

**Consulting
Coaching
Mentoring**
Guidebook
for *Soul
Proprietors*

Marty Marsh
Soul Proprietor

MartyMarsh.com

Welcome Soul Proprietor!

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

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

Perhaps you've not pursued getting help 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 and consultant would be like and what you could accomplish.

Hi, my name is Marty Marsh, and I'd like to share with you just for a few minutes about coaching, mentoring, and consulting for the business folks I fondly call "Soul Proprietors." Business people probably a lot like yourself.

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 simple and natural. Without being aggressive, pushy or hard-sell, Soul Proprietors educate their clients and give them great value — and the clients come as if by magic.

Soul Proprietors, like yourself, are creative, fun business people with big hearts who really just want to serve their clients by helping them solve their problems and do it with the highest integrity.



(This is me, Marty Marsh)

Does this sound like you?

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

You probably have even heard yourself saying how much you hate marketing.

You probably don't 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. Yeah, in plainer English I'm talking about making a lot of money. (Whatever your definition of "a lot" actually is.)

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 that promised you the moon 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 — or being forced to use methods that just don't work for you. (I may just be that patient and affordable teacher you're looking for.)



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 just 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 or consultant.

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.

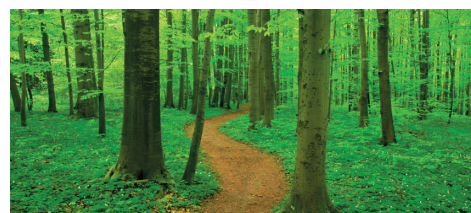
Oh, you say you don't know what your goals are? That's okay. They're inside you, I assure you. You may just need a little help to bring them out and give them life.

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

I'm guessing that you're reading this because you've already taken a bunch of marketing and business courses, 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 on the phone, by Skype, and in-person to owners of very small businesses — usually solo-entrepreneurs — who themselves work primarily in the coaching and service industries, or in the holistic healing arts.

My Soul Proprietor clients tend to fit into certain categories, and I offer a solution 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 solution, and to choose one that is right for you and your unique business.

I like to say that great business management and 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!

Consulting/Coaching Solutions

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 solutions are set up to save you some money by not always locking you into a rigid schedule. However, you will discover — if you really want to accomplish things in the shortest amount of time — that a committed joint work schedule will keep you moving forward quickly.

Here's what makes me different from most business and marketing coaches out there:

Even though I have a full complement of tools, resources and programs, I don't sell a "one-size-fits-all" coaching program. Your unique business has unique needs. You also have your own hopes and dreams and your own unique set of problems and challenges. You have your own vision of what success looks like to you, and my mission is to help you achieve just that.

We'll discover together what you want and need in the way of help and then we'll make it happen. Sometimes that means we do a lot of talking. Other times it may mean that either I or a member of my team will be working behind the scenes to make something happen on your behalf.

What I Do For My Clients

I don't have a magic wand to wave around and I don't promise any mysterious secrets that you can get only from me.

My job is to help you get from where you are now to where you want to be in the shortest time possible.

Growing a business requires planning, dedication, and usually some good old-fashioned hard work. Ultimately, of course, your success is entirely up to you. But I will advise you, guide you and help you, and hold your feet to the fire so you get things done.

In addition, I will....

- Guide you in creating a business or practice that let's you give to your own clients the very best you have to offer.
- Help you become more financially secure by making more money, saving more money, and spreading more money around for the good of all.

- Help you have more freedom and more control over your business and your life.
- Help you create more meaningful work that you absolutely love to do so that you enjoy coming to work each day.
- Help you improve both your business and personal relationships.
- Help you to do only what you want to do and to avoid doing the things you *don't* want to do.

I've discovered that for the average Soul Proprietor, what they need from me falls into these 5 different categories:

- 1. Emergency Help.** Sometimes you're in the middle of something and just need some advice or technical help really fast.
- 2. Branding & Positioning Help.** Being clear about your brand and where you fit into your marketplace will make your life a lot easier and your business busier and more profitable.
- 3. Direction and Focus.** You need to know the direction to take your business but don't quite know how to figure that out. We'll figure it out together and find your focus.
- 4. Stay-in-Touch Marketing Help.** Staying in touch with your prospects and clients via email and other marketing channels like direct mail, and social media is vital to your success. I'll help you do it the right way. (The profitable way.)
- 5. Short- or Long-Term Strategic & Tactical Help.** Knowing what to do next or what to do over the next year will keep your business humming along. No unpleasant surprises. No economic droughts.

Getting coached without support does no one any good. When you choose to work with me you get a full complement of support including help with the technical stuff when you need it. We're going to be discussing a lot of things that you're going to need to do — that you **MUST** do — if you want a successful business in this digital age, and my team and I will make sure you can get those things done even if you call yourself a *technophobe*. (If you are a bit on the technophobic side, I'll just politely invite you to get over that now. You can't be a technophobe in the 21st Century and survive in business very long.)

I really do practice a mixture of coaching, mentoring, and consulting depending on the situation at hand. The reality is that sometimes what you will need is for me to just tell you

what needs to be done, then figure out with you how to make whatever that is happen. Sometimes your head-crap will come up and we'll have to deal with that. Because I'm trained and experienced as both a life and business coach, you'll get the benefit of coaching and mentoring when you need it — to deal with that inevitable head-crap — but most of the time you'll be benefiting from my years of being in the trenches as a business owner myself. So we'll be doing consulting-type work *most of the time*.

The best way to get done what you need to get done is likely going to be mostly through the consulting work we do together.

I've been my own boss since 1995, and in that time I've experienced the joys and triumphs and the financial rewards, and the freedom of being in business for myself — and I've also experienced the lows and the challenges, the dry stretches, and especially the “what the hell am I doing this for?” doubtful moments. So I tend to know from which I speak.

I've discovered, too, that an amazing amount of good work can be accomplished in about 90-minutes. Therefore, I offer 90-minute blocks of time. We'll always make a plan ahead of time of how we will best use our time together.

You may buy as many 90-minute time blocks as you like so long as you use them within 6-months of purchase. And yes, depending on your needs, the 90-minutes can sometimes be broken down into smaller units, and can be used for technical services as well.

So, now that you know all of that, here are the ways we can work together and make good things happen for you and your business:

90-Minute Strategy Sessions

When we first start working together, I require that you commit to a minimum of two (2) 90-minute sessions. This way we discover how well we work together, we'll get a lot done for you, and then you can decide how you want to proceed.

After our first two sessions together, you then may find that an occasional 90-Minute Session suits your needs the best, especially if your business is humming along and you just need some refinement and guidance or a nudge from time to time. This is also a good choice if you really could use some help but your budget is tight.

Sometimes, all you need is to be able to talk things out, brainstorm a little, and get help to make some important decisions. You may invest in as many of these sessions as you want throughout the year for an investment of just \$365 per 90-minute block.

The Fab 5 Program

This is an excellent choice if you have a need or a project that 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. Perhaps you need some guidance as you launch your new business or practice so you get off on the right foot and stay on the right path.

We'll start your Fab 5 Program with a half-VIP Day — 3-1/2 - 4 hours of focused effort to get you off on the right foot, then 4 additional 90-minute sessions over the next 90-days. In addition to our scheduled times together you get total access to me during this period. (Baby, I'm yours!) Call or email me as much as you need to make sure your objectives are being met. Your investment: \$1825. (And yes, payment plans are available.)

Perfect 10 Program



One thing I don't believe in is locking you into long-term commitments. But I do have longer programs available for individuals who have proven their commitment to growing their business and want guidance throughout the year. I'm happy to discuss these options with you, but only after we have had at least two initial sessions together.

Keep in mind that with longer term commitments, 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 if you need some clarity around a single issue. Plus I'll be available to answer questions and give you help, advice and direction via email throughout our time together.

VIP Consulting Day

This option is perfect for you if you want to get into action quickly and create something fast. We'll come together either virtually via phone or Skype — or in-person if you prefer and have the budget for travel — and meet for up to 6 hours in a single day. Each VIP Coaching Day is custom tailored for your unique needs, so we'll need to talk first to determine what needs to be accomplished based on the goals for your business.

You may find a huge relief in spending this day together. Rather than play things out for a few months, or a longer period of time, things happen quickly. This day is about as close to

magical as they come. You'll be amazed at what you can accomplish in just a few hours when your attention is fully devoted to a project or an issue. Your Investment: \$2190 (Virtual) and must be paid in advance. Payment arrangements can be made that suit your budget best, and the VIP Day will be delivered once your payments are complete.

Inner Success Circle

Once you become my client you'll be invited to join my private Inner Success Circle. Each month, for members-only, I teach an exclusive class — often with guest experts — on the hottest, must-need-to-know business and marketing topics of the month. Then again, later in the month, members get to call in for “*Q&Advice*” where I give time and attention to any questions or challenges you and your fellow soul proprietors might have. The dynamic that comes from interacting with a great group of like-minded people is priceless.

My exclusive and private — by invitation only — Inner Success Circle may be an excellent solution for you to get group-style coaching/mentoring/consulting along with stellar business and marketing educational opportunities — on an ongoing basis for less money than you'd pay me for one-to-one time. Plus, you get to meet and hang out some really cool people and maybe even make a life-long friend — or two or three or more. The “Circle” is opened once each quarter.

My Inner Success Circle is strictly a “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! Of course, in the immortal words of Gloria Steinem, “The truth will set you free. But first, it will piss you off.” So expect to get pissed off every now and again — but in a *good* way!

The “Circle” is a very safe environment. Everything that takes place, or gets said, in the “Circle” is kept in strict confidence by all members. Everyone signs a blood-oath to secrecy. (Well, not quite, but close.) There are many perks that come with being in my Inner Success Circle. Once you're a client, you'll learn more about the benefits of this opportunity to stay connected with me.

New Inner Success Circle Members are invited in once each quarter.

Workshops

Throughout the year, usually at least once each quarter, I host either live or virtual workshops to teach you about one specific topic. These workshops are intended to help you focus on one thing necessary to the success of your business.



Topics include....

- Make Money With Better Email Marketing
- How to Follow-Up Without Being Pushy, Annoying or Too ‘Salesy’
- Branding Your Business with Archetypes®
- Niche Breakthrough Secrets
- Building Your Profit Pyramid
- Creating Your Signature Systems
- How to Charge What You’re Worth and Get It!®
- How to Design, Market and Fill Lucrative High-End, “Platinum Style” Programs®
- Sacred Money Archetypes® and the Money Mirrors

You can attend any of my workshops without being a client, but my clients — current as well as past — always get offered the first chance at workshop spaces and a generous discount from what the general public will invest.

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

No matter which option 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, most of the time I’ll be in consulting mode, but at other times I may need to jump into coaching 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 coach 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. We start on time. Always.

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 time and your money. I can sometimes accommodate rescheduling an appointment, but only if you give me

plenty of time — say at least 24-36-hours — for a cancellation. Last minute cancellations get charged or lost.

I like to say, “You’re a grown up. So show up!”

BUT, if you live in a country *outside* the United States — even Canada — then you’ll have to **call me**. My phone plan does not include minutes to places outside the U.S. Sorry about that.

Yes, we can Skype on any call or session. In fact, this is what I prefer. Consulting and Coaching is so much more effective when we can see each other. When you decide to be my client, we’ll discuss the various calling options and will set things up in advance. My Skype # is [marty.marsh.2281](https://www.skype.com/people/marty.marsh.2281)

3. Just so you’re clear, I sell my services in 90-minute blocks, paid in advance, with no minimum required (other than the 2 sessions required when we first start working together.) You may purchase as many blocks of time as you need throughout the year. Just go back and re-read the various offerings to make sure you are choosing the option that is best for you.

This is how I make my living. Please do not ask for free consulting time that falls out of the scope of the work we are doing together and for the time or package you have paid for. BUT, if I say you have unlimited access to me, that’s what you get. I’ll always explain more fully how that works and what your expectations can be of me and what my expectations will be of you.

4. When you become a client, I’ll send you access to my handy-dandy online client 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.

Here’s how I work:

I do all consulting and coaching during specific appointment times each week. I generally teach classes, conduct workshops and training modules during the 2nd and 4th weeks of the month. You should always be able to find a time slot available for your sessions. Of course, the Inner Success Circle is on a set schedule.

An exception to this is that if you have a multi-month coaching arrangement with me, we can usually set it up so that we work together at the same time, same day for each of your appointments. This works out well for both of us.

I will do everything I can to accommodate your schedule within reason.

Because we need to make the most efficient use of our time together, you'll be required to send in a pre-work form before each of your sessions.

5. All of the time-blocks that you buy are for your use only. If you have a partner or a team-mate, they'll need to buy their own time. If the two or three of you want to be coached at the same time, then let's talk about it. I'm happy to offer you a "group" rate. We can certainly set this up as a private group coaching experience just for your team.

6. Everyone has to come to the conclusion that consulting and 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 consultant or coach, your referral is enough, and I certainly do appreciate referrals.

So let's talk...

So, right now, if you're 90% certain that Soul Proprietor Coaching/Mentoring/Consulting is right for you, then it's time we had a chat about it. Because the consulting and coaching relationship is so important and so special, we both need to make sure that my style really is the best choice for you and your unique needs. Schedule a private discussion with me at www.DiscoverWithMarty.com

I know this is important to you, and if you schedule time with me to talk about the possibilities for us to work together, 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 roll that way. But, because this is the way I earn my living, I do expect you to be serious about your business and be serious about getting some paid help.



And if I feel that I can help you and that we're the proverbial "good fit," then yes, you can expect an offer from me to do some great work together.

But, ultimately, this is a decision that you have to make for yourself. My consulting and coaching could very well be a life- and business-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 deep and important help with your business.

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 Clemments

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!”

And **Mike Dann** had this to say: “Marty, I’ve gotten more done in the last two weeks than I have in the last two years! Thank you!”

So, how about you? If you’d like to get more done in the next two weeks than you’ve done in the last two years, schedule a private chat with me at www.DiscoverWithMarty.com

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 for sure but I sure hope so.

All the best,



Marty Marsh
Soul Proprietor

P. S. Remember how a few pages back I said my job is to help you get from where you are now to where you want to be in the shortest time possible? Well there's actually a lot more to that job description.

You see, too often we can't see our worth to the community we serve (or want to serve). That may be the case for you. It's easy for me to say how valuable I know you are, and how great you are, and that you'll do just fine. I already know that is true about you. But if *you* don't believe it yet, then the most important facet of my job description is that ***I will hold you powerful even when you cannot do that for yourself.***

About Your Soul Proprietor Consultant & 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 profit.

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 clients and 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 business and marketing. He says he teaches the things that he, himself, most needs to learn.

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 so they, too, can enjoy a life of freedom in a livelihood that makes their heart sing.

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

*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
within your own values.*

— Marty Marsh —