Dear Full Practice 100 Participant:

**Congratulations! And welcome to the Full Practice 100.**

I believe that you will benefit greatly from this e-course.

Dave Buck and I are eager to be your success partners over the next 100 days. Below is a list of things to know about the course. There isn't any action you need to take (except to join the FullPrax R&D Team if you wish -- see below).

Please take just a moment and read through these key FYI's. They will orient you perfectly to this e-course so that you can both enjoy it fully and make the most of it.

1. Dates
The Program begins on Monday, July 30, 2001, and runs 100 days, ending Tuesday, November 6, 2001. Each day (even on weekends) you receive an email from us with a Full Practice lesson for the day.

2. Scope/Importance of this Course
Given the number of coaches registered for this course (3,000+), and given that it was a key motivating factor in your joining CoachVille, we are taking this course very seriously. Aside from the managing of CoachVille, this course is my #1 priority, meaning it represents hundreds of hours of work on my part, and many hundreds of hours of work for Dave Buck (who conducts the interactive part of the course), and our compilers and researchers. In short, it's a big deal. And something of this scope in the world of coaching has never been done before. Welcome, pioneers!

3. Highly Restricted Use
The lessons we have prepared for you are proprietary to this course and owned by CoachVille. No part of these lessons may be redistributed, repackaged or presented in any way. This is very important. You are only licensed to use this information personally. You may not share it with clients or teach it. Sorry. You may be tempted, because these lessons are 'that good.' It's taken me (and Dave) over a decade of trial and error, study, testing and learning to be able to craft these lessons. Please honor that effort. If you wish to license/teach this 100 Day Program yourself, please email me at thomas@thomasleonard.com. Annual license fees run from US$5,000 to $25,000 depending on how many folks you are teaching this to. This is an extremely valuable piece of intellectual property. Please respect it as such. Don't steal. Instead. Or, recommend that your mentees or others join CoachVille themselves and or purchase the ebook/online version for the $39 upgrade free (available in
4. Our Approach To a Full Practice
The basic view we have is that if you take ANY 20 of the 100 lessons that you learn over the next 100 days and "work them" well, you will very likely have a full practice within two years. (Some will reach a full practice sooner, others later.) You may use -- or at least experiment with all 100 -- but I believe that you'll find some fit for you, your marketplace and your personality better than others. Use the ones which APPEAL to you. IGNORE the ones that you can't bring yourself to do. This course isn't about forcing yourself. It's about being creative in how you build your practice. Be smart enough to go deep with the approaches that you feel make the most difference to you.

5. Course Design
We've designed the course around 15 primary Full Practice strategies. The first 14 strategies will have 7 matching lessons; the 15th will have two lesson, adding up to 100 lessons total. Each lesson will be clearly laid out, with specific steps, when called for. We also include links to related references, examples, real-life demos, and testimonials and insights and coaches who have used the lesson effectively. And, depending on the lesson focus, Dave will be offering a matching TeleClass/TeleDiscussions (taped on RealAudio if you cannot make the live discussion), online web tours, rolling 1-1 lazer coaching sessions and/or web-chats. Among other support structures.
Note: The TeleClasses we'll offer for some of the 100 lessons will be scheduled 1-3 days after that lesson is broadcast. Not much notice. But that's the way we need to run this aspect of it.

6. Part of This Course Is Focused On You, Not Just On Marketing
Let me be blunt (as usual). There are certain coaches who will never have a full practice -- not because they aren't trying or because they haven't been marketing faithfully -- but because the potential clients they are coming in contact with are just not inclined to hire them.

Why? Many reasons, but it usually comes down to these three.

1. The Turned-off Factor.
The potential client is put off by how you communicate (voice tone, lack of two-way conversation, jargon/vocabulary problems, hype, space cadets).
2. The Vague Factor.
The potential client doesn't understand PRECISELY how you can help them with THEIR situation.
3. The Wimp Factor.
The potential client doesn't feel that you're strong/powerful enough as a person or as a coach for them to trust you with their goals or problems.

Some of the lessons focus on these serious-but-solvable problems. I'll be extremely blunt about these problems because I believe they are at the core of why most coaches don't have full practices. (Marketing knowledge is equally important, of course.)

7. How to Participate
There are many different ways to participate in this course, i.e.,
--Some coaches will read the lessons and act on a couple of them.
--Some coaches will orient their professional lives around this course and immerse themselves, experimenting with virtually all of the 100 lessons.
--Some coaches will dial in to the TeleClasses/discussions that appeal most to them, and ignore most of the daily lessons.
--Some coaches will join the Full Prax 100 R&D Team and really get into it.
--Some coaches will read the first 10 or so lessons and then tune out for the rest of the course. (This is not a problem. You can always review the lessons later on when you’re in the right space for it.)
--Some coaches will read all 100 lessons, not take many actions, but all of a sudden clients will appear. Why? Who knows.
--Some coaches will elect to play the ClientGame, which is a site we’re setting up where you can decide how many new clients you want to have by November 6, 2001. Each day, you receive an email with yours and everyone's current ‘score.’ Again, the ClientGame is optional -- and free. If you like playing a game, this could be very fun and effective! Watch for details.

8. Important Points to Remember...
--The lessons come every day, even weekends. We recommend that you set up folder in Outlook to save all of your lessons in the same place. (You can always view them at the web as well.)
--This course will unfold both for you and for us over the next 100 days. Given the input from the R&D Team (see below) and our observations about the progress that you and the other coaches are making, it is highly likely that we will add more goodies, lessons, topics, support structures, e-services and the like over the next 100 days.
--As you may know, we have another 100-day course coming up in October 2001 called Passive Revenue Streams For Coaches. There will be some strategy/lesson/content cross-over between both courses, but not much. The Passive Revenue course is free to all CoachVille Members who have joined by September 30, 2001. There is nothing you have to do to register for that course. Just wait for the announcement in early October 2001.

9. Joining the FullPrax R&D Team
Every participant in the Full Practice 100 Program is eligible to join the FullPrax R&D Team. If you join the team, here’s what happens and what is expected of you as a FullPrax R&D Team member:
--Almost every day, you’ll receive an email with an upcoming (1-2 weeks ahead) lesson in it where we need you to read it and tell us what you feel we should add to or clarify in the lesson.
--Sometimes, we’ll ask for real-life stories of coaches who have used the lesson topic/strategy in the past, which we will then include as a link for all participants to read when the lesson comes out.
--Sometimes, we’ll email the R&D Team to join Thomas or Dave for a small discussion/demo session which we’ll tape. (These are in addition to the TeleClasses that everyone may participate in.)
--The only requirement to joining the Full Prax R&D Team is that you MUST participate/give feedback whenever you can. No lurkers.

To join the FullPrax R&D Team, send an email to fullprax100beta-on@lists.webvalence.com. (Make CERTAIN that you click o this link to address an email correctly, or cut and paste that address into your email. If you mistype it, you won't be registered.) You must email to this address from an email address other than AOL, given the R&D
memos are HTML-rich.

Again, I welcome you to this grand adventure and Dave and I are pleased to be your success partners during this course.

Warmest,

Thomas & Dave

Thomas Leonard
Dave Buck