

## How To Quickly Build Your Coaching Business

Alysa Rushton: Hey its Alysa Rushton here with the Get Clients With Speaking Show and [getclientswithspeaking.com](http://getclientswithspeaking.com) and on today's show, you are going to learn from a Health Coach who is crushing it and you are going to learn how she is speaking to fill her one on one group programs and live events though speaking.

On the show today, I'm really excited to introduce Mari Carmen Pizarro, owner of Stream Line Health and best-selling author of the book *Gone in a Flash*, your all in one guide to taking control of menopause symptoms and discovering the vibrant you that comes with confidence, maturity and healthier living. Mari is also the creator of Body Love System and nurturing method to deal with health draining side effects of emotional eating and lack of self love.

Mari is dedicated to teaching women leaders how to feel continuously energized with their best and exude confidence that is inspirational to others. And I'm so excited for you because in today's interview you are going to learn the secret to expand and grow your coaching business quickly without spending any money on marketing. And Mari is going to show you the number one strategy for building a super successful coaching business, and Mari will also share her strategy to get VIP clients, fill her group programs and fill her live events. And she'll be sharing what happens when you over teach and wing your talks and what to do instead. Mari is also sharing her top tips for being totally prepared and confident at your next talk.

Lastly, you'll learn the number one thing to include in your talks that will get you out of struggle and in to getting clients with your talks. So I'm so excited to have Mari Carmen Pizarro here on the show today. Welcome Mari.

Mari: Thank you Alysa for having me. I am so excited to see you after so many years and to share this time with you.

Alysa: Thank you Mari so much for being here. You and I met back at a conference a couple of years ago and I was struck by your presence. You have such a commanding way of being with people that's really powerful and I know that since we last met you have really gone many many places in your business and you have gone from really 0 - 60 in a relatively quick time so that's why I brought you here on the show today because I wanted to share some of the powerful things you're doing in your health coaching business with our audience. So tell us a little bit about your business now, tell us how you operate and what you do as a health coach.

Mari: So wow, my business is so cool, I'm so excited because it makes me happy. I am the founder of Stream Line Tells and even the title, when I decided, I want to stream line whatever it is that you were doing. At that moment I was transitioning to a being a health

coach so I felt health, and I have an online business and an in person business right now, which I'm changing to be all online so I can do what you do (chuckles) and move around the world. Basically what I do is I have concentrated my efforts in only 3 programs that is simplicity, streamline. Everything I do is very simple, I have my VIP long term one on one coaching or group coaching, I have my 37 day Buddy Love Details and I have my 9 week body love health store formation system.

So I have been able to really concentrate my efforts on transforming peoples' lives through nutrition, through empowerment, through exactly what Natalia did to me through teaching this novel words, to teaching self love empowerment and goal setting but all around really identifying why is it that you are here. It's never the weight loss. Once I've discovered that myself, I was able to say "this is what I have to offer, its offered in 3 systems and this is the best way for me to deliver my message" because I wanted simplicity in my life also. The business is striving, this year I'm doing my first live event, a 3 day live event. Every year I do something bigger and scarier, but it's exciting.

Alysa: That's fantastic, Mari. One of the things that I love that you said was that you are all about stream lining peoples' health and you've done that even in your business to the extent of which that you have 3 programs that you focus on and I find for coaches this is a really powerful concept, when you focus your efforts on a small amount of things, so for example you have 3 programs only, it's interesting how much you can expand and grow as opposed to the coaches that are out there developing this program and then abandoning it that and then developing this program and abandoning it. They are always developing new things that don't really work well for people. So I love that you just have these 3 things to focus on and then it sounds like you expand each and every year like with your 3 day event.

Mari: Yes.

Alysa: That's fantastic.

Mari: Yes, that's true. Let me tell you when, I still have those thoughts or I see somebody doing something or a new certification and I still have those thoughts of "how cool, let me just leave this" and I have to continuously remember why I'm doing what I'm doing. I also have to earn a living and I know that concentrating my efforts in these programs, the programs get better every time, I make tweaks to them. It is the only way. It's the same as in my cooperate career. I had to bring what I learnt in all of those years of process improvement. You don't abandon a process, you improve it.

Alysa: Yeah.

Mari: I still have those thoughts, now I'm able to lower the volume and say "it's OK, we'll go there later" and keep perfection in what I'm doing.

Alysa: I love that Mari because it is what I call a business killer to just go after new programs and go after developing new things because what happens is you never do improve it. Right, for you with your 3 day event, tell us a little bit about your 3 day event, like what made you do that?

Mari: I've been blessed with coaches and mentors with you being the first one! But I was working actually with Michael and we were doing my 'why', and he said "Mari, you want to create a community, you need to create a community" and I'm like "yeah, that would be cool, I want a community" but we went deep into the coaching of what would that mean for me and for my community. That was 6 months ago and that stayed in my mind, I was like "why do I want... Can I manage the simplicity of my life and have a community and lead and empower?" Of course. So this 3 day event, everything that I'm doing and saying is leading up to that event which is going to be, guess what... My program! My program is 3 days! It's the same thing again.

Alysa: Exactly.

Mari: It's my program organized in a way that leaves space for other speakers and beautiful things to happen and my intention really is to sell my community program there, to invite people to join a year long journey. I will try that for a year and see what happens. And guess what I'm going to do with that year? The same programs because health, it's like going to a gym, right? You can't go to the gym and then not go when you get in shape. Or a tune up to your car, you have to keep tuning your car up, so I'm going to give you all those tune-ups and the fitness training, a lot of that in a package in a year. It's going to save you a lot of money and it's going to give me the opportunity to experience what I really want, having a community and serving them a whole year. But doing the same 3 programs, don't lose sight of that.

Alysa: I love that, and honestly Mari that probably one of the most powerful things that people are going to learn all day is focus your effort on a very few things but in like your case, your 3 day event is one of your programs broken out in a very specific way so you're not having to come up with new content, you're just repackaging it in a 3 day event and then you are selling another one of your programs in a year long probably VIP format, I can imagine

Mari: Yes, yes.

Alysa: That's awesome.

Mari: One thing that I learned also with this coach is not to be attached to the outcome. Yes, I have an idea how many people I want to see in the event, how many people do I want to serve for a year and its ok. I'm not attached to the outcome. I'm going to have serious fun in this 3 day event.

Alysa: Ah I love that, I know you will. Well Mari, you bring up a really good point about doing events and speaking. I want to know as a health coach, how important is speaking or how important has speaking been to build your business, building your list and attracting new clients?

Mari: As an entrepreneur and I want to say these words with purpose, as an entrepreneur, as CEO of my own company and a business woman that every health coach hopefully will want to be, and because I want to be a leader of my field, every public speaking opportunity that I have, whether it's formal or it's something that comes up, it's an opportunity to grow my leadership to influence, because one of the reasons why I am a health coach I want to influence people to change their behavior. I want to do that through speaking. Also, I grow my influence, I grow my leadership, and this is also a term that I was not using a year ago, I grow my career, this is my career. I want it to my career for a long time. I don't want to change it, so speaking is my number one strategy hands down. It's my number one strategy. So think about what it is that we should do as entrepreneurs, we are entrepreneurs that are dedicated to changing peoples' lives and we do it through health, nutrition, wellness and fitness, all those wonderful things. What do we need to do? We need to influence people to listen to us, we have a powerful message to share. We have to inspire them to make changes. So if you want to do that, you need to become their leader, their coach, their mentor. Also, ideally you will empower them to take actions by themselves. Speaking has given me and I know it will give you the opportunity to do that. Compare writing with speaking. Writing is powerful, I love to write. I have a book and I enjoyed it but compare this with speaking, the passion. In my case my accent, some people happen to like, it comes through. You don't have to think that much, that's why I love speaking and that's why it is my number one strategy when it comes to growing my business.

Alysa: I love that. Mari, we could all feel your passion, literary feel your passion come through and that is one of the reasons why I too am in love with speaking as the number one way to build a business. If I can just add on, what I see for many many health coaches is, I think for you it was a little bit different because I know when you quit your corporate job you had a little bit of cushion built up, so you maybe had some more dollars for marketing that you could play around with. But I know many coaches actually don't have a big marketing budget and I love speaking because you don't have to have a marketing budget. You can just go out there and just give some talks. What I see with most of the coaches that I work with is, is that one speaking gig leads to another and another, so would you tell us if that's been true for you and how you've seen that play out in your business?

Mari: That has been 150% true because you are hopefully speaking to your ideal client but up to just a few months ago and I remember doing a testimonial on this, I would speak anywhere. I can get very strategic and go to places where my ideal client is but last year I'm building a business from scratch I'm going to speak anywhere. There is going to be one ideal client, there is going to be a person that is looking for speakers, there is going to be a

combination of people there that are going to see your services from a different perspective and almost always, not almost always but let me see, about 60 - 70% of the times that I speak somebody comes to me and says "hey, I'm running this organization", sometimes it's huge. Actually, can I share an example?

Alysa: Yeh, I wish you would.

Mari: So 3 weeks ago, this is the biggest thing that has happened to me from speaking, and it has nothing to do with money. I go to this event, this was impromptu actually, I was not prepared to speak but goal setting is something that I do very well. This was a goal setting seminar and there were some participants were struggling. I took the mic and I said "can I share another way of looking at this?" I thought I was a little intrusive but the person who was running the event is very prominent publicist here in Philadelphia and she has a huge Spring womens' conference in Philadelphia, 3 days later she called me to be a keynote speaker, like THE speaker, she has 3 speakers in that event! I'm not selling anything but oh my god. I don't have to pay, sometimes when you speak you have to pay, but this total publicity. Already her event is everywhere and I'm there with my Soul Goal System, which is a system I integrate, it's part of my programs. We first develop your soul goals, it's very short. And she said "that's what I want you to teach and then we are going to sell your Body Love System, we'll sell that don't worry, after the event". That was huge but things like that have happened a lot.

Alysa: That's fantastic.

Mari: So it momentum right, you build momentum and people know you speak.

Alysa: I love that, I also love that you took an opportunity when you were at somebody else's event to kind of get up and help out and it blossomed into something really beautiful and what sounds like a gorgeous opportunity for you. Love that.

Mari: Yeah it is, thank you.

Alysa: Can you tell us about a recent experience where you gave a talk and as result of that talk you actually used it to help you fill either a private program or group program or maybe sell a book, because I know you have a fantastic book. Can you tell about a recent experience about that?

Mari: Yeah and a lot of the more organized speaking, when I do my strategy for speaking, of course I'm going to do a talk before my program begins or I'm going to do a talk when I know I have space for strategy sessions so I can get my VIP clients that way. I already have like 3 big events where I'm speaking in '16 where I'm going to talk about my event. So every opportunity to speak, every time I make sure there is something coming. If there is nothing coming, I am going to invite them to a strategy session. So when I am prepared and ready

to give them love with no expectations, every time I get clients, 100% of the time I get clients. Sometimes it's a lot, depending on the price, depending on the need, depending on the audience.

So recently I spoke at a big event and one of the things I love about speaking is that it makes me connect with myself first. I have to organize my content and don't wing it. I have to organize my content in my head and make sure it comes in a way where I am sharing with them something that they can take home, but at the same time I am letting them know that there is more and I can give you that if you work with me or clients who work with me get more. I'm not sure if I'm answering the question, that's how I get clients through speaking. So now you know I do use speaking to get clients. About 3 weeks ago, I wanted to pursuing a speaking event. The first thing I do is identify if my ideal client is going to be there, the beauty is that I have a talk that I can do in 5 minutes, 10 minutes, 15 minutes, 20 minutes or an hour and half. I have never had an hour and half yet to speak, in my own event I'll do that. But they gave me 20 minutes, so I prepared the talk to make sure I gave them something to take home. I have a year calendar of the big events that I have, so I looked at my calendar and I knew I could squeeze the 37 day detox right after that event, get them excited and squeeze it. I really had no idea if it was going to work. It was the most successful program ever. I just couldn't believe it. I think it had a lot to do with the preparation and anticipation so when your audience is connecting with you, inspired and empowered, and by the way I tell them there's more if they work with me but I say "you can implement these things tomorrow, you don't have to work with me". There are 3 things they can implement tomorrow and I empower them that way. When I finished the talk in 20 minutes I had a line of people waiting to talk to me. Not everybody enrolled but I had out of that talk, about ten people. This is a \$997 program. It was a lot of fun, a few hours, driving to the place and coming back and I almost didn't do any advertisement to put more people in the program. I was happy with that.

Something that was very powerful when I did that program, these people knew each other. So there is some collective something that happens when people want to talk to me and people see other people doing it, "If you do it, I'll do it". There I am receiving all this love and that was very cool that targeting my speaking to specific groups, inviting them as a group to my program is very powerful when I do the program. I have a private forum that's why I want the community. There is something about them sharing their challenges and wins with each other that I cannot give them and I get that from speaking.

Alysa: Love that, love that Mari. And I love how you easily use an event and you prepare your material and you sold your program. One of the things I think I'm hearing you saying is that when you do a talk, you go into it with something really specific in mind so in this example you sold your 37 day program and it sounds like you netted around \$10,000 for that speaking event, which is fantastic and so easy to do by the way, so thank you so much for sharing that because that is something that is doable for so many people.

What really I want you to hear right now, for those of you listening to this is that when you do a speaking event, having something in mind to invite people into, like you said Mari, giving them actionable tips that they can go and implement today, but for those of them who do want to go further, who want to go deeper really can do that with you and it's really motivating and empowering for people by the way when you put it to them that way, but you always have that specific thing in mind that you are going to invite people into, it's a very powerful way to boost your income and build your business. Thank you very much for sharing that juiciness.

Mari: Thank you.

Alysa: So I'm really curious here, what is the biggest lesson that you've learned about giving talks? I know that you have given a lot of talks in your business building time, so what's one of the absolute biggest lessons that you've learned and would love to share today?

Mari: There's a few but the most important one, I have a lot of content in my head, I'm sure that I could go now and do a talk. Now I'm cheating because I've done talks before, but at that time when I started I knew I could talk about the digestive system for hours, so one time I winged it, I decided that it was good enough, I had enough content in my head to share and I did and they were impressed and everything and that's it. There was nothing that they could implement. So my biggest lesson, I did that once and I knew what was wrong when I ended. I gave them a lot of information, they were really impressed but nothing else happened. So do not wing it. Do not, if you have the opportunity to prepare, prepare your talk.

Then I started preparing my talks but I really didn't practice a lot because I had a lot of confidence. Somebody told me, just practice 3 times. This was a very important event not long ago. He told me to practice 3 times. It was late but I practiced standing up 3 times and my god, super lesson learned. When I gave that talk, I got in front of the executive event to talk about coffee and sugar robbing their energy and they're there with their big Starbucks and I thought they were going to throw rocks at me! I'm there with my papers like this just to make sure I don't miss anything. I was there, I put my papers down and I rocked it. I practised three times, I organized my content, I didn't wing it, I really knew when to seed. That's a new concept for me, if you've never done marketing, you need to know when to say, when clients work closely with me or even using stories, which is so powerful, when you use a story it is so wonderful to use a story of somebody you helped. Because unconsciously you are giving them, so applying all of this knowledge that I've learned into this talk and doing the practice. Don't wing it, organize your content to make sure they know that you do this for a living, make sure they know you work with people and their successes and share that. And last, practice 3 times, it does work, it works like magic. It really works like magic.

Alysa: Mari, I love these 3 points and I definitely agree with the practicing. I invite everyone to practice at least 3 times, it makes you so much more polished and professional and quite frankly I believe that one of the biggest barriers, there are 4 barriers between you and your audience and I don't have time to get into all of them, but one of the biggest barriers is between you personally and your audience and when you are up in your head trying to remember what you are going to say next, you increase that barrier so when you are practiced and polished you remove that barrier and you can connect with your audience in a really powerful way. So thank you so much sharing that tip and I love the organizing the content part. I think that's so important because it lets you practice.

So for me at the end of the day the most powerful thing though that you had was seeding your work. One of the things that I find health coaches, coaches in general are not doing that are in struggle, so if you change one thing, you are going to start to see that you work with people and you are going to see the client success stories in your talks because we often get into our head and we think that means we're selling there is this whole story that we have, but I know Mari you know this, that for those of you watching though, when you actually share a client experience, all of a sudden what is happening in your audience's mind is they are able to put themselves in those shoes. For example, I can give you a concept all day long, but when Mari you said "I practiced my talk 3 times and then I was up on stage and I didn't need my notes", that's a solid example and that grounds people in. So the more you can give actual client examples, it will help to ground your audience in to be able to see that for themselves, which makes them want to work with you. So I love that - practice, organize your content, seed and know when the right times to seed are. I love that Mari. Wow, genius, I swear.

Mari: Thank you.

Alysa: You're welcome. So what's your best advice for those people right now who are watching this video and really want to use speaking to build their business, what's your best advice for them?

Mari: It's funny because I'm still thinking about something you said about selling. First of all, treat your health coaching business as a real business for God's sake please. This is a business, you have expenses and you have to pay yourself per hour and you have to have your specific goals and what you want to accomplish. You have to get paid and the only way you get paid I promise you is selling, whether you are selling your speaking, your services, your problems, whatever it is, there has to be an exchange. And a lot of peers of mine they don't want to sell, it's semantics. Forget selling, you're sharing. I understand the power of words. Selling sounds like a car dealership person. So speaking, going back to my advice is, has to be, must be one of your strategies that you are going to have to share your services with others so that you can get compensated so that you can pay the rent, so that you can continue to speak and inspire and lead and move people forward when they want



to make changes in their health and they don't know who to go to. That's something that I wanted to add.

Another thing about speaking is that it builds your business, even before you start speaking. Speaking has been key to building my business. Speaking helps you know yourself. To be able to inspire others you have to first connect with yourself and when you are in tune with the real you, and I want to use, there are so many words that we use that everybody uses, it's almost like... you know, you! The one that is going to attract the right client, not the one that wants to attract every client. The one that is going to connect with the one that has the same energy that connects with you. And when you do that, no one really has to sell, you're sharing your knowledge, you're inspiring and believe me they take action. It is, think about it this way, one coach once told me - I was saying this because somebody said it and I thought it sounded cool, I said "I just don't want to sell, I hate selling". That's the biggest b-s. It's just words and I said them and she said "so you are going to do a talk, you feel that sharing what you do and taking money in exchange is selling then fine, so think about dis-service, you are doing your client or potential client a dis-service if you are not offering what you have to offer. You take money and they get the service, it's an interchange of energy if you want to put it that way."

When you are on stage or even on a webinar or even here, people want to follow you and allow you to get all of those words out of your head that are just interrupting your process.

Alysa: Awesome Mari, such a pleasure to talk to you today. So many golden nuggets, I wish we could just go on and on for hours but alas our time has come to an end. Thank you, thank you, thank you for being here with me today and sharing this time it's been a pleasure.

Mari: You're welcome and thank you for having me. This is the gift of this month, being here with you.

Alysa: Thanks love.