

Pocket Coach

Taking Your Business To The Next Level



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

Hi, this is Terry Telford from TheBusinessProfessional.com and today we're talking to Richard Butler who has a very special technique and talent as a business coach. A few weeks ago I got an e-mail from Richard that intrigued me. He was talking about a way to increase my online revenue, which I'm always interested in. I figured that it was a product or piece of software but I kept reading on and Richard was talking about business coaching. I'm vaguely familiar with coaching; I didn't really think that I needed any because I wasn't sure how it would help me to achieve my goals that I already set that I'm working towards.

But, after talking to Richard for about ten or 15 minutes, it became very apparent that he has a wealth of knowledge that will help me build my business as it can anyone else. A lot of the processes and procedures that Richard has in place can help you fine tune and focus your business and get things going in a straight direction instead of taking a roundabout way to get to your goals. So, I started doing a little bit of research on coaching, business coaching specifically, and there are a lot of coaches out there. A lot the big names that you find on the Internet have coaches but they keep it a little hidden; it's sort of their secret to success.

So, I asked Richard what his forte was, and what his USP or unique selling principle. What's unique about Richard's coaching that isn't covered by other coaches? Richard's real talent and skill is taking newbies from zero to hero. He takes someone from the very basics of coming online and wanting to make money online to a person who is actually achieving those goals and actually making money online. Without me going on any longer, I'd like to say thank you very much for being on the call today, Richard.

Richard:

Thank you very much Terry. It's an honor to be on the call with you.

Terry:

Thanks very much. I think what we can do first is talk about your background. How did you end up getting to the point of becoming a business coach? Where did you come from in life to get to where you are now?

Richard:

About ten years ago I started in the training business. One of the first courses I started up in Ireland was a web design course. It was one of

the first courses at pre-university level. I did basically the design and implementation of the course and directed the course. That is where I got interested in the Internet. I ran that for about three or four years and then I wrote a book that got published called, The Internet Demystified. That actually looked at the Internet, tried to get rid of a lot of the technicalities of it, and tried to tell people exactly what the Internet was and what it could do for them.

From there I had the opportunity to change jobs and I started training, in the states you would probably call them pre-service teachers. They are going to be teaching at the primary levels of schools, about four to 11 year olds. I was teaching them IT and how to use IT in the classroom. Over the last couple of years, I've gotten more interested in Internet marketing. I've gotten many e-mails about how to make millions and millions without doing anything really and sitting in your pajamas at home. That really intrigued me. So, I've been developing into that.

It's strange how things happen. To go back to the e-mail I sent you, it was because of an e-mail that you sent your list about goal setting. I thought that it was a good time to contact you and you replied. One thing led to another a few years ago and I got into life and business coaching. It's a passion of mine to help people. Coaching really does that: It's about looking where you are and helping you get to where you want to be.

I've been doing that now for the past year and a half. Then, I was thinking about what I could do with my love of the Internet and my love of helping people. It came to me that I have to brand myself and I have to get into a niche. That niche is helping newbies or people who came online a week ago who get bombarded with e-mails that say they can make X,Y, and Z. I want to get to these people and say, "Hold on a second. Let's get realistic about what you can and can not do on the Internet." I want to really take them from zero to hero.

Terry:

That's very cool. So, you started this whole process as an offline educational process in the educational system.

Richard:

Really, yes. I've been moving through the educational field and into consulting because I do some training courses offline as well for companies on Internet technologies, how you use e-mails, the dangers

or the Internet and etc.... So, it's been a very natural progression and it's been a very interesting progression.

Terry:

Very cool. Your main focus now is on coaching, correct?

Richard:

Yes. Coaching people over the Internet. I do life and business coaching, so one of the elements that I'm looking at for Internet marketers is getting them to where they want to be. Even if you're not a newbie, we can look at how to double your income and what is actually holding you back from doing that.

Terry:

So, explain then what exactly coaching is from a life coaching aspect and a business coaching aspect. What is involved in a coaching session, for example?

Richard:

Coaching is talking to people and listening. That's the key: listening to what people are saying. The way I would listen is to listen to what you're not actually saying and what you're holding back. Then I probe and question you because good coaches will say that people have all of the answers that they need. Coaches are like the key that unlocks what is actually in the person already. So, I'm nosey and I want to find what is stopping you, for instance, from getting to the next level. Then, I try to peel back the excuses that are given.

Terry:

Let's just use that question to give people an example. What's holding me back from getting me to the next level? That's a question you would ask me in a coaching session?

Richard:

That is a question. The first thing I would want to find is, what is the next level to you? The whole thing about coaching is it's not about me saying to you, "Terry, you're at \$15,000 a month. I think you should be at \$30,000." You may think that \$25,000 is enough. You define the agenda of what you want to achieve, and then we find the ways to actually get there. So, for example, if I said to you, "What is holding you back getting to the next level?" the first thing I want to know is, "What is the next level to you?"

Terry:

Okay. On a financial basis are we talking?

Richard:

Yea, on a financial or business basis. What's holding you back?

Terry:

I'm going to have to think. I don't know what is holding me back. My next level is to pump up the business to \$20,000 a month, which is basically double what it's doing now.

Richard:

Okay, we would think of what processes we could use to get there. The other thing that coaching would look at are the implications of you wanting to double your money each money and how is that going to effect the rest of your business endeavors and even on a more personal level, your whole life as well. Yes, we can say push it to \$50,000, but that might mean working 23 hours a day. You're not going to have any social interactions and you're not going to see your family.

A coach would see how you could actually work it to make sure that everything... everything has an effect. If you make one change in your life it can have effects on other areas. A coach would make sure that you don't have to work 23 hours a day, seven days a week, and at the beck and call to your joint venture partners or whoever it may be to meet your goal. Then we would work through a process.

Terry:

Basically what would happen is we put together something like a map where I'm able to not just try to follow my gut instinct on how to reach the next level. Take it from the gut feeling level up to the point where we can say, to double my income, I need to do this and this and this.

Richard:

Exactly. One analogy that I like to give people is, a lot of people see life as a river and they just go with the flow. Suddenly, they go over a ridge, there's a waterfall, and they go, "How did I get here? What do I do?" And they start peddling backwards as fast as they can. That happens to a lot of people. They don't make a plan, and then they get somewhere and don't know how they got there or how to get out.

Suddenly, you're scratching your head and trying to stop from going over the edge. If you can set up now and say, "This is where I am.

This is where I want to go." If you have your focus and you know where you're going, you start to see opportunities, like that e-mail from me to you, where you otherwise might have seen challenges or problems. Suddenly, things become clearer.

Terry:

Do a lot of your clients come to you just before they're at the waterfall? Is that the point where you start to reach to these people? For myself, I'm not at the waterfall, so I didn't really even consider getting a coach because things are progressing in a natural way like they have been the past few years. This is probably something I shouldn't admit, but I don't have a specific plan of how do I get to the next step. It just kind of progressed that way.

Richard:

I suppose that the answer I would give you there is, imagine if you did have a plan where you could actually be.

Terry:

Because I could achieve things faster.

Richard:

Exactly. Look at what you've achieved so far without a plan. So, with a detailed plan... and when I say plan, it could be termed a loose detailed plan because things are going to change. Opportunities are going to come up and you're going to have to go with that. But, if you knew exactly where you were going, you'd be much more focused and then you could easily double your income in two months time. It's about getting the process and about getting details. The other job of a coach is to give you a kick now and again. Five o'clock in the morning I'm going to say, "Terry, what are you doing to help your business?"

Terry:

I don't think I want a coach anymore.

Richard:

Yes you do. Don't worry: I don't get up at five in the morning. That's the idea. Initially the coach will be there working with you for two months to get you going, then they give you the odd Skype message or e-mail to make sure that you're okay and to see if you need anymore help.

One of the things that I think happens a lot with people on the net is a lack of focus. People lose focus very quickly because they're

bombarded with everything else and then you find out about an even better idea than the one you were working on.

Terry:

And it's only available until midnight tonight.

Richard:

Terry, I would suggest that you sit down for the next ten minutes. Relax. Close the door. But yea, that's it: you don't want to miss that chance if it's only available until midnight tonight. The whole idea of a coach is that he or she will set up a plan for you, see what your goals are and how realistic they are. You can say to me, "Okay Richard, I want to have a million pounds or dollars by the end of the year." I would need to sit down with you and see what you need to do that. What skills do you need? Who do you have to outsource to if you need to outsource or can you do it all yourself? Then, we would break down the process.

Then you would see that you might need to focus in this particular area, and hire somebody on elance or scripplance to get the website design done, and maybe you need to hire someone to do the scripting. That's when you start freeing yourself up as well, so you can focus on what you're actually good at.

Terry:

Okay. Now what are we looking at from a time aspect? I work 23 hours a day already. If I get involved in a coaching session, am I going to be filling out tons and tons of forms and spending hours trying to plan things?

Richard:

I suppose initially you'll probably be talking about a couple of phone calls a week. What I find great about the Internet is that I can send people questionnaires, and they can take two days to read through them and really come up with their ideas. Sometimes, when people ask you, "What's your next level?" you need time to actually think about that and think about the answers.

Terry:

Exactly. That's what I was getting at. To get a question suddenly posed like, "What is the next level?" in my mind I'm thinking, "My next level is when I hit \$20,000 a month," for example. But, for you to ask me that question, I can't tell you why I'm thinking that or where it came from.

Richard:

That's the reason why I like the idea of Internet coaching, because you have time to think about that question and reflect. What I would say to you is, "Okay Terry. I'm going to send you this questionnaire. Get it back to me within 24 hours."

Terry:

How big is this questionnaire.

Richard:

Unfilled it's about two pages.

Terry:

Okay. So it's not extremely extensive that I have to spend the next five hours on.

Richard:

No, but it's the kind of thing that you can read in the morning, think about it and let it sit in your mind, then come back to it and answer things later. What I would do with a client is find out where he or she wants to be. People might want to know the difference between therapy and coaching. It's huge. Coaching looks at your present situation and how you're going to get to your brighter future situation that you want. I don't care if you were five and you were bitten by a dog. That's not the root of why you're not successful on the Internet.

What we will do is take things from that past that are useful. If you said to me, "I did a product launch three months ago and it was absolutely fantastic." I would say to you, "What was the key to that? Was it the sales copy? Was it the affiliate material that you put up?" And then we would take the information that was useful and use it again and disregard the rest.

There's one thing that I always say: there's no such thing as failure; it's all feedback. If you do a product launch and it goes bottom-up, analyze it and see what you can learn from it. Rather than saying, "That was an absolute failure," and sulking for two weeks saying that you shouldn't have done that, what you do is say, "It's gone. But what can I learn from it?" Then, we would progress it from there.

It can be as simple as a half hour call once a week. "Terry. You set the goal for this week to be X, Y, and Z that you said you were going to do three things everyday. Have you done those three things? Why

haven't you? Your goal is \$20,000 in the next month. You're not going to achieve it if you aren't doing these things." You set these goals, but I have to fire them back at you.

Terry:

I'm kind of getting the feeling like I'm back in school and I'm the student and you're the teacher. Is that how it goes? I don't mean that in a negative way. At the same time, without going through a coaching session and without having a coach that I work with, just listening you work through the process, now I'm just going to be a lot more proactive with getting things done that I tell you I'm going to get done.

Now, I feel responsible to you because you're going to call me on Wednesday and ask me what I did. I have to make sure that everyday I'm doing my stuff so on Wednesday I can say, "Yes Richard. I've done all this and here are my results," as opposed to, "I've been out. I was going to send an e-mail but then I surfed over here," and come up with excuses. Now, I almost feel responsible to you to get my daily activities done.

Richard:

In a nutshell, yes. It's not going to be as strict as that, but it's really that the person is going to say, "Well, I'm really going to hold you accountable for yourself. Terry, if you do these things, we'll check and see if it's made a difference to your business in two weeks. If it has, let's continue doing it. If it hasn't, let's change the path." It will be a friendly chat. If you didn't blog or create an article one day, it's okay; we're not going to get hung up over it. I'm not going to tell you to sit down on Saturday night and do an article because you didn't do it. But, it is keeping a check on the person.

I think a lot of times we get sidetracked. You will get focused if I called you and said, "Terry, you said you were going to produce this next project. How much have you done? How come? It will probably be better if we have a timeline for this. For two hours a day, concentrate on that project and that's it. After two hours, just walk away." So, fundamentally, the schedule is set by the client.

Terry:

By the sounds of it, it seems like I'm going to get myself a much more structured day, which will make me more effective.

Richard:

Yes, if that works for you. You might say, "Richard, I can write seven articles by the end of the week, but I can't tie myself down to setting up a specific schedule, but I know what I need to do for the week and I know what I need to get done to progress the business." That's fine. It really depends on what works for you. It can be a Skype message once a day or once a week. I ask the client what is best for him or her. If phone won't work, maybe e-mail or an IM might be better.

That would be the basics. Just getting you to where you want to be. Sometimes, what I've found it, achieving the goal is not the most important thing, but the journey from A to Z can really change people's lives. They say, "I found that \$25,000 is where I want to be, but I learned so much about what I should and shouldn't be doing, that this is fantastic to know." It can be quite an emotional thing as well. The journey and how you actually get to your goals can teach you so much.

Terry:

So, you actually end up sculpting your business life, but, right now, for example, one of the difficulties that a lot of people find when they're self-employed, like myself, I live at home and work at home. Other than taking the kids to school and kindergarten, taking a trip to the post office, and doing groceries, I don't physically have to leave my house. Like you see on my blog, my slogan is, "Love what you do and you'll never work another day in your life."

Richard:

I have to say, that's one of the most perfect slogans that I've heard.

Terry:

I have to admit: it's not original. Somebody else came up with it. But, just like you said, I think it's perfectly suited. I absolutely love working online. I love working on marketing and developing new products and working in information and publishing and all that kind of stuff. For me, I just live online.

When you end up being in that aspect, you don't have to wake up at 6 AM to make sure you get to the train at 7 AM etc.... My schedule right now is determined by my kids because I have to have them at school and kindergarten at specific times. Other than that, I don't have to have lunch at a specific time; I don't have any limits at all. If I want to have a 30-minute lunch or a two-hour lunch and read a book or

something, I can do it. There's no specific schedule that I have to have.

I'm sitting down with you and you tell me to get things done, I might be at the point where I have a project to do that might drag on for the next two months. If we sit down and focus on this and get it done realistically and set a goal to have it done in five weeks, by the end of November for example, we do it backwards and say that everyday we need to write an article and that type of thing.

Richard:

Exactly. It's about getting the action planned out. It takes a certain amount of discipline. It's easy to say, "I want to take a three hour lunch." That's great and the lifestyle that we're all striving for as online marketers, but in some senses, that can also be a challenge. You said difficulty but I prefer to say challenge. This can be a challenge for a lot of people to say, "I'm going to spend two hours blogging or writing an article," and they go off and research, and three hours later they've still only written three words on the screen.

The idea would be, depending on how you actually work, we would work around that and say, "You have to spend at least seven hours a week writing articles." Whether you want to break that up as three hours, three hours, one hour, or do one hour a day, either are fine. As long as we can say, "I've got those seven hours. They're up on the blog and on directories." That's what we're looking for: to focus and to get a timeline in to say, "We're going to do this project. It's going to take five weeks and that's it." If you don't, it could drag on to six, seven, eight, or nine weeks.

Terry:

Where does goal setting fall into it? You've mentioned goals a couple of times. Is this something that I'm going to have to write everything down? One of my goals is, say, to own a helicopter. Am I supposed to write it down and put pictures on my wall and get up in the morning and look in the mirror and say, "I am going to get a helicopter," or how does that work?

Richard:

Different people have different views on that. I think that sometimes there are different ways of setting goals. Some people just say, "I want to be rich from working online." The problem with that is that it is too general. What we would try to do is have a specific goal that we work towards. "I want to be making \$20,000 a month by December,

2006. I'm going to get there by selling resell rights." Then, we would start with the end in mind and start backwards.

It is important that the goals are written down. I have mine up in the kitchen. When I wake up and go downstairs to make a cup of coffee, I can read my goals and say, "Oh yea. This is where I want to be when I'm 40. I want to have that house in Spain. I want that house and that helicopter."

What I would do with a session with people is, I look at three sets of goals. One is the basic goal setting, which is, "I want to be rich." That doesn't really do anything. The next one is what business people would say are the smart goals. Those are specific, measurable, achievable and timely. Then, I start getting into NLP or neuro-linguistic programming. NLP is looking at how to achieve things and looking at other people's successes and nearly copying what they do to be successful. Rather than reinventing the wheel, how did Terry Telford get to where he is right now, and how can I apply that to my life?

There's a certain element of goal setting that is in NLP that is really effective. It's a seven to ten step process that people go through to set a goal. It's very specific. It also checks to see if, if you go about achieving this goal, how does it affect the rest of your business and the rest of your life? That's important: we can say that I want to make a million pounds or dollars, but does that mean I have to take on extra people, have to fire people, or have to change my life completely? We don't want to have an effect like that. We don't want to lose touch with our family because we're on the computer 23 hours a day and we're not taking care of the rest of the areas in our life.

Terry:

Now you just mentioned something that I wanted to cover which is the seven to ten steps of neuro-linguistic programming. Before that, you also mentioned something about modeling or cloning a successful person. So, if I say, for example, that I want to be like Donald Trump. How do I go about cloning Donald Trump if I know nothing about him, except that he's successful?

Richard:

Okay. What you would want to do is really read up on him. See his background, where he started, and his processes that he uses. Maybe you can find biographies or autobiographies about him to see the way he actually thinks. For example, one person that I admire a lot is

Richard Branson, who does Virgin Airlines, Virgin Music, and so much more. I've read a couple of his books and you can see the way his thinking process is. He likes to take risks, but they're calculated. He likes to get into one business, and when he sees that there's an opportunity to expand into another business, he will do that. He's not putting all of his eggs in one basket.

So, we would look at a process of, you want to be like Donald Trump: what does he have? What are his processes? What are his thinking patterns? Who does he associate with? Then, you try to model that. It's more in depth than that, but that's the basic overview: you model what people who are doing things that you want to do. What are they doing and how are they doing them right?

If you want to be an AdSense guru, you go out on the Internet and you find out who is at the top of the game in AdSense and find out what he or she is doing. There's no point for you to try to come up with a completely different strategy. First of all, work with what works, and then start tweaking it. If you came to me and said that you wanted to become an AdSense guru, we'd look through the AdSense gurus and see what they are doing. We're not going to try to reinvent the wheel, until we get to the guru level and then they can start experimenting a little bit.

Terry:

Right, okay. Basically it's the path of least resistance.

Richard:

Yes. The path has already been traveled on before.

Terry:

Alright, yup.

Richard:

The other thing that that helps you to do is see the mistakes that others have made so you know what you need to avoid. When we look at a lot of things that come out of the Internet, a lot of them say the same things but just slightly different. You can pick up these reports and get the best out of them, then start building up your business by modeling the people who are at the top of the business like Mike Filsaime and all the others.

Internet businesses have only been around since about 1997. So, the experts who are there have developed very quickly. I think that anyone of us can be as good as any of these experts.

Terry:

I agree.

Richard:

I was listening to one audio with Tony Robbins, who is a big motivational speaker. One thing that he knows how to do is market himself. There may be hundreds of coaches that are better than Tony Robbins, but he knows how to market himself. He is fantastic, and I would recommend anybody to listen to him or read his books because he is very successful, and also good at marketing himself. That's the way that a lot of people got out there. They market themselves well, they go to seminars, and they get out there.

If you said to me, "I want to be mixing with the right people." Start going to seminars as participants and start asking questions. People will start recognizing you and you will move into that circle. Once you're in that circle, you're going to build up a certain reputation and people are going to get to know you. Then, you can start to build yourself up. If you sit at home on your computer trying to make money with resell rights or something, then you realize that you're not making money, maybe the reason for that is because you're sticking up the same sales letter as everybody else.

So, look at what the gurus are saying and follow what they're saying. They're up there and making the \$20,000 or \$30,000 a month because they know what they're doing. So, don't try to reinvent it.

Terry:

You should get involved with getting to them. That's a really good point that you can start out as a completely unknown entity today, but if you start associating with Mike Filsaime and Willie Crawford and the names that have been around for a while, you get some borrowed credibility.

Richard:

The way I look at it is, it's like page ranking in Goggle. If Mike Filsaime links to your site, suddenly Goggle is going to say, "Hold on. Richard Butler must be worth something because Mike Filsaime or Willie Crawford is linking to him." It's the same type of thing: credibility will rub off on you.

This probably means that you're going to have to go to the seminars and learn and ask questions. Eventually, if you can start making a name for yourself, even by asking good questions, people might say, "Oh, I remember Richard Butler, he was at that seminar in Texas and he asked that really good question." It's going to take time. It's about focus and dedication really. One of the things that I would certainly look at with clients is, do you really want to achieve this goal? Is this really what you want?

Going back to what you said about, if you do something that you're really passionate about, you'll never work another day in your life. For some people, maybe Internet marketing is not the answer, and through a business coaching session they might find that out. Or, they might start off that they want to be in a specific niche and then they end up in a completely different niche.

They might say that they'll do X, Y, and Z, then after we go through the coaching process, I find out that this person is fantastic at doing woodcarving. Suddenly, we say that we've been walking around in circles, and that that's where your niche is. Build up your site, build up documents, build up eBooks about woodcarving because that is where your solid niche is.

Terry:

So coaching actually is very much of an exploratory process. You're the key; you can suddenly unlock something. That should be obvious to the person, but because everybody is involved with their own personal life, it's hard to see the forest through the trees.

Richard:

Yes, exactly. That can happen so many times. You hear people say, "Do what you're good at." So, if somebody comes online, why sell resell rights when you have a wealth of knowledge? An electrician could come online and suddenly start writing books on how to rewire houses or how to look out for scams with other electricians. A mechanic can write a book about how to buy a car and make sure you're not getting a lemon. Something like that would sell because people don't want to get ripped off.

What you need to start doing is looking what you're good at. Then, explore that niche, and look at becoming the top dog in that niche. A lot of people might think, "I buy PLR products or resell rights products

and I'm not doing well." They totally forget to look at what their talents are.

Terry:

Right. Something that you mentioned briefly a couple of minutes ago is the seven to ten steps of neuro-linguistic programming. Can you just go over NLP?

Richard:

I'll just briefly tell you the steps. Within NLP, there is something called well-formed outcomes. With NLP, they say you have to use language carefully because of the whole idea that the subconscious and the conscious will read what you say on two different levels. A classic example that you hear is you finish a sales call and you say, "Bye now." Is it bye or buy? The subconscious will take that in and it might be taken as buy and you might think that you want to actually buy it now. Words have different meanings and can have meanings on two different levels.

This is something that we explore about how you communicate with different people. One of the elements that I look at is NLP and the sales letter process and how you can use words effectively to get your message across. If you take a sales letter apart, a lot of them just tell you about the products. The ones that make you buy are the ones that are well crafted. That's one of the things.

With the idea of well-formed outcomes, the first thing is that you want to state what you want in the positive. You want to say, "I want to be earning X amount," and not saying, "I don't want to be having to go to work everyday." That last one is not a great goal. If something is stated in the negative, it's not good. State it in the positive.

You want to make sure that the outcome is in your control as much as possible. Obviously, as an Internet marketer, you're going to have to outsource. If you're saying that you want to put your money in a high yield investment program, that's completely out of your control and you are not in control of that particular goal. A lot of people are getting burnt with someone of these money making systems because they're not in control.

You also want to be as specific as possible. "I want to make X amount. I'm going to make it this way. I'm going to do it by this date." A couple of exercises I do that are good for face-to-face or for phone coaching is that you want to use sensory-based evidence. What

is it going to look like and feel like when you achieve this goal? I want to imagine flying in my helicopter. It would be the most wonderful feeling to know that I went out for the day and come home to money that I made while I was out. That gets an emotion going where you can feel what it's going to be like when you achieve that goal.

Another thing that's important is that you want to make sure you have the skills that you need to achieve the goal, and if you don't, how are you going to get them? Do you need to go off and buy some eBooks, do you need to buy scripts to run your membership site? You want to plan that out. Another thing is that it has to be ecologically sound, which means, is it going to affect other areas of your life?

The most important thing about well-formed outcomes is to define the first step. You must define the first step to achieve this goal. Is it picking up the phone and ringing somebody in the next ten minutes after we finish this session? We will never leave that coaching session without defining that next step. If you want to be making \$15,000 by December 2006, what is the first step to get there? Then, we start working through that basis. The key to all of this is to take action. A lot of people see the Internet e-mails about not having to do anything and still get paid. In reality, if you want to make it online, you're going to have to take action and do something.

We talked previously about digital dust on your hard drive and the amount of documents, source codes, and program scripts that you have. They're not going to sell themselves on your hard drive. The problem is that people say, "I bought X, Y, and Z, and it cost me \$297. They said I could sell it for \$147 and I haven't made a penny." When you ask them what they did, they might say, "I put up a sales page." And that's it. If you put up a nice sales page, no one is going to see that sales page in cyberspace unless you're proactive and doing things.

You might say to me, "I only want to sell resell rights," and we have to look at the process of what we're going to do, and look at the unique selling point of what you're selling against all the other 500 people who have the same resell rights. It really depends on the client what the client wants and where he or she is going. For some, success could be \$200 extra a month. For others, it could be \$10,000 a month and for others it could be \$100,000. What I like to say to clients is, "Success is what you define it." The way I define it is going to be completely different to you.

What you basically want to do is that you define success. My definition will be different than yours and yours will be different from Mike Filsaime's. I was listening to an audio and someone said that if he doesn't do a joint venture and doesn't clear \$100,000, he doesn't see it as a success.

Terry:

Mark Goldman.

Richard:

Yea. And I suppose that people think that if they made \$100,000 or \$50,000 that would be great, but success is relative. The first step is getting the first sale. That will excite them, and then you can push it further and further. There's no reason to set a newbie's goal to \$15,000 his first month. That can be the goal for December 2006, but let's step back and say, what are we going to get that first sale, and how are we going to spiral that, then find out the strategies we're going to use.

Terry:

You know what I found about too is, the same as you talking to people, that there's almost the perception of... I can use my own example where Edwin and I made over \$41,000 in 18 days. People read that and it's almost the perception that they've been online for a month, they have a little bit of experience, and it's like planting a seed in their head that says, "In the next 18 days I should be able to do that." They don't take a look behind the scenes to see what happened.

That's something that we're very proud of. It took a year and a half to develop the product to the point that it was at that we were able to do that. You have to be realistic and realize it will take time and not happen overnight. It took many months of making \$500 or \$1,000 until you get to the point where you can make an okay amount of money in a short period of time.

Leading up to my question is, what if I say, "In November, I want to make \$20,000 a month." I work it backwards to see what I have to do every single day. Then, I get to November 31st, and I've only made \$10,000. Then, I'm at the point where I did everything I was supposed to do. Doesn't that goal work against itself because I'm thinking, "Geez. I did everything that I was supposed to do and I only made half of what I was supposed to and now I feel horrible." Doesn't that kind of counteract or work against itself if I make a goal like that?

Richard:

To answer that question, I will say: if you let it, it will. If you beat yourself up and say, "I did everything and it didn't work out," step back through the process and see if there was anything that may have stopped you from achieving that. Was it the timing that the e-mails went out? Was another person launching a product at the same time and that one beat yours? We can control as much as we can, but there can also be outside influences.

What I would say is, "That's excellent. We were 50% to the goal. We just need to analyze the process that we used. Was it something that we did or was it something that was completely out of our control?" I certainly believe that you have to have that positive attitude of, "It's going to succeed." It seems that humans are conditioned to failure.

When we actually have a success, we think that something actually went right and we're stunned by it. Deep down, a lot of people always think that the worst is going to happen. That happens to me, not often though. A lot of the time, the worst thing doesn't happen, but we condition ourselves to think that something bad will happen or it won't work out. If we have that mindset then it's not going to work out.

To get back to your question, if we have the mindset and we get depressed to say you only made \$10,000 and you wanted to make \$20,000, maybe that goal was too ambitious. But, what did we learn on that journey to that \$10,000. Another thing is, the higher you set the goal of \$50,000, you might achieve \$30,000. If you set the goal at \$30,000, you might have only achieved \$10,000. So, sometimes setting a very high goal will work with you because you might achieve that goal, but you might also achieve more than you would have achieved if you set a lower goal.

That's going to come at a point where you have a formula that you know is successful and you know it can work. If a newbie goes in, buys some private label rights packages, and sets his goal at \$20,000, that's probably not going to be realistic. We're going to look at the goal and see if it's realistic that in six weeks you're going to make \$20,000.

Terry:

So as a coach you're going to help the person set a realistic goal. If they say, "Six weeks from now I want to make \$20,000, what's your response to that?"

Richard:

My response would be, "Let's take a look at the reality and see if it's going to be a possibility. Do you have all of the resources available to you that you're going to need?"

They might say, "I'm not great at copywriting," and I ask them, "Okay, so what are we going to do?" One thing that you have to do is manage the expectations of the client. I'm not going to say I can take a person from zero to a million unless I really know whether it's realistic or not.

So, I have to talk to them and find out their background. Maybe through talking to them I find out that they have a killer product that we can work on. It can be a year and a half to get to a million because you have a process. We always want to set something that is realistic. To be honest, I think that's what holds a lot of people back on the Internet. They don't really set a goal; they set a very general goal that they want to make money or they want to retire in six months so that they can work full time on the Internet. But there's nothing specific; there's no actual plan.

Another analogy that I say to people is, "When you get into your car, you don't get in and start driving because you won't know where you're going. You actually set out the goal that you want to drive from New York to California. If you don't do that, you're going to get on the wrong road and you're going to end up lost." That's exactly the same with planning your life and life goals. You need to know where you want to go and then you will find the way to get there.

I suppose that it's also changing your attitude and how you think of things. Don't see things as failures. See them as feedback. See problems as challenges and be open to opportunities that may arise. If someone wants to joint venture with you, don't say that you don't like that product or that you don't want to because you don't know who they may know. Suddenly, you can be opened up to a huge list because of answering one e-mail. You have to open up your mind to possibilities; that's another thing with coaching.

Terry:

I don't know if this fits in with NLP or where, but how important is it to say challenge instead of problem? Is that psychological babble, or does it actually have a meaning?

Richard:

I actually find it very useful. If we see things as problems, that gives a negative connotation to them. You might concentrate and say that you can't achieve it because it's a problem. If you see it as a challenge, you will see how to get around it. Psychologically it can set the wheels in motion. If you don't believe that, however, that's fine, but just try it and be open to the idea of changing how you think. In Ireland if you greet someone and say, "How are you doing," someone might say, "Not bad." Why say not bad? You can say that you're doing good or great. When people say that, you get a laugh or smile out of people. When you change the words you use it can actually make a huge difference.

Terry:

So your conscious mind is actually imprinting on your subconscious mind, which then works in reverse and so it's basically a catch 22.

Richard:

I'll say okay to that. Basically, if you're feeding negativity into your mind, you will respond back with negativity. If you meet someone on the street and they look dull and negative, you go into that state as well. If you go out into a restaurant or bar and the atmosphere is really lively, you tend to take on that state as well. In my personal experience, it's better to fill yourself with positivity than with negativity.

Terry:

That's an easier way to understand it.

Richard:

When I'm driving up to the car on the way to the gym, I listen to recordings from your site and other audios that I have because I might as well fill myself up with these great ideas. The other thing with the unconscious is, have you ever said, "I know that person's name, but I can't remember it." And you're walking down the street, and you shout out, "Terry Telford: that's who it was," because your unconscious is processing as we go along. So, everything you take in, your unconscious is processing and will come up with answers or solutions. So, I firmly believe that you can look at a challenge and

look at ways to conquer that challenge. Your unconscious will open your mind to opportunities or you will see opportunities that you didn't see before.

Terry:

Very cool. How does this neuro-linguistic programming side of things, fit in with helping me with my marketing and my business?

Richard:

One of the things is looking at the words they're using in their sales copy. Sometimes you just read some sales copy and you know that you have to buy that product. Sometimes when you get that product, it might be really as good as the sales copy said, and they were very powerful words. The way you form the words is the way you express the words. So, NLP is great for sales copy. It's very good when you're doing face-to-face work with people or you're at seminars because NLP says that people process information in different ways.

Some people can be very visual, or they can speak in very visual language like, "Let's hit the ground running on this project." "Let's get this across the line." That is somebody who likes to talk in very physical language. So, what I teach people is to talk back to them in their language that they understand. If I go and start saying, "I hear what you're saying, I don't like the sound of that idea," or, "It's clear as a bell." The problem is that I'm talking in another language that they don't really relate back to. If I can use language that they can relate to, I'll get along better with them and I'm going to build up that feeling of ease when you're with somebody.

On the Internet, you can do that through video or audio on your website. I would take people through how they can use audio to get the maximum effect of the message to as many people as possible. That's one of the reasons that I tell people to use audio or visual on their website: some people don't like reading. Some people prefer listening to you and what you're saying. They might take things in that you're saying on your audio. So, there are huge areas within that that NLP and coaching can help in and really take people to the next level.

Terry:

That's super. What's the next step then? If somebody contacts you from a coaching aspect, you would send him or her a list of questions, what is the next step after that?

Richard:

The next step after that is I would arrange how they want to do the coaching. Do they want to do it through instant messaging, e-mail, a phone, or, depending on location, a face-to-face? There are a lot of exercises that you can do face-to-face. Some of the stuff, people would look at this and think it's mumbo-jumbo stuff. I can tell you that a lot of the exercises are so powerful. I've been on courses where people have gotten rid of phobias that they had on a personal level. People are afraid of windows, and after ten minutes you can get them out of that fear. There are loads of things like that. They would contact me and see what medium is best.

What I see is that sometimes people like e-mail, phone, and instant messaging because there is a slight distance between them and the coach. There is a certain anonymous nature to it. People can feel that they can open up because this is a third party who doesn't know anybody that they know. So, I've found that that's quite useful. I work with that people want. If someone tells me that he's in Norway but wants a face-to-face coach, if the price is right, then I'll do it. If phone coaching works for you, then that's absolutely perfect. It's very flexible. Using the Internet is also just fantastic.

Terry:

That's excellent. What would you have as any final advice? Is there anything that we missed or anything that you want to talk a little bit more about in detail?

Richard:

I really do think the key to it, as Nike says, "Just do it." Take action. Make a start on something. After you listen to this call, write down what you want. The goals might not be perfect, but we can work on that. But, write down your goals; write down the next step.

Terry:

Okay. What if somebody that's listening now wants to contact you? How do we get a hold of you?

Richard:

At the moment, I'm developing one of my sites, which is RichardButlerTheSuccessCoach.com. That is not fully finished yet, but there is a little bit of info there about me. It's still a work in progress. I have another one that is ChangeHowYouThink.org, which has a number of articles about changing how you think. That is the key: believe in yourself that you can do this.

Others have done it. If you listen to the popular audios that are out there, a lot of the guys at the top are ordinary guys. These are guys who were probably worse off than we are now. They came from \$30,000, \$40,000 or \$50,000 worth of debt and turned their life around. If they can do it, you can do it.

I think what is stopping a lot of people is fear. Once they take action, and once they start the whole process, they'll see results. Once they see the results, it will give them positive feedback.

Terry:

And then they can build on that.

Richard:

Exactly. Once you wake up one morning and see that message from PayPal that says you have \$10 or \$100, that is such a buzz. For a pro to see that, it might not be great, but someone starting off, that would be great. They'll realize that they can actually do it.

Terry:

I still remember my first \$10 sale. It's one of those things where you work and work and work and you're not making sales. But, when you make that first \$10 sale, it's like winning the lottery. It makes you feel like you just won a million dollars.

Richard:

I tell people, which is something with NLP coaching, anchor that feeling, remember what that feels like, and let that drive you forward. Imagine multiplying that feeling by ten or by 100. Imagine you wake up one morning and realize that you made \$1,000 overnight. Actually seeing the checks coming in from AdSense or Google or whoever it may be. Always keep that in your mind. One you have your goal, keep it in your mind and think about how it will feel when you achieve it. Not if you achieve it, but when you achieve it.

To be honest, the difference between success and failure can be a very short distance. An analogy that I like to use is that, imagine if football didn't have goals or rugby or baseball didn't have lines, how would you know if you reached the actual target? If a rugby player is running down the field, why stop? Just give it your all and get over that line to score. I always think that you have to keep going. You never know; you might have ten failures, but your 11th may be the one that does it for you.

Terry:

Just keep going forward.

Richard:

There's a report going around about why it's good to fail early in Internet marketing. The whole thing is, don't look at it as failure; look at it as feedback. What did you do that you can improve on? From there you can move forward. Then one you hear a lot of motivation speakers and coaches talking about is Thomas Edison. He has 1,000 failures on the light bulb before he produced the one that worked. He said that he knew he would eventually run out of failures.

If you look at it that way, instead of saying, "I don't want to fail 1,000 times," every time you fail, you are getting closer to a formula that is going to work. I think I will leave you with that thought, Terry.

Terry:

That is the perfect note to wrap everything up on Richard. I want to thank you for listening. You're listening to Richard Butler from RichardButletTheSuccessCoach.com and myself, Terry Telford, from TheBusinessProfessional.com. Thanks very much for your time.

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