Your Ideal Campaign and Group Coaching Program
to Launch Your Team into Action

I've created a simple campaign for you to launch your team into action early January. You'll notice 3 simple steps below that summarize the ideal outcome and all the details are outlined and explained throughout this document. You'll either launch your New Year by osmosis or design. Many leaders ‘shoot from the hip, but this is an opportunity for you to engage your willing team members to take action!

The most difficult time of the year for most representatives in direct sales is transitioning into the new year. Many leaders lose a portion of their representatives during the transition from one year to the next, or notice a large percentage of inactivity until February. The secret is to keep your reps engaged, inspired and focused on activities that have them serve, connect and experience results.

You matter! Let's partner together to create greater opportunities for your representatives to create their own strong economy in the new year.

Love and success,

Steve Q. Wiltshire, CEO
Lifeline Coaching & Education, Inc.

Step 1: Promote the "Launching Your New Year with an Ideal Income & Personal Business" course.

This course is a Private Course only for my Protégé Gold Members and you have an opportunity to gift each team member this $297 course for FREE as your holiday gift to them.

I have created a complimentary New Year course for you to gift to every one of your team members to launch the New Year with a renewed vision, mindset and action plan to achieve their ideal personal business and income. The course is a three-part series combining auto-training, video training, scripts, tools and Facebook support and training.

I've written suggested emails and suggested Facebook posts promoting the course as your Holiday Gift to them. Simply review the suggested emails and Facebook posts to mold and shape them to work for you. Note: The suggested emails and Facebook posts are located on the Leadership Share Page at:

www.MillionDollarProtege.com/LaunchingNewYear-Leader
**Step 2:** Design a campaign for during January to get your team into action.

You can create a simple campaign or play full-out and engage your team to take action on the course, schedule events/parties, sell product and share their business opportunity. For example, you could challenge your team to listen to the three-part series, "Launching Your New Year With an Ideal Income & Personal Business" and share a takeaway from each part in your Facebook Group from January 1 through January 15. You could give away prizes for everyone that posts their takeaways. **Note: See the details about campaigns below.**

**Step 3:** Launch a Group Coaching Program and coach them on the course

Many of my clients and our Ambassadors have put together a four-week group coaching program. They're enrolling their team members to commit to four weeks of coaching and challenging them to listen to the three-part course and come prepared to coach around the assignments. Just like a book club. For example, challenge them to listen to part one and join your first group coaching call and coach them around the assignments. Next, listen to part two and then join your second group coaching call and coach them around part two assignments; and the same for part three. The last coaching call (4th group coaching call) is a Q & A and ACTION group coaching. **Note: See the details about group coaching below.**

**What is a Campaign?**

What is a campaign? A campaign is a designed course of action offered by you or your leadership team that includes an effective launch call or Facebook event, organizational goal, mission, contests, recognition, opportunity events and specific training relative to the objective and mission of the organization. Most importantly, it includes the how – the basic training subjects that support your representatives on how to achieve the objective, whatever that objective might be.

Campaigns are usually directed to one particular area of the business; sales, bookings, recruiting or developing leaders. Campaigns are usually short term, one to two months.

**How do you create a campaign that guarantees results?**

Effective campaigns include a roadmap for your team to follow that support your representatives on how to achieve the objective, whatever that objective might be.
Primary Campaign Objectives

What are the top priorities of an ideal recruiting campaign?

1. Outcome: How many team parties or team sales for January. Dream big! Envision it, believe it and take action.

2. Presentation/Marketing: How will you communicate your campaign to your team and engage them to participate? (Launch call, Facebook event, contest doc/landing page, video.)

3. Training: What training will you offer your team that will support the outcome you want them to achieve? (Group Coaching Calls on “Launching Your Year with an Ideal Income & Personal Business” Course.)

4. Events & Activities: What events or activities will support the outcome you want your team to achieve? For example, if you were promoting a booking campaign you might offer a basic training course and booking blitz a few times during your campaign.

5. Follow through: How will you keep your campaign alive? (Connection calls, email, Facebook, group phone messaging and mentoring your leaders to follow through.)

Group Coaching Program:

There are three kinds of mentoring or what you might call coaching. On-on-one Mentoring is weekly or bi-weekly calls. Spontaneous Mentoring is identifying a need or a challenge that one of your reps or leaders is experiencing and offering a few mentoring calls to guide them. Spontaneous mentoring is ideal for reps and leaders in your 2nd and 3rd levels who are in the game.

The third type is Group Mentoring: Group mentoring is coaching 3 – 15 reps at a time on a conference line.

- Here’s how to make a group mentoring program work and work well:
  1. All reps and leaders must have the same objectives or same challenges. For example, everyone that you would invite to join your four-week group coaching program would want to add parties/events to their calendar increase their income and successfully launch their year.
  2. You must focus on resources and assignments instead of coaching them on individual needs. For example, you’ll challenge everyone in your group coaching program to listen to the three-part series "Launching the New Year with an Ideal Income & Personal Business" course and simply coach them on each part assignments.
3. **Coach them after** they’ve done the work. The course is already completed. The assignments are already done. The magic will happen during the group coaching experience. Just like a Book Club is all designed from a specific book with specific assignments, your group coaching experience will bring out the creativity and learning from each team member. It works and works well. An ideal number in a group coaching experience is 12 - 15. If you have many team members join your group coaching program, consider having a chat roll and each week coach 5 on the moderator side and have someone monitor the chat roll. Each week you'll coach 5 team members on one part of the course and everyone else will listen. I call this "Classroom Style." Meaning, it's like you having 5 classmates in front of the room and everyone else is watching and learning through you coaching them. The chat roll allows you to have someone monitor it and share takeaways from the group listening in between you coaching the 5 on the moderator side. Also, the group listening can ask questions of you and the 5 that are being coached by you. Every week you'll choose 5 different team members to be on the moderator side. That means you'll actually coach 20 throughout your coach.

I believe there are three questions that leaders should always ask themselves when coaching a team member:

1. **What does this rep want and why?**

   Regardless if you're mentoring a rep individually, in a group or a rep calls you and you spontaneously coach them in the moment, your role is to discover what they want, why they want it, and to constantly remind them of that. When you constantly remind them of what they want, your representatives and leaders will never question your motive. Why, because your focus is on them and what's important to them instead of what's important to you.

2. **What does this rep need to learn in order to get what they want?**

   Six areas to focus on (attend, listen to, read about, interview them, practice and journal about). This is where your resources come in! What will you lead them to?

3. **What educational program will I offer them?** Do you know what this means? This is your customized individual or group mentoring program. What's your plan for that specific rep? What activities, resources and coaching subjects will take their business to the next level?

If you need support enrolling your members, download the document "Rev Up Your Group Sales Through Connection Calls" located on the Leader Share Page.