



Presented by  
[MyNAMS Insiders Club](#)



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**2**

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Audio & Graphics Gallery

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Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

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# Worksheet

Use this worksheet to brainstorm and tweak your current coaching programs and website. **Delete** "canned" response if preferred and substitute your own words – **the suggested answers are there strictly as "prompts"**.

Your Answers	
1. What is my mission – my single purpose -- in wanting to coach clients?	
2. What is my motivation for doing this?	<input type="checkbox"/> I've been where they are and I can save them time in getting to this place <input type="checkbox"/> I seem to end up mentoring and coaching no matter what position I've ever held <input type="checkbox"/> Coaches make big bucks <input type="checkbox"/> I love coaching. It's my life's purpose! <input type="checkbox"/> Other _____
3. Why should Client "A" invest in my coaching and mentoring instead of <i>[insert name of your competitor here]?</i>	Primary Reason <input type="checkbox"/> _____

## COACHING PROFITS: WORKSHEET

	<p>Secondary Reasons</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> </ul>
<p>4. What unique skills do I possess that will help them?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> <li><input type="checkbox"/> _____</li> </ul>
<p>5. What are my coaching qualifications?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> I am a certified _____ coach</li> <li><input type="checkbox"/> University education in that field</li> <li><input type="checkbox"/> College education in that field</li> <li><input type="checkbox"/> Professional experience (____ years)</li> <li><input type="checkbox"/> Other (be specific!)</li> </ul>

## COACHING PROFITS: WORKSHEET

	<div style="margin-bottom: 5px;"><input type="checkbox"/> _____</div> <div style="margin-bottom: 5px;"><input type="checkbox"/> _____</div> <div style="margin-bottom: 5px;"><input type="checkbox"/> _____</div> <div style="margin-bottom: 5px;"><input type="checkbox"/> _____</div>
<p>6. What is my client's most overwhelming problem? Where does he or she feel "stuck"?</p>	
<p>7. How do clients perceive me as a person and coach?</p>	
<p>8. Do I have a clear concrete answer to these questions concerning myself as coach?</p>	<div style="margin-bottom: 10px;"><input type="checkbox"/> Who am I?</div> <div style="margin-bottom: 10px;"><input type="checkbox"/> _____</div> <div style="margin-bottom: 10px;"><input type="checkbox"/> What am I all about?</div> <div style="margin-bottom: 10px;"><input type="checkbox"/> _____</div> <div style="margin-bottom: 10px;"><input type="checkbox"/> What do I teach best?</div> <div style="margin-bottom: 10px;"><input type="checkbox"/> _____</div>

## COACHING PROFITS: WORKSHEET

9. What specifically can I help my client achieve?	
10. What currently are my top three most popular offerings right now?	<p>#1 _____</p> <p>#2 _____</p> <p>#3 _____</p>
11. What is my top program or product?...	
12. What specific positive feedback have I received?	<p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p> <p>■ _____</p>

## COACHING PROFITS: WORKSHEET

<p>13. What one question do I get asked most often (formally and informally?)</p>	
<p>14. Who is my ideal client?</p>	
<p>15. How would my ideal client answer these questions?</p>	<ul style="list-style-type: none"> <li>■ "I need _____"</li> <li>■ "My main problem is _____"</li> <li>■ "The one thing that is stopping me from moving forward is _____"</li> <li>■ "I want a coach who _____"</li> <li>■ "My preferred format for content or classroom delivery is _____"</li> </ul>

## COACHING PROFITS: WORKSHEET

<p>16. My preferred method of coaching is...</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> One on one with a small, selective group of clients</li> <li><input type="checkbox"/> In person</li> <li><input type="checkbox"/> By video or webinar</li> <li><input type="checkbox"/> By audio or podcast</li> <li><input type="checkbox"/> In written content</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p>17. Have I drilled down far enough in defining my mission? Have I sat down with a trusted assistant, former client or my own coach and gone over my qualities and what I have to offer?</p>	
<p>18. Three questions I can poll fans and followers with, to check out my self-perceptions and their needs/reasons for following are...</p>	<p>#1 _____</p> <p>#2 _____</p> <p>#3 _____</p>

## COACHING PROFITS: WORKSHEET

19. Does my website focus on my single clear message?	
20. Does my website clearly and simply show my ideal client...	<ul style="list-style-type: none"> <li>■ What their past plateaus and current road blocks are?</li> <li>■ How I can help him or her to take action to improve those circumstances?</li> <li>■ How I can help him or her achieve goals he or she doesn't believe it is possible to reach?</li> <li>■ That I can help him or her live the way I do?</li> <li>■ That I get results?</li> </ul>
21. Have I identified and created my perfect sign up incentive?	
22. Have I used the perfect communication method for that particular client on my website?	
23. Does my website...	<ul style="list-style-type: none"> <li>■ Irresistibly engage my ideal client?</li> <li>■ Reassure him or her that I am the one to deliver what is needed?</li> </ul>

## COACHING PROFITS: WORKSHEET

<p>24. Have I identified and dealt with my own self-doubts or blocks?</p>	<div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div> <div><input type="checkbox"/> _____</div>
<p>25. Do I have a coach? Am I working through narrowing my focus and positioning with her?</p>	
<p>26. Have I run through this checklist?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> My site is perfectly optimized</li> <li><input type="checkbox"/> I have created the perfect sign-up incentive</li> <li><input type="checkbox"/> I have created content that makes my ideal client want to sign up</li> <li><input type="checkbox"/> I have removed all distractions that take focus away from my message – and sign up</li> <li><input type="checkbox"/> I have included the appropriate multiple calls to action</li> <li><input type="checkbox"/> My site has a crisp, clean and fast-loading layout</li> <li><input type="checkbox"/> I have uploaded the most appropriate, professional photo of myself</li> <li><input type="checkbox"/> My site's focus is all on my ideal client</li> <li><input type="checkbox"/> My site disqualifies the wrong clients – right at the "door"</li> </ul>

## COACHING PROFITS: WORKSHEET

	<input type="checkbox"/> I have used my most specific keywords <input type="checkbox"/> Other _____
<b>27. I have included the following strategies to support and augment my site's main message</b>	<input type="checkbox"/> Social media Pages <ul style="list-style-type: none"> <li><input type="checkbox"/> LinkedIn</li> <li><input type="checkbox"/> Facebook</li> <li><input type="checkbox"/> Google+</li> <li><input type="checkbox"/> YouTube</li> <li><input type="checkbox"/> Pinterest</li> <li><input type="checkbox"/> Other _____</li> </ul> <input type="checkbox"/> Advertising <ul style="list-style-type: none"> <li><input type="checkbox"/> Facebook</li> <li><input type="checkbox"/> EZine</li> <li><input type="checkbox"/> Google AdSense</li> <li><input type="checkbox"/> Other _____</li> </ul> <input type="checkbox"/> Affiliate contests and promotion _____ _____ _____ <input type="checkbox"/> Actively seeking word-of-mouth referrals <input type="checkbox"/> Email campaigns <input type="checkbox"/> Local promotion

## COACHING PROFITS: WORKSHEET

<b>28. I am creating regular content at regular intervals</b>	<input type="checkbox"/> Blog <input type="checkbox"/> YouTube <input type="checkbox"/> Podcasts <input type="checkbox"/> New Products <input type="checkbox"/> New sign-up incentives <input type="checkbox"/> Other _____
29. I am keeping on top of current trends and changes	<input type="checkbox"/>
30. I am maintaining a helpful, visible presence, online and off – consistently – at all times	<input type="checkbox"/>

## CASE STUDY

### HOW A \$47 PLR PRODUCT GENERATED OVER \$200K FOR MY BUSINESS



#### INSTANT ACCESS WATCH FREE TRAINING



Presented by  
**David Perdew**



With  
**Jen Perdew - Houlk**



#### IN THIS TRAINING I'LL SHOW YOU

- 1 The Exact \$47 PLR I used to generated over \$200,000 in revenue selling 6700 units... just on Front-End sales
- 2 How and why a simple mindset shift changed how I looked at PLR.
- 3 The right way to use PLR vs the LAZY way that so many people do. (Hint: the way to make PLR work for you!)
- 4 How to find the BEST PLR for your needs!
- 5 Examples of what you can use PLR for in your business ( its not what you think)
- 6 HOW to use PLR to build a business and list virually overnight!

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