**“Best** **Year** **Ever”** **Teleclass**

**Instructor’s** **Guide**

**WEEK** **#1**

**KEY**

**Bold** **Items** **–** **Headings/Sections**

Regular Text – Instructions and guidelines

“Blue Text” – Sample scripts/wording you can use

**Welcome/Getting** **Started**

Welcome participants as they arrive to the call.

Ask their first name and where they are calling in from.

Start class when you believe the majority of people have arrived.

OR no later than 5 minutes after the hour.

**Begin** **Teleclass**

“According to my watch it is 5 minutes after, so let’s get started! My name is

<your name> and I am excited that you have chosen to join me for this teleclass on

one of my favorite topics: Have Your Best Year Ever.”

“I know some of you have participated in teleclasses or conference calls before and

that some of you have not. So, I’d like to begin by sharing a few tips and

guidelines that will help everyone on the call have the best teleclass experience

possible. Sound good?”

**Explain** **Teleclass** **Etiquette,** **Guidelines** **and** **Tips**

- Say your name before speaking.

- Address background noise issue, ie: There are a number of people on the call

and right now it is nice and quiet. I appreciate that!

- Explain how participants can mute themselves using conference call mute

function (if available).

- Don’t put us on hold or we’ll all be listening to your office hold music!

- If you need to leave the call for any reason you can always call back in.

- We’ll be

- Tell them you will be sending notes after the class.

**Any** **questions?**

**Address** **Confidentiality**

**Encourage** **Participation,** **Create** **Safe** **Space**

“To get the most out of this teleclass, I encourage you to participate fully. Have a

pen and paper handy. Take notes and write down your answers to the exercises we

do during the class. Be willing to share and participate in the class.

Also, remember that nobody is wrong, so when sharing or making comments,

please treat the other participants with respect.”

**Introduce** **Yourself**

Your name, your company name, where you live, a little about your business and your

specialty, etc.

**Introduce** **and** **Begin** **Teleclass**

“This class is designed for people who want to get into action and turn “someday”

into now. If you’re ready to make the new year, your best one yet, you’re in the

right place!”

Give an overview of the class and remind them that this is a two session class.

To get the most out of it they should plan on doing some work on their own in between

sessions.

“This is your life! By the end of the class tonight I’m going to ask each of you to

make a decision, a commitment to yourself to do what it takes and to make this

year your best year ever.”

“Okay, let’s get started!”

“What would make this year, your best year ever?”

**Get** **Their** **Answers** **and** **Summarize**

Call on specific people if people don’t immediately respond.

Get thoughts from 3-5 people.

Summarize… For example:

“So what I’m hearing is, ultimately having your best year ever would happen when

your feel great about yourself and how you are living your life.

We want to feel that our time on this planet has been well spent.

We want a sense of purpose and accomplishment.

We want to live our values.”

**Step** **One** **to** **Have** **Your** **Best** **Year** **Ever:**

**Determine** **what** **you** **REALLY** **want** **for** **yourself** **and** **your** **life** **this** **year.**

“What will have you love being you and how you’re living your life?”

**The** **8** **Key** **Areas** **of** **Life**

Explain the 8 Key Areas of Life.

Have participants write down the list of the 8 Key Areas, making any

modifications/customizations that feel right to them.

**1.** **Health/Fitness/Body**

**2.** **Profession/Career/Business**

**3.** **Money**

**4.** **Friends/Family**

**5.** **Significant** **Other/Romance**

**6.** **Home/Physical** **Environment**

**7.** **Fun/Recreation**

**8.** **Personal** **Growth/Spirituality**

**Determine** **Current** **and** **Desired** **Satisfaction** **Level**

“First, rate on a scale of 1-10 your current satisfaction level in each area.”

Walk them through it. Give an example.

Give them time to rate themselves in each area.

“Now, write down the level of satisfaction you want to achieve in each area to

have your best year ever.”

Walk them through it. Give an example.

Give them time to decide what level they want to achieve in each area.

**Facilitate** **Discussion**

“When you look at the two lists of numbers, what do you notice?”

Examples:

- Not easy

- Overwhelming

- Totally worth it!

“What needs to happen so that you achieve the level of satisfaction you desire in

the 8 Key Areas of Life?”

Examples:

- Big changes, better habits

- Focus and consistent action

- Desire, commitment and belief

**The** **“What,** **Why,** **How”** **Success** **Strategy**

“One of the best and most effective ways to make a significant change in your life

is by implementing what I call the “What, Why, How” strategy. What do you

really want? Why do you want? How are you going to get it?” We’re going to

start off with the first part…”

**WHAT** **do** **you** **really** **want?**

Do this exercise with participants to help them clarify what will help them have their best

year ever.

a) Review the 8 Key Areas of Life and choose one area where you want to make

a significant change. Choose an area that is critical for you to have your best

year ever.

b) Circle that Key Area.

c) Have participants write for one minute what their Key Area of Life might look

like at the end of the year if it was their best year ever and they achieved the

satisfaction level they desire.

**Key** **to** **Success**: Important to focus on one area at a time. Do not try to change too

much at once (too overwhelming, universe reward intent and focus, change in a key

area will often improve, enhance other areas)

**Next,** **you** **are** **going** **to** **make** **a** **Decision**

The decision is about your commitment to this area.

**Distinction:** **Decision** **vs.** **Goal**

**Decision**: Declaration, commitment, where you are standing, no turning back

Example: I live a healthy life, where I exercise regularly, get enough sleep, put

nourishing food into my body and maintain optimal weight so that I look fabulous, feel

fantastic and have tons of energy

**Goal**: Where you want to be

Example: I want to lose 20 lbs. by my 20 year high school reunion

“Goals are useful, but the power is in the DECISION. Once you make a

committed decision you can set goals along the way to support you in the decision.

But the decision comes first. You aren’t going to make a big change if you aren’t

fully committed. The decision is the first step.”

“You get what you DECIDE.”

**Make** **a** **Powerful** **Decision** **Exercise**

Think of the area you most want to focus on.

What conscious decision can you make about your commitment to making a positive

change in this area?

Give examples.

Have each person write out their decision.

Call on 3 people to share their decisions.

Ask if anyone else wants to share.

**WHY** **do** **you** **want** **it?** **Get** **committed.**

“Once you’ve made a decision, the next step is to get committed.”

“You’re only limitation is desire. How badly do you want to achieve the vision

you have for yourself in this area? The more you desire your goal, the more likely

you are to do what is necessary to accomplish it.”

“One way to get committed to your vision is what Tony Robbins calls the

pain/pleasure principle. Simply put, you link incredible amounts of pain to

abandoning focus and an incredible amount of pleasure to achieving it.”

“I am going to ask you three questions. I want you to think about the main Area of

Life you want to focus on as you write down the answers to these questions:”

**“Pain** **Questions”**

“What will you miss out on in your life if you don’t make the changes you want in

the Area of Life you are focusing on?”

“What will it cost you if you are not moving your life in the direction of your long

term vision?”

“How will it hinder you spiritually, emotionally, financially or physically if you

don’t make a change in this area of your life?”

**Facilitate** **Discussion** **on** **the** **“Pain** **Questions”**

“What did you notice as you answered these questions?

I call them The Pain Questions.”

Get feedback.

Call on people if necessary.

Share that the objective of this exercise is to make the pain of not moving in the

direction of your vision so great that you have no choice but to start taking immediate

action.

**Positive** **Feeling** **Exercise** **–** **The** **“Pleasure** **Questions”**

You will be more inspired to take action when you link positive feelings to your goal and

create a strong desire. Have participants write down their answers to these questions:

“If you make this change in your life how will you feel about yourself?”

“What kind of momentum would be created in your life when you achieve what

you desire in your Key Area of Life?”

“How would you feel if you were consistently moving forward towards living a

life you really love?”

**Facilitate** **Discussion** **on** **the** **“Pleasure** **Questions”**

“How do you feel when you think about the answers you wrote to these

questions?”

Get feedback.

Call on people if necessary.

“I call these the Pleasure Questions.”

Share that the key is to get strong enough reasons so you commit to your goals and

start taking action right now. Not some day in the future.

**We’re** **getting** **to** **the** **end** **of** **our** **time** **together** **today.**

“Before we wrap up I want to review your homework assignments. You will get

the most benefit and value out of this class if you set aside some time and do these

assignments!”

Let them know you will be sending out a notes worksheet that will help them complete

these homework assignments and review what they learned in the class today.

Encourage them to write down these homework assignments.

**Homework** **Assignment:**

1. **Write** **out** **the** **vision** you have for yourself when you achieve what you want in

the Key Area of Life that you are focusing on.

2. **Review** **the** **decision** you made in class, modifying it if you desire. Share your

decision with at least three people this week.

3. **Review** **your** **answers** **to** **the** **Pain** **and** **Pleasure** **Questions**. Really connect

with what you want for yourself in that Key Area of Life and think about your

answers. Add more detail. Really connect with the feelings your answers evoke.

Build your desire and commitment. Your goal is to feel inspired to take action!

4. **Get** **into** **action**. Take at least one baby step this week in the Key Area of Life

you are focusing on. If your focus is health and fitness, take the stairs instead of

the elevator, order salad instead of fries. If it’s money, forgo the morning

Starbucks and make coffee at home. If you are focusing on your relationship,

plan a “date night” with your significant other. It doesn’t really matter what you

do, as long as you do something. Take some type of action this week so you feel

like you are moving your life in the direction you want it to go.

**Wrap** **Up**

Ask participants what they are taking away from the call.

Call on people if necessary

Here are some hints if you need to “prime the pump.”

**We** **looked** **at** **what** **constitutes** **a** **great** **year**

- how we feel about ourselves and how we’re living our lives

- sense of purpose & accomplishment

- living our values

**We** **looked** **at** **the** **8** **Key** **Areas** **of** **Life**

- how satisfied we are

- identified changes we’d like to make

**We** **went** **over** **the** **first** **two** **parts** **of** **The** **“What,** **Why,** **How”** **Success** **Strategy**

- WHAT you really want

o Importance of taking a stand and making decision

- WHY you want it

o Getting committed

o Pain/Pleasure Questions

**Overview** **about** **Next** **Week**

Next week we are going to focus on the third part of the “What, Why, How Success

Strategy.” Specifically, we are going to discuss beliefs, goal setting and strategies for

staying in action.

**Reminder** **about** **Next** **Week**

Remind participants of day/time/phone number for the Week #2.

Remind participants you will be sending notes and the notes also outline the homework

assignment.

**Offer** **Complimentary** **Coaching** **Session**

“I’m offering complimentary 45 minute coaching sessions for anyone in the class

who is ready to get into action and make some big changes. If you are really

serious about making this year your best year yet…”

Tell them how to schedule the session, i.e.: Have anyone who is interested stay on the

line. Give them one or two blocks of time you are available and have people choose

time slots in those blocks.

**Say** **Goodbye!**

Hear you next week.

**END** **of** **Week** **#1**

**“Best** **Year** **Ever”** **Teleclass**

**Instructor’s** **Guide**

**WEEK** **#2**

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**Bold** **Items** **–** **Headings/Sections**

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**Welcome/Getting** **Started**

Welcome participants as they arrive to the call.

Ask their first name and where they are calling in from.

Start class when you believe the majority of people have arrived.

Start no later than 5 minutes after the hour.

**Begin** **Teleclass**

“Welcome back! I believe most people have arrived, so let’s dive in.”

“Last week we explored what having a great year really means and looked at the 8

Key Areas of Life.”

“You made a conscious decision about the changes you want to make in one of the

Key Areas and you got more committed to your decision by answering the Pain

and Pleasure Questions.”

“Hopefully you also took some action this week towards your goal.”

Ask participants what action they took this week.

Ask if they noticed anything different during the week.

Ask if anyone has questions.

**Part** **3** **of** **The** **What,** **Why,** **How** **Success** **Strategy:** **The** **HOW**

Now we’re going to focus on the HOW.

Remember, “The What, Why, How Success Strategy” is simple:

1) Determine WHAT you want, make a conscious decision, put it in writing.

2) Connect with WHY you want it… get committed, build the desire.

3) Identify HOW you can achieve it and take action.

“The HOW is what you do, what you say and what you think. Isn’t it true that

what you do, what you say and what you think determines the results you get in

your life? In today’s class we are focusing on how to take positive action (what

you do), how to develop supportive thoughts (what you believe), and how to set

effective goals (what you say).”

**STEP** **1:** **Develop** **Your** **Beliefs** **–** **What** **You** **Think**

“If you can conceive something in your mind and believe it to be true, then you can

achieve it.” – Napolean Hill

"The first and most important step toward success is the feeling that we can

succeed." - Nelson Boswell

“What beliefs do you have? Do you believe you will fully live into your decision?

Do you think about your beliefs? Your beliefs determine the life you have. If you

don’t like the results in your life take a look at changing the beliefs that are

producing those results.”

**Exercise:** **Discover** **Your** **Beliefs**

“Think about the Key Area of Life that you are going to focus on first to achieve

your Best Year Ever. Write down all of the beliefs you have that support you in

this area.”

Give examples!

Circle your 1-2 most empowering beliefs.

How do these beliefs empower you?

How do they strengthen your life?

**Facilitate** **discussion** around empowering beliefs.

Objective: Become more aware of your empowering beliefs. Connect with them.

Reinforce them.

**Discover** **Your** **Beliefs** **Exercise** **–** **Part** **2**

“Again, think about the Key Area of Life that you are focusing on first to achieve

your Best Year Ever. Write down any beliefs you have that do not empower you

or that limit you in this area.”

Give examples!

Circle your 1-2 most limiting beliefs.

- Look at the consequences these beliefs are having in your life. Feel the pain of

how they are keeping you from having a life you really love and achieving what

you want in the world.

- What will it ultimately cost you if you don’t change this belief?

- How is this belief ridiculous?

- Is the person you learned this belief from worth modeling in this area?

- Do they have the kind of life you want?

**Facilitate** **discussion** around limiting beliefs.

Objective: Decide that you’re no longer willing to have the consequences that this belief

is causing in your life.

Write down a replacement belief for the 2 limiting beliefs that you circled.

- What would you have to believe in order to succeed and achieve your goals?

- Who is already successful in this area and what do they believe differently than

what you believe that’s helping them to succeed?

- What is necessary to believe in order to succeed in this area?

“Your beliefs have the potential to create or destroy. They can tremendously

empower or severely limit you. The good news is you can choose your beliefs.

You can change the beliefs you currently have that don’t support you.”

**Facilitate** **Discussion** **on** **Beliefs**

“Do you agree with this?”

“What are some ways to develop supportive beliefs?”

Get feedback.

Call on people if necessary.

**STEP** **2:** **Set** **Effective** **Goals** **–** **What** **You** **Say**

**Facilitate** **Discussion** **on** **Goals**

“I believe that a person cannot reach his/her full potential without setting and

working towards goals. (Notice, I did not say attaining or achieving goals!) Brian

Tracy says that, "we are never truly happy unless we are moving towards

something that is important to us." Some of the greatest thinkers and achievers in

history, such as Emerson, Thoreau, DaVinci, Napolean Hill, and Dale Carnegie all

stress the importance of goal setting in order to live a happy productive life and

achieve one’s dreams.”

“What do you think?”

**Why** **Don’t** **People** **Don't** **Set** **Goals?**

Discuss.

Examples:

1. Not serious, don’t want to take action.

2. Don't realize the importance.

3. Don't know what they want.

4. Stuck on “The How’s,” needing to figure out exactly how they will achieve it.

5. Fear of rejection / criticism

6. Fear of failure. This is one of the greatest single obstacle to success in adult life!

Keeps you in your comfort zone. People don't realize correlation between

success and failure. In fact, failure is a prerequisite to success.

“While all of the reasons we discuss play a role, the number one reason why

people do not set goals is FEAR. Fear of failure or of not attaining the goal.”

“If you also have this fear, I challenge you to set goals and change your response

you do not achieve them. It’s okay if you don’t achieve your goals! A lot of very

happy and successful people haven’t achieved their goals. In fact, they’ve

probably missed many of their goals. So put the fear of failure aside, set goals that

inspire and motivate you, and start moving your life in the direction you want it to

go.”

“It’s often by failing to achieve certain goals that we are able to achieve others.”

“Don’t only measure success by the end result, measure the progress you make

during the journey.”

**6** **Characteristics** **of** **Highly** **Effective** **Goals**

Explain the 6 Characteristics.

Engage participants and facilitate dialogue, but don’t spend too much time here.

**1.** **WRITTEN**

a. Makes it more real.

b. Increases conscious and subconscious awareness.

c. You’ll notice people, resources, info and opportunities that can support you.

d. Less than 3% of people have written goals, and less than 1% of people

review their goals regularly.

**2.** **USES** **PRESENT** **TENSE**

a. Enables brain to visualize goal and start seeing it as real.

b. Don’t say “I will,” state in present tense so it pulls you forward.

c. What’s more powerful?

“I will eat more healthy.” OR “I eat healthy foods.”

**3.** **STATED** **POSITIVELY**

a. We think in pictures.

b. The mind focuses on what you think about.

If you think “I will not eat junk food,” the mind focuses on the junk food.

Using a sports analogy, such as golf: If you think. “I’m not going to hit the

ball in the water,” guess where the ball goes? In the water!

KEY: Focus on where you want to go or what you want to do.

**4.** **SPECIFIC** **&** **MEASURABLE**

a. Clarity attracts.

b. Must give you a purpose.

c. Ambiguous goals produce diluted results.

d. Don’t say, “I want to be happy or have more money.”

e. Get specific… what does more money or happiness look like for you?

**5.** **TIMEBOUND**

a. It’s human nature to put things off… we get comfortable or busy or lazy.

b. Most people work best with a deadline.

c. Give yourself a reasonable timeline.

d. Consider tying it to some external event, ie: launch website by industry

conference.

**6.** **BALANCE** **OF** **CHALLENGE** **&** **REALITY**

a. Needs to cause you to stretch, grow and get out of your comfort zone.

b. Must also have a degree of believability/reality.

**Exercise:** **Set** **an** **Effective** **Goal**

Have participants set a goal that relates to their Key Area of Life.

Instruct them to write it down and see if it meets the Six Characteristics.

Give examples.

**STEP** **3:** **Take** **Action** **–** **What** **You** **Do**

Facilitate discussion on why it is important to take consistent action.

Discuss ways to take better, smarter action:

**General** **Planning** **Strategies**

Facilitate discussion.

Examples:

 Create written plans (annual, quarterly, 30 day), implement your plans and

review regularly.

 “Back-to-the-future” planning

 Develop a “Master Action List”

**Weekly** **Planning** **–** **Weekly** **Goals**

Facilitate discussion.

Examples:

 Identify your goals for the week (Sunday night/Monday morning)

 Schedule time for key items - put them on the calendar.

 What do you need to get rid of to make more time?

 What choices do you need to make?

**Question**

“What planning strategy are you going to use to support you in achieving your

goal? Write it down.”

**Maintain** **Momentum** **with** **Structure** **&** **Accountability**

Facilitate discussion.

Examples:

 Work with a buddy, coach, mentor, family member, group, etc.

 Size and scope of your accountability/structure should be directly related to

the size of your goal and your commitment to it.

**Question**

“What type of structure or accountability are you going to use to support you in

achieving your goal? Write it down.”

**Overcome** **Obstacles**

Facilitate discussion.

a) Don’t give up!

i) Edison failed more than 1,000 times before he invented the light bulb.

ii) Michael Jordan didn’t make the cut on his high school basketball team.

iii) Einstein flunked math and was earning a living as a postal worker when he

published his “Theory of Relativity.”

b) Spend time re-connecting with WHY (re-do the “Pain/Pleasure exercise…

connect with your compelling reasons).

c) “Fake It till You Make It” (also known as “Acting As If”)

d) Focus on taking manageable baby steps.

e) Take a break.

**Question**

“What type of support system can you put into place to help you overcome

obstacles? Write it down.”

**Transition** **to** **Wrap** **Up.** **Share** **about** **your** **business.**

“So we’re at the end of our time together today and before we do a concluding

exercise and complete the class, I’d like to share a little about my coaching

services and some options for possible next steps.”

Share about your business.

Offer Free Consultation so they can learn more about how working with you as their

coach can support them in truly creating and living their best year ever.

Ask for referrals, speaking opportunities, etc.

Share any special offer you have.

**Class** **Wrap** **Up**

“Before we do a closing exercise, let’s talk about your homework. Just like last

week, I’ll be sending you a notes worksheet. Read through it and write out the

answers to the questions based on what we covered in today’s class.”

“And then get and stay in action around the goal you set and making a positive

change in the first Key Area of Life you chose to focus on. Once you make

significant progress in the first area, choose a second remember. Just remember

not to take on too much at once!”

**Completion** **Exercise**

“Close your eyes and take a deep breath. Think about the Area of Life you are

focusing on. Connect with the decision you made and feel your commitment.

Think about the beliefs you currently have or want to develop that will support you

in achieving what you want in this area. Think about the goal you set in this area.

See yourself achieving this goal.”

“Identify one concrete action you are going to take after this class to keep the

momentum going and continue moving forward to achieve the vision you have for

yourself in this key area. Write it down.”

Give examples.

Ask a few people to share their concrete action.

**Final** **Take-Aways**

Ask what people are taking away from your two week “Best Year Ever” teleclass.

**Acknowledge,** **Thank** **you** **and** **Looking** **Forward** **to** **Connecting** **Again**

“I want to finish up today by thanking you and acknowledging you. I thank you

for being here and participating in this teleclass. A big part of my passion and

purpose as a coach is working with people to create and live their best lives and I

couldn’t do that without people like you. I also want to acknowledge you for

investing the time and energy to participate in this teleclass. It really demonstrates

that you are the type of person who is truly committed to your growth,

development and success.”

“It’s really been a pleasure leading this teleclass and it would be an honor to

connect with you 1-1 during the free coaching consultation.”

“Thanks again and I look forward to staying in touch and being of service to you.

Here’s to YOU and Your best year ever!”

**END** **of** **WEEK** **#2**