

Rick Nuske's

FAST TRACK INFO-PRODUCT CREATION

Making Info-Product Creation Fast And Easy



MY FUTURE
B U S I N E S S
BUILDING BETTER BUSINESS

Written By Rick Nuske - www.MyFutureBusiness.com

My Fast-Track Info-Product Creation

Module Eight

Personal Coaching for Your Clients

By
Rick Nuske

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Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to the eighth module of **My Fast-Track Info-Product Creation** program.

I have created this program those of you looking for an alternative to a dead end corporate job. Throughout this program, I show you how I escaped a boring corporate lifestyle and created a successful online business. The amount of success you find online will mostly be determined by how much effort and time you put into your business but it is still an easier process than starting a traditional business.

In the eighth module of **My Fast-Track Info-Product Creation** program, you'll learn:

- Why you should offer your clients personal coaching
- How to select the types of candidates you want to include in your program
- The best methods of communicating with your clients
- What types of content your clients will need to enhance their learning
- How to protect yourself and your clients from any legal matters related to your program as well as for their business

My Fast-Track Info-Product Creation program was created to help you start a sustainable business without the hassles that come with starting a traditional business.

If you'd like additional information on my other business-building products, please visit my website at www.myfuturebusiness.com.

Here's to your success,
Rick Nuske

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Why You Should Provide Your Clients With Individualized Coaching

Giving your clients one-on-one training and support provides your business with the ability to connect with your clients on a personal basis. There are simply some clients out there that no matter how many of your products they buy, they will still want to have private access to you.

The greatest advantage that personal coaching brings to your business besides exposure is the ability to create continuity income. We discussed continuity income back in Module Three as it related mostly to membership sites. Personal coaching provides you with the same benefits as you will be charging people every time they spend time with you.

This can lead to a significant boost to your income as you can either charge hourly, monthly or yearly for your services. Most coaching programs will charge a minimum of \$100 per hour and provide 3 - 4 calls per month at 30 or 60 minute intervals.

You can also charge a monthly rate, which is usually about \$1,000 per month for the same amount of time. You may want to provide your clients with a discounted yearly fee if they want to subscribe for a whole year's worth of services. While you may get a little bit less money for your time, you are trading that for the convenience of getting your money upfront as well as almost guaranteeing that your client will be with you for the entire year.

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How to Offer Personalized Coaching

You can announce personalized coaching services in a few different ways. One way is for your clients to actually approach you and request your services. This can be a very lucrative and profitable venture for your business, especially if you haven't offered these types of services before.

They may just want to spend an hour with you to ask questions or get advice on how to do certain things with their own business. They may also want more hand-holding and want access to you on a more regular basis. This is where you will need to work out a plan of how much time you will spend with that client and how often.

Another way to announce your personal coaching services is in the form of an upsell at an event or when your customers are purchasing another one of your products. I would consider doing this as a soft sell to your existing clients as you are approaching customers who have already purchased your products.

If you are holding an event, towards the end you can bring up the fact that people can contact you if they want more of the same type of content but with a more personalized approach. Explain to them that your personal coaching services are a great way for them to implement the ideas you have taught them and you can assist them every step of the way.

One other way to offer personal coaching is to upgrade a select group of individuals from your group coaching program. You may open this up to the whole group to see who applies or you may approach specific individuals who appear to need more assistance or one-on-one help.

The nice thing about choosing candidates from your group coaching program is that you already know the individuals you will be working with. Since they are already in your group coaching program, you should already have an idea of their attitude, goals and personality. This will make it easier for you to assist them further in achieving their success.

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Consider What Type of People to Coach Individually

As I just mentioned, there will be times that you already know the individuals who will be in your personal coaching program. Individuals from your group coaching program will most likely be your best candidates.

If you don't have a group coaching program or you want to expand from that group of individuals, you will need to ensure that you choose qualified individuals to spend your time with. This is a bit different from group coaching in that your time is going to be spent with each individual separately instead of everyone at once.

Because of this you will want to ensure that the people you do choose are worthy of the time that you have set aside solely for them. I have already covered the majority of this subject in Module Six for the group coaching segment.

This includes weeding out individuals who may not be dedicated or interested in participating for a great length of time with an application and/or fee. I also suggest that you do a pre-screening interview with them to get a better idea of their attitude and personality. Remember, with personal coaching you will be working with the person very closely so it's important that they are a good fit.

In order to conduct an interview that will bring you strong results, it's best to have a set of questions to ask beforehand. Some of these questions can include:

- Why are you interested in joining my coaching program?
- What are your business goals?
- What kind of outcome do you expect from our sessions?
- How much work are you willing to put in every week to achieving your goals?
- Do you have a strong support system for handling the highs and lows of starting your own business?

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While these questions are a good start, you may want to come up with additional ones that are more tied to your niche or the specific services you are going to offer your clients.

The point is that you want to weed out those clients who simply aren't coachable. Personal coaching is going to take up some of your valuable time and it's important that you get it right the first time.

You will find that by interviewing candidates, you discover those people that you know will monopolize every bit of time they can, have unrealistic goals, or who simply aren't a good fit. Do yourself a favour and take the time to review candidates very carefully before allowing them into your program.

Determining How Many People You Want to Coach

The answer to this truly lies with how much time you have to spend with each individual.

As you are just starting out, I recommend you bring a small number on board. Unlike your group coaching program, you will need to give each member of your group individualized attention. Because of this I recommend that you start off with a maximum of about 3 - 5 clients.

Starting with this small number will help you to get a feel for how much time each person will take. You can evaluate how things are going after a few months and decide on whether or not it's a good idea to take on more clients.

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Determining the Right Amount of Time to Spend With Each Individual

Most coaching programs give their members a 30 to 60 minute call two to four times a month. Some will also allow a few “emergency” for the year where if a client is in desperate need of help they can contact their coach without it counting towards their normally allotted calls.

You may want to start off with just a few 30 minutes sessions throughout the month and see how it goes. If you feel like it’s not enough or your clients are asking for more of your time, bring it up to 60 minutes or add a few more sessions.

Whenever you’re deciding on how much time to spend with your client, always remember that any time you spend with them takes you away from doing something else. You will need to weigh time spent with your clients with the time you need to run your business properly.

How Often Should You Interact With Your Clients

As I mentioned in the previous section, you may want to set up additional time beyond your scheduled calls with your clients. This provides them with some flexibility in case they need your advice or help in a specific situation.

In addition to one-on-one meetings, you may want to do a group session with your personal coaching clients and turn them into masterminding sessions where everyone can share their ideas. While your focus will still be on providing individualized coaching, you and your clients may benefit from a combined meeting once or twice a year.

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Communicating With Your Clients

In order to have effective coaching sessions with your clients, you will need to determine the best method for communicating with them.

If your clients are in your local area, it may be a good idea to meet in-person. You may also want to just do a simple phone call.

However, I recommend a few methods that are a bit more sophisticated. The reason for this is so that the sessions can be recorded for future replay by your clients. This will help to enforce their learning as they can go back and listen to the recordings at their convenience.

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Teleconference

One way to conduct sessions that are recordable is by using teleconference software. The one that I recommend is FreeConference.com.

The screenshot displays the FreeConference.com website interface. At the top left, the logo features a star icon and the text "FreeConference® Simple, Convenient, Reliable." Below this is a vertical navigation menu with links: LOG IN, SIGN UP, OUR SERVICES, HELP/FAQ, TOOLS/TIPS, LINK TO US, and NEWS & PRESS. The main header area includes a large image of a conference room with a "Conference Calls for Businesses, Organizations and Individuals" banner and a "FREE SIGN UP" button. Below the header, the page is divided into sections for "Free Conferencing" and "Premium Conferencing". The "Free Conferencing" section is further divided into "Reservationless Standard" and "Web-Scheduled Standard" options, each with a list of features and a "Free Sign Up" button. A large orange "FREE" banner is positioned on the right side of the "Free Conferencing" section. The "Premium Conferencing" section is partially visible at the bottom. On the left side, there are additional promotional boxes for "FreeConference Sync" (listing integrations with Evernote, Facebook/Twitter, Google Calendar, and Outlook), "International Dial in Numbers Available" (marked with a "NEW" star), "FreeConference Select" (listing Desktop Sharing and Recording), "Personalized Greetings" (with a microphone icon), and "FreeConference Mobile 2.0" (listing support for Android, iPhone, and Windows Phone 7).

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As the name suggests, it is free to use their services. They also have pay options depending on the preferences you choose for your call. For example, they have a \$9 per month plan for recording unlimited phone calls.

The screenshot displays the FreeConference website. At the top left is the logo with the tagline "Simple, Convenient, Reliable." A navigation menu on the left includes links for HOME, LOG IN, SIGN UP, OUR SERVICES, HELP/FAQ, TOOLS/TIPS, LINK TO US, and NEWS & PRESS. The main banner features the text "FreeConference Digital Recordings" over a background image of a computer screen showing a music library and a list of recordings. Below the banner, there are several promotional boxes: "FreeConference Sync" with links to Evernote, Facebook/Twitter, Google Calendar, and Outlook; a "NEW" badge for "International Dial in Numbers Available"; "FreeConference Select" with options for Desktop Sharing and Recording; "Personalized Greetings" with a microphone icon; and "FreeConference Mobile 2.0" with a smartphone icon. A central text block explains the service: "Record your next conference call to an MP3 file with FreeConference Digital Recordings!" and provides details about sharing and pricing. To the right, a green box highlights the "UNLIMITED PLAN: \$9.00 per month" with a "Sign Up" button. At the bottom of this section are links for "FAQ's" and "Touch Tone Guide".

FreeConference
Simple, Convenient, Reliable.

HOME
LOG IN
SIGN UP
OUR SERVICES
HELP/FAQ
TOOLS/TIPS
LINK TO US
NEWS & PRESS

FreeConference Digital Recordings

FreeConference Sync
• [Evernote](#)
• [Facebook/Twitter](#)
• [Google Calendar](#)
• [Outlook](#)

NEW International Dial in Numbers Available

FreeConference Select
• [Desktop Sharing](#)
• [Recording](#)

Personalized Greetings
Customize today!

FreeConference Mobile 2.0

Record your next conference call to an MP3 file with FreeConference Digital Recordings!

Record your next conference call and share it on Facebook, Twitter, blogs, or via email with a link*. Or use Recordings to remember and reference your next conversation. You can add Recording to any Standard conference for only \$9/month for unlimited usage, or pay as you go for just \$6.50 per use.

[FAQ's](#)
[Touch Tone Guide](#)

UNLIMITED PLAN:
\$9.00 per month
[I have read and agree to the terms and conditions](#)
Sign Up

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In order to begin using FreeConference.com, all you need to do is sign up for free.

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HELP/FAQ
TOOLS/TIPS
LINK TO US
NEWS & PRESS

Sign Up

Simple one page sign up lets you begin conferencing in minutes

FreeConference Sync

- Evernote
- Facebook/Twitter
- Google Calendar
- Outlook

NEW International Dial in Numbers Available

FreeConference Select

- Desktop Sharing
- Recording

Personalized Greetings
Customize today!

FreeConference Mobile 2.0
Android, iPhone &

Create Account:

First Name +

Last Name +

E-mail Address +

Confirm E-mail +

Create User ID +

Choose Password +

Confirm Password +

I have read and agree to the [Terms and Conditions](#) of FreeConference.

CREATE ACCOUNT

or Continue as Guest:

Would you prefer to continue privately without creating an account?

No problem! Receive your dedicated dial-in number and access code with just one click.

GUEST ACCOUNT

Why continue as Guest?

- Completely anonymous
- Dedicated dial-in number and access code provided instantly
- No login required

After you fill out your information, they will send you a confirmation link in your email. Once you click on that link to validate your account, you can start putting together the details of your call and start inviting participants.

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FreeConference brings you to the following screen and as you can see you have two options.

The screenshot displays the FreeConference web application interface. At the top, the logo 'FreeConference' is accompanied by the tagline 'Simple, Convenient, Reliable.' Below this is a navigation bar with icons and labels for ACCOUNT, MANAGE, SCHEDULE, CONTACTS, SETTINGS, HELP, LOG OUT, and HOME. A left sidebar contains links for HOME, LOG OUT, OUR SERVICES, HELP/FAQ, TOOLS/TIPS, LINK TO US, and NEWS & PRESS. A central 'Welcome' message states: 'Your FreeConference account is now active! To set up your first conference, [schedule](#) one or just use your dedicated dial-in number and access code.' Below the welcome message are two main action cards. The 'Schedule Conferences' card, highlighted with a red arrow, features a clock icon and the text 'It's as easy as 1,2,3!' followed by a three-step process: 1. Choose between our Free or Premium Toll-Free conference services; 2. Schedule* and select conference features; 3. Send invites to participants. It includes a 'SCHEDULE CONFERENCE' button and a footnote: '*Schedule recurring conferences with Quick Scheduler'. The 'Conference On Demand' card, also highlighted with a red arrow, features a download icon and displays a 'DEDICATED DIAL-IN NUMBER' of '1 (605) 475-6700' and an 'ACCESS CODE' of '822-4918'. It includes instructions: 'Provide participants with dial-in number, access code, and date and time of your call. Use anywhere, anytime for on-the-go conferencing.'

You can either schedule your conference call in advance or simply use the number and access code on the screen to start your conference call immediately.

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I will walk you through how to schedule your conference call here. Click on the orange Schedule Conference button.

The screenshot shows the FreeConference website interface. At the top, there's a navigation bar with icons for ACCOUNT, MANAGE, SCHEDULE, CONTACTS, SETTINGS, HELP, LOG OUT, and HOME. Below this, a welcome message states: "Welcome to the conference scheduler. Please make your selection, then click the 'Next' button below to save your selection and continue. While scheduling a conference, you can change any of your previous selections by clicking in the Progress Meter to the right of your screen."

The main section is titled "Which type of Web-Scheduled conference would you like?". There are two options:

- ☒ **Web-Scheduled Premium 800**
How you do business reflects positively on you.
Connect with Premium 800, featuring brand-free greetings to your conference participants.
 - Toll-Free Dial-in Number.
 - Organizer pays \$0.10 per minute for each caller.
 - No setup, monthly or per-call minimum fees.

[Can international callers access a Web-Scheduled Premium 800 conference?](#)
- ☐ **Web-Scheduled Standard**
 - ☐ Add Personalized Greetings
 - ☐ Record this conference
 - ☐ Share my desktop during this conference
 - Long distance Dial-in Number.
 - Each Participant pays only his/her normal long distance rate for the duration of the call.
 - No setup, monthly or per-call minimum fees.

At the bottom left, there are two buttons: "NEXT" (orange) and "CANCEL" (orange). On the right side, there is a "Progress Meter" section with a table of steps:

Select Conference Call Type
Select Number of Participants
Select Date
Select Start Time
Select Number Duration
Select Participant Access Code
Receive Organizer Access Code
Set Conference Controls
Decide on Email Invitations
Enter Subject & Agenda
Select Invitation Recipients
Conference Recording
Review Details & Confirm

Your first choice is to use their Web-Scheduled Premium 800, which gives you the option of providing your clients with a toll-free number to call into the conference call with. This is their premium option that will cost you as the organizer \$.10 per minute for each caller that dials in.

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I am going to choose their Web-Scheduled Standard option, which will provide you with a long-distance number for your clients to call in at no charge to either party. I will also select the option to record the conference.

☒ **Web-Scheduled Standard**

☐ Add Personalized Greetings

☒ **Recording**

☐ \$9.00/mo for unlimited usage ☒ \$6.50 for this conference only

☐ Storage and Playback for 1 year: \$1.95 for this conference only

Unless selected, recordings will be deleted after 30 days.

☐ Share my desktop during this conference

- Long distance Dial-in Number.
- Each Participant pays only his/her normal long distance rate for the duration of the call.
- No setup, monthly or per-call minimum fees.

NEXT

CANCEL

Once you click on the Recording button, it opens up additional options to either have unlimited recording for \$9.00 or record this one conference by itself for \$6.50.

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Now you can click on the Next button at the bottom of your screen.

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Simple, Convenient, Reliable.

 ACCOUNT  MANAGE  SCHEDULE  CONTACTS  SETTINGS  HELP  LOG OUT  HOME

Account Billing Information

A credit card is required for the services you have selected. Please enter your credit card in the secure form below. After doing so, you will resume scheduling your conference.

Credit Card
Select Card Type ▼

Number

Expiration
Month ▼ Year ▼

Card Security Code (CSC):
 [What is the Card Security Code?](#)

Name on Card:

Cardholder Telephone:

Billing Address 1:


Billing Address 2:

City:

State:

Zip / Postal Code:

Country:
Select Country ▼

 Click to verify

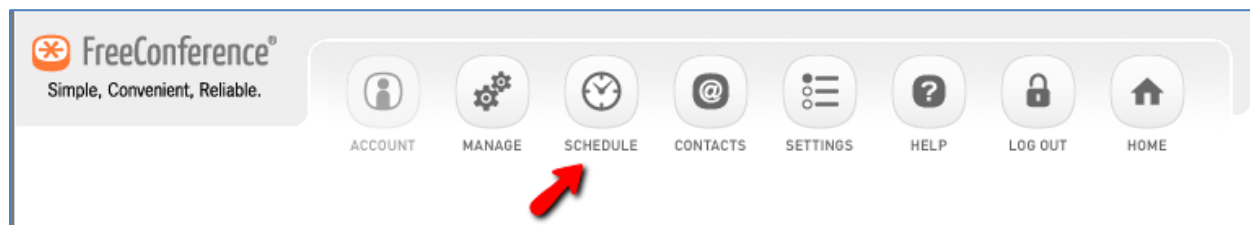
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Now you will need to input your credit card information to pay for the recording of the call. They will also give you choices of how you want to see your billing reports.

The screenshot shows a web interface for a 'Custom Billing Report'. At the top, it says 'Custom Billing Report (view below)'. Below this are three dropdown menus for 'Month', 'Day', and 'Year'. The 'Month' dropdown is set to 'Jun', 'Day' to '1', and 'Year' to '2014'. Below these are two more dropdowns for 'Select Period Start' and 'Select Period End', both also set to 'Jun' and '2014' respectively. To the right of the 'Select Period End' dropdown is an orange button labeled 'SET DATE RANGE'. Below the date selection area is a table with the following headers: 'Transaction#', 'Date', 'Description', and 'Charge'. The table body contains the text 'No transactions in this time period'. At the bottom of the interface, there is a section titled 'View / Download Account Transaction Detail'. It includes a 'Select Format:' dropdown menu set to 'Download Excel Spreadsheet' and an orange button labeled 'DOWNLOAD REPORT'.

Now you are ready to schedule your actual call. Click on the Schedule button at the top of the screen.



You will be asked again to fill in the type of call you want to make and fill in your recording options.

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Once you are done, you can click on next to be taken to the scheduling page.

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ACCOUNT MANAGE SCHEDULE CONTACTS SETTINGS HELP LOG OUT HOME

Please make your selections, then click "Next" to save and continue. (Your selections will not be saved until you click "Next").

How many phone lines should we reserve for the Participants in your conference?
 (150 maximum Participants)

Does the number of Participants have to match the number of e-mail invitations I need to send?
What if I don't know how many people will show up?

When would you like your conference call to take place?

How much time do you wish to reserve?

Need more time?
What happens if a conference runs long?
Am I billed for unused conference time?

BACK NEXT
CANCEL

Progress Meter

✓ Web-Scheduled Standard
Estimated Cost: \$0.00 +

Select Number of Participants
Select Date
Select Start Time
Select Duration

Select Participant Access Code

Receive Participant Access Code

Set Conference Controls

Decide on Email Invitations
Enter Subject & Agenda
Select Invitation Recipients

Conference Recording

Review Details & Confirm

+Premium Services Terms and Conditions

Here you can choose the date, time and duration of your call. They also give you a Progress Meter on the side of the screen that keeps track of the cost and all of your call information.

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Now you will be given more call options such as notifications of people joining or exiting the call and how you want to monitor the call. I suggest using the Presentation Mode so that you can talk freely without any participants being able to interrupt you. When you're ready for their response or a Q & A session, you have control over those settings to be able to talk back and forth with your participants.

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ACCOUNT

MANAGE

SCHEDULE

CONTACTS

SETTINGS

HELP

LOG OUT

HOME

Please make your selections, then click the "Next" button below to save your selections and continue.

Select the conference controls you would like enabled.

☒ [Entry Chimes](#)

☐ [Conference Starts When Organizer Arrives](#)

☒ [Exit Chimes](#)

☐ [Conference Ends When Organizer Leaves](#)

Select a Conference Mode.


☒ [Conversation Mode](#)

☐ [Q&A Mode](#)

☐ [Presentation Mode](#)

☐ Save these selections as the default setting for my conference controls.

☒ Do not show this page again.

 [What if I select "Do not show this page again" then change my mind?](#)

BACK

NEXT

CANCEL

Loyalty Rewards Program

Conference today,
Fly tomorrow.

Enroll Today



Progress Meter

✓ [Web-Scheduled Standard](#)
Estimated Cost: \$0.00*

✓ [Participants: 2](#)

✓ [Date: Jun 11 2014](#)

✓ [Start Time: 12:00 PM](#)

✓ [55 Minutes](#)

✓ [Participant Access Code: 8224918](#)

✓ [Organizer Access Code: *6637758](#)

Set Conference Controls

Decide on Email Invitations
Enter Subject & Agenda
Select Invitation Recipients

[Conference Recording](#)

[Review Details & Confirm](#)

*Optional domestic fees

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Now you can choose if you'd like FreeConference to send your attendees an invite for the call.

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ACCOUNT

MANAGE

SCHEDULE

CONTACTS

SETTINGS

HELP

LOG OUT

HOME

Please make your selections, then click the "Next" button below to save your selections and continue.

Would you like us to send invitations to the Participants via e-mail?

☐ Yes

☒ No

What's the advantage of letting FreeConference.com send my invitations?

Are you going to use the e-mail addresses I enter for marketing purposes?

If I don't send invitations now, can I send them later?

What if I only have some of my Participants' addresses?

BACK

NEXT

CANCEL

Progress Meter

✓ [Web-Scheduled Standard](#)
Estimated Cost: \$0.00 ‡

✓ [Participants: 2](#)
✓ [Date: Jun 11 2014](#)
✓ [Start Time: 12:00 PM](#)
✓ [55 Minutes](#)

✓ [Participant Access Code: 8224918](#)

✓ [Organizer Access Code: *6637758](#)

✓ [Set Conference Controls](#)

Decide on Email Invitations
Enter Subject & Agenda
Select Invitation Recipients

[Conference Recording](#)

[Review Details & Confirm](#)

‡Only normal domestic long distance rates charged by each caller's long distance carrier for the duration of the call apply.

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FreeConference gives you one more chance to select if you want to record your call. You can also add storage and playback for beyond the 30 days that they already offer as part of their services.

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 ACCOUNT  MANAGE  SCHEDULE  CONTACTS  SETTINGS  HELP  LOG OUT  HOME

Please make your selections, then click the "Next" button below to save your selections and continue.

☒ Record my conference. [Recording Terms and conditions](#)
I agree to a **\$6.50 non-refundable conference recording fee** charged to my credit card upon completion of the call.

Recording Storage
Your recording will be deleted from both download and playback after 30 days.
☐ Add storage and playback for 1 year - \$1.95
Let us keep your recording safe and available for download or playback for 1 year

MP3 Tag Information
You can customize the following information, which may display on your MP3 player when the recording file is loaded.

Title:
Artist:
Album:
Comments:

Progress Meter
☒ [Web-Scheduled Standard](#)
Estimated Cost: \$ 0.00*
☒ [Participants 2](#)
☒ [Date: Jun 11 2014](#)
☒ [Start Time: 12:00 PM](#)
☒ [55 Minutes](#)
☒ [Participant Access Code: 8224918](#)
☒ Organizer Access Code: *6637758
☒ [Set Conference Controls](#)
☒ [Send Email Invitations](#)
☒ [Enter Subject & Agenda](#)
☒ [Select Invitation Recipients](#)
[Conference Recording](#)
[Review Details & Confirm](#)

*Only normal domestic long distance rates charged by each caller's long distance carrier for the duration of the call apply.

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Towards the bottom of the screen, they also give you the option to have your call transcribed by a third party.

Would you like a [Conference Transcription?](#)

☐ Have a third-party service contact me about transcribing my conference.
Send my name, e-mail address, and phone number to your
recommended third-party transcription service.

These add-ons can only be selected now, but you can cancel them anytime up to
fifteen minutes before the scheduled start of the conference.

[BACK](#) [NEXT](#)

[CANCEL](#)

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On the last screen, you have one final chance to make any changes to your call before you finalize the details.

You may find it necessary to remind your clients of when your call is scheduled. You can send emails and it may also be helpful to allow them to send in any questions ahead of time so you can prepare more easily and make the call more productive.

 **FreeConference®**
Simple, Convenient, Reliable.

ACCOUNT

MANAGE

SCHEDULE


CONTACTS

SETTINGS

HELP

LOG OUT

HOME

 **Warning:** You must confirm your conference or it will not be reserved.

CANCEL THIS CONFERENCE

CONFIRM THIS CONFERENCE

Conference Details

Type of Conference [\(edit\)](#):

Web-Scheduled Standard

Conference Start Date [\(edit\)](#):

Wednesday, June 11, 2014

Conference Start Time [\(edit\)](#):

12:00 PM Central Daylight Time

Conference End Time [\(edit\)](#):

12:55 PM Central Daylight Time

Number of Participants [\(edit\)](#):

2

Organizer Access Code:

*6637758

Participant Access Code [\(edit\)](#):

8224918

Desktop Sharing [\(edit\)](#):

Not Selected

Conference Controls [\(edit\)](#):

Presentation Mode (participants are muted, Organizers can be heard)
Entry Chimes - Enabled
Exit Chimes - Enabled

Conference Recording [\(edit\)](#):

Conference Recording - Selected
Conference Transcription - Not Selected

Subject [\(edit\)](#):

Comments/Agenda [\(edit\)](#):

Invitation Recipients [\(edit\)](#):

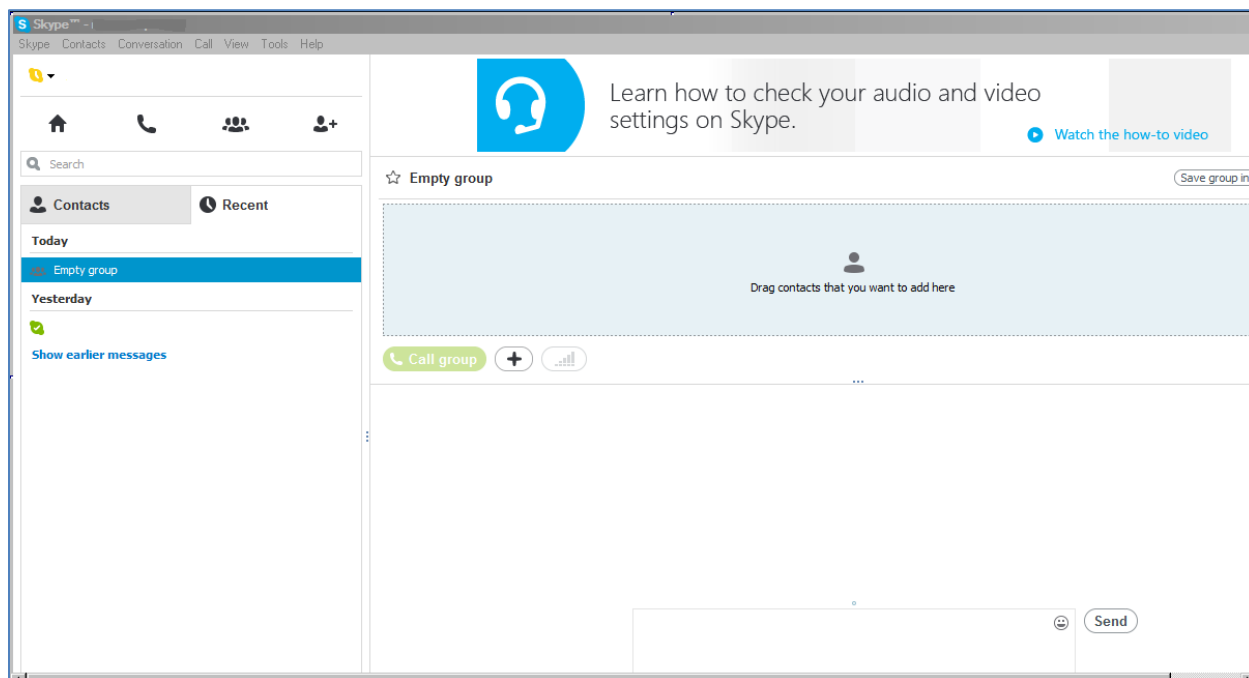
☒ don't send

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Skype

You can also choose to communicate with your clients through Skype. You can set them up as a contact and have either voice or video calls with them, depending on your preference.



You can also set it up as a group conversation. Skype also lets you instant message when your clients are signed in as well as while your call is in progress. This allows you to send messages or files between you whenever necessary.

The one downside to using Skype is that if you need to record the call, you will need to use additional software for that purpose.

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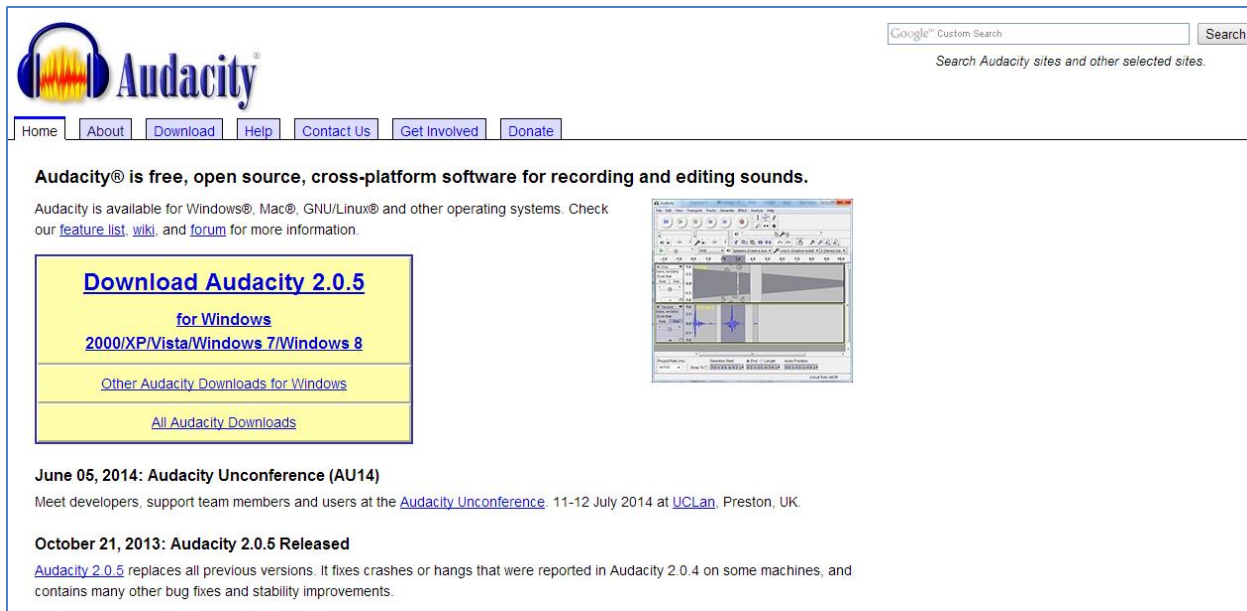
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If you are a Windows user, the software I recommend using is [Audacity](#).



The screenshot shows the Audacity website homepage. At the top left is the Audacity logo, which consists of a blue and yellow waveform icon next to the word "Audacity" in a stylized font. To the right of the logo is a Google Custom Search bar with a "Search" button. Below the logo is a navigation menu with links: Home, About, Download, Help, Contact Us, Get Involved, and Donate. The main content area features a bold statement: "Audacity® is free, open source, cross-platform software for recording and editing sounds." Below this, it says "Audacity is available for Windows®, Mac®, GNU/Linux® and other operating systems. Check our [feature list](#), [wiki](#), and [forum](#) for more information." There is a yellow box with the text "Download Audacity 2.0.5 for Windows 2000/XP/Vista/Windows 7/Windows 8" and links for "Other Audacity Downloads for Windows" and "All Audacity Downloads". To the right of this box is a small image of the Audacity software interface. Below the yellow box, there are two news items: "June 05, 2014: Audacity Unconference (AU14)" and "October 21, 2013: Audacity 2.0.5 Released".

Audacity® is free, open source, cross-platform software for recording and editing sounds.

Audacity is available for Windows®, Mac®, GNU/Linux® and other operating systems. Check our [feature list](#), [wiki](#), and [forum](#) for more information.

Download Audacity 2.0.5
for Windows
2000/XP/Vista/Windows 7/Windows 8

[Other Audacity Downloads for Windows](#)

[All Audacity Downloads](#)

June 05, 2014: Audacity Unconference (AU14)
Meet developers, support team members and users at the [Audacity Unconference](#) 11-12 July 2014 at [UCLan](#), Preston, UK.

October 21, 2013: Audacity 2.0.5 Released
[Audacity 2.0.5](#) replaces all previous versions. It fixes crashes or hangs that were reported in Audacity 2.0.4 on some machines, and contains many other bug fixes and stability improvements.

The software is free to download and will allow you to record audio from your computer.

Serious about achieving success? Click link below and apply to work with me:

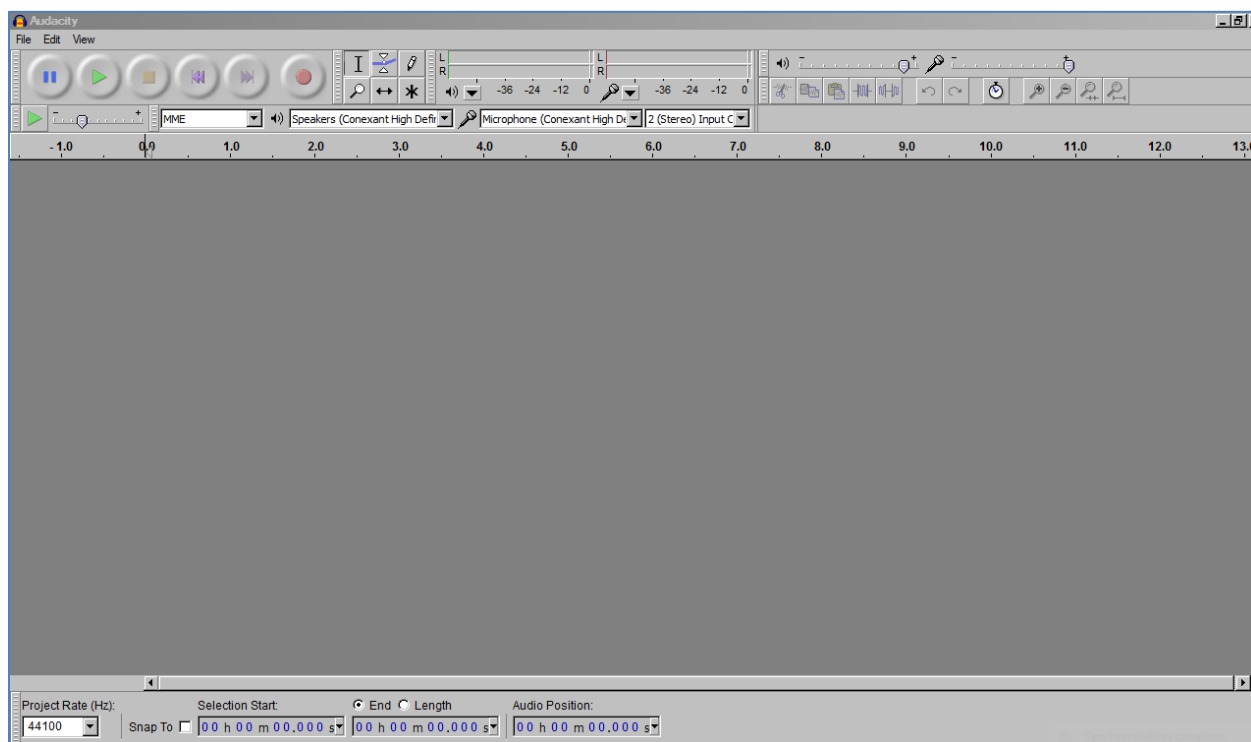
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As you can see, it has the same features that you would see in any standard audio player.



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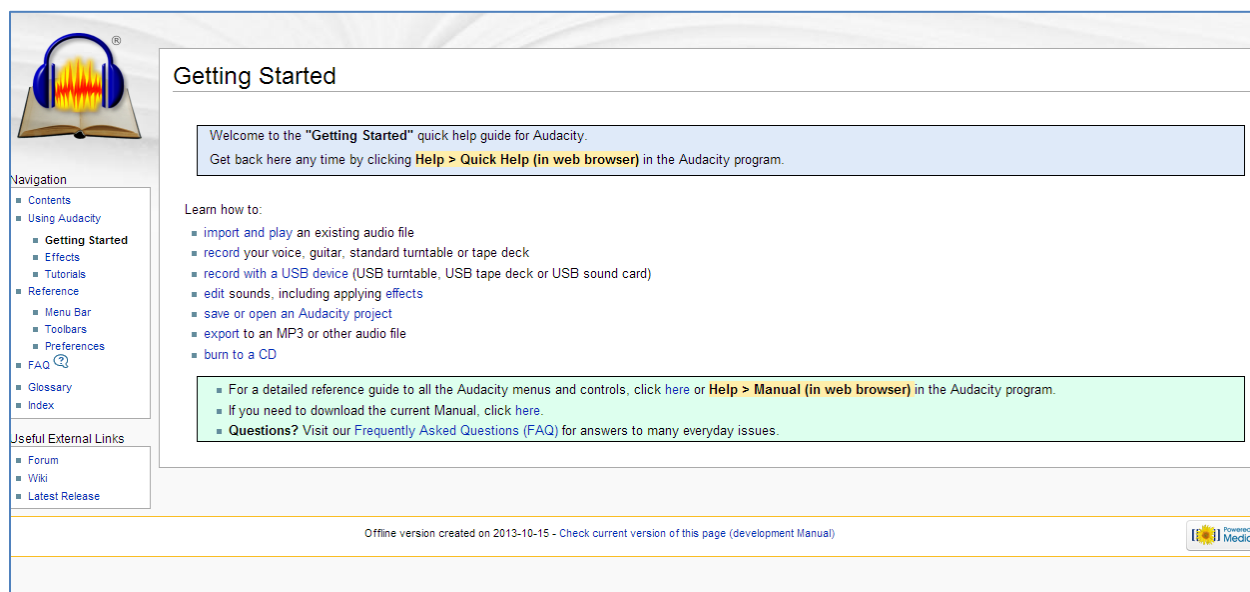
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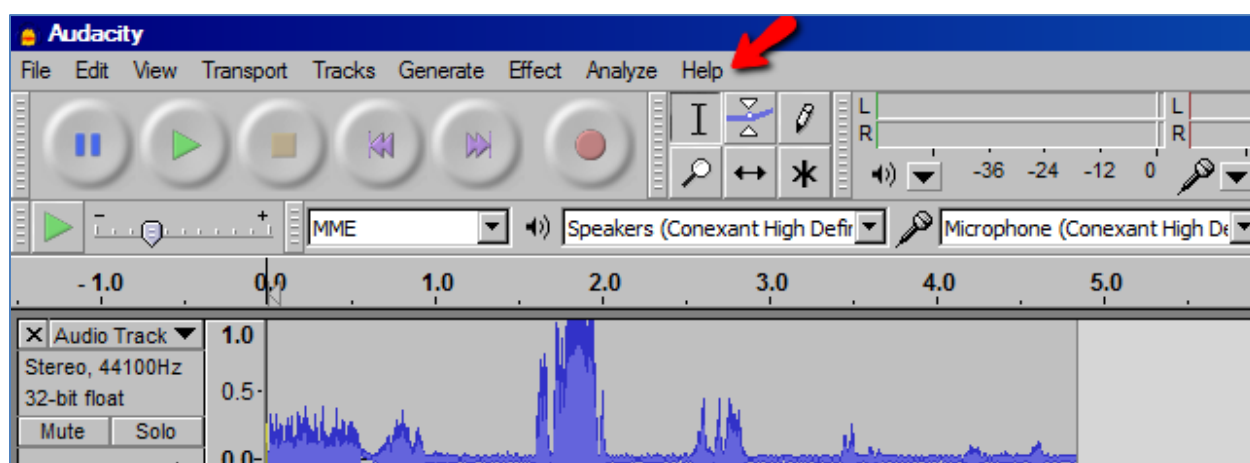
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The software has a lot of help features if you're unsure of how to do something.



You can view their Quick Help feature that will open up in a web browser.



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You can also click on Manual in the Help menu to view their manual online and go through some tutorials to get a better idea of what the software is capable of.



The screenshot shows the Audacity Manual Contents page. On the left is a navigation sidebar with links to Contents, Using Audacity, Getting Started, Effects, Tutorials, Reference, Menu Bar, Toolbars, Preferences, FAQ, Glossary, and Index. Below this are Useful External Links for Forum, Wiki, and Latest Release. The main content area is titled 'Audacity Manual Contents' and features the Audacity logo (a blue headset with a yellow flame) and the text 'Audacity®'. A green box highlights 'Audacity 2.0.5 Manual'. Below this is a blue box for 'Help Resources' containing a link to 'Frequently Asked Questions (FAQ)' and instructions to search the Wiki, visit the Forum, or use Help Resources. A dark blue box labeled 'Using Audacity' contains two columns: 'Quick Help' with a link to 'Getting Started - Recording, Importing, Editing, Exporting...' and 'Tutorials' with links to 'Editing an Audio File - Import the file, edit and export it' and 'Your First Recording - Record microphone or guitar'.

Audacity Manual Contents

Translation volunteers are urgently required... To help translate this Manual to other languages, please write to our [feedback address](#) for an account on this Wiki.

 Audacity®

Audacity 2.0.5 Manual

Help Resources

Frequently Asked Questions (FAQ) - most common questions are answered in the FAQ

■ Search the *Wiki* for tips and tricks ■ Visit the *Forum* for technical help ■ Using Help Resources

Using Audacity

Quick Help

■ Getting Started - Recording, Importing, Editing, Exporting...

Tutorials

■ Editing an Audio File - Import the file, edit and export it

■ Your First Recording - Record microphone or guitar

Understanding Audacity

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If you are a Mac user, you can use software called [Amadeus Pro](#).



They also have a Light version and either one can be bought at the Mac App Store at a reasonable price. Do a little research and decide which version has the most functionality for your needs.

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Content for Your Clients

Since the focus on your personal coaching program will be on the interaction you have with them, there isn't such a big focus on content for this level of your sales funnel. However, this doesn't mean that you won't have any content to provide to your clients.

Transcripts

Your clients may find it helpful for you to provide them with transcripts of your meetings with them.

They most likely will take notes during the course of the meeting but there's always a chance that something will be left out. By having transcripts, you can ensure that nothing is missed.

If you choose FreeConference to meet with your clients, they do have a third party service that will do this for you. If you are using any other service, you will need to find a transcribing service that you can send the recording to.

Training Manuals or Workbooks

Depending on your niche or market and the type of coaching you are going to provide, it may also be helpful to offer training manuals or workbooks to your clients.

You can offer these as hardcover material or make them available as an e-book or PDF document. Refer to the corresponding section in Module Six of this program for more details.

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Website

Your clients may also find it helpful to have a site that they can go to and download any pertinent information.

This includes:

- Success tips
- Transcripts
- Training materials
- Calendar for upcoming sessions/events
- Articles related to your niche.

It is important that you format this site so that anyone coming to it has limited access. You can easily give your clients a login and password so that they can have access to everything there. This ensures that all of your materials remain with the people who have paid to be in the program.

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Protecting Yourself and Your Clients

Anytime you do business with another party, it's important that you not only take action to protect yourself but your client's as well.

With a coaching program, you will want to have disclaimers in place that explicitly state that there is no guarantee of income and/or success. The last thing you need is someone claiming that their business failed because of something you did or didn't say. Make sure that your clients understand that the outcome of your sessions falls in their hands.

This also means that they must understand that there is a level of discipline to being in a coaching program but in business in general. Owning a business is hard work and it takes hard work to make it a successful venture. Clearly state terms and conditions as well as discipline guidelines to avoid any potential misunderstandings from your clients.

You will also want to have a privacy policy in place that states you will only use client information for the purpose of your business and that it won't be sold to third parties. It is also important that you have a refund policy that clearly shows the length of the cancellation period and the conditions under which they will be granted a refund.

Your clients must also have a basic understanding of the legalities of running a business and that compliance is their responsibility. For instance, they must register their business with the proper authorities and government entities. They must also file taxes and any other pertinent paperwork required by business owners where they are located.

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TO DO LIST

- Decide on your best options to attract clients for your coaching program
- Have procedures in place to weed out potential candidates who may not be a good fit for your program
- Determine how many people you will coach and how much time you will spend with them.
- Decide on the best method to use for communicating with your clients
- Prepare any content that will further enhance your program and determine how it will be distributed
- Have documentation in place that will protect you and your clients from any legal issues

..Work With Me & Build A Better Business..

Students serious about achieving success, apply to work with me by clicking on the following link:

www.myfuturebusiness.com/better-business-builder-program/

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/