



Lesson #25

The theme for this week is launching, managing and benefiting from having your own R&D Team

Sample R&D Team Memos

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with

thomas leonard



Dear Coach...

▶ **Are you wondering what to say or ask for in the memos you broadcast to your R&D Team members?**

Below is a collection of 28 of the actual memo 100 or so memos that I've broadcast to the CoachVille R&D Team over the past 8 months, so you'll see quite a range of topics and formats, depending on the need I had.

▶ **The Assignment memo**

Sometimes, you can package your request for input as an 'assignment.' Makes it sound more official.

[example here](#)

▶ **The What Should I Do? memo**

I am often not sure what I should do or what approach I should take with a project or service, so I ask for input from my R&D Team about what I should do.

[example here](#)

▶ **The Announcement/Feedback/Sales memo**

From time to time, I'll do a broadcast to the R&D Team about a new class or program or service that is ready for the public to buy. I'll ask for tweaking input from the R&D Team AND invite them to buy it now, with a link to ordering it online. I use this approach sparingly because I don't want folks to see my R&D memos as a sales pitch. And, whenever I broadcast this type of memo, the sales results ARE quite tempting.

[example here](#)

▶ **The Just an FYI memo**

There are times when you don't want or need feedback but just want to share something with your team. Nice to have these 'buffers' in between request for feedback memos.

[example here](#)

▶ **The Photo memo**

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FROM COACHVILLE

A photo of you, a staffer, or your dog, etc. can be entertaining for your team. And it can personalize/humanize you.

[example here](#)

► **The Trying to Figure Something Out (graph) memo**

Rather than try to figure stuff out by yourself, why not include your R&D Team in the process? Helps you figure it out faster, and they enjoy seeing the inside track and thinking process.

[example here](#)

► **The How Should I Price Something memo?**

Ask and they WILL tell you! Duh!

[example here](#)

► **The Should I Do This? memo**

Their feedback is a great barometer of whether or proceed in a particular direction or product.

[example here](#)

► **The Project Announcement memo**

Basic announcement memo for when you are announcing something new and want to give folks background/context of the project. I try to give as much context as I can't so that I get the best feedback possible. Plus, providing context in this memo forces me to make it clear to them, which helps the project crystallize for me.

[example here](#)

► **The Sharing a Distinction That Educates memo**

Sometimes it is fun to share new things you are learning, in this case a new distinction. In this example, I also included a lesson/nugget from one of my ecourse. RD& Team members like to be stimulated intellectually, and they enjoy receiving nuggetized content from time to time.

[example here](#)

► **The Getting Feedback About Licensing memo**

Asking for this type of feedback helps you learn how to properly package your IP, and also lets the team know that your IP does require licensing for us.

[example here](#)

► **The Potpourri memo**

From time to time I include several times in the same broadcast, typically updates on several projects.

Note: I've learned to make most of my memos a single request. If you ask for more than one thing per memo, folks get overwhelmed and they don't respond much.



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[example here](#)

► **Program design memo**

If you are designing a TeleClass or client program this this example will be helpful to see how to set it up for the members. Remember, team members probably receive 100 emails a day from other sources, so I've learned to use a catchy subject line and to also lay out the case for the program in the first paragraph or two. Don't just tell folks how great idea is, tell them WHY it's so great and to whom. That helps them see the value to them of this program and they are more likely to respond with feedback.

[example here](#)

► **The Input Sought to Create Content memo**

In creating the Client Bill of Rights, I wanted actual line items/content, not just tweaking or feedback. If you're asking for actual content, make sure you give them enough example of what you are looking for, vs just tell them what you are looking for. Folks find it easy to adapt than to create from scratch.

[example here](#)

► **The Personal Touch memo**

It was Dave Buck's birthday one day and given that many of the R&D Team members knew or knew of Dave Buck I asked folks to email Dave a CoachCard or other email. (Dave received nearly 200 birthday wishes within a week he still hasn't forgiven me.) FYI, as a side benefit, the members who didn't know who Dave Buck was, now know that he's someone important to me and CoachVille given he leads TeleClasses and manages the Teleclass Leader team.

[example here](#)

► **The Sharing Personal News memo**

Your team members generally enjoy hearing about your personal or professional wins. About once every 20 memos, I'll share something along this line.

[example here](#)

► **Asking for translators**

Sometimes, you need a special skill set that only 2% of your members will have. It is fine to broadcast a memo to everyone on your team, even if you have a very narrow type of request such as this memo did.

[example here](#)

► **The Asking for Stories memo**

Stories, usage examples, testimonials, etc. are very important when you're building a course, ebook or website. The consumer is more likely to believe



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how to grow a Corporate Coaching practice

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- gain entry into this growing, lucrative coaching specialty
- real life examples from a thriving Corporate Coaching practice
- access to 20+ Corporate Caching Articles
- led by Veteran Corporate Coach Val Williams
- **from CoachVille**

immediate access!!

happy customers than they are to believe you.

[example here](#)

▶ **The Examples memo**

Here's an example of a request for more 'examples' of something that you're building. This, for a course I am building on the various coaching styles. Given the different personality and style types on my team, the input 'rounded out' my first version.

[example here](#)

▶ **The Building a Comparative List memo**

I wanted to build a chart comparing Therapy vs Coaching. The team's input was exceptionally helpful.

[example here](#)

▶ **The Finished Product memo**

It's a great idea to share the finished product of something that the team helped you create. This closes the loop and increases feedback rates.

[example here](#)

▶ **The How Are You Benefiting? memo**

From time to time, it's important to ask your team members if/how they are benefiting personally and professionally as an R&D Team member. This prompts them to look, and they are usually impressed with what they discover. Further bonds them to you and the process. Broadcast selected comments *(with permission) to educate/remind everyone what the benefit to them are.

[example here](#)

▶ **The Building Content for an Ecourse memo**

I am building a 42 lesson ecourse called the 42 Income Streams for Coaches ecourse. I wanted help with identifying the full list of 42 different sources of income that coaches can earn, and I also needed mini case studies/examples to help fill out and personalize each of the

[example here](#)

▶ **The Tease memo**


Sometimes, you just can't help yourself and you send out a 'coming soon' or 'tease' memo. Definitely gets their attention!

[example here](#)

▶ **The System Beta Testing memo**

I always turn to the R&D Team whenever I want a system beta tested before releasing to the full CoachVille membership. R&D Team members make create beta testers and save us from embarrassment by releasing something with bugs in it to the general

700+ graduates



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membership.

[example here](#)

▶ **The Help Me Build a Q&A memo**

Q&A's are an effective format to convey a lot of information in usable chunks and provide situationalized answers to customer questions. And, I find it much easier to create intellectual property when I am responding to specific questions. By asking your team to send in a lot of questions they have on your topic and/or having them read the Q&A list that you've started, they'll ask you questions that never would have occurred to you prompt you to explain your course or product in a more complete manner.

[example here](#)

▶ **The Introducing a Big Idea memo**

Quite a few of my team memos have to do with ideas I'm having that I want on which I want feedback. These are only ideas at this stage, but your team can provide valuable insights and opinions which will help you see the idea more clearly and/or evolve the idea very, very quickly, even before you've started developing it.

[example here](#)

I hope that this was helpful.

Thomas
