

5. SUCCESS STORIES

The word on the street is you're a good coach.

In This Chapter ...

If I had only one piece of content, I'd do success stories. It's proof. Clients love knowing if you've helped similar people before. We will craft these "testimonials on steroids" and get them on your site.

What if You Haven't Had Clients?

If you've never had clients, consider people in the past you've worked with, even if not in a purely coaching fashion, and even if they weren't paid arrangements. These are still stories of you helping people, which counts for a lot.

They could be family, friends, colleagues (maybe you coached a coworker or staff member through a struggle?), coaching school classmates, barter clients, colleagues, or coworkers.

Come up with at least three names of people you've helped, close to the person on your persona card, if possible.

The Before-During-After Model

Most of the testimonials you'll see out there weak, short, generic, and lack any substance. Stuff like *"Coach John is the best coach around!"* or *"Mary is a true professional. I would highly recommend her to anyone in the world."*

They can easily be made up.

Instead, we will create good stories that speak the client's language — talk about struggles, pains, goals, and results — using my handy little *Before-During-After Model*. And people just perk up when they hear the word "story."

It's so easy. Just ask these questions of past clients ...

1. Ask about life before working with you.

Ask about the client's situation before starting to work with you, and especially hunt down the pains, dissatisfactions, worries, and struggle — and how that felt.

- Please tell me about your situation before we started working together.
- What were your biggest challenges before working together?
- What was the hardest part?
- What would have happened if you did nothing and continued on the path you were for another 6 months, a year, or 2 years?
- if you had continued on the path, you were on?
- How did you feel at the time?
- What was the worst part of it all?

KENN TIP: Take your time with this and listen and feel. Are you feeling their pains? Are they feeling them? Good!

2. Ask about the work you did together.

Dig into detail and write down exactly what they say. Yes, it's best that you do this with your laptop out and type as they talk — or record the audio and edit it later.

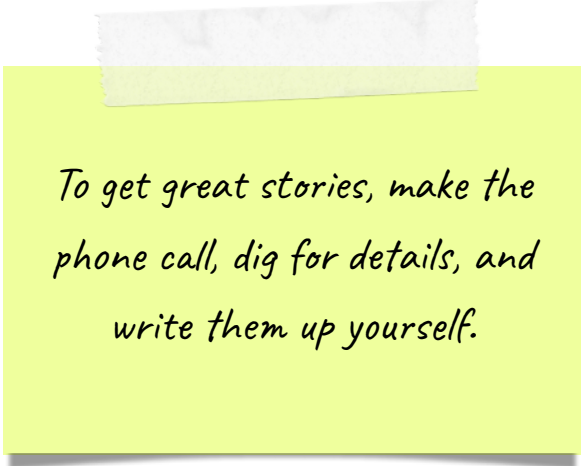
- *When working together, what did you like most during our discussions?*
- *What did you like most about the way I helped you?*
- *What did you find most helpful about the 3-step process for freeing your mind?
(Ask about your unique process, method, technique, or experience)*
- *I believe everyone is already a whole perfect creature. What did you find most helpful about this philosophy in our work together?*
- *What was the best part of my Total Life Turnaround Program?*
- *If your story is a bit reason why they worked with you, then ask if it inspired them. For example, "Since I too lost a lot of weight, did you find that helpful? If so, how?"*
- *How did you find my psychology background [or another unique competitive advantage] helpful?*
- *What was most helpful about my past in the medical field?*

3. Ask about life after working together.

Ask the client about the results you helped them achieve.

- *What results did we achieve?*
- *What was great about these results?*
- *What's your situation like now?*

- *What did you find to be the biggest benefit?*
- *As you continue forward, what do you expect in the future?*
- *How do things feel now?*
- *What's the best part about that?*



To get great stories, make the phone call, dig for details, and write them up yourself.

Tips for Getting Them

Phone calls work, and emails do not. Period. Email requests get low priority, and people forget. You'll get better content via a dialogue where you can dig.

Type while they talk or turn on an audio recording. Zoom could do the trick. And then tell the client you'll write up the story later for their approval.

If you get vague answers, dig deeper. If they say, *"The goal-setting exercise was good,"* then dig and ask, *"What did you find most helpful in it?"* You NEED specificity here. We need their unique, personal, detailed, real experience.

Get at least 3, and 5 is plenty. If you can get 10 don't because your website visitors don't want/need to read that much.

If you can get a lot, go for the clients who have had the greatest success and are similar to your ideal client — the persona card.

Length? Make them long enough to tell a good story. Make them short enough to read quickly, like a minute or two. We aim to get visitors to contact you or at least hop on your list.

Get the Person's Detail

The more detail about the client, the better — while respecting privacy or legal constraints. Get as many of these:

- Their photo. Nab it off of Facebook or LinkedIn.
- Their location, at least their city or country.
- Success numbers like pounds of weight loss, and percent profit increase.
- Qualitative measures of success like “confidence as a parent,” “joy at work,” or “energized all day long.”
- An audio or video recording of their success story would be super. Heck, if you both dress up, you could record on Zoom and get it edited.
- Job title, work role, other titles like Ph.D., author, found of XYZ company, cancer survivor.

An example for divorce/relationship coaching,

"When my husband left me, I was devastated emotionally and overwhelmed with all the tasks of daily life, including the care of our two kids, and I had to go back to work. It was extremely trying.

The biggest help Coach Jane gave me was dealing with all the emotional insanity.

Now, I have daily confidence and excitement that moves me forward. I am meeting new potential love interests all the time, I landed a job that paid more than double what I expected, affording me a babysitter. It's all working. Life is amazing!"

~ Elizabeth, 42, Texas.

An example for job search/career coach,

"I had been looking for a job for 13 months. I had many interviews but no offers. I had to spend \$15,000 of savings just to get by. The whole thing was very frustrating to me and made me feel very insecure.

Jan put me through her Winning Interview Program to help me become better

at presenting myself.

I got offers from my next three interviews, and I accepted a job that offered me more money than I had asked for. I can now continue to build my savings, and the pain of finding a job is gone. It took only three months."

- Mike Jones, Database Programmer, Washington.

An example for a sales coach,

"I was doing well compared to other realtors, but I worked many hours, and business fluctuated from month to month. It was frustrating. I wanted consistent closings and cash flow like the top producers.

I liked Joe's coaching style. He doesn't tell me what to do but allows me to figure out what to do. He leads me to where I need to be. I like that approach. He fits well with my personality type.

Five months later, I moved from the middle of the pack to one of the top 4 producing agents in a 120-agent office. I could have taken a propeller airplane by myself and maybe have arrived at my destination in time. But, I hopped on the Concorde with Joe and shortcut the learning curve."

- Jane Doe, Real Estate Manager, Kentucky

An example for a fitness coach,

I wanted to increase my core and upper body strength. Before I started working with Lisa, I could not do more than 1 or 2 push-ups and had very little upper body strength.

Each week, I learned new movements and techniques, and she challenged me every time. Her feedback on my progress and encouraging words helped me stay consistent.

At the end of 2 months of training, I held a plank position for over a minute and was able to do three sets of 10 push-ups. This was a great way to kick-start my goals of increased core and upper body strength. And my back pain went down markedly.

~ Andrea, Mom of 3, Missouri

Add a Call-To-Action

As with all pages, there should be a call to action - to get in touch with the coach.

For example, for a money coach,

YOUR NEXT STEP: If you want to stop burying yourself in debt, take control of your finances, and build a secure life for your family, then [request a Money Mastery Session with me.](#)

And include both a text link as well as a big button.

Your Action Steps

Success stories are excellent for building your credibility.

Your action steps are to think of 3-5 people and start reaching out to them, telling them, "Hey, I'm creating my website for my coaching business, and I want to talk about our work together, can we have a short chat?"

KENN CHALLENGE: Can you, in the next 20 minutes, come up with the names, and then shoot a text message to them? Yes, a phone text message if you have their numbers.