

**Coaching
Mentoring
Consulting
Guidebook**
for Soul Proprietors

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Soul Proprietor Coach

MartyMarsh.com

Welcome Soul Proprietor!

My name is Marty Marsh, and I'd like to talk with you for a few minutes about coaching, mentoring, and consulting.

You may have often thought that working with a business coach could help you move your business forward, but perhaps you've never really understood just how working with a coach could help you achieve your goals.

Perhaps you've been confused about how the coaching relationship works.

Perhaps you've not pursued coaching because you were afraid you just couldn't afford it.

Perhaps you worry that you might spend a lot of money but not achieve any results.

In this short guide I want to share with you what working with me as your coach would be like and what you could accomplish.

Soul Proprietor Coaching — mentoring, consulting — whatever you call it — is different than more traditional coaching, and if you think that marketing your business as a soul proprietor would mean you are being wimpy or meek, please think again.

Soul Proprietors achieve their business and marketing goals by being clear about what they want and what they're offering, and because they're consistent in their use of marketing and sales strategies that are the most comfortable for them, marketing becomes easy and natural. Without being aggressive, pushy or hard-sell, Soul Proprietors educate their clients and give them great value, and the sales come almost as if by magic.



Soul Proprietors, like yourself, are creative people with big hearts who really just want to serve their clients with the highest integrity and in a way that solves their problems.

You probably don't want to spend all your time marketing.

You probably really just want to serve your clients by solving their problems.

You may even not like to admit it, but you'd really love to earn a great living helping people... a living that lets you have all the material abundance and joy you can stand.

You probably realize that you need to reach as many potential clients as possible to make that happen but you sure don't want to do it with hard-sell tactics that turn people off.

You may have thought about marketing your business — a lot — but just can't seem to get started or to stick with any strategies that give you any kind of meaningful results.



You may have taken classes, bought and participated in all kinds of marketing education programs and yet you still aren't bringing in the business the way you know you could.

You just wish there was a patient and affordable teacher who could guide you along the path to creating the kind of business that YOU want, not some cookie cutter formula from a self-study course.

Let me tell you a little secret:

Your success isn't just about choosing the right target audience and using the best marketing strategies to reach them.

Your success isn't about learning a whole bunch of marketing tricks or traffic tactics and trying to implement them all.

Your success isn't even about hiring and working with the right marketing coach.

No, your success really is an inside job.

And by "inside job" I mean that your success starts in your head and your heart, and if you're

like most soul proprietors who are self-employed, there might be some disconnect between what you say you want and what is really happening in your life and your business.

That's why when you work with me you get a combination of coaching, mentoring and consulting. I call it a holistic approach — a soul approach, actually — that helps you get past whatever is holding you back while at the same time developing plans and strategies for your business that keep you moving toward your goals.

Oh, you say you don't know what your goals are? That's okay. They're inside you, I assure you. You may just need a little help to bring them to the fore.

Can't see the forest for the trees...

I'm guessing that you're reading this because you've taken a bunch of marketing and business courses already, and that you've probably amassed an impressive amount of marketing knowledge, and you realize that what you really need now is for someone from the outside to help you see the bigger picture — as well as the smaller details.

You want someone else — someone that can look from the outside in — to provide you with the guidance in how to set up your business for maximum profit potential and to market your unique business in such a way that keeps your integrity intact, and yet, fills your bank account with money.

That old cliché, “can't see the forest for the trees” has never been more true than it is for most self-employed soul proprietors who are so close to the day-to-day operation of their business that they can't see the real potential and possibilities that are available to them.

I'd love to help you clear away some of those “trees” and find the dynamic business potential that is within you, just aching to be set free.

My coaching, mentoring and consulting is offered exclusively on the phone to very small businesses — usually solo-entrepreneurs — who themselves work primarily in the coaching and service industries.



My Soul Proprietor clients tend to fit into one of the following categories, and I offer a package for each, depending on your time, your needs, and of course, your budget. This little booklet will explain exactly what you need to know about each package, and to choose one that is right for you and your unique business. It will help you understand my process and how it works, as well.

I like to say that effective marketing isn't accomplished in a day, but there's no reason why you can't *get started today!*

So, let's get to it!

Coaching Packages

I offer my coaching by the hour and not by the month. Trying to squeeze you into a routine may work great for my own schedule, but it rarely works well for yours. Projects take varying amounts of time and varying amounts of interaction between us, so these packages are set up to save you some money by not locking you into a rigid schedule. *(Exception to this is the +Plus package described below.)*

Oh, and by the way, ALL my coaching clients are VIP's in my eyes. My promise is to treat you like gold — and better than family.

VIP Gold Standard Package

Most soul proprietors find that this package suits their needs the best. As a VIP Gold Standard Coaching Client, you get four hours of coaching/mentoring/consulting with me and you can book that at your discretion, in whatever time-frame suits you the best, and whatever suits your individual business needs.

For example, you could book your sessions three days apart, four weeks apart, two months apart — whatever works best for you and the project at hand — just not back to back, one after the other. If you want to do that, then the VIP Coaching Day would likely be your better choice.

This package is an excellent choice if you have a specific project you want to get going and you want things to get done fast. Perhaps you want to implement an email marketing program, build a membership site, or maybe you want to finally get that e-book written, produced, and published.

There is no commitment on your part beyond the four-hour blocks you pay for, and again, you choose how you want to use those hours and when. You can buy as many four-hour blocks throughout the year as you like.

If you're unsure about which package to choose, then choose this Gold Standard package.

If the idea of meeting on a more regular schedule suits your learning and working style better, then you might prefer my...

VIP Gold Standard +PLUS Package

This package requires a 6-month commitment and generally is a good choice if you have a specific, long-term project you want to work on, like if you're changing the direction of your business or practice and you want to do it right, then you might move a little more slowly.

Or you just want to take your time, implementing different marketing strategies over a period of time, or your head is full of "stuff" and you're feeling the need to purge all of that, or you may have blocks of some kind that are hindering your success.

You get three hours with me per month and we work together for three weeks — one hour each week — then take a week off, then come back for three more weeks, a week off, and so on. Of course, the work can go on after the first six months as you see fit, or as your needs dictate.

With the +PLUS package you also get more attention from me as you need it. This means that you can call me on the phone for a brief consultation in-between sessions if you get stuck on something or need some clarity around a single issue, plus I'll be available to answer questions via email throughout our time together.

I'll be committed to your success as much as you are — maybe even more!

VIP Group Coaching

You may find that — especially if you're on a budget or if money is a little tight — that getting your coaching in a group setting is better for you. Or you may, in fact, just find that you really enjoy the dynamic that comes from working with a great group of people.

This package requires a 3-month commitment. New groups form at the beginning of each quarter. The group meets together — and the size of the group is strictly limited to 6 or fewer people — for 90 minutes per session (this allows everyone enough time to share and be coached).

We meet for roughly 90 minutes, once a week for three weeks, then take a week off, then come back for another three-week-stretch, and another week off and so on. You may stay in a group for as long as you like. You are not limited to just one quarter. Existing group members always have first dibs on the next quarter.

This can be an excellent solution to get coaching/mentoring/consulting for less money than you'd pay me for one-to-one time. Plus, you get to meet some really cool people and maybe even make a life-long friend — or two or three or more.

Everything that takes place, or gets said, in this group environment is kept in strict confidence by all members. Everyone signs a blood-oath to secrecy. Well, not quite, but close.

Coaching tends to bring up vulnerabilities and lots of other “stuff.” We'll laugh. We'll cry. We'll have fun. You have to be okay with the people you are with so that you can gain the most benefit. It will do you no good to sit quietly in a corner while everyone else talks if you're too afraid to be vulnerable with the group.

My group coaching is a strictly “no judgment” zone. We offer each other loving support but we don't coddle. Sometimes the truth has to be spoken, but remember, the truth will set you free!

VIP Coaching Day

This option is perfect for you if you want to get on with it quickly. Whatever “it” is for you. We both set aside a full day to work together. During the course of the day, we’ll spend an hour or so together on the phone in “coaching/mentoring/consulting mode” and then you get an hour or so to work on whatever you need to work on, then we come back for another hour on the phone, an hour off, and so on for a total of 8 hours spent working toward a goal, or several goals. You’ll set the agenda. Yes, we’ll break for lunch.

You may find a huge relief in spending this day together. Rather than drag things out for a month or longer period of time, things happen quickly. This day is about as close to magical as they come. You’d be amazed at what you can accomplish in a day when your attention is fully devoted to a project or an issue.

VIP Coaching Hour

That’s exactly it: one hour of coaching/mentoring/consulting. You know exactly what you need and you have a single burning issue that you really need to discuss and examine and you’re not afraid to deal with rapid-fire questioning.

Sometimes, a single-hour session with me is all you need. Or perhaps you’d like to have me spend that hour reviewing your ebook, or examine your website for suggestions on improvement, or perhaps you need to “talk out” a new strategy. You can use this hour in any way you like.

If you’ve got a SINGLE issue you want to work on, this may work well for you.

But there’s a caution: In most cases, I’ve found that a single one-hour session is not the best, nor most effective, way to use your time with me. There is very little of any major substance that can be handled in just one hour of coaching.

If you’re not sure that you can cover everything you want to discuss in this limited session — and believe me, that hour will fly by — you may want to consider a bigger package. Of course,

if one hour is all you can afford, then you'll need to come to this session fully prepared with all of your questions written out so we can get right down to business and not waste any time. There'll be no time for chitchat even though I usually love that part.

To save time when we're actually on the phone together, and to avoid chitchat, you'll need to answer a prepared set of questions about your background and current situation, so we can jump right in and *get right down to business*, as they say, as soon as that phone rings.

You must be absolutely 100% prepared for these sessions because I don't want you being disappointed that you didn't get to cover everything you wanted to.

This one-hour option is usually best after we've done a few regular sessions together and you just have some additional things to deal with.

Some common questions you may have about us working together...

No matter which package you choose, here are some things you probably should know about working with me.

1. As I mentioned before, I offer what I call a holistic approach to coaching. This means that sometimes, when we're working together, I'll be in coach mode, and at other times I may need to jump into consulting mode. I'm almost always in mentoring mode, because I love to teach, and sometimes our time spent together may require more mentoring than either coaching or consulting.

Of course, when we're working together, these jumps between modes just happen organically. You won't usually hear me say, "okay, I'm going into mentor mode now."

2. I will call you. Always. You don't have to worry about paying for long distance fees, the off chance you might dial the wrong number, getting my answering machine, or forgetting the time of your appointment. I'll be there for you at the right time and if I don't get you for some reason on the first try, I'll call you back. Once. In five minutes.

You'll always get a reminder by email about an upcoming session and it is your responsibility to be available and ready to go. If you fail to keep an appointment, you lose that hour. I can sometimes accommodate rescheduling an appointment, but only if you give me plenty of time, say 24-hours for a cancellation. Last minute cancellations get charged or lost.

Unfortunately, because of my extensive travel, and the way my internet access is set up and protected, Skype is NOT an option at this time. Maybe in the future.

AND, if you live in a country *outside* the United States, then you'll have to call **me**. My cell plan does not include minutes to places outside the U.S. Sorry about that.

3. Just so you're clear, I sell my coaching in multi-hour packages, usually four hours in a package, and I deliver those to you in one-hour blocks. Not 45 minutes. Not 50 minutes, but 60 full minutes. However, this does not mean we'll ever go for a full four hours at a stretch. That would be too exhausting for both of us.

Even on the VIP Coaching Day, we would not go a full four hours of talking non-stop. That's one of the reasons why, on those days, I build in the work time. You just can't be productive that long on the phone. Even 90-minutes is pushing it most of the time.

4. When you become a client, I'll send you access to my handy-dandy online appointment scheduler. I do everything I can to accommodate your desired time slots but depending on what I'm doing or where I am on any given week — working with other clients or teaching classes or soaking up the sun on a beach somewhere — you may not be able to get the exact time you want. I'll leave it up to you to work that out within yourself as to whether that's okay. So think about that before we start working together. I post my availability to coaching clients each week on **Friday**, and you can grab any slot that's available during the upcoming week.

My traveling schedule pretty much precludes me scheduling appointments too far in advance, although if you are a VIP Gold +Plus client, we **will** set a regular time for your appointments.

5. All of the hours you buy are for your use only. If you have a partner or a teammate, they'll need to buy their own time. If the two or three of you want to be coached at the same time, then the VIP Group Coaching option is the way to go.

6. Everyone has to come to the conclusion that coaching is right for them all on their own, therefore I do not accept payments as gifts for other people. If you think someone would benefit from working with me as their coach, your referral is enough, and I do appreciate referrals.

If you're 90% certain that Soul Proprietor Coaching/Mentoring/Consulting is right for you, but you still have a few questions, or if you'd just like to connect with me in-person — well, at least in-person on the phone — before making a commitment, please call me on my cell and we'll chat for a few minutes. My number is 206-290-7901. If I'm not available, leave a message and I'll call you back as quickly as I can.

Because I travel extensively through the various time zones, you never know where I might be. Heck, *I* don't know where I'm going to be half the time. It's generally safe to call me between 10:00 am and 6:00 pm EASTERN USA TIME (that's New York time).

And if you call me to talk about the possibilities for coaching, please don't worry that I'm going to try to hard-sell you or push you into something you don't want or can't afford. I won't. I'm a soul proprietor, remember, and we don't do that. This is a decision that you have to make for yourself. Coaching could very well be a life-changing experience for you, and I want you to be comfortable knowing that you, and you alone, decided that now is the right time for this kind of extensive help with your business.

You may very well discover that now is **not** the right time for coaching, but that maybe, in the future, you *will* be ready. Besides, if you're not 100% sure, then I don't want you to waste any of your time or money.

Kind Words...

Here's what a recent coaching client had to say about working with me:

"Dear Marty,

I am so glad that I decided to give myself the gift of contacting you on my birthday. I have had – for more years than I care to share – this desire to create a business for myself that is a truer reflection of my heart than what I have been engaged in for the past 15 years.

Your website, free guides, and your genuinely warm and helpful attitude that

showed through on those pages captivated my interest. I thought that some day I would like to hire you as both a coach and marketing expert to help me move ahead with achieving my desires.

I must say that hiring you was one of the wisest things I have ever done! From our communications with email and by phone; your generosity with extra time when appropriate, along with the unexpected gifts; your unwavering support, has helped me to attain my goals.

So, Coach Marty, you were absolutely great to work with. Thank you from the bottom of my heart!

May your life be ever blessed
with peace and love,

Ralph Clements
www.FreshIlluminations.com”

Another kind note from **Rhonda McNett** of www.SOSbyRhonda.com:

“In addition to Marty’s wealth of knowledge regarding email and other marketing issues, I have had the recent pleasure of his assistance in the realm of editing. During the creation of a document for my website, Marty was highly instrumental in reminding me of its purpose; who it is for; the implied benefit to that party and how best to present it. Being able to run the wording by him for clarity and his talent as a creative facilitator were unbelievably helpful. Marty’s credentials make him a wonderful role model in developing top-notch articles, ebooks, websites, and any other marketing projects you may need!”

So, if you’re wondering how much these different package options cost, you can find out on my website at: <http://martymarsh.com/coaching>

Just keep in mind that coaching/mentoring/consulting is an investment in you and your business, not an expense.

Will I be talking to you soon? Only you know.

All the best,



Marty Marsh
Soul Proprietor

You have the power within
you to make your
business exactly what
you want it to be; to make
a difference in the lives
of your clients;
to make a difference in
your own life;
to have the freedom to
earn the best living you can
on your own terms and
your own values.

About Your Soul Proprietor Coach...

Marty Marsh, Soul Proprietor, has been happily and successfully self-employed since 1995 helping his clients discover their business and marketing strengths and then helping them apply those strengths toward creating a business that brings them both joy and profits.



Marty's expertise in the world of small business marketing is balanced by his ability to connect deeply with people on an intuitive level, so that he can assist his clients and students in deliberately creating the kind of business they want.

His marketing students and coaching clients say he has a gentle, yet persuasive manner when it comes to helping them learn and implement new concepts and ideas. As a business and marketing coach, Marty has the ability to recognize areas that need improvement and to capitalize on the strengths of solo-entrepreneurs so they can spend more time doing what they love to do. Marty's students see immediate results by applying the principles they learn.

As a long time small business owner, he knows first-hand the trials and tribulations, joys and triumphs of running a successful business. A life-long student, Marty has an insatiable appetite for learning as much as he can in this lifetime — and not just about marketing. He says he teaches the things he most needs to learn about himself.

Marty calls himself — and his clients — soul proprietors because they approach business as a means for helping people solve their problems and believe that marketing is all about creating relationships with real people and should be done with a high level of integrity and honesty.

For Marty, being self-employed is all about the freedom to create a livelihood by helping people solve their marketing and business problems and allows him to live his life from an RV while traveling around the United States.

You can download a number of free marketing resources and learn more about how Marty can help you discover your own business and marketing strengths, at his website:

martymarsh.com