

## Step 13A Toward Your 6-Figure Business Introduction to *Pitching a Home Run*<sup>©</sup>



Pitching a home run in TETA is all about mindset. Rarely do we meet someone for the first time and then enroll them in our top level investment program. Often it is a process of time, trust and advancing experience that helps us build a relationship that earns us the right to be considered their mentor and confidant.

Before you begin “pitching” your offerings, it’s helpful to see both the big picture and the small steps that your customer or client will logically take. In the marketing world, this is often referred to as a “funnel.” Personally, I’m not crazy about that term because it implies they are being flushed! YUK!

So, I developed a concept of “**pitching a home run**” as a way of pacing progress, earning respect and learning to design the offerings around the needs of the client – and not the other way around.

\*\*Note that you may only have three offerings or levels. In my model I have five.

**Pee Wee League:** Free teaching and trust-building messages, audios, videos or teleclasses. They can sit on the bench and watch or they can step up to bat and play. The key here is that it’s all in fun and there’s no pressure on them. (Home run for us here is when we post on Facebook and get a Like, Share or Follow. Or when we share a newsletter and get someone to subscribe to our list. Think of this as the crucial step of building your batting line up!)

**Little League:** Programs and offerings that are free – or for a minimal fee – yet offering more connection, community and a more interactive experiences. This allows the prospect to stand up, be seen and accounted for as part of your team. (Also a way to build your batting line up – a free enrollment conversation, a one-off class or event, maybe even a single session with you. The question is: What is logical for YOUR business at each level?)

**High School:** A package/program of moderate investment which includes an even higher level/ higher quality experience. This is where the client/customer may do some stretching beyond their comfort zones and familiar patterns. This is where coaching and accountability are expected. (Home run for me here is a package of private sessions.)



# The EGO Tamer® ACADEMY

MALACHITE LEVEL BUSINESS COACHING PROGRAM



**Minor League:** This is a team version of whatever you offer in your home run program. This will naturally be designed around your most ideal clients. This is where your niche comes in and where you'll be offering a greater variety of experiences like 1-1, small group coaching, seminars, etc. (Home run for me is registration for one of the introductory or mid-level TETA coaching groups.)

**Major League:** This is for your serious client. I consider this the VIP, inner circle for your advanced and/or your most ideal clients. In my model, this level includes most of the pro level content with added personalized attention and special private offerings. (Home run for me is a Diamond/Malachite membership and definitely the Sapphire memberships in TETA.)

Now that you have a general idea of what each level of "home run" might look like, do you know how you would line up your programs?

Download and listen to the audio for this step and then answer these questions:

1. First, who is your ideal prospect? Describe them as best you can.
2. What are they battling with right now?
3. What do you teach or offer that will help them overcome or resolve that battle?
4. What would it mean to them to have your solution?
5. What is the **first step** they would need to take to participate in your programs or offerings? (If you were that prospect what would feel safe, logical and easy for you?)
6. What are the **next 2-3 steps** they would take to get to know you, learn to trust you and know if you're the ideal coach/teacher/mentor for them?

If you're just starting your business, you'll probably have ONE home run offering. Once you have a few dozen clients, you'll want to repeat the process for a next level offering. Think of each step as its own home run and reverse engineer what needs to happen for each pitch, swing and hit to be compelling enough for them to hit it out of the park!



## Business Coaching Materials & Other Cool Stuff

**Audio:** Step 13A – Introduction to Pitching a Home Run© ([Click here to download](#))

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