

# Articulating What You Do

INTRODUCTION

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When asked the simple question "What do you do?" it's been my experience that most coaches cannot answer this question in a simple, compelling fashion. For coaches, being able to answer this question effectively can mean the difference between being successful, or not.

This 3 Step Training Module is for anyone who wants to learn how to articulate what they do in a specific way. After completing this module, you will be able to answer the question "What do you do?" with enthusiasm and confidence.



# Articulating What You Do

**QUICK QUIZ**

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Instructions	Circle NT if Not True, T if sometimes True, VT if very True. Total your 'score.' Go for a perfect 30.
NT T VT	<input type="checkbox"/> Statement
1 2 3	1. I know how to articulate what I can do for my clients.
1 2 3	2. My family, friends and acquaintances know and understand what I do.
1 2 3	3. I know 10 benefits I can provide my clients and can name them right now.
1 2 3	4. I enjoy meeting new people, as it provides an opportunity to share what I can do for them.
1 2 3	5. When I engage in conversations with potential clients about my services, they are intrigued.
1 2 3	6. My referral network has at least 25 people in it.
1 2 3	7. I have identified my ideal client and can speak from their shoes.
1 2 3	8. When I speak to my ideal client, they identify with what I am talking about and say "Oh, that's me!".
1 2 3	9. I feel terrific about the services I offer my clients.
1 2 3	10. I know exactly what I provide for people.
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# Articulating What You Do

CLIENT GUIDE

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## ■ Introduction

### A quick story...

Several years ago I was coaching a financial planner who wanted to ramp up his practice from 60 clients to 100. And he wasn't very inspired to do so, even though he did want the 40 new clients. He couldn't get motivated. So he called me and within a couple of weeks he was flying high.

What made the difference? After speaking with him for 10 minutes, I figured out that he simply wasn't "proud" enough about the work and quality of work he was doing for his clients. Sure, he was/is competent, reliable, experienced and smart. But, because he had very high standards for himself, being really good at what he did simply was not enough. So, his internal systems kept his glass ceiling of 60 clients firmly in place and his body/mind just wouldn't let him break through this virtual ceiling. Again, in good conscience, his body was preventing him from getting more clients because, again, he didn't feel "good enough" about the reach/power/value of his work with his clients.

### So, I asked him to do one thing...

And this is what shattered that glass ceiling.

I asked him to speak to each and every of the 60 clients -- outside of their normal quarterly appointment -- and ask them one question. The question was:

"What is the value that you are receiving from our work together?"

Now, his clients were quite pleased with his work, so at first they said things like:

"Hey, you do great taxes!"

"I appreciate your patience as I get my finances in order."

"Your strategies are excellent!"

Now, this isn't bad. But he hears it all the time, and it's just not enough. So, forewarned, my client pressed his clients to go a couple of levels deeper with their comments (over the phone or in person -- always).



## He pressed his clients by asking:

"I'm glad to hear that but I'm wondering if I'm providing value to you in surprising ways -- beyond my role as your financial planner."

The clients ponder this one and usually within 60 seconds, they come out with real stuff, like:

"Now that I think about it, I think you're the best marriage counselor we've ever had. Until my wife and I hired you, we used to fight about money constantly. Now, we save up EVERY discussion about money for our quarterly meeting with you and our marriage has never been better."

(ponder, ponder and then...) "You are my small business mentor. I find that you are just about the only guy I can talk to about my business ideas who listens and believes me. And who thinks through my idea and helps me see how to make it work in the real world. I didn't realize this until you asked me, but I very much look forward to our quarterly appointments because I know that I'll make a lot of money as a result of our discussions, even if indirectly."

See what I'm talking about? Your clients are getting a lot of value from what you deliver, but they may not have articulated it until you ask (and press) them to do so.

## What are the benefits of having these conversations?

There are many benefits in using this technique, including:

1. You have great phrasing to use when explaining the value of your services to potential clients. (Just take anything the client says that you've provided for them and start mentioning this at your website or in your conversations.)
2. You "get it" in terms of knowing the larger value that you are providing. This information will enhance your self-confidence because now you know -- precisely -- what you 'really' do. By going deep the truth emerges. By only going shallow, all you would have heard are clichés and kind words.
3. Your clients will refer more people to you because now the CLIENT understands the real value of what they are getting from you. By asking the right question they have found the words that accurately describe the power of your services.

## What does "Articulating What You Do" mean?

It means being able to answer the question what do you do, from a potential client and have that individual get, in an instant, what you can do for them. You will have identified the top 10 services you can provide your clients and are able to speak about it in everyday language. These won't be all you can do for a client, but will appeal to your ideal client.

## What seems to be true about articulating what you do?

**■ Potential clients don't really care about you or your coaching.**

I don't know that the term 'coaching' has even been properly defined or easily described, so I suggest that you steer clear of trying to talk about "coaching." In my experience, while people may sound curious

about what coaching is, what they are really wanting to know is exactly how you can help them with a problem or opportunity.

**■ Potential clients just want to know if and how you can help them.**

And they need your help to do this. They need to understand specifically what you can do .

### **Why is it beneficial for me to be able to do this?**

Given the fact that most people cannot articulate what they do for others, it is especially important to take the time to complete the three step process below. The inability to do this, in my opinion, is a key factor in preventing most coaches from having a full practice.

# The 3 Steps

How do I articulate what I do? There are 3 steps...

## ■ Step 1. Ask others what you can do for them.

Your assignment is to work with a buddy and come up with 10 key things your clients would you can do for them. Be specific. No jargon.

**Stand in the shoes of your ideal client. Ask yourself:**

--What value are they receiving from our work together?

--What problems is your work together helping them overcome?

Examples:

You help me stick to the goals that I set for myself. Before I had your support, I would reach a glass ceiling with my goals or get distracted. I know that you'll help me take a rough idea I have for a new service and develop it into a revenue stream.

One of the things I like about working with you is that you continually look at what is in my best interest, even more than I do!

You consistently challenge my assumptions and challenge my thinking. Something that translates into me being a lot more effective in my job.

The biggest surprise I've experienced in coaching is just how some of the seemingly simple changes that I have made have turned out to be life changers.

I know that I can come to you with a problem and that you'll actually hear me out instead of trying to solve it too quickly. I like to solve my own problems and the perspective/questions you bring, help me to do that, my way.

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## ■ Step 2. Ask yourself what you can do for clients.

Now come up with 10 specific situations you have excelled at or problems you have overcome in your own life that could provide value to others. Don't edit your thoughts. Replace vague and jargon words with simple, plain English. Be situational.

### **Stand in your own shoes. Ask yourself:**

- What did I used to have problems with that I no longer do?
- What comes easy for me that perhaps I can share with others?
- What's the contribution I want to make to others?

Examples:

Incorporating healthy lifestyle  
Spiritual based living  
Transform order takers into sales personnel  
Single mom's overcome overwhelm  
Help people who are confused, find clarity  
Individuals overcome impossible financial situations  
Small business owners systematize their entire operation  
Mid-level managers who have hit the glass ceiling  
Using my intuition to know what is next  
Improve business controls  
Recognize and define complex issues  
Help people make changes in attitude  
Strategic planning  
Become evolution-oriented

- 1.
- 2.
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- 10.

## ■ Step 3. Craft your statement.

Your assignment is to work with a buddy and start crafting your statement of what you can do for people.

The trick is to be very, very specific...

It's okay to be too specific because even though your example of what you can do may not fit for this client, they at least will get a sense of what you can do. And, when you share with them several things you can do for clients, they may well be able to weave in your comments and buy the fabric, if not the thread.

..And to think situationally

It's not enough to say what you do. Rather, you need to include references to what real people are experiencing in their personal and business lives.

--What are the key skills, support structures and resources that people need to be their very, very best -- and successful?

--What are some of the trends that are redefining the priorities that people have?

Examples:

I work with corporate employees who are struggling with work and life balance.

I help young entrepreneurs who have too many ideas.

I help GenX women who are starting a small business and need focus.

I work best with clients who are in overwhelming or seemingly impossible financial situations..

I help people gain clarity on what they want to do. I will tell them things no one else will.

I work well with freshman college students who need guidance as they navigate their first year at school.

I work with my clients to create a home that is a sanctuary for themselves and their families.

I help divorced families create relationships with one another so that they may develop a way of communicating.

I work with busy executives who want to get home in time for dinner.

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I \_\_\_\_\_ who \_\_\_\_\_.

# Articulating What You Do

WORKSHEET

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■ Articulating What You Do Worksheet

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