



In addition to helping thousands of coaches worldwide to grow lucrative, fulfilling, and meaningful, coaching practices, Dr. Livingston's companies have consulted for literally dozens of Fortune 500 firms like the ones above, amassing more than \$20,000,000 in sales. (Making him perhaps more uniquely qualified than any other coach-trainer to help you develop the exact coaching practice you desire)

TRANSCRIPT OF FREE FULL LENGTH INTERVIEW:

"How to Use Micro-Commitments to Dramatically Increase Acquisition of New Paying Clients for Coaches!"

This is a Word for Word Transcript of the **Free MP3 Interview Below**. To Fully Grasp the Concept I Highly Recommended You Listen to the Full Interview Here: <http://www.TheCoachingGuy.com/Micro-Coaching.php?n=1>

(Dr. Glenn Livingston and Ryan Levesque.)

This interview was originally conducted for a general advertising audience. But because the example used is specific to the coaching and psychotherapy industry, it's highly recommended for life coaches and psychotherapists to read and/or listen through it



Glenn Livingston, PhD

Dr. Livingston has helped coaches worldwide to succeed utilizing a unique set of coaching and marketing techniques he developed over the course of 25+ years in coaching and consulting

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Dr. Glenn Livingston: Hey this is Dr. Glenn and I am here again with the Ryan Levesque. How are you Ryan?

Ryan Levesque: Good. How are you? It's funny that you said that because I actually own that domain, the Ryan Levesque.

Dr. Glenn Livingston: Was Ryan Levesque taken?

Ryan Levesque: Unfortunately it was. It's a relatively uncommon name but it just so happens that there is another Ryan Levesque who is also an internet marketer out there. So it's kind of funny. Its like in the 80s they had several

different knockoffs of the Ghostbusters and there was like **The Real Ghostbusters**, just for emphasis adding **the** real Ryan Levesque.

Dr. Glenn Livingston: I thought it was really funny you told me that you couldn't select your baby's name until you knew that Henry Levesque was available as a domain.

Ryan Levesque: Its funny but it might sound sad but it's actually true.

Dr. Glenn Livingston: I thought if you have no objections that today we could talk about using stepping stones to increase conversions and how most marketers I think make their lives a lot harder then it really needs to be because they seriously underestimate how much effort is actually required to make the sale. Do you know what I mean?

Ryan Levesque: Yeah I think some people especially when you are kind of new to this whole world of direct response and conversion focus, website design and website build out there is a tendency to think that all you need to do is say hey I have got this really great product service whatever it may be so step on up and buy.

Dr. Glenn Livingston: Right, I know that when people are new they don't totally understand all the pieces and parts of a well constructed persuasion argument but I am going beyond that I am talking about what is the actual offer that you make with people upfront and I think that most marketers at the beginning and actually even if they go along they ask prospects to take too big a leap.

Ryan Levesque: Right.

Dr. Glenn Livingston: Do you know what I mean?

Ryan Levesque: I do. I think the analogy that has always been super clear in my mind is thinking about courting or relationships, it's the whole idea that you need to shake hands before you hug, hug before you kiss, kiss before you ask someone to hop into bed with you and do all of these things before you ask someone to have kids together, the handshake comes first and I think there is a tendency to forget that and sometimes people jump the gun and they go straight for the marriage proposal.

Dr. Glenn Livingston: What comes first is what is your name.

Ryan Levesque: True.

Dr. Glenn Livingston: What comes first is slowly approaching the person and not terrifying them that you're a psychopath.

Ryan Levesque: You're right because even though I broke it down into steps like that if you come sprinting at someone with your arm outstretched with an angry face shake my hand they are going to run in terror. You can even break down every one of those steps in courting or building a relationship with someone you can even break those steps down further.

Dr. Glenn Livingston: Its sounds outrageous and people are saying well nobody really comes rushing at someone with their arm outstretched but when you really observe human behavior and you look at the differences in the way that people approach you and things as simple as do they pause to make room for you in their conversation as they are introducing themselves, when do they take their breaths, how close do they stand, how fast do they work towards you, how do they look at you, how do they

maintain or not maintain eye contact. All of those things are intermittently involved with the initial judgments about do I trust this person or are they here to hurt me and if you think about it especially online today that judgment which is built into the evolutionary animal, that judgment is something that people are making all the time.

Ryan Levesque: I think that you are right and I think what is important is people listening to this are saying well I don't actually go through that process, well you are right it is something that happens on an unconscious or subconscious level, we don't actively ask ourselves a series of 35 questions when we first meet someone like the things that you just went through. It basically amounts to a gut feel that we have right, you either have a good feeling about someone or a bad feeling about someone and when you translate that analogy or that metaphor online the same thing happens, people make a snap decision one way or another am I going to trust what this person has to say at least initially or am I going to hit the back button.

Dr. Glenn Livingston: I think that most marketers unconsciously are doing the equivalent of saying. "Hey baby back seat of my car Saturday night you know what I mean." What I am saying is I think this is all unintentional because as a marketer you become intimately involved with your own product or service right?

Ryan Levesque: Right.

Dr. Glenn Livingston: And you know exactly how valuable it is, you have been spending months if not years putting it together thinking about how to talk about it, telling your friends about it, genuinely feeling passionate about your product or service and in most cases genuinely meaning well that you have got a good solution to a real problem and you plan to deliver. So from the marketer's perspective they are perfectly honest, they have got perfect integrity about what they are doing yet because they are so involved with the product, because they know exactly how valuable it is they forget the level of skepticism in the market, they forget how much people distrust everyone especially today online and they forget the level of indisputable overwhelming proof that is required to get prospects to part with their

money and the result is they try to force prospects to take much too big of a leap and then you have the hey baby phenomenon.

Ryan Levesque: It comes down to this, we all have these certain truths in our mind that we take to be self evident but your prospect doesn't, they are not working from those same assumptions and it's difficult I think the ability to empathize with your prospect comes down to being able to put yourself in someone else's shoes and ask yourself going back to before you had that level of familiarity with your product or your market or your industry what skepticisms did you have, what questions, concerns did you have and it's extremely difficult to do that and so one of the ways in which you can do that is to actually interact with your audience, we all have these dreams of having a fully automated system that doesn't involve any human involvement what so ever but in order to get there, in my experience I have found that you first need to get the manual process right before you can automate it and so what that means is that before you can have a list of FAQs that overcome a prospect's objections you first need to actually get on the phone or talk with your prospects in person and find out what those are and answer them on a one on one basis and get a feeling for what those things are.

Dr. Glenn Livingston: You need to know what they smell like.

Ryan Levesque: Yeah exactly, you need to be able to close your eyes and picture or there is another marketer that calls it finding out who your Bob is and Bob being your avatar, who is the representative person in your market and in some ways it's an amalgamation of everyone in your market but in other ways it's an individual and you want to be able to understand what clothing does that individual wear, they are wearing a rock band t-shirt who is the artist, does it have holes in the t-shirt, what does their room look like, what do they eat for dinner, all of those things because it paints a picture and it tells you is this someone at the end of the day who is maybe highly educated and they are a bookworm and they spend their evenings reading 800 page history tomes or are they someone who they are blue collared, they hit the bar after work, they drink a few beers and they watch sports everything around that and when you can understand who your prospect is at that deep level then all of a sudden you can relate to them and speak to

them in a language that they would naturally use when speaking to you.

Dr. Glenn Livingston: Well and to tie it back to the theme of our talk today, what you are looking for is a series of micro commitments that you can break down your sales process into so that everything is really a no brainer and doesn't engender that fear response and I can give you a very specific example by illustrating the way that most psychotherapists and coaches try to market their practice and why most psychotherapists and coaches spend most of their time just therapying and coaching each other as opposed to seeing paying clients if that is ok with you Ryan, did you want to go a different direction?

Ryan Levesque: No I think that is perfect, going into an example like that would be really helpful. So let's do that.

Dr. Glenn Livingston: Here is why in my experienced opinion most psychotherapists and coaches don't have a lucrative fun paying practice, believe it or not the average person really likes screwing up their lives, its pretty easy to run up, despite the pain it is actually a lot easier to run out and act the way you have always acted and keep getting what you have always gotten out of life as opposed to venturing into dangerous territory and risk changing, changing is very uncomfortable and familiar, it feels dangerous and it takes you out of the groove that you are normally in and that you got conditioned to be in for good reasons in your past. If you look at the task of what really both psychotherapy and coaching there were some differences between them but that is not the subject of this audio. If you look at the task of psychotherapy lets say where typically in the business of convincing people to stop doing what feels natural but not only that we want them to spend time having uncomfortable conversations about what the alternatives might be, we want them to give us money for having these uncomfortable conversations, we want them to admit they cant fix their problems themselves, we want them to bare the embarrassment of having their family and friends know in many cases, we want them to forego reimbursement from the insurance company if they want to make any real progress because the insurance company will hardly pay for anything, and we want them to do all of this without any guarantee of results. You never see a psychotherapist say or your money back. So look

at the chasm that a psychotherapy patient has to jump through or a coaching client has to jump through. It's enormous.

Ryan Levesque: Yeah it is. There is risk in every element that you just walked through right there. There is the promise of monetary loss, there is a promise of well in Asian cultures we would say loss of face when your friends and family know that you are seeing a psychotherapist, I mean there is risk, social risks, there is financial risks, there is risk in every dimension that you can think of.

Dr. Glenn Livingston: Ego risk.

Ryan Levesque: Exactly.

Dr. Glenn Livingston: Is it any wonder that psychotherapists don't have a practice, that coaches don't have a lucrative practice. When you look at it like that you would have an easier time convincing people to stick their head in the microwave.

Ryan Levesque: Disclaimer, at the end of this call do not stick your head in a microwave.

Dr. Glenn Livingston: Right. Trained marketers on the phone. What most psychotherapists actually do is they stick up their credentials likely in the yellow pages for example.

Ryan Levesque: Right.

Dr. Glenn Livingston: They just stick up their credentials, say that they except insurance, and then they wonder why the phone doesn't ring.

Ryan Levesque: Right.

Dr. Glenn Livingston: And when I would supervise psychotherapists or coaches in how to grow their practice I would tell them to create stepping stones which we could also micro commitments online which is taking baby steps to build some type of, Ryan in your words action taking momentum right?

Ryan Levesque: Yeah exactly. So what are the stepping stones just to

bring that examples full circle, what are the stepping stones in the psychotherapy example that you recommend?

Dr. Glenn Livingston: Well this is where I typically recommend and that I know for a fact works but you could even go further if you were having trouble getting this to work, rather than having people call for a free session or some psychotherapists don't even offer a free session, rather than trying to get people to call you directly I would have them to call an automated service for a free solutions and informational form first. So I would take a very specific niche, I wouldn't advertise general psychotherapy services, I would advertise to couples, or I would advertise to ADHD parents, parents of ADHD children and I would have an automated answering service that they could leave their name and number and I could get a free report all about you know the 7 solutions for constructive communication in couples, 3 ways to quickly overcome the devastation of an affair, whatever their therapist particular specialty was. The key is that by having them call an automated service rather than having them call you directly or even your answering machine knowing that you would call back is that you are removing the need for them to commit to personal contact, now they are just calling for a report and they are not going to have to get on the phone with you and have that personal interaction where they are admitting that they need help.

Ryan Levesque: It's far less threatening and there is also no potential sales pressure, they know that if they get on the phone with you and speak to another human being that there is the possibility that they might say when would you like to schedule your first appointment and that is uncomfortable for most people.

Dr. Glenn Livingston: And the research on this indicates an approximately 3 times bump, like a 300% bump on first phone calls when you advertise an automated service as opposed to a direct consultation.

Ryan Levesque: So you get more people coming through the door, more people that have an opportunity to get to know you a little bit better through your report or through your automated message or CD or whatever it is that you might give away and then from there they build a little bit more comfort

level right?

Dr. Glenn Livingston: Yep.

Ryan Levesque: So that is the equivalent of maybe having coffee with someone before going out to dinner and a movie or even seeing a personal ad or a YouTube video of who they are after you Google them to realize ok this person is not a serial killer, they seem like a normal human being.

Dr. Glenn Livingston: More like that yes, before you even give them your phone number.

Ryan Levesque: Yeah.

Dr. Glenn Livingston: Online there are versions of this, I actually have a two step opt in process I ask people to click before they opt in and I find that I do better with that as compared to asking for the opt in directly because there is less trust involved in a penny a click then there is in an opt in.

Ryan Levesque: Right.

Dr. Glenn Livingston: And then of course once you have that contact you can deliver repeated valuable solutions in informational form and a lot of this is the basics of direct response and people might be saying that they are doing this already but most coaches don't and it's a good opportunity while you are listening to this to think through how could you break up your system even further. Here is the part that coaches mess up once they do get the phone call. So let's say that you do this part right and you set up a series of stepping stones or marker commitments and people get the free reports and the information you are sending them and they decide that they are going to call you for a free session. What usually happens is that the coach will try to get them to come in right away for the free session as opposed to talking to them for 15 or 20 minutes on the phone to try and form a bond, find out a little bit more about what they want to accomplish, what the problem is, what their experience has been in the past with previous coaches or psychotherapists, what they are expecting, any concerns that they have about coming in, where they live, are they worried about the drive in any way, if they have any insurance concerns. Having

that conversation over the telephone that free conversation is a stepping stone before you have the actual free session is something that most coaches and consultants and psychotherapies don't ever think about. That will multiply your response dramatically as well.

Ryan Levesque: And what you are saying is that will improve the stick rate among people who would might otherwise cancel or be no shows they are actually going to follow through with the appointment.

Dr. Glenn Livingston: That will improve the show rate yes.

Ryan Levesque: Ok.

Dr. Glenn Livingston: It also improves the stick rate for the sessions because you know see if you purvey the sense that no experience with you will be dangerous and that you are hyper sensitive to the chasms that these clients have to jump over then their experience with you from the get go is almost effortless and why wouldn't they want more at some point once they get some momentum going.

Ryan Levesque: Most people listen to this call right now are probably wondering well how does this relate to my online business or how can I apply what we are talking about in an online environment and I think this example walks through a 1 to 1 relationship that you might have if you are doing 1 on 1 selling. Whether that's in a psychotherapy business or if you are a 1 on 1 sales person selling local SEO services to local brick and mortar businesses. It doesn't really matter. This is a 1 on 1 sort of sales process but you can actually map this online and I am going to give just one example of how you might be able to do this. In your example Glenn you talked about the importance of asking the prospect in this case just to sort of use a generic term, the prospect in this case a set of questions to find out who they are, what's their past experience been like, what concerns objections and questions do they have before even working together with them. You can replicate that process to a large extent online by installing these tiny little surveys prior to asking someone to take some sort of commitment on your site. So rather than directly going on your site and asking someone to opt in and in exchange for a free report or asking them to purchase something via a sales letter or video sales letter or some

sales material you can insert this intermediate step of asking them a few questions via survey. For example you might say; listen if you are anything like me I know you are busy and I don't want to waste your time so tell me which of the following is the biggest challenge that you are having in your life right now about topic X Y Z? Is it A B or C. By getting them to take that step its sort of that non threatening stepping stone prior to asking them to make a larger commitment.

Dr. Glenn Livingston: Ryan, the highest double opt in rate that I have ever got which was 28% and if anybody tries to acquire double options from, that traffic I was talking about in a paper click environment that is just outrageous, that is at least double what most people get.

Ryan Levesque: That's really high.

Dr. Glenn Livingston: Was from a, I think 42 question survey that I put up. What happened was I advertised a personally customized solution in a report format to a fairly serious problem that people had and I took a lot of time to do the kind of hand holding and direct speaking with the market that you were talking about before and as a consequence the questions that I asked them made them feel like I really understood them before I asked for any commitment what so ever in terms of their trust and I did ask them to click and to spend a little time taking the survey but before I asked for their opt in I proved to them that I thoroughly understood them and I have had people tell me that they felt better even before they pushed the opt in button because of what the questions made them think about and what they perceived the author of the questions must know about their problem by having been able to write those questions in the first place. These are all micro commitments that are done before the opt in and then once they opted in they were so committed that I got twice the normal confirmation rate. I think this encodes the technique that you are talking about where you can use a survey if you take the time to really understand the market so you can portray empathy in the survey itself.

Ryan Levesque: Yeah and you can even use 1 on 1 very personal language that articulates that, you say listen I have talked to a lot of people that are in different situations and most of the people tell me that they are

facing one of the following problems. Boom boom boom. If one of those problems is something that your prospect is facing what they are going to say is wow you really understand me and so its this leading indicator right off the bat that tells your prospect that hey I am someone who knows this market I am someone that you can trust to work with.

Dr. Glenn Livingston: Not only that, I don't treat everybody like cattle and I know that you are different then everyone else at this site and I am trying to determine exactly how different you are so I can give you truly unique solution.

Ryan Levesque: Right and now someone listening to this might say ok this is all fun and good but it sounds like it's a lot of work. Now there is a way that you can do the 80/20 version of it, you don't need to speak to every segment in your market, you can take the top 3 segments of your market and sort of approximate that 1 on 1 sales experience that you are trying to replicate, you are going to approximate it rather than try to recreate it exactly and you are still going to get a tremendous boost in response and the reason why is because there so few people online that do this even ask yourself as a consumer how seldom does it happen that when you visit someone's website they ask you these sort of thoughtful questions. Most of the time what they are doing is they are just raising their hand and saying guess what my solution is the best and they are trying to almost shout over you and you are mentally having this conversation in your head that's well time out a second what about this and they are just shoving down their sales message, shoving their sales message down your throat without giving you a chance to interact.

Dr. Glenn Livingston: Yep exactly. Lets use an online example where my wife was selling coaching for emotional binge eating lets say we get to the point that someone is actually requesting a free session here is something that most doctors will do at the end of a free session that I think is a mistake is they will say well how are Tuesdays at 8 o'clock will that work for you and they try to put them into this regular relationship right away, what have they done, they have said ok I am making the assumption that you are ready to commit to treatment with me over the long term in this open end experience that is going to cost you time and money and make you

continue to face all of the things that made it so hard to get here in the first place. As opposed to saying, I might be able to schedule a consultation with you a follow-up, two weeks from Friday do you think that might work for you, why don't we schedule that tentatively and we can check in with each other that week to make sure it still works. Sometimes clients are really ready to go and you don't have to do that you can use your judgment but at every step it's possible to break the risk down even further so that people just have one simple stepping stone that seems like a no-brainer.

Ryan Levesque: Right it's a subtle linguistic distinction but it's the equivalent of asking someone to go steady with you rather than ask for a second date.

Dr. Glenn Livingston: Yes and here is how Sharon does that in the emotional food bingeing Market. What she does is first she doesn't even try to sell the session she really tries harder to sell a cd package. So she has got a series of 8 cds that talk about all the different elements of emotional eating and how you overcome the problem then when people buy that they are taking to a 1 click up sell which is called the emotional eating quick start package and so this is a package that has a defined set of benefits and a defined ending point and the shorter the better so that you can deliver specific results in a very short period of time. So I just want to read to you the copy on that up sale so that you understand what we are talking about, she will say finally make progress against emotional binge eating, your personal quick start is 3 supercharged sessions with no on going commitments customized exactly to your needs. These are 3 very special sessions designed to install new pattern so that you can change direction and get back on track quickly. In session number 1 we will assess your cravings, your personal triggers, and your history of troubles from food thoughts, we will also review the feeding this whole process for killing your cravings to be sure you know what to do in the moment trouble hits and session number 2 will go into detail about your actual food habits and develop a satisfying alternatives and substitutes and session number 3 will tie it all together by assessing your food personality and developing several power phrases and anchor images that stick in your brain when the cravings hit. My customary coaching fee is \$200 per session but with your

order today you can the 3 session quick start for \$200 total that is 1/3rd my normal rate, so again that is 3 sessions personally customized to install new thoughts and behavior and begin putting an end to your binge eating for only \$200 and no ongoing commitments. You see how that is different then saying how are Tuesday at 8 o'clock for you because not only does this have a very defined end but its also very clear exactly what is going to happen in the sessions themselves with a very specific set of benefits when prospects are put into open ended situations its like putting them in a room in the dark and all of your fears are engendered but when you turn the lights on and you tell them exactly what is going to happen in every one of those sessions now they are no longer in the dark and those monsters are no longer running around in their heads.

Ryan Levesque: So it's all about descending expectations.

Dr. Glenn Livingston: It really is.

Ryan Levesque: This has been measured, if you put people in a long line and they have no idea how long the line is if its 45 minutes, an hour, the level of anxiety and tension is extremely high. All you need to do is put a simple clock that says your estimated wait time at this point is 35 minutes. It doesn't change the wait time at all but all it does is it sets expectations.

Dr. Glenn Livingston: Interesting.

Ryan Levesque: It reduces anxiety levels tremendously. If you think about that in terms of your own marketing that is the key piece here is you want to have a defined start point and end point. You want to give people, tell people exactly what to expect an example online is when you are explaining in your sales letter or in your video sales letter how to complete the checkout process, most people say all you need to do is order the course and it will be delivered to you instantly but what were are saying here is break that down further manage peoples' expectations even further. All you need to do is click on the big yellow button below, when you do that you are going to be redirected to a screen that looks like this, show screen shot, then go through each of the 5 fields, define number, and fill them out one by one. The process takes about 30 seconds. Once you have done that you will be redirected to a download page that looks like this which will

give you your link to your product and by the way if for any reason anything happens out of the ordinary all you need to do is call this number below 1-800-whatever and my assistant will help you out. See the difference between going through that verses just order my product now?

Dr. Glenn Livingston: Wow.

Ryan Levesque: That is the type of baby steps that we are talking about even within your copy and I think when it comes to the point that you are bringing up which is managing expectations most people the gap, the chasm there is too big they take it for granted that people are going to be able to figure things out that are intuitive or self evident but in many cases again because your prospects are not as familiar with your solution, with your website, with your sales process as you are that sales process can break down. So the answer is to walk people through, hold their hand, and literally walk on each stepping stone side by side with them.

Dr. Glenn Livingston: I love the way you described that.

Ryan Levesque: There are two things that I was hoping we might cover quickly.

Dr. Glenn Livingston: Yeah go ahead.

Ryan Levesque: Ok, the first one is the importance of eliminating the fear of loss at every single stepping stone, eliminating the fear of loss. Its human nature to have a much greater fear of losing something then the proportional gain that one would achieve by earning that same prize. So for example it's much more painful to lose \$50 in your pocket then it is pleasurable to find \$50 on the sidewalk.

Dr. Glenn Livingston: Yep.

Ryan Levesque: Knowing that element of human psychology when you think about your marketing it's absolutely critical that you eliminate the fear of loss at every single stage. So when you ask someone for the opt in you need to be stating we have a privacy policy is often not enough, you might need to put that in plain language and say listen I hate spam just as much as the next guy and here is my promise to you, if you get one e-mail that

you think is spam from me, here is my personal address come to my house, knock on my door, and scream in my face because that is how much I hate spam right. You might not need to go that overboard.

Dr. Glenn Livingston: Right.

Ryan Levesque: But my point is you want to eliminate that fear of loss the fear of having to deal with spam or having your e-mail address sold, if you run a shopping site it might literally be as simple as enjoy our hassle free shopping experience. Just inserting the words hassle free might be enough to eliminate the fear of loss which in that case would be shopping experience that is full of hassle. We know about guarantees, we know about 60 day, 90 day 100% money back guarantees so I am not going to really get into guarantees but you basically want to offer a sort of guarantee at every stage in your sales funnel that eliminates that fear of loss both monetary loss, both loss of time, people do not want to waste time you need to prove to them that they are not going to be wasting or losing time by spending time on your website, they are going to be gaining something and so you want to articulate that in the language that you use and basically reassure someone literally at every stepping stone in your sales process.

Dr. Glenn Livingston: They have to have a reason to read every single sentence right?

Ryan Levesque: Exactly. It's almost like you are telling people information and interspersed within the information that you are telling people you constantly need to reassure them and remind them why it's important that they listen to whatever it is that you are putting in front of them. The counter example is the psychotherapist that just has a website that is the equivalent of the business card with Joe Smith PhD with a big photo of them you want to say why is it important that you only work with licensed psychotherapists that have a doctoral degree in such and such a discipline and why they need to make sure that that its from an accredited university like the university that they achieved their doctorate from. So you want to explain every step of the way because you can't take that for granted, people don't see that as being self evident.

Dr. Glenn Livingston: The truth is in the psychotherapy world out of over 1,000 patients that I saw there was only one that asked to see my diploma or even wanted to know what university I came from they are so involved with their own problem at the moment that they need to know more that you have experience with a specific problem or that you are making them a specific promise.

Ryan Levesque: Right so that would be the example there.

Dr. Glenn Livingston: I know that you also have a unique perspective on the neurophysiology of why micro commitments work.

Ryan Levesque: Yeah and that is really the last thing I wanted to talk about is this is more than just theory there is actually something going on in your prospect's brain when they are visiting your website and it's important to understand that because when you can understand the reaction that your prospect's brain is having you can address that and so specifically when we get that we have been talking about the idea of instituting stepping stones to bridge the chasm that occurs whenever you ask someone to make a commitment or make some sort of change. The reason why that's important is because whenever you ask a prospect or any person to make a change whether that is a positive change like starting to attend therapy and to work through their problems or a negative change or potentially harmful change the brain perceives that change as a threat. That is why people tend to have this weird reaction towards earning more money or becoming more successful is because that change is scary at a very deep primitive lizard brain level in your prospect's brain. The structure in your brain that is effected is called the amygdale, it's a structure in your brainstem, it's one of the older parts of our human brain and basically that is the structure in your brain that controls the fight or flight response and when we talk about the fight or flight response we really should describe it as the fight, flight or freeze response because there is a third reaction that can occur when your brain—

Dr. Glenn Livingston: That is interesting most people don't talk about that. Your right.

Ryan Levesque: It's the deer in the headlights thing, you can run, you can

fight or you can stand there and say duh and honestly that is one of the main reasons why sales processes break down because either you have done something to scare your prospect off or you have caused them to freeze usually because there is something on your site or in the language that you have used that confuses them, they don't quite understand or you elicited cause for pause. The key is this, whenever you set off that fight, flight or freeze response in your prospect's brain its like the alarm bells go off primitive brain takes over and you actually elicit a physiological response where you got the butterflies in your stomach the heart rate and that whole fight or flight response that is no different then when we were cave men fighting off predators on the Serengeti. So the key to eliminating that fear of change is to break down the steps, to break down the change that you are asking your prospect to make into a smaller change that flies under the radar.

Dr. Glenn Livingston: Jumping over a raging river is pretty scary but hopping over a little puddle is no big deal.

Ryan Levesque: Exactly and so that is the key, is you need to break down the change into small enough steps that the change is so small its almost imperceptible to the client.

Dr. Glenn Livingston: The other benefit especially online on breaking a sales process down to very small pieces is that your able to measure the small steps in the front of the process with more accuracy like if you were only getting 5 sales out of 1,000 or something like that or 5 sales out of 10,000 even worse if you break it up into 10 steps you might be getting 400 of the first steps out of 1,000 and you know 50 of the second steps and so you have a statistically viable number of actions to work with where as you are never going to be able to do any kind of split testing on the sales because it will take you a year to complete one test. So when your sales process isn't working if you break it down into pieces you have the ability to test and track until you make it work where as you don't if you try to look at the whole thing at once.

Ryan Levesque: Right exactly and once you have done that if you find out its step 6 in your 10 step process that is where people are falling off well

maybe you are asking your prospects to take too big of a jump between step 5 and 6, the stepping stones are literally too far apart. So you need to institute a midpoint there to bridge that gap.

Dr. Glenn Livingston: It's very cool. Well is there anything else I should have asked you about micro commitments and stepping stones?

Ryan Levesque: I think that covers it for today.

Dr. Glenn Livingston: Yeah baby.

Ryan Levesque: Very good we will talk soon.

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