

7 Secrets

TO BECOME A

GLOBAL COACH

7 C'S TO GAINING
CLIENTS, CONNECTIONS & COMMAS

TAMEKA CHAPMAN

**7 SECRETS TO BECOME A 7-FIGURE GLOBAL COACH
7 C'S TO GAINING CLIENTS, CONNECTIONS & COMMAS**

Copyright © 2022 Mogul Media, LLC

All rights reserved.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from the author, except for the inclusion of brief quotations in a review.

**You may order bulk copies of this book by emailing:
hello@mogulmedia.us**

**Cover + Formatting:
Mogul Media - Book Publishing Division**

Statements made herein are opinions, thoughts, facts and experiences of the author.

Created in the United States of America and offered for sale globally.

7 SECRETS TO BECOME A 7-FIGURE GLOBAL COACH 7 C'S TO GAINING CLIENTS, CONNECTIONS & COMMAS

You didn't become a coach just for the title.

You became a coach to transform the lives of men and women who desperately need your help.

The only problem we see that coaches have is their lack of TRUE visibility in front of their target audience.

NOW is your time to gain major **visibility** of your coaching programs on a **global scale** for more **CONNECTIONS + CENTS**.



As a coach, it's required that you gain & maintain visibility to reach those who need you. Being a GLOBAL COACH means that your coaching services are effectively reaching and transforming men and women around the globe who are now living a greater life because they now have YOU as their coach.

In this book, you'll learn the 7 secrets to gaining clients, connections and commas!

From learning how to be consistent, creating a credible coaching brand to showcasing a confident attitude to being a COACH!

Once you've learned the 7 Secrets to becoming a 7-Figure Global Coach, you'll be well on your way to having the coaching business of your dreams.

"Patience, persistence and perspiration make an unbeatable combination for success." -- Napoleon Hill

To achieve anything in life, you must do three things:

- 1) Be intentional on achieving the goal
- 2) Create a plan to achieve the goal
- 3) Implement the plan to achieve the goal

To get what you seek, you must also become **STRATEGIC** in every move you make!

What did I do?

Before making my first move, I prayed to ensure that the journey for which I was preparing was in alignment. I did not want to go after things that were not going to work and because I'm in total alignment, I have a good sense of when things should and should not happen or when I need to pivot away from actions that do not work.

As I prayed, I also asked for the strategic plan to make this work. One thing that I'll share about plans and prayers: When you ask for something, be prepared to take the action that **YOU'VE** been given. Too many times, we'll receive an answer and plenty of confirmations, but will still feel the need to seek guidance from everybody else before we decide to make the first baby step. If you're still in the phase of needing validation from the world to **become**, I'd suggest you deal with those feelings first before embarking on a global plan to help others. Broken people can **NOT** help others.

In other words, Coach, *get coached* to be the best version of **YOU** before you attempt to transform others. You do not want to feed them anything from the version of you that you're still trying to fix.

Hey there, future Global Coach!

Welcome to the thrilling journey of transforming your coaching passion into a global empire. In this ebook, I'll spill the beans on the seven game-changing pillars that will skyrocket your coaching business to seven figures and beyond. Buckle up; it's going to be an exhilarating ride!

Pillar 1: Connections – Your Coaching Clan

Building a coaching dynasty starts with genuine connections. Networking isn't just about exchanging business cards; it's about forging relationships that last a lifetime. Picture this: you, a cup of coffee, and an inspiring conversation. That's the secret sauce to forming authentic connections. Remember, your network is your net worth!

Pillar 2: Confidence – Wear it Like a Crown

Confidence is your coaching superpower. Embrace your unique style and expertise. Believe in your ability to transform lives. Confidence isn't about knowing all the answers; it's about believing in your capacity to find them. So, wear your confidence like a crown, because you are the expert your clients are searching for!

Pillar 3: Consistency – The Key to Lasting Impact

Consistency is the silent engine driving your coaching success. Show up every day, even when it feels like nobody's watching. Consistent effort compounds over time, creating a tsunami of impact. Think of it as watering a plant; you don't see growth overnight, but with consistent care, it blossoms into something extraordinary.

Pillar 4: Credibility – Earn Your Coaching Stripes

Credibility is your golden ticket to the coaching hall of fame. Deliver results, showcase testimonials, and let your

success stories speak for themselves. Remember, your credibility isn't just earned; it's built brick by brick through trust, integrity, and genuine care for your clients. People invest in coaches they trust; be that coach!

Pillar 5: Creating Fresh Content – Your Coaching Catnip

Fresh content is the heartbeat of your coaching business. In a world bombarded with information, your unique voice stands out. Whether it's a blog, podcast, or social media post, keep your content fresh, relevant, and engaging. Think of it as a conversation with a friend; keep it interesting, and they'll keep coming back for more!

Pillar 6: Be the Coach – Live Your Wisdom

To be a great coach, you must embody the wisdom you share. Be the living testament to your coaching philosophy. Practice what you preach, and your authenticity will resonate with your clients. When you live your coaching principles, you not only inspire but also create a ripple effect of positive change in the lives you touch.

Pillar 7: Becoming Great on Camera – Your Coaching Spotlight

In today's digital age, mastering the art of being great on camera is non-negotiable. Whether it's a live session, webinar, or social media video, your charisma should leap through the screen. Embrace the camera as your coaching spotlight, and let your passion illuminate the digital realm. Remember, every pixel is a chance to connect and inspire!

As we take a deep dive into each of these pillars, remember, success as a global coach is not a destination; it's a journey of continuous personal growth, learning, and impact.

Secret One CONNECTIONS

Diving into the realm of connections – it's where every coaching journey begins! Picture your connections as seeds; they have the potential to grow into magnificent trees of opportunity and support. Here's how a new coach can tap into her connections effectively:

Authentic Conversations: Engage in genuine conversations with friends, family, colleagues, and acquaintances. Don't approach them with a sales pitch; instead, show sincere interest in their lives and challenges. Authenticity forms the bedrock of lasting connections.

Networking Events: Attend local and online networking events related to your coaching niche. These events are treasure troves of potential connections. Don't just collect business cards; engage in meaningful conversations. Be genuinely curious about others' work and aspirations.

Social Media Savvy: Leverage social media platforms like LinkedIn, Twitter, and Instagram. Share your expertise, comment on others' posts, and join relevant groups. Social media is a goldmine for connecting with like-minded individuals and fellow coaches.

Offer Value First: Be generous. Offer free workshops, webinars, or downloadable resources related to your coaching niche. When you provide value upfront, people are more inclined to connect and engage with you.

Referrals and Introductions: Don't hesitate to ask your existing connections for referrals or introductions. If they believe in your coaching abilities, they'll be happy to vouch for you to others in their network.

Secret One CONNECTIONS

Referrals and Introductions: Don't hesitate to ask your existing connections for referrals or introductions. If they believe in your coaching abilities, they'll be happy to vouch for you to others in their network.

Follow-Up: After meeting new people, always follow up. Send a personalized message expressing your pleasure in meeting them. Nurture the connection by occasionally sharing valuable content or checking in on their progress.

Join Professional Organizations: Become a member of professional coaching organizations. These groups not only provide a platform for networking but also offer opportunities for skill development and mentorship.

Remember, connections are not just about quantity; quality matters. Cultivate genuine, mutually beneficial relationships. Your coaching clan will not only support your business growth but also enrich your coaching journey.

Secret Two **CONFIDENCE**

Ah, confidence – the crown jewel of coaching!
Embracing your confidence is not just a journey; it's a transformation.

Here's how a new coach can tap into her confidence and wear it like a crown:

Know Your Worth: Recognize the value you bring to your clients. Understand that your knowledge, passion, and unique perspective are invaluable. When you truly comprehend your worth, confidence naturally follows.

Continuous Learning: Invest in your skills and knowledge. Enroll in coaching courses, attend workshops, and read extensively about your coaching niche. The more you know, the more confident you'll feel in guiding your clients.

Celebrate Small Wins: Acknowledge and celebrate your achievements, no matter how small they seem. Every satisfied client, positive feedback, or milestone achieved is a testament to your abilities. Let these victories boost your confidence.

Practice, Practice, Practice: Practice your coaching techniques regularly. Conduct mock sessions with friends or colleagues to refine your skills. The more you practice, the more confident and polished you'll become in your coaching sessions.

Positive Affirmations: Start and end your day with positive affirmations. Remind yourself of your strengths, skills, and the transformations you've facilitated. Positive self-talk can do wonders for your confidence.

Secret Two **CONFIDENCE**

Visualize Success: Close your eyes and visualize successful coaching sessions. Imagine your clients achieving their goals with your guidance. Visualization can create a powerful sense of confidence and belief in your abilities.

Embrace Vulnerability: It's okay not to have all the answers. Embrace your vulnerabilities and view them as opportunities to learn and grow. Being open about what you don't know showcases your authenticity, which in turn boosts your confidence.

Confident Body Language: Pay attention to your body language. Stand tall, make eye contact, and speak clearly. Confident body language not only makes you feel more assured but also conveys confidence to your clients.

Positive Support System: Surround yourself with positive, supportive people. Engage with fellow coaches, mentors, or friends who uplift and encourage you. Their belief in you can bolster your confidence during challenging times.

Remember, confidence is not about being perfect; it's about being authentically you. Believe in your journey, trust your instincts, and wear your confidence like a crown – because you are absolutely worthy of it!

Secret Three **CONSISTENCY**

Absolutely, consistency is the magic ingredient that turns aspirations into achievements.

Five essential strategies for a new coach to maintain consistency:

Create a Routine: Establish a daily or weekly routine for your coaching tasks. Whether it's client sessions, content creation, or marketing efforts, having a consistent schedule helps you stay on track. Treat your coaching business with the same discipline as you would a traditional job.

Set Clear Goals: Define your short-term and long-term goals. Break them down into smaller, actionable tasks. Setting clear, achievable goals provides a roadmap. Regularly review your progress and adjust your strategies if needed. This clarity keeps you focused and consistent in your efforts.

Accountability Partners: Partner with a fellow coach, mentor, or a trusted friend who can hold you accountable. Share your goals and progress with them regularly. Having someone to answer to can boost your motivation and ensure you stay consistent in your actions.

Batch Tasks: Group similar tasks together and tackle them in batches. For example, dedicate specific days for client sessions, content creation, networking, and administrative tasks. Batching tasks minimizes distractions and allows you to focus entirely on one type of activity, increasing your efficiency and consistency.

Secret Three **CONSISTENCY**

Celebrate Small Wins: Acknowledge and celebrate your achievements, no matter how minor they seem. Completing a task, getting positive feedback from a client, or reaching a small milestone are all reasons to celebrate. These celebrations act as positive reinforcement, motivating you to maintain your consistency.

Remember, consistency is not about being rigid; it's about being persistent and adaptable. Life might throw curveballs, but with a consistent approach, you can navigate challenges and keep moving forward. Stay dedicated and your lasting impact is inevitable!

Secret Four **CREDIBILITY**

Establishing credibility is paramount for a new coach.

Here are five steps to earn your coaching stripes and build a solid reputation:

Deliver Results: The most potent way to earn credibility is by helping your clients achieve tangible results. Focus on understanding their needs deeply and provide tailored, effective solutions. When your clients succeed, their testimonials become powerful proof of your expertise.

Continuous Education: Stay updated with the latest trends, coaching techniques, and relevant knowledge in your niche. Enroll in courses, attend workshops, and read extensively. A knowledgeable coach inspires confidence and trust.

Client Testimonials and Case Studies: Encourage satisfied clients to provide testimonials or participate in case studies showcasing their progress. Real-life examples of your impact act as compelling testimonials for prospective clients. Be transparent and genuine in sharing these success stories.

Networking and Partnerships: Network with other professionals in your field. Collaborate with them on projects or events. Being associated with credible individuals or organizations enhances your own credibility. Attend industry conferences and events to establish your presence in the coaching community.

Transparency and Authenticity: Be honest about your skills and limitations. It's okay not to have all the answers. If a client's challenge falls outside your expertise, consider referring them to a specialist. Authenticity and transparency in your interactions foster trust, which is the cornerstone of credibility.

Secret Four **CREDIBILITY**

BONUS TIP

Online Presence and Content: Maintain a professional website and active social media profiles. Share valuable content related to your coaching niche through blogs, videos, or podcasts. Consistently providing useful information showcases your expertise and attracts potential clients.

By consistently delivering results, staying educated, showcasing client successes, networking, and being transparent, you'll earn your coaching stripes and establish a reputation that speaks volumes about your credibility. Keep shining!

Secret Five **CONTENT**

Creating fresh content is the heartbeat of your coaching business.

Here are five strategies to infuse vitality into your content creation efforts:

Know Your Audience: Understand your target audience's needs, challenges, and aspirations. Conduct surveys, engage in social media discussions, and actively listen to your clients. Tailor your content to address their specific questions and concerns. When your content resonates with their experiences, it becomes irresistible.

Diversify Content Formats: Explore various content formats such as blogs, podcasts, videos, infographics, and social media posts. Different people prefer different mediums. Diversifying your content ensures you reach a broader audience. For example, you can turn a blog post into a podcast episode or create short video snippets for social media.

Plan an Editorial Calendar: Create a content calendar outlining your topics, publishing dates, and promotion strategies. Planning ahead allows you to align your content with relevant events, holidays, or trends in your niche. Consistency in posting not only keeps your audience engaged but also establishes your authority over time.

Repurpose and Recycle: Don't hesitate to repurpose your existing content. Turn a popular blog post into an infographic, transform key points from a podcast episode into social media quotes, or compile related articles into an e-book. Recycling your content not only saves time but also reinforces your expertise across different channels.

Secret Five **CONTENT**

Engage with Your Audience: Actively engage with your audience by encouraging comments, questions, and discussions. Respond promptly and thoughtfully. User-generated content, like testimonials or success stories, can be powerful additions to your content arsenal. When your audience feels heard and valued, they become your loyal advocates, amplifying your content's reach.

Remember, fresh content is not just about quantity; quality and relevance matter significantly. Stay attuned to your audience's needs, experiment with different formats, and maintain a genuine connection with your followers. Your coaching catnip will keep them coming back for more!

Secret Six **COACH**

Don't just say you're a coach, **COACH!** Teach people **WHAT** you do so they will pay you to teach them **HOW** to do it.

Dear Global Coach,

Embrace your journey with open arms and a courageous heart. The world needs your unique blend of knowledge, empathy, and wisdom. Remember, every great coach was once a beginner. It's not about being perfect; it's about being genuine and committed. Your authenticity is your superpower. Believe in your ability to make a difference, one client at a time. The more you live your coaching principles, the more lives you will touch and transform. You are not just a coach; you are a beacon of inspiration. Shine brightly, and the world will notice your brilliance.

With unwavering belief in you,
Global Coach Tameka

POWERFUL AFFIRMATIONS

- I am a vessel of transformation. My wisdom guides others to their fullest potential. With every coaching session, I inspire positive change and empower my clients to achieve their dreams.
- My confidence as a coach is unshakeable. I trust in my abilities and intuition. I am a beacon of support, guiding my clients through challenges with grace and wisdom.
- I embrace my role as a coach wholeheartedly. My passion fuels my purpose, and my authenticity connects deeply with my clients. I am not just a coach; I am a catalyst for profound, lasting change.

Repeat these affirmations daily, especially in the moments of self-doubt. Let them remind you of your worth and potential.

You are not just learning to be a coach; you are embodying the essence of coaching. Believe in yourself, for your belief will inspire belief in others.

Secret Seven **CAMERA**

Being great on camera can significantly enhance your coaching presence.

Here are five essential tips for new coaches to ensure effective engagement when appearing on camera:

Authenticity Reigns Supreme: Be yourself. Authenticity is magnetic. Your audience can sense genuine enthusiasm and honesty. Don't try to be overly polished or scripted. Embrace your imperfections; they make you relatable. Speak from the heart, and your viewers will connect with you on a deeper level.

Eye Contact and Body Language: Treat the camera like a person. Maintain eye contact by looking directly into the lens. Smile genuinely; it adds warmth to your presence. Pay attention to your body language; sit or stand tall with a confident posture. Your gestures should be natural and expressive, emphasizing your points without seeming forced.

Engage Your Audience: Encourage interaction. Ask questions, invite comments, and respond to viewers in real-time if possible. Engaging with your audience creates a sense of community. Acknowledge their presence, and they'll feel valued and more connected to your message.

Visual Appeal and Background: Pay attention to your surroundings. Choose a clean, uncluttered background that reflects your professionalism. Good lighting is crucial; natural light is best, but if not available, invest in soft, diffused artificial lighting. Your viewers should clearly see your face and expressions.

Secret Seven **CAMERA**

Practice and Preparation: Practice your content before going live or recording. Familiarity with your material boosts confidence. Prepare an outline to stay on track, but avoid reading scripts verbatim. Practice also helps you manage nerves, ensuring a smoother, more engaging presentation.

BONUS TIP

Technical Checks: Before going live, check your internet connection, camera, and microphone. Clear audio and video quality are non-negotiable. Test different angles to find your most flattering and professional-looking setup.

Remember, being great on camera is a skill that develops with practice and experience. Don't be too hard on yourself in the beginning; every great speaker started somewhere. With each appearance, you'll refine your skills and naturally become more engaging.

Bonus **VISIBILITY**

You didn't become a coach just for the title.

You became a coach to transform the lives of men and women who desperately need your help.

The only problem we see that coaches have is their lack of TRUE visibility in front of their target audience.

NOW is your time to gain major visibility of your coaching programs on a global scale for more **CONNECTIONS + CLIENTS**.

Benefits of joining the #GlobalCoachProgram on Mogul TV Global Network:

- Custom link to record your video series (our techs handle everything; you just prepare and **SHOW UP!**)
- Custom professional production of your video series (our graphics team will create your branding package prior to recording)
- Custom video embed link to add your branded coaching video series on your website
- Promotion of your video series (social media marketing & email marketing to our 5K+ email subscribers)
- Hosting your coaching series on the network for three (3) months!

There are so many men and women who need your products and services... **NOW!**

Work with Mogul TV Global Network to create your custom branded coaching series and host it on the #1 international award-winning streaming TV network for positive TV programming!

Next move is YOURS!

Bonus OPPORTUNITIES

Mogul TV Global Network

Send an email to **info@themogulchannel.com** and the Director of Network Management will help you get started!

Scale Architects - Predictable Success in Business

<https://www.scalearchitects.com/certification/mogulmedia>

Create your own CERTIFICATION PROGRAM with The Leading Executive

www.theleadingexecutive.com/coaching-business