

Determine Deliver Method for Your Coaching Program

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Now that you've created detailed flow in terms of what you will teach initially in your coaching program, it's time to decide how to deliver that training.

There are 3 primary delivery mediums:

print (pdf, manual, etc)

audio (mp3, conference call, podcast, etc)

video (video!)

Do one of those delivery methods lend themselves well to what you need to teach?

Do you prefer a delivery method?

There is no "right" answer, and I've seen clients go for perhaps years, stuck and unable to launch because they couldn't decide.

If it's not clear, just make a decision.

Err on the side of your personal preference.

But just launch.

Just decide.

You can always change the delivery method later.

Some thoughts for clarity:

Print (ebooks, pdfs, manuals) are great for deliverables, like this.

But they don't tend to pack as much punch in terms of perceived value.

Audio and Video yield a higher level of perceived value (so clients will see your coaching as coaching and not just manuals!) But . . . if print is the BEST way to get your complete message across . . . use print.

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However . . . in general a coaching program is perceived as being something interactive . . . which is harder with print!

So in most cases, your coaching should likely be audio or video.

Perhaps email is the most viable choice if you just don't want to speak live. But I can tell you this: no client can bite you over the phone!

Okay, audio or video?

Telephone conference or video?

Pros and Cons:

Audio is, hands down, easier to deliver than video.

Here's why:

much lower bandwidth (don't need high speed internet, can coach more easily on the road, etc.)

they can't see you (can teach in your pajamas, in any place)

much easier to deliver recordings (video is space-intensive . . . say 5 GB per recording (or more) Imagine 10 years of coaching recordings: 50 x 10 years x 5 GB = 2,500 GB of storage PLUS bandwidth to deliver . . .

Audio is much easier to upload after the live call (I use instantteleseminar and the recording is nearly instantly available after the live training, with video, the delay can be hours and depending on your service, may tie up your computer while encoding.)

Why to use video:

- 1) When you have to SHOW something. Like swimming or skiing or kettlebell workouts.
- 2) When you want to build a persona that is live . . . your personal preference, you WANT folks to SEE you as part of your coaching.

Note: just because you think you have to show something, doesn't always mean you do. For example, if you want to describe some action, for example, scroll down the page to the yellow button, click the yellow button then go to the blue button and hit it twice.

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It might initially feel like that must be SHOWN on video . . .but in fact, just using clear words as I have done above, makes it easy to use descriptive words instead of video.

My opinion: video is last choice, only to be used when it's the only option, or you really want to use video.

Now, no matter the core delivery method for the live coaching lessons, you can use pdfs (like this), links, or other deliverables to supplement the coaching lessons.

You can create a web page on your web site where you post the lessons and additional deliverables.

But . . . when you are first starting out, don't allow NOT HAVING a page to keep you from starting.

You see, you can deliver everything via your email autoresponder!

In fact, even if you have a central web page for your coaching program, you will likely deliver weekly (or 2x monthly) coaching call access and additional deliverables via email.

So to summarize, you'll make this decision:

Print

or audio

or video

Once you've made that decision, choose the service to use for your chosen delivery method, for example:

Audio:

Instantteleseminar or other conferencing service (I recommend instantteleseminar as their service is highly robust, is rarely down or out, and has unlimited storage of recorded coaching calls). (It's easy to think you want to use a free or cheap service for your coaching call . . . until you have 100 clients dialing for live coaching and the free or

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cheap line is . . . not there today! Or until you have 100 recordings and they . . . vanish into thin air! Then free or cheap is not so fun!

Video:

Use an established, reliable service such as:

gotowebinar

webinarjam

or zoom

Now that you've made the decision of your delivery method . . .

It's time to deliver!