went down and didn't recover for nine months.

That's because I didn't stick with what was already working for me.

Now I'm in a place where I pay much closer attention to all the numbers I've kept.

Like I said earlier in this book, I have almost 50 people on my team.

So, I have to keep an eye on all sorts of things that I didn't necessary have to keep an eye on before.

But these kind of things happen to business owners all the time.

So a good question to ask your business owner clients is this:

"What have you done in the past that worked really well for getting clients or for growing your business that you aren't doing right now? And why not?"

This question should get your business owner clients back to what worked in the past, and on the road to making fast money.

Fast Money Strategy #4: The Big Sale

This is something that can lead to an immediate profit windfall for your clients.

To maximize this strategy, you're going to want to make a big discount. I recommend creating a big sale somewhere in the range of 50% to 80% off.

It has to be something drastic in order to get people's attention.

Plus, a lot of businesses have dead inventory. These are things that aren't going to sell.

And a lot of times business owners are afraid to sell that at a discount, because they feel like they're going to lose money.

Maybe they buy something for a \$100. They buy something for a \$100, and then the goal would be to sell it for \$200.

Then it doesn't sell, and then maybe they even put on a sale. But they would still try to break even.

They think to themselves, "Well, if I sell it for less, then I lose money on it. If I bought it for \$100 and now I sell it for \$50, I'm going to lose that money."

And they don't want to lose that money.

The problem is it's never going to sell!

So, it's much better to get \$50 back out of the 100, then to get zero back.

This is one of those strategies where a business owner needs to make big money fast.

Just blow out that old inventory.

Finally, you want to give people a deadline when it comes to your big sale.

Urgency and scarcity are huge motivators.

An example of this is to have a 50% off sale for just 48-72 hours.

We as coaches think it's so weird to put things on sale sometimes, but what percentage of the time do you think clothes at a clothing store is on sale?

A lot, but it depends on the store. For example, I remember the first time I walked in Bloomingdales. I noticed a T-shirt was \$100-\$300.

I thought to myself, "Forget that! This place is insane. I would never shop there." And then I got a lot richer, and then I walked back in, and I thought to myself, "Dang, that is a really nice T-shirt."

Almost all the clothes I buy are from Bloomingdales. Hugo Boss is my other favorite brand. Their clothes just fit me so well. Even their T-shirts are a steal for like \$80 to a \$100.

I wouldn't say a steal because they're T-shirts, but they fit better than any of the regular T-shirts I buy. I don't know why. Maybe it is the brand, but it seems like they fit better.

What's interesting is clothes at Hugo Boss or Bloomingdales never go on sale. But that's the exception to the rule because clothes at most department sales are always on sale.

You see, it's the sales that drive the sales. Putting things on sale makes people buy more because people want a deal.

So, having a big sale is just a great way to generate a bunch of cash flow, especially for a business that's in a tricky situation.

If it's a business that's in a dire situation they're struggling to pay their bills and now they're hiring you for \$10,000 or \$25,000 (or for \$2,000 a month, or \$5,000 a month), then we need to help them make money fast.

A big sale could be a huge way to make big money fast.

Fast Money Strategy #5: Raise Your Prices

Most people are drastically under charging for their services, and they don't even know it.

So get your business owner clients to raise their prices.

And, before they raise their prices on current clients, start by charging the new customers the new rate.

Also tell them to grandfather in the current clients.

They don't want to create a mass exodus on all their clients by doubling their fees for the ones who are already paying them.

Don't bite the hand that feeds.

Also, make sure that you take good care of them.

If they're on a contract, for example, they signed up for a year at a \$1,000 a month, and now their new clients are \$2,000 a month, I wouldn't raise the current clients to \$2,000 a month.

Make sure they honor the original contract.

And even afterwards, maybe they're not charging \$3,000 a month yet, they can say: "Hey, if you want to keep working with me, let's meet in the middle."

And once there are enough new clients at the new rates, then they can raise their rates to existing clients.

Further, announcing an upcoming price increase can create a rush of sales, too. Just like having a sale, but without lowering the price.

Here's an example:

I remember when we were selling one of my online training programs.

We were selling it for \$500 at the time, and we were going to raise it to a \$1,000. And I remember people were getting mad.

This one guy was mad at me and said, "Why are you raising the price?"

And I said, "Well, you don't have to pay more. You can just pay the regular price right now, but I think it's worth it."

And I doubled the price, and I doubled it again.

And I even sold it for 10x that original price, which wasn't the original price, but it was the price that he knew about at the time.

The bottom line is this: it's awesome to raise your fees.

It can lead to an immediate cashflow boost in your business.

One of the first things I do when clients hire me, is I say, "Charge more, let's see what happens."

It pushes buttons, and people are scared.

But if they're paying me a lot, they're a lot more likely to try it out.

I would say most clients who work with me start getting clients right away.

Here's A Recap Of The 5 Strategies:

1. Do more of what's working best
2. Re-activate past clients and customers
3. Go back to what's worked great in the past
4. Have a big sale
5. Raise your fees

Now, these "Fast Money" strategies are going to help your business clients make fast money, and some of them may apply to you and your business.

For example, if you don't have any strategies that used to work in the past because

you're new, you can still do some of the other strategies.

But, these things are geared to make sure your business owner clients make money fast.

Now, not all of them need to make big money fast, right?

So, that's okay, too.

You don't have to do these with your clients. And you're going to want to know when to implement these strategies.

Because there will be times when it's good to help them make money fast, and when it's more important to keep your eyes on the long term game.

CONCLUSION

I've been coaching for 18+ years, and have seen trends in this industry come and go.

But I've never seen or experienced an opportunity in this industry as big or real as business coaching.

Coaching business owners has been a major factor in me creating a company that pulls in \$5,000,000+ a year – starting from nothing.

And when you implement these secrets and create value for your business owner clients, you really have an opportunity of a lifetime to create the business of your dreams, and to do it fast.

You get to do work that you love, that actually makes a difference.

And it's work that you'll be appreciated for, recognized for, and paid handsomely for.

The bottom line is that if you want to be a business coach, you can be one and you

can make a lot of money doing it and have an incredible life at the same time.

This book will give you a head start at making all your dreams come true.

But you need to be able to effectively help business owners with sales, marketing, leadership, team building, and their mindset.

And you need to know how to get business owner clients.

You need to know what to say and do, to get in front of more clients, how to get those stream of prospects coming in, and what to say during your intro-sessions to get clients to sign-up right on the spot.

You need to know how to talk to business owners, to get them to buy from you, and how to differentiate yourself from life coaches and other business coaches.

Now, how do you show up as a business coach so people take you seriously?

I used to think it was all about wearing a suit, and growing a beard when I was 25. I thought, "That's how I want to look as a business coach."

And certainly there's nothing wrong with that, but there's a lot more to showing up as a business coach than that

And then, there's how do you get them to sign-up with you right on the spot?

These are all important questions to answer.

Plus if you're already a high-paid business coach, you have to know how to get even more business owner clients, and how to be able to help them even more effectively.

These are all the things I teach, in-depth, inside the Big Money Business Coach Training And Certification Program.

And we take it one step further because, not only can all of these things help you grow your business...

...but we also have industry specific trainings for coaches who coach business owners.

You'll also get lots of forms, templates, and manuals that can help you become a Big Money Business Coach.

I'll be sharing details of the Big Money Business Coach program in my next video.

Remember, you are infinitely powerful!

FREE WEB CLASS

"Business Coach Secrets: How to Be a Highly Effective Business Coach That Gets Tons of High Paying Clients..."

Discover 5 ways to create massive value for biz owner clients, 3 step process to get clients & 7 great sources for hot leads

[Click Here To Learn More!](#)

CHAPTER 8

BIG MONEY BUSINESS COACH

CHRISTIAN MICKELSEN'S
BIG MONEY™
BUSINESS COACH

GET TRAINED AND CERTIFIED AS A BIG MONEY BUSINESS COACH

So You Can Earn \$250,000 A Year Or More In A Business You Love Without
Working More Hours...

*“Approximately 543,000 new businesses get started
each month...[and they need help]” – Forbes*

DEAR COACH,

Today, I'm going to show you how to tap into one of the most lucrative niche markets for coaches...

Starting with two simple things:

#1: An internet connection.

#2: The fact that there are 27.9 million small businesses in the U.S. (according to the Small Business Administration), and they need help.

It's called business coaching.

And to take advantage of this opportunity – all you have to do is use the powerful system I'm going to share with you.

Once you have it...

You can begin to build the business of your dreams, and start to make great money right away.

That's more money to do anything you want whether that's... get a new wardrobe...go on more vacations...pay for your kids' education...give more to causes you care about...
...whatever you want.

Don't believe it?

Then take a look at the math...

Say you got two new clients for \$10,000 each over the next 12 months. That totals \$240,000 a year.

All you need to do is get the clients...which I'll show you how to get clients that pay that much in a sec.

TO MAKE THIS HAPPEN:

- ▶ You do **NOT** need to have a multimillion-dollar business of your own...
- ▶ You do **NOT** need to know anything about business...
- ▶ And, you do **NOT** need any specialized skills...

But, you DO need to know how to help clients get results. And how to get them to say, "Yes" to your high-end fees.

This is where I can help...

I'm Christian Mickelsen, winner of Inc. 5000's fastest growing companies in America 4 years in a row, and 2 time #1 best-selling author of ***Start Coaching Today and Get Clients Today.***

When I started coaching 18+ years ago, I wasn't a business expert. I just knew how to draw the best out of people and how to help business owners get results.

But overtime, I figured out powerful strategies and techniques that got my business owner clients astronomical results.

These strategies are so good, my clients pay me \$100,000 for a single day of my coaching. This is because I give them strategies that will MORE than pay for my fees, right out of the gate.

Which is why I want to tell you more about business coaching, and **how you can get in.**

5 REASONS TO GET IN BUSINESS COACHING NOW...



BIG REASON #1:

Extremely Rewarding!

Business is one of the most fun games to play.

Business owners are exciting to work with because they are committed to their success.

And because they are motivated, hungry, and all-around go-getters, they tend to appreciate coaching more.

There's nothing like the feeling you get when you help a business owner overcome a barrier, and achieve more success.

BIG REASON #2:

Make a Big Impact In People's Lives.

Business coaches get to help business owners solve big problems.

Just one small tweak can add thousands of extra dollars to their bottom line. This in turn, can make a huge difference in the lives of the business owner, and the business owner's employees.

Also, business owners are usually into "inner game" because they are looking for whatever edge they can get in their business.

Therefore, if you want to focus on mindset with your coaching, business owners will be great clients.

BIG REASON #3:

Low Startup Costs.

Business coaching has lower startup costs, so almost every dollar you make is profit.

If you were to buy a McDonald's franchise, it would cost over a million dollars. But coaching can be done from home over the phone or over the Internet. You can even start getting clients without a website!

All you need is...

1. A way to accept payment (such as via check or PayPal).
2. A way to do the coaching (either over phone, by computer, or in person).

With very little startup costs, and very little overhead, your expenses are low. This business beats other opportunities that require employees and inventory to get started.

BIG REASON #4:

Lucrative Pay With Room For Growth Year After Year.

Business owners are usually willing to pay more to experience breakthroughs in their business.

When I first started coaching, I charged \$195/month. Now, business owners pay me \$100,000.00 to work with me for a single day.

I've also helped hundreds of thousands of coaches grow their coaching businesses and get paid well for what they do.

As a business coach, you'll be able to charge higher and higher fees and enjoy growth in your business year after year.

BIG REASON #5:

Enjoy the ULTIMATE Lifestyle.

New financial possibilities and opportunities can open up (and with them, a much brighter future).

You could make life-changing amounts of money that'll help you:

- Make a huge difference in you and your family's life.
- Create a nice nest-egg for the future.
- Make everyday life moments more blissful.
- Get on the fast track to financial freedom!



FROM DENTISTS TO CANDY STORES, THERE ARE UNLIMITED INDUSTRIES TO COACH

There are millions of businesses across all sectors to coach.

Technology, commodities, health, agriculture, energy...you name it.

In fact, **543,000 new companies open their doors for business each month (according to Forbes).**

YOU CAN EASILY FIND AN AREA, OR NICHE TO COACH:

- ▶ Dentists
- ▶ Chiropractors
- ▶ Website development companies
- ▶ Construction companies
- ▶ Carpet cleaners
- ▶ Convenience stores
- ▶ Plumbers

...the list is endless.

Coaching business owners is a great opportunity.



49.2% OF PEOPLE IN THE U.S. ARE EMPLOYED BY PRIVATE SMALL BUSINESSES

Nearly half of the nation's private sector workforce is employed by small businesses (according to SBA.gov).

So, the more we can help these business owners succeed, the more they'll grow.

And the more they grow, the more people they employ and the bigger the difference in the world they make.

Think about the biggest breakthroughs we've had in society, such as electricity.

It was an entrepreneur who helped get electricity in all the homes in the world, right?

It was an entrepreneur who invented the washing machine.

Now people don't have to stand hours and hours every day washing laundry.

It was entrepreneurs who invented computers that make our lives better and easier.

This frees up our time, so that we can **contribute to the world in bigger ways** instead of trying to survive.

That's why you stepping up to help these businesses grow is important.

So, if you want to become a business coach who not only knows how to get clients, but knows how to **get massive results**, I'm going to show you how to do both.

INTRODUCING

BIG MONEY BUSINESS COACH TRAINING AND CERTIFICATION PROGRAM



The Business Coaching Program Designed To Show Coaches How To Effectively **Get And Coach High-Paying** Business Owner Clients.

Inside the Big Money Business Coach Training And Certification Program, **I'll show you how to coach like one of the top business coaches in the world.**

You'll be highly effective at helping business owners grow their businesses (and your own).

Plus, you'll have more confidence and more credibility than ever before.

Discover The 5 Critical Success Factors Of Highly-Paid Business Coaches So You Grow Your Business To \$250,000 Or More Over The Next Year... And Every Year After That.

The ultimate goal of this program is to help you grow your business to \$250,000, or more over the next year...and every year afterwards.

To do that, you will be trained in **5 critical success areas for business owners:**

1. Powerful Leadership & Vision
2. Dream-Team Building
3. Magnetic Marketing & Branding
4. Strong Sales Strategies
5. A Winning Mindset

CRITICAL SUCCESS FACTOR #1:

Powerful Leadership & Vision

Long hours day-in and day-out is what life is like for many business owners. So much so, that they have little time to think about what they REALLY want and what their business really needs.

Discover How to Help Business Owners...

- Create a crystal clear vision of ultimate success for their business and personal life
- Take their new vision and create a strategic action plan, business plan, and marketing plan, so they know what to do every day to grow their business
- Think long term, see trends in the market, and explore new markets
- Become more effective leaders

CRITICAL SUCCESS FACTOR #2:

Dream Team Building

Here, you'll discover how to help business owners create their very own team of competent, talented, motivated and proactive, leaders. That way the team can grow the business for them.

Discover How to Help Business Owners...

- Hire and retain great people and get those people to work well together
- Delegate so the business owner stops working too many hours on arduous tasks
- Create other leaders within their business, so they're alleviated of some of the pressures
- Recognize when it's time to let someone go
- Create a world-class culture so people will want to stick around for years

CRITICAL SUCCESS FACTOR #3:

Magnetic Marketing & Branding

Most business owners fall in one of two camps when it comes to marketing: Either, a) they do a few things they know work and don't try much else or, b) they get distracted trying many different things that don't work.

Unfortunately, when people try something and it doesn't work, they may not know the real reason it doesn't work. So, they give up not realizing that a few simple tweaks would've made that strategy effective.

EXAMPLE: If a business owner tries online advertising or radio ads, they may say they tried it and it didn't work. You'll be there to help them decide whether the ad was bad, or if the strategy was just ineffective.

Discover How to Help Business Owners...

- Evaluate and improve their marketing so they attract more prospects and customers
- Make more effective marketing decisions
- Write high-converting marketing materials
- Create an award-winning brand
- Name their business, products and services

CRITICAL SUCCESS FACTOR #4:

Strong Sales Strategies

Whether they're struggling with sales or are doing well, almost every business owner wants more.

Discover...

- How to evaluate the effectiveness of their sales process, so they make more profit
- Different selling modalities they can implement in their business (such as one-to-one, online, etc.)
- How to take what they currently do to the next level
- How to help them if they, or their sales team, have fear of rejection

CRITICAL SUCCESS FACTOR #5:

A Winning Mindset

It's not uncommon for business owners to struggle with self-doubts, fears and limiting beliefs while trying to grow their business.

The good news is, many business owners are hungry for this inner work once they see how it will help them make more money and grow their business.

So, if you're into helping people with their mindset, you're in luck.

Discover How to Help Business Owners...

- Get through their inner funk of trying to grow their business
- Let go of mental blocks that shackle them from progressing in their business and life
- Adopt a winning mindset about the future

"The biggest stranglehold on a business is the psychology of the owner." – Tony Robbins

My time-tested and proven marketing system for attracting and coaching business clients.

I've been in business for nearly 20 years and have accumulated a great deal of business knowledge along the way.

You'll industry-specific training for coaches you won't get anywhere else. That way, you can keep your pipeline full of business owner clients...and avoid the "income rollercoaster" trap many coaches fall into.

6 "Get Clients" Group Coaching Calls

These group coaching calls are 90 minutes each where we will:

- ▶ Fine tune your marketing message and materials
- ▶ Work through doubts, fears and limiting beliefs
- ▶ Decide which business owner clients you want to attract
- ▶ Start signing up client after client for ever increasing fees faster and easier than ever before

This will be your chance to ask me questions personally and work with me inside this program.

The Big Money Business Coach Training And Certification PDF Manual, Learning Guides, Training Guides, And Other Resources

Get the 162-page PDF manual that covers the entire Big Money Coaching system. Plus, you'll get video transcripts, learning guides and other valuable resources that'll help you coach business owner clients.

It includes:

- ▶ Client-getting marketing templates
- ▶ Assessments to use with clients
- ▶ Hiring templates to offer your clients
- ▶ Business cards
- ▶ Examples of websites you can model for your own
- ▶ ...and other marketing materials you can use to attract business clients.

These are ready-made tools and resources, so you won't start from a blank slate. In fact, it's almost worth the investment in the course all by itself.

A 1-On-1 Certification Session And Certificate Mailed To You.

This shows you successfully completed the Big Money Business Coach Training and Certification Program...

...which is something you can leverage in your marketing to attract high-paying business owner clients.

Put it on your wall with pride!

ARE YOU READY TO BE A BIG MONEY BUSINESS COACH?

The total value of the **Big Money Business Coach Training and Certification Program** is \$25,000.

To join the program and to check out special bonuses and pricing, sign up for the web class now...

FREE WEB CLASS

"Business Coach Secrets: How to Be a Highly Effective Business Coach That Gets Tons of High Paying Clients..."

Discover 5 ways to create massive value for biz owner clients, 3 step process to get clients & 7 great sources for hot leads

[Click Here To Learn More!](#)

ABOUT THE AUTHOR



Christian Mickelsen is a three time winner of Inc. 5000's fastest growing companies in America 3 years in a row, and two time #1 bestselling author of *Get Clients Today* and *Abundance Unleashed*.

With over 18 years of professional coaching experience, he's a leading authority on business coaching and is one of the highest paid business coaches in the world, appearing in Forbes, Yahoo Finance, and MSN.

He's taught hundreds of thousands of coaches around the world how to get clients and build successful businesses and currently lives in San Diego, California with his wife and three daughters.

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