

How to Build Your Coaching Empire

The 7 Keys to Building an Epic Coaching Practice

(Transcribed from the audio recording)

By Rich German

Hello! This is Rich German, founder of the Epic Coach Academy, and I want to welcome you to this short recording on **How to Build Your Coaching Empire: The 7 keys to building what I call an “epic coaching practice.”**

If you’re listening to this recording, most likely you, like me, are a coach (or you are interested in becoming a successful coach). To me, coaching is the most fulfilling, rewarding work that we can do. And also, running a coaching business, like *any* business, has its challenges. I feel that the number one challenge we all face as coaches is getting clients; and this is my specialty.

I help coaches like you get more clients. In case you’re not familiar with me, I’ll give you just a little bit about my background. I’m a bestselling author, speaker, and a business/lifestyle coach. I’ve been a coach since 1999 and I’ve personally conducted over 18,000 individual coaching sessions. Yes, I said 18,000. My latest book is called *Monetize Your Passion* and it teaches people to turn their greatest passion into financial freedom. There are currently over 40,000 copies in circulation.

Also as I mentioned, I’m the founder of the Epic Coach Academy. I assist coaches like you in getting more clients. I teach my clients the exact systems, tools, and techniques that I have used to build a massive following and a very substantial

coaching business. I'm also the founder of the Gen Why Project that supports the 1.6 million homeless children here in the United States.

So before we get into the 7 keys, I want to share a couple thoughts. First, a lot of people will ask me, what is an epic coach? Why do I call it the Epic Coach Academy? First of all, I like the word epic. I think it's a cool word. But here's what epic stands for:

The **E is for Expert**. I want you to become recognized as a top expert within your given niche and by the way, I coach people, name the niche and I coach people that do that. I have business coaches, prosperity coaches, life coaches, spiritual coaches, health coaches, nurse coaches, etc. So I want you to become an expert within *your* niche.

The **P in epic stands for Purpose and Passion**. I work with people that have a purpose. You have a purpose as a coach and I want to help you fulfil that purpose. I work with people that have a passion to live their life at the highest level and help other people to do the same.

The **I in epic stands for two things: number one is Impact and number two is Income**, two things that we all want, right? We want more impact and more income. My goal is that you focus on the impact and make the biggest impact that you can in the world knowing that the income will follow.

And then the **C in epic stands for the word Community**. When you work with me not only do you join a community of other coaches that are 100% committed to making a massive impact but as important, I help you go out into the world and like I have done, create your own community of people that are interested in working with you.

So, let's look, before we go into the 7 keys... Let's look at **the number 1 problem that coaches face**. To me, here's the problem, you've got all these certified coaches out there but all, too many of them I should say, just don't have a lot of clients.

In fact, a long time ago, I was talking to a good friend of mine, David Riklan, who's the founder of selfgrowth.com, which is the largest personal development website that exists. And here's how he put it, he said, "Rich, I have all these coaches that are in my audience but they only have one client and it's their brother-in-law and he can't afford to pay them." He said, "Rich, you seem to know how to go out and get clients, don't you?" I said, "Yes David, I do." He said, "You should create something that really teaches all these coaches how to get clients." Because to me, and I really get what David was saying, it's very frustrating to have a passion to want to coach, to want to make a difference, but if you don't know how to market yourself, if you just don't know what you need to do to get those clients, that makes you a very frustrated coach.

So there is the problem that I see for coaches, which leads to the next question, well what is missing for coaches? What is missing? Quite simply, here's what I

think is missing. The coaches need coaching. The coaches need coaching specifically on how to build a real business. Just because you can coach doesn't mean you know how to market yourself. It doesn't mean you know how to really run a business. There are a lot of coaching programs out there that focus on how to be a great coach and don't get me wrong, it's very important that you know how to coach, but we need more coaching on how to build a real coaching business. And now, this really takes us into the 7 keys to building a coaching empire because in my opinion, if you want to have a real coaching business, you've got to get really good at these 7 keys.

THE 7 KEYS

So let's go through the 7 right now. Number one, the first key to building your coaching empire, **number one is you've got to build your self.** Build your self. We've all heard the adage that when the student is ready the teacher will appear. Well, I want to flip that on its head for a moment and I want you to think about this. When the teacher is ready, the student will appear. When the teacher is ready, the student will appear. In our case, when the coach is ready, the clients will appear.

What do I mean? In my opinion, as a coach, you have to be living it. You've got to be living your life full of purpose and passion and energy. You've got to be vibrating at the highest level possible. I will say very clearly, when I am in a really good space in my life, when I am feeling energized and vibrant and healthy, people literally just show up wanting to work with me. They're attracted to that

energy. So, marketing and all those things are very important and you'll see those on the list of 7. But I very consciously say that number one is you've got to build your self. We are all putting out this constant stream of energy and if we're putting out great energy, great things will come back to us. What kind of energy are you putting out into the world?

The second key is you've got to build your skills. Build your skills. Very important if you want to build a great coaching practice is you've got to be a great coach, right? I definitely work with people on how to build their skills. In fact, for years, I have been "The Coach's Coach." I have certified and trained hundreds and hundreds of coaches on exactly how to be a great coach. That part is very, very important. You've got to build your skills. What happens is not only will you give your clients better service, but they're going to obviously refer you to people that they know and you will build your business that way. So, you've got to have great skills as a coach, that's number two.

The third key is you've got to create something epic. In other words, you've got to create your "thing" so that when you go out into the world and you begin to leverage yourself and you begin to create joint ventures as you're talking to people that can support you in your business, you've got something to talk about. For me, my thing is I coach coaches, I help coaches get more clients, so I can go out there and find other people that have coaches in their audience and tell them what I do and say here's my thing. So not only do you want your thing so that you can discuss it with potential joint venture partners and things like that, but obviously you want a thing that gets great results for people. So your thing can be

a group program, it could be an 8-week class, a 12-week class, it could be a product, it could be a one-on-one coaching program. Basically, what I'm saying is if I ask you what you do, you should be able to tell me in less than ten words. Like if you ask me, I can say very simply, I help coaches get more clients. I think that's six words. It's very clear. It's very concise. It's epic. It's my thing. The question is, what is *your* thing?

The fourth key to building your coaching empire is you've got to build your audience. Build your community. Build a large responsive list of email subscribers. I've been very blessed over the last three years to go from zero on my list, to now over 52,000 people. If you know the name Jeff Walker, he's one, in my opinion, definitely one of the top five internet marketers in the world. He has a great line. He says that having a large list is like a license to print money and I totally agree. And when you begin to work with me, you're going to get all my best ideas and exactly what I've done to build that list of over 50,000 people. And more importantly, how you can build not only a large list, but a responsive list of people that are interested in whatever it is that you coach people on. So that's number four – building your community which leads to number five.

The fifth key is you want to create a real relationship with your list. Create a real relationship. Write down the words *know, like, and trust*. As you're building this huge community, it's one thing just to have a nice large list, but what you really want is a relationship with these people, a relationship in which they know you, they like you, and they trust you. I don't know about you but I'm not going to open up my wallet and start paying someone especially in a coaching relationship

which to me is a very intimate relationship. I'm not going to pay that person unless I know them, like them, and I trust them. Know, like, and trust. So, number five is we want to create a real relationship with the people in our community.

Number six is where it really gets fun. **Number six is monetize your list.** There's an old adage that we've all heard a thousand times which says that content is king. And I'm not saying content is not king, I think the content that you put out is very important but in my opinion, more important than that is the word "marketing." I believe that *marketing is king.*

You can have all the energy and the passion and the desire to go out and make a huge impact, and you have this great ability to coach, you can have all these things in place which are very important, but the hard truth is if you don't know how to market yourself properly, you're going to fall into that category that I described earlier which is basically a coach with few or no clients. Now, I hope that doesn't describe your current business now, if it does, I'm glad that you're listening. If you're a coach that already has a great practice but you want to take it to another level, I'm really glad that you're here also. So marketing is king. Your ability to market yourself is going to determine whether you can really monetize that list where you can really make a huge impact and a huge income as a coach. So that's number six – monetizing your list.

And then lastly number seven, very important, is automate and delegate. Automate and delegate. There's a great line that says unless you have an assistant, you are the assistant. Some of you can relate to that. Unless you have

an assistant, you are the assistant. I want you spending your time doing what you love. I want you spending your time doing what you do best and I want you to delegate out the rest. If you are anything like me, you are a tad challenged with technology. For me, that's a little bit of an understatement by the way. Technology is not my thing but I'm really good at certain things.

For me, I want to spend my time doing what I love and that is what I call, for me, the 4 C's. The 4 C's for me are coaching, creating, communicating, and chilling, as in chilling down on the beach where I live, here in Southern California. These are the four things that I love. These are the four things I do best. When I am coaching, I'm in my element, I'm making a difference and I love it. When I am creating, I am in my element and I totally love it. When I'm communicating like I'm communicating right now with you or through social media or through email or on the phone with people, whatever it is, I love to communicate with people. And then lastly chilling, I like to relax, I like to recharge myself. In fact, down on the beach is where my best ideas all come, to be honest with you. So these four things, for me, are what make me money. These are also the four things that make me happy.

So the point is, I focus on them and I delegate out the rest. If you happen to know me at all, you know that I spend as much time in my office here as I do down on the beach, out on the ocean paddle boarding, on my yoga mat, I mean, I'm doing those things as much as I am working. For me, it's all about freedom, it's all about balance, it's all about truly living what we're coaching our clients to do. And I really want you to do that. I don't want you to be working 24/7. I want you to

have that balance not only for your own sake, but if you're out there coaching other people to have these things in their lives, then you need to have it in your life so that you can maintain your own integrity. So I hope that makes sense.

So there are the 7 keys. Again, let's recap them real quick. You're going to build yourself, number one. Number two, you're going to build your skills as a coach. Number three, you're going to create your thing, you're going to create something epic. Number four, you're going to build your following, your audience, your community. Number five, you're going to build a real relationship with these people. Number six, you're going to begin to really monetize that list that you've now created this relationship with. And then lastly number seven, you're going to automate, you're going to delegate, you're going to outsource, you're going to have a team around you and it doesn't need to be a large team by the way, you're going to have people around you that will support you so that you can focus on the things that make you happy, that make you money, that make the biggest impact in the world. So there are the 7 keys, the 7 essentials to building your epic coaching practice.

As we wind down, I do want to share with you real quick a little bit of information about my Epic Coach Academy. If you're at all interested in what I'm talking about here today and you're wondering, well what's the next level, Rich? How can I work with you on this? The Epic Coach Academy is what you want to know all about. Quite simply, I put people in groups, coaches, all coaches, in groups of 25 people and you work with me for an entire year in which every single week you get on the phone with me live for about 90 minutes. And I teach you basically

everything you need to know about how to build a large audience, how to create that relationship with that audience and how to make a lot of money from that audience. I literally teach you everything that I've done not only since I've been a coach which started back in 1999, everything since then up through the last few years when I started my own business and I built that large list of 52,000 people.

You will get into my mind and learn everything that I know. I'll let you in behind the curtain, if you will, and show you all the tools, all the techniques, I give you all the systems, everything that you need to know. You're going to learn how to get paying clients. You're going to learn to earn over \$300 per hour as a coach. You're going to get extreme clarity on what your niche is. I'm going to help you to create product offers. You're going to have your product funnel. You're going to become, like I said, a top expert within your niche. There's also, by the way, a chance that you will get exposure to my list of 52,000 people if what you do is in alignment with what my list needs, I will definitely be open to promoting you to my audience.

This program is very high touch, it's very hands-on, like I said, the calls are personally led by me, you have access to me, there's accountability, there's support. Like I said, you're going to go out into the world and create your community, at the same time working with me, you're going to now be in my community of coaches. There's going to be constant masterminding with other committed coaches. I think a big challenge we have as coaches is all too often we're kind of out there in our own island. We don't have that accountability. We

don't have that support. We don't have the ability to mastermind with other coaches that are doing just what we're doing. I have that solution for you here.

Again, you're going to learn specific systems for getting clients. For example, I teach you how to do a free coaching call campaign, I teach you how to put on tele-seminars, I teach you to master the art of the joint venture which is the fastest way to build your audience. You're going to learn all of my secrets, everything that I know about how to build an epic coaching practice.

So, if you are interested at all and want more information on the program, the next step is to fill out our survey. We have a detailed survey that you will fill out. It doesn't take you that long but it basically makes sure that you and I are a good fit to work together. We only want coaches that are highly committed, so you must qualify not only financially but in your commitment level. If you're interested, fill out the survey. ***Just click on the link on the next page to get to the survey*** or you can go to my website which is www.RichGerman.com. Or you can email us at info@RichGerman.com.

So that's it for now. I want to thank you for listening to this recording on how to build your coaching empire, the 7 keys to building an epic coaching practice. Again, I'm Rich German. I'm here for you, my passion is coaching coaches. I like nothing more than helping coaches like you build a huge coaching practice - the ripple effect that occurs by me supporting you and building an amazing business is why I do what I do. My goal is to help as many people as possible. So if I can assist you in going out and building a huge following and coaching tons of people, it's a

win-win. Your business gets better, you're helping all these people and I get to play a role in that. That is why I do what I do. So have a great day. I hope that I get to talk to you real soon. Thank you. Thank you. Thank you.

