

## **SPIN**

Overriding Media Report: We're on a severe economic downtrend, everyone has to tighten up, business owners are in for a rough ride, and it's going to get much worse before it gets better.

Spin Doctors can use "cherry picking," deception, manipulation, or omission to use the economic report as a tool paying into political agenda.

We can use "spin" as a positioning tool. We must be careful to remain ethical when doctoring "spin" and as ethics are a trait we value, we must avoid being in any way disingenuous.

Under inclement conditions people opt to choose one of four options:

1. Lay down and curl up in the fetal position
2. Avoid action and summon up sympathy
3. Cry and wallow in misery
4. Do Something else

In an economic downturn, there are opportunities to thrive and prosper, but those who find growth under adverse socioeconomic conditions always opt for Option #4

When planning new spin and a modified approach, it's important that you do so from a secured position on a solid foundation. "New spin" efforts should begin with a look back and follow with a look ahead.

The foundation of what we do:

- Get Clients
- Thrill Clients
- Get Paid

The prosperity formula:

- The Reach
- The Funnel
- The Spillover

Begin your "new spin" with an evaluation. Are you getting clients, thrilling clients, and getting paid? If not, fix your foundation. If so, examine what you've historically done that's worked, and bring it back to the top of your business hierarchy.

The idea in battling negative economic awareness is to go back to what you do best and reach into new markets with creativity rather than cost.

## COACHING

Identify the “now,” the “want” and the “fuel” of Creative Tension. Understand the strength in this simplistic view of planned achievement and recognize its power in “coaching” others.

Coaching people out of a disaster mindset is an opportunity everyone here can capitalize on. Spin the concepts of escape, empowerment, and refocus and aim your sights into the “unwell” marketplace.

In order to “coach” at a high level, separating yourself from the rest of the personal training marketplace,

An ideal first question, “what would you MOST like to get out of this session (this relationship)?”

Pinpoint “most” even if the client begins to ramble or fly through various ideas.

Coaching requires exploration through questions, and helping the client arrive at decisions and planned actions.

## QUESTIONS FOR COACHING SESSION EVALUATION

1. As a coach, did you offer one piece of direction, and in asking for an opinion of its value, solicit an affirmative response?
2. As a coach, did you summarize the agenda at the onset and the acquired information and direction prior to the session’s conclusion?
3. Did you help the client to resolve any expressed conflicts, or move toward resolution of a pressing conflict (emotional stress)?
4. Did you conclude the session with an assignment, an action with a deadline (accountability)?

## **EXERCISES AND QUESTIONS FOR CONSIDERATION**

### **I. Strength Assessment**

1. What are the strengths that you most used in building your business?
2. How connected are you on a daily basis to using those strengths to get clients?
3. How connected are you on a daily basis to using those strengths to thrill clients?
4. How connected are you on a daily basis to using those strengths to ensure fair payment?

### **II. What can you do, in this economic client, to prosper?**

### **III. What message (spin) would you like to send out to what specific market?**

#### **EXERCISE / ASSIGNMENT:**

Create a one-page flyer presenting your “spin” to your adjusted market, and avoid using the typical catch words and phrases trainers use in their marketing (i.e. weight loss, fitness, abs, lean, etc.).

When completed, attach your one-page as a pdf to an email to the Beyond Better group, and/or fax it to (866) 482-2775