

FINDING BRAVE

with Kathy Caprino

Transcript

Finding Brave Episode #42

How to Shift Your Sales and Unlock Your Power and Confidence with Sean Patrick

- Sean Patrick: Why should somebody invest their money and their time in working with you as opposed to someone else? There always has to be your own personal brand and your own personal strategy behind everything that you would do, and it has to be consistent.
- Kathy Caprino: Hello, everyone. This is Kathy Caprino, and welcome to my podcast, *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life. To rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. And they'll be sharing their intimate stories of Finding Brave, and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.
- Hello, everybody! Welcome to *Finding Brave* this week. I'm Kathy Caprino, and we are here talking about something that I think is going to be tremendously instrumental for a range of folks who are coaches, consultants, private practitioners, and people aspiring to be that. And to generate the financial reward that they feel they deserve, and that they want. And we're going to talk about all the things that are in the way of that, because there are some blocks. And I'm so excited to introduce my guest, Sean Patrick. Sean, thank you for being here!
- Sean Patrick: It's a pleasure to be on with you, Kathy. Hello, everybody.
- Kathy Caprino: We had some technical issues that made us sweat a little bit, but here we are everyone, and we are ready to Find Brave in every possible way around how to generate the money that you really do deserve and want. And I want to say, Sean, you and I met not too long ago, right? Maybe six months ago, is it?
- Sean Patrick: Yeah, I would say so. We connected on LinkedIn about six months ago.
- Kathy Caprino: LinkedIn, my favorite place in the world, almost! And, we had a chat. The reason I couldn't wait

to have you on is that we had a chat about my own business. And, you know, I don't refer to it as high-ticket closing, and you're going to talk about that. But just in our brief conversation, some of the nuggets you gave me really, really got in, and they really unlocked some thinking for me. So I said, well, if it's helping me, it's going to help my *Finding Brave* peeps.

Let me tell everybody all about you, Sean, here you are. Sean is the founder of Truth. Love that. Truth is a private partnership designed to accelerate the sales and results of a select group of online coaches. Sean works with clients to personally close their qualified inbound leads for high-ticket services on a one hundred percent performance basis. And you're going to talk all about that.

This is intriguing. His closing methodology blends applications of advanced psychology, luxury selling, coaching, and peak performance to arrive at one thing: the truth. The truth that's hidden deep in the subconscious minds of the client's prospects. The truth that influences their decision to invest in themselves, and to show it consistently. Wow! With unwavering commitment to excellence. I love it, I love it. Boy, anyone who's a coach or a consultant, you know that that's not easy to come by, is it? Sean's goal is to elevate his clients' coaching practice to unprecedented levels while giving them time and clarity to focus on delivering transformational value.

Wow, Sean! All right.

Sean Patrick: You read it better than I could have ever read it.

Kathy Caprino: Wow. All right, Let us jump right in and not waste any time here. So you help your clients get really big results. Can you talk first about ... and we're going to get into kind of the blocks in the way of those of us selling high-ticket ... and you can even define that. But what is the difference between a high-ticket closer and sales ... a salesperson. And how would you even define high ticket? I'm intrigued!

Sean Patrick: Sure. So, a high-ticket closer. Closing implies that you're getting the deal done, you're bringing it to a term. Whereas selling, you could be closing a deal, but it doesn't necessarily mean that you are. And the reason for that is because there are so many sales methodologies out there. And some are outdated, some are great. You know, I'm not here to say which one is better than the other. But the truth is, is that there are a lot of outdated methods that don't necessarily work in the digital age, in the 21st Century, where it's all about authenticity and deep connection. And it's not so much about, you know, what myself as the salesperson or the closer can do for the prospect. It's about really understanding where they're coming from. You know, on a deep, deep level, and not making assumptions. You see the typical characteristics of a salesperson ... and I'm sure that ... you know, even myself, before I got into sales ... you know, I had my idea of what a salesperson was, and that's somebody who talks a lot, who justifies, who tries to please their clients, chases them, pushes features and benefits.

Now, that is the traditional sales method. Closing, on the other hand, is somewhat of the inverse, because it comes from the fundamental understanding that people buy on emotion. They don't buy on logic. And it's very difficult to get into somebody's emotion if you're talking the whole time. Whoever asks the questions controls the sale. And that's what a high-ticket closer is, is somebody that's very, very good at asking those difficult, deep questions, that so

many people are afraid to ask others, and even ask themselves. And that's where uncovering the truth comes in.

Kathy Caprino: The truth. I have so much already to ask you. Let me just ask it straight. Is another way of what you just said, that sure, you are trying to help generate sales, meaning revenue, for the client. But the way people think of sales people, is in many ways derogatory. I mean, let's face it, we talk about used car salesmen, or people that are selling ice to people that don't need ice. Do you know what I mean? In some ways are you differentiating what you're doing, rightly so, that it's not just about getting the money, it's understanding what this person needs at a very deep level. And I'm guessing because I know you have integrity, it's not just about winning them over. In fact, if you sense that the client ... this prospect wouldn't be a good fit, I'm guessing you wouldn't want to close.

Sean Patrick: 100%.

Kathy Caprino: Is that right?

Sean Patrick: 100%. Because it's not only about results. Sure, this methodology gets fantastic results for the people that I partner with. But it also derives lots of quality. Because that comes from the understanding that, you know, yeah, I could probably close just about anybody. But if they're not right for the program, they're going to be a headache to ... you know, my business partner, coach that I'm representing. And how can you possibly expect to scale to a six, to a seven-figure mark, and actually continue to enjoy what you're doing, enjoy your life outside of business, if you're dealing with all these clients that really aren't right for you.

Kathy Caprino: Yeah. That's just a mess. I can tell you that. It's not fun, and it's a waste of both people's time. And who wants that? It's not an integrity. All right, I got it. Now, tell me how you define high ticket, just so that people understand what's high ticket?

Sean Patrick: It varies. I would say the minimum threshold for a coaching program price is \$3,000. And everybody has their own comfort level. We'll get into this, because this has a lot to do with money beliefs. You know, if you can't name a price with conviction, prospects are going to know all about it. They're going to sense that. Why would they buy from you? Why would they enroll, if you're not even confident in the number that you're giving out. Because you know your prices and other ... it's a metric of, you know, the way you look at your value, and the value of your program, of course.

Kathy Caprino: I remember you gave me ... when we first talked, you gave me a little test. Do you remember what that test was?

Sean Patrick: I can't say that I do. I'm sorry.

Kathy Caprino: You said ... let me hear you talk about the prices that you ... you know, the prices of your coaching packages. And I did it. And then you said, what happens ... what do you say if someone says, I don't have the money for that, or, how do you justify that? So can we jump in? We're going to get tactical, but we're going to get strategic. But let's do this. What do you see are the biggest blocks for ... I mean, one of them is energy. One of them is what you truly believe in and of yourself, that can't not be communicated. I mean if I'm charging \$695 an hour, which I do for

executive coaching ... if I don't believe it in myself, it's, I'm going to cough up a hairball when I say that number. I'm going to set up some energetic block to that. But tell me what ... if you could, distill it down, that one or two or three things that hold people, coaches, consultants, back the most in getting great results financially in their high-ticket programs. What's the block? What are the challenges?

Sean Patrick: I tend to see a number of ones that come up quite often. Now, there are those ones that are your beliefs that are in your subconscious mind, but they're also the practical systems that a lot of coaches have in place, and perhaps are impeding their results. Because, a lot of times I find that they're putting their eggs in too many baskets. That also has to do with the belief. The beliefs that they're not going to get the results that they truly desire by working with one service provider, so they have to spread it out across a number of different ones. Of course, what that does is, you know, it's a mess.

Kathy Caprino: Wait, let me understand it, Sean. You mean the ... Let's talk about coaches. They're putting their eggs in too many baskets in terms of what they're trying to accomplish in a day? I'm a writer, speaker, trainer, career coach. Do you mean that, or ...

Sean Patrick: It's part of it, it's definitely a part of it. I would group it into marketing and sales before we actually get into the beliefs department. But, you know, the marketing, really understanding who your target market is, right? Being able to predict their behavior, almost. Having a very, very well-defined niche. And so that you are the coach, unlike any other coach that ... and knows exactly who your clients are. Then from there you transition into understanding what you actually sell. I see way too many coaches who are ... You know, I come across LinkedIn profiles on a daily basis, who are talking about the features and benefits of their program, instead of the emotional hot buttons, which are actually the reasons why people buy what they do, invest in things. Then the next step is communicating your value in a way that is incredibly relevant to that well-defined target market and speaks to those emotional hot buttons.

Then of course the next part is, you know, booking appointments and closing sales. That's a very technical thing that I see from the marketing standpoint. Behind all that is what I was getting into before, was that they're spreading out their marketing across various service providers. Facebook ads, LinkedIn Lead Generation, SEO, all that. I'm not saying that they all can't be beneficial, but you have to be thinking about it correctly. You have to have a strategy behind it. A lot of people are just bouncing around from thing to thing, dabbling in them, and never really getting the true results that they're capable of based on the value that I see them delivering. You know, if I have a look at, or have a conversation with them about what they're actually doing, they can transform lives. It's just, you know, it's not being communicated properly to the market, and their mental strategy isn't necessarily correct.

Kathy Caprino: You know, when you talk about, for instance, social media ... you know, you found me on LinkedIn. LinkedIn rocks for me. Others don't. And, either so much noise ... I want to hear what you think about this, but there is so much marketing advice for coaches that I think is so wrong. Like for instance, "Ya gotta get on Instagram, that's where it's all happening." Yeah, it's big now. It's taking over. But that doesn't mean every coach with every niche, with every ideal client group, needs to be spending an hour on Instagram a day. It doesn't mean that. Do you see a lot of marketing gurus for coaches giving advice that you feel that's really not accurate? Do you see that?

Sean Patrick: I do. Let me ask you a question. If, you know, everyone's ... the gurus are telling you that you need to be on Instagram, Facebook, LinkedIn—

Kathy Caprino: All of it.

Sean Patrick: ... what makes you different from all the other coaches? Why should somebody invest their money and their time in working with you as opposed to someone else? There always has to be your own personal brand and your own personal strategy behind everything that you do. And it has to be consistent.

Kathy Caprino: I'm going off script here, Sean, but I would love your thoughts. I train lots of coaches and advise lots of coaches. What I see is so many of them, especially if they're just starting out, actually can't communicate a point of differentiation between them and another career coach or another business coach or another health coach. They just can't. What do you advise when you're working, or talking about working with a coach, and you sense that, I don't even understand how you're different from another coach. Do you help them with that? Do you help them define that?

Sean Patrick: I ask them a lot of "why" questions.

Kathy Caprino: Can you give us some examples that would really help our audience? What "why" questions would you ask that would give people clarity on that?

Sean Patrick: Why do you do what you do? Because every person is different. Everyone will give you a different answer. Because a "why" question, the answer to that is formulated by your collective experiences, and the way that you approach coaching on a personal level. Once you're clear on why you're doing something, what your bigger purpose is, then you're able to distill that into words, into obviously words that are relevant to whomever you wish to target.

Kathy Caprino: So we've got, "Why do you do what you do?" Can you give us a few others? Just a few others, I mean your secret sauce?

Sean Patrick: Well, it's generally a variation of "why you do what you do," it's really contextual of how the conversation is going. I find that asking someone, "What makes your heart sing?" is another great question. It's an emotionally charged question, and it really started dreaming about what they really, they're really hoping to achieve for themselves and their clients. And being a coach, a successful coach. Also brings them back into sort of the catalyst that got them into coaching. Because many people that'll become coaches, you know, they've had tremendous hardships in the past. That's why they're able to help others, to elevate others. Once we open up that dialogue there, a lot of interesting emotional buzzwords, keywords come out, and from there you're able to craft, you know, what differentiates you.

Kathy Caprino: I so love it. How about niche? One thing I work with a lot of people on, and I struggled, I think I mentioned to you. You know, I'm happy to say now my sweet spot is working ... women, not just all women, mid- to high-level professional women who've had, let's say, you know, five to 10-plus years, and they've had some success. But they wake up and say, "Oh my gosh, what I've got is not what I want." I mean, that's it, that's the world I work with. I struggled having the bravery to say, "I'm a woman's coach," for years. When I was working with a wonderful branding guy,

Robert Friedman, he said, "Why are you struggling with this so much? Didn't you just spend a year researching women's crises?" Yes. "Didn't you just write a book, *Breakdown Breakthrough*, on professional women's crises?" Yes. "Didn't you say you love it? You love it because there's a shorthand now, when you're working with a professional woman, all she has to say is about three words and you really understand where she's coming from." Yes. "So then why don't you want to say you're a women's coach?" And for me, it was because I'm going to cut out half the population. I bet you hear something along those lines every day, about I'm scared to say what my real heartfelt niche is. Can you talk about that?

Sean Patrick: Absolutely. It goes from person to person. What I see a tremendous amount of is, is coaches not actually defining their niche, because on a subconscious level they're saying, "Well, I really, really want to help people, and let me just catch the ... cast a wide net, and see who I get." And I'll be broad, you know, and so I have a better chance of generating business, including sales and actually helping these people.

Kathy Caprino: It's a fear, basically. It's fear and not understanding. Let me just, for anyone who's nodding their head, the way I see it work is the clearer you are about who you love on your calendar, that's the first way to see it. And you know, you got Fred, Sue, Sally, and Pete, and five other people. Who are you overjoyed to see on that calendar, and who do you go, "Oh, gah, I don't want to deal with those issues. I don't want to deal with that personality. I don't want to deal with it." Be brave enough to say there's reasoning in that. There's information in that, act on that. You're not meant to really serve ... I feel that if you're trying to serve everyone, you can't really serve anyone at the highest level. Would you agree with that?

Sean Patrick: I completely agree, because you're trying to communicate with everybody, and yet you you're relevant to no one.

Kathy Caprino: That's it. That's it. So we're asking you to Find Brave here. Figure out who you absolutely love to help. And even if it's the tiniest sliver ... there's a friend of mine, David Siteman Garland. He runs a course to teach people how to run courses. And there are people with the tiniest niche you've ever seen. You know, I groom dogs who are under 25 pounds who've had an eye disorder, whatever, I'm making it up. As long as you have a loyal following there, and you're saying something incredibly helpful, it doesn't have to be 500,000 people that you're reaching on LinkedIn, you know?

All right, Sean ... I'm yakking. Let's go to unconscious blocks. If you're dealing with the ... and do you deal with men and women equally as your clients?

Sean Patrick: I do.

Kathy Caprino: Okay.

Sean Patrick: I actually deal with women more than I do with men.

Kathy Caprino: Interesting. Because I'm about to ask you, what do you see are some of the unconscious blocks we hold that keep money away from us? Then when you answer that, I'm interested to know, do you see a difference between men and women on this? I'm dying to know. What holds us back internally about, "Gosh, I just priced my package at \$3,000, and no one's buying." Tell us

what are we struggling with here?

Sean Patrick: It could be many different things. But if we're talking about subconscious beliefs, you know what I see a lot is that either the coach does not think they're worth that amount of money. You know, they see everybody else pricing their services at a certain level and say, "Hey, I got to do it too." But here's the thing. You can never outperform your own self-image.

Kathy Caprino: Say that again. Say it again.

Sean Patrick: You can never outperform your own self-image.

Kathy Caprino: What does that mean?

Sean Patrick: If you believe that, you know, you're worth a thousand dollars, and you're pricing your program at \$3,000, you know, it's going to come up. It's going to come up in unexpected ways. Either you—

Kathy Caprino: I'm going to flip this. Are there people that ... how do I put it nicely ... that whether they have value or not, they're going to price something at \$10,000, and because they believe in it, they're going to get it? Is it that simple?

Sean Patrick: No.

Kathy Caprino: Alright, good.

Sean Patrick: No, there's a lot of—

Kathy Caprino: Manipulation. That's out of integrity. That scares me. If you were to say yes. All right, so—

Sean Patrick: If you believe that your program's worth \$10,000, but you're not actually delivering the results that would give your clients a return on that investment, then there's a bigger problem there.

Kathy Caprino: Then maybe somebody will come, but you won't get repeat. You won't be able to sustain that.

Sean Patrick: No. No, your business won't be sustainable.

Kathy Caprino: All right, so, unconscious blocks. You're never going to be able to outperform your own self-image. So, how do you help a coach have a better self-image? What has to happen? That's a big one.

Sean Patrick: That's a big question.

Kathy Caprino: That's actually my job. That's what I'm trying to help people do. What's in the way of you believing you have value? Can I answer that question? And you tell me what you think?

Sean Patrick: Absolutely.

Kathy Caprino: Sometimes there's a reason the person feels that a program isn't worth 3,000. Because either they haven't vetted it, they haven't done it enough, they don't know what the outcomes are.

They can't say confidently it actually does this, this, and this. Or there have been mixed reviews, and there's been some negative comments, and they've taken those to heart, not realizing that's critique that you can use. You know, if some piece of your program failed, okay, pick yourself up. Change that part of that program, right? Don't be flattened by that. But I think that for many people, the self-image is needing to be bolstered through action. Through results. Does that make sense?

Sean Patrick: Mm-hmm. Well, I think it makes a lot of sense, and I think that is a very good observation. But I also think that, basically what were you were going with that is that confidence in your program comes after you've seen results. But confidence is a mental state. We have the ability to control our mental states and putting ourselves in those. So it could be both. Either-

Kathy Caprino: What do we do for the person who says, "Sean, I would like you to close this for me. It's a 3,000 program, and I have no results. And therefore my confidence is flagging." What do we do when we don't have results? In other words, I'm guessing ... and I talk about this a lot ... you're asking or suggesting that we have a shift internally before I call it ... before the future has been hatched. In other words, have it and muster it before you actually see that 50 people wanted this \$3,000 program. Do you have specific things you tell the coaches to help them build confidence before there's data and evidence?

Sean Patrick: I don't typically work with coaches who are at that stage. My sweet spot is more working with established coaches that I can leverage their positioning and their reputation to scale them to the next level. And to do so in a very efficient, and really no-nonsense way. You know, "I know you guys want results. You already delivered the quality. Let me enhance that."

Kathy Caprino: Even among those people, there's blocks you've said, right?

Sean Patrick: Absolutely. I'd like to touch on that, you know, that question that you asked me, and how you create something in your mind before it actually happens. The common saying is, "I'll believe it when I see it."

Kathy Caprino: Right. They reach for the result, to know that they're worth anything.

Sean Patrick: It should be. I'll see it when I see it.

Kathy Caprino: I need to believe it first. So-

Sean Patrick: Yeah, you need to believe it first. Everything has been created ... anything that you look at around you in the world has been created twice, once in the mind of the creator, and next in reality.

Kathy Caprino: Oh, I love it. I love that. I believe that. I mean, I think for practical terms, coaches ... do you believe you have an intention of supporting your clients? Do you believe you have some knowledge and experience in a methodology that will support them? Do you ... what's your evidence for that? And that might be every conversation I have with someone who's needing help, it seems, to come out on the other end, that they've been helped. That they feel they've been helped. It can be really that simple, right? So it does start with yourself. Absolutely love it.

When you say that, when you're doing your closing activities, you're actually searching for the truth. You're searching for what that person really wants. And you didn't say this, but let me see if this is right. I think what you might be doing is you're searching for the deepest truth about what this person's longing for. When there is a match to the program that's being offered, you link that. Meaning, let's say you were high-ticket closing for my Amazing Career Project, and you speak to a woman who says, "It's confidence. And I just finished my 16-week ... one of the sessions in my 16-week course, and three people mentioned confidence. I came to this program because my confidence was flattened, and you helped me get it." So if you hear that person needs a confidence boost, I'm guessing if you know this program delivers confidence, you're going to talk about that. You're going to go where the bleeding neck is, is that right? Is that what we're talking about when you say you search for truth?

Sean Patrick: Mm-hmm, exactly. But in fact it is actually confidence. Because sometimes people will say something because they want to hide something that's even deeper. You know, they'll be holding their poker cards very close to their chest. You know, you have to qualify that, and see if it ... it's actually really what's holding ... And if it is in fact confidence ... and I know that your program, Kathy, helps people with confidence, and to overcome certain things in their life, then yes, that's the direction that I'm going to take. Absolutely.

Kathy Caprino: Here's a question. Do you ... I don't mean to paint all men and women, all women with the same brush, and all men with another brush. But women often tell me it's incredibly difficult for me to talk in a glowing way about what I do. Do you think that hiring someone like you to close the sale, the deal, the program ... does it get around? How am I trying to say this ... I think for ... you could speak glowingly about a program, or talk freely about what a program can do in language that maybe the coach, him or herself would struggle to do. Is that right? In other words, there can be some glowing terminology that you might use that the coach herself might really struggle to say, this program is for you. Is that accurate? In other words, you served that purpose?

Sean Patrick: I think there's a difference in terminology, and that comes from, coming from different worlds. And of course I do have ... there is an element of coaching in what I do. But I'm involved with the coaching business, and I'm separate from it. You know, it's not my baby. You know, I didn't create it. And so, there is that emotional attachment for coaches. A lot of times that's what's holding them back in sales, because they're proud of it, and they want to talk about it. But the more you talk, the more sales that you lose. You have to be asking questions, you have to be—

Kathy Caprino: Good, it's so good. All right, let's get ... we have a few more minutes. Let's get to the practical, Sean. We want to teach people ... obviously, you want to hear from great coaches who need your help. But can you give us, in lieu of that, what are three practical tips for coaches or consultants or private practitioners, to start generating more money today? What do they need to do, practically?

Sean Patrick: Absolutely. You know what? I'm always happy to hear when somebody doesn't need my help. You know, that means that they're doing a great job on their own. I know it sounds counter-intuitive, but you know, I'm all about ... I'm a coach at heart. You know, I decided to help coaches instead of becoming one, because I saw that there are some problems that are holding them back. And when they tell me they're doing well, I'm happy for them, you know.

Kathy Caprino: That's a good thing.

Sean Patrick: And so, on that note, you know, I wrote a few things down and perhaps this, this will get you one step closer to where you want to be, and you will have to call me. I actually wrote them down. The first one has to do with money beliefs.

Kathy Caprino: You tell us about that.

Sean Patrick: It's a very practical exercise that you can do multiple times. It will allow you to uncover your values, and perhaps your limiting beliefs surrounding money. The way you do it is, there are a number of prompts which I'll read out right now. Come back to this video, or we can share it with them on another channel, and they can do this themselves.

When you do it, that's very important that you just write whatever comes to mind. Don't try to censor it in any way. Just write until you run out of things to say.

Number one. Money is ... and then as we go down the list, Wealth is ... Wealthy people are ... The reasons I can't, or may not become wealthy, are ... Some of the negatives to being wealthy, or going through the process of becoming wealthy, are ... My greatest fears and worries regarding wealth are ... The worst thing about money is, everything I heard about money as a child. And early emotional experienced about money, family members and how they acted around money. Was I raised in abundance, or was I raised in scarcity? I really encourage you to do this multiple times, because each time you do it, you're going to uncover something new.

Kathy Caprino: It's a great exercise. I would say every person on the planet should answer these questions, I really do. I mean, whether you're a coach, or you're in your entrepreneurial venture, or you're a corporate person and you feel like, "Why am I not getting those raises? Why am I not getting rewarded and recognized financially?" Those are fantastic questions. I love it.

Sean Patrick: Yeah, you know, Kathy, money is such a taboo subject, But it's on everybody's mind. The world revolves around money. It's a tool. That's all it is, is a tool. It can be used to enhance, or it can be used to destroy. It really depends from which wavelength you're approaching it, which will determine whether you will attract it, and whether you'll use it for good or for bad. It's something that really needs to be talked about.

Kathy Caprino: I would love to just share quickly one validating comment. I grew up saying I want to make a lot of money. I created a path for myself to do that. But internally, there was always resistance and rub against it. It got to the point where I was making a lot but hated the work. Internally, the thought was, "I'll make a lot, but I'll sell my soul." Like, literally like prostitution, is how I've done. Well, you know, those go very deep. So when all of a sudden you have a shift and you can earn ... it's your business, and you can earn what you want, and create opportunity as you want it. If you're still holding resistance against money ... I will make a lot, but I'll hate it. I will make a lot, but I won't be in alignment with my soul. Well then, it doesn't matter that your situation has changed. You're going to re-create that pattern, because that's the pattern you believe in, to your point earlier. Finally, when I recognized, why do I have so much resistance to money? Money is just an energy form. I saw that it came from my childhood. Things started to shift in a very big way. So I really validate what you're saying. Love it!

Any other practical tips? Give us two more. What can we do today, to kind of instantly change our wealth programming?

Sean Patrick: A big one is, if coaches are doing their own closing, their own sales, how they re-frame the way they look at objections?

Kathy Caprino: Oh, tell us more.

Sean Patrick: A lot of people hate objections.

Kathy Caprino: Oh, my gosh, you're right.

Sean Patrick: I actually love objections, because they're a window into how I can improve as a closer, and how I can improve as an individual. And it's also, if done correctly, if you handle those objections correctly, it's a way to gain leverage. And the funny thing about objections is they're actually a projection of yourself. You know, whatever your prospect brings up in the course of a call, it's something that they're sensing about you. An objection or resistance that you may have when you're engaging in a purchase decision yourself.

Kathy Caprino: So it's a mirror.

Sean Patrick: It's absolutely a mirror—

Kathy Caprino: It's always a mirror?

Sean Patrick: It's almost always a mirror. Unless you're dealing with somebody who's in their lower self in an exceptional way. And a lot of people are. You know, sometimes it's a combination of both. But if you see yourself getting one objection more often than any other, it has to do with you.

Kathy Caprino: So if I ... and I don't hear these objections, but if someone said to me, "That's a long period of time, 16 weeks, to work on The Amazing Career Project, and I have so much on my plate, I don't know that I can really commit to that." That might be a mirror of my challenge in committing to something that requires time and energy and focus. Is that what you mean?

Sean Patrick: Exactly. How busy are you, and how many things are you juggling at the moment? Do you feel like you're able to 100% commit to this person? Do you believe in this person? Do you believe that they're worth your time?

Kathy Caprino: Are you asking that? But I should be ... the coach should be asking that? In other words, if—

Sean Patrick: You should be asking yourself that question.

Kathy Caprino: Oh, you're saying ... oh, I misunderstood. I thought you meant if someone pushes back, I don't have time for this. It might be a reflection of how in my own life I struggle with time. But are you saying it's also a reflection of, do I, the coach, have time for this individual?

Sean Patrick: It can be many different things. But when you're off the call, Kathy, and you know that you've been getting this time objection. Think about it. You know, how much time do I actually have to serve this person? Do I feel overwhelmed? I feel like I'm juggling too many things. Do I have time for my personal life? You know, it could be a variety of different things. Only you know the answer to it. But that's the beauty of the objection, is that it's free, it's free coaching.

Kathy Caprino: Free information. I have never thought of that. Wow, that it's a mirror in a number of ways where you may be blocked in serving that individual, and they're just echoing back a block that they hear from you and then you're not even aware of, or that you might be having the same problem this individual has. I can't focus, I can't commit. That's a winner, Sean! That's a winning ... I love it!

Is there anything else that you can leave us with? Anything at all?

Sean Patrick: I think the last thing that I'd like to leave the audience with is the fact that you set your coaching program price at a certain level, and you don't believe that people will buy at that price point. Here's the thing. Money earned is a byproduct of value created. It's very simple. You create the value, you earn the money. That's all it is. And people afford what they want to afford. And want is an emotion. So if you're doing your closing and your marketing correctly, you're appealing to people's emotions. At that point, if you hit the right emotional hot buttons, they will buy. They will buy, and they will justify it with logic. And that's where your, you know, your testimonials, and your features, and your benefits, and all those auxiliary things. And I called them an auxiliary for a reason, come into play.

Kathy Caprino: They actually want to justify their want by looking at logical information, but they've already wanted it. Oh Sean, it's so helpful! Where can people learn about you, if they want to learn about what you can do for them, if they want to touch base and see what you've written, and get your advice, where can they learn more about you?

Sean Patrick: I would recommend them to reach out on LinkedIn. I use LinkedIn regularly. That's really the only platform I use.

Kathy Caprino: You're not buying Instagram ... I like Instagram, don't get me wrong. It's just we have to focus. We can't be everything. Anyway, LinkedIn is the way, and we will link under this where to find your profile. Sean, thank you for pulling it back and letting us look at kind of some insider secrets about what's holding us back from having greater financial joy and reward, and therefore impact. Let's face it, folks, if you're not reaching people because there are money objections, you're not having the impact that you dream to have, and that's why you're a coach. So, thank you, Sean, thank you so much for joining. And everybody, I hope this gives you a dose of Finding Brave. What are you going to do? I'm dying to hear. What are you going to do based on what you learned here, that's going to be different for you in terms of how you can command the prices that you deserve?

Thanks, everybody! And, I'll see you next time.

Thanks so much for joining us today, and please don't forget to check out FindingBrave.org for more programs, resources, and tips. And tune in next time for your weekly dose of *Finding Brave*.