

Friends and Family 50 Challenge

An excerpt from *Coach Marketing Bootcamp*, the ultimate coach business building program
Created by Noomii.com

Instructions

To get the client enrolment ball rolling, all you need to do is deliver 50 sample sessions in 50 days to 50 of your friends and family. Here's how to do it:

1. Make a list of all of the people that you know (start with at least 100 people because not all of them will accept a sample session)
2. Then, one by one, go down the list and invite each one of them to have a sample session. You can email or Facebook them but a phone call will offer a bit more of a personal touch. When you make the offer, be transparent and honest about where you are in your journey. You can say something like "Hey cousin, I'm doing this 50 day challenge thing. I've decided to give away 50 free sample sessions as an opportunity for me to practice my coaching skills but to also give you the opportunity to experience it first hand. What do you say? How does Friday work for you?"
3. If it makes sense, ask the recipient of the sample session for their business. If it's your cousin, you may not want to do business with them and that's okay. Then you can ask them for a referral. Either way, you're asking for something.
4. Keep track of the dates in the form below. Tally up how many people you asked, how many accepted, how many hired you, and how many referred you to someone else.

Friend and Family 50 Tracking Sheet

Name	Invited	Accepted	Delivered	Hired	Referred
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TOTALS					

About Coach Marketing Bootcamp

Coach Marketing Bootcamp is a 10-module program created by Noomii.com co-founders Stephan Wiedner and Kurt Shuster. Noomii’s mission is to increase the total tonnage of happiness in the world by spreading coaching and helping coaches grow their businesses. To create *Coach Marketing Bootcamp*, Stephan and Kurt interviewed thousands of coaches, concentrating their time and energy on the most successful coaches - coaches who had reached what they call “Coaching Nirvana”, a place where coaches no longer have to do any marketing and can instead, focus their time on doing what they love most - coaching!

Coach Marketing Bootcamp is included in an annual subscription to Noomii, regularly priced at \$397. Save \$50 and pay only \$347 when you use the discount code **THECOACHINGTOOLSCOMPANY**. Sign up on Noomii.com.