

Meeting Summary for HESS Virtual Event

Feb 21, 2025 05:00 AM Pacific Time (US and Canada) ID: 811 5807 6548

Quick recap

Christian discussed the importance of pricing strategies for high-end programs, the structure of pricing for his Instant Miracle Mastery program, and the creation of effective offers for webinars and live events. He also demonstrated a live coaching session with Tsahai, outlined the agenda for the rest of the day, and discussed the transformative impact of Bigs on their lives and businesses. Additionally, they discussed the benefits of the Big Success Vip Mastermind program, the importance of inner game coaching for business success, and the potential of coaching coaches, along with financing options available for joining Bigs.

Next steps

Fill out the Bigs application

Attend the next day's session to learn about overcoming objections, finding high-end clients, and creating an action plan

Work towards doubling the income of current company to reach the bonus threshold

Develop a plan to transition to part-time work while maintaining full-time pay

Start building a coaching business, aiming for 5-10 long-term clients

Begin charging \$997-\$1297 per month for 6-month coaching packages

Focus on overcoming self-doubt and building confidence

Learn and implement marketing strategies for coaching business

Continue studying and applying Christian's coaching programs and methodologies

Create short videos sharing speaking and voice tips on social media platforms

Network extensively within a 3-5 hour drive radius to fill upcoming workshops

Plan and host 2-3 half-day workshops to sell tickets to a 3-day event

Create a webinar titled "The 3 Biggest Fears That Keep Coaches From Getting All the Clients They Want"

Develop public speaking skills

Launch a 6-week belly dancing and healing program

Explore partnerships with HR professionals and career assessment companies

Consider joining the Society for Human Resource Management

Seek opportunities to be published in print magazines and online newspapers as a career expert

Schedule a meeting with Randall's team to discuss financing options

Attend the Bigs lunch the following day

Summary

Pricing Strategies for High-End Programs

Christian discusses the importance of pricing strategies and offers insights on how to structure pricing for high-end programs. He shares his experience with pricing his Instant Miracle Mastery program, initially charging \$5,000-\$6,000 pre-COVID, then lowering it to \$1,997 for virtual events, and now considering raising it back to \$5,000 or even higher. He emphasizes the need to balance accessibility with perceived value, and suggests that the difference between \$3,000 and \$5,000 may not significantly impact attendance. Christian also introduces an exercise for participants to identify their top 5 desired purchases and rank them based on "delight per dollar." He stresses the importance of clear, concise, and memorable communication in marketing and coaching.

Creating Effective Webinar and Event Offers

Christian led a meeting on creating effective offers for webinars and live events. He emphasized the importance of teaching valuable content and building trust with the audience. He shared a template for creating offers, which includes a title, subtitle, and name, followed by a list of outcomes the

audience will learn. He also stressed the importance of sharing personal stories and credibility to build trust with the audience. Christian then walked through the template, explaining how to structure the offer, including the use of bonuses and special pricing to overcome objections. He also discussed the importance of creating a sense of urgency and scarcity to encourage people to sign up. The conversation ended with instructions for the next 90 minutes, where participants were to work on their own and then in groups to refine their offers.

Incoherent Religious Discussion

The transcript appears to be a disjointed collection of phrases and sounds in multiple languages, including German, Spanish, Arabic, and English. There is no coherent discussion or clear content to summarize. The segment contains repetitive religious phrases in Arabic, some musical lyrics in English, and disconnected words and syllables. Without a meaningful conversation or topic, it is not possible to provide a useful summary of this transcript segment.

Christian's Coaching Demonstration and Goals

Christian outlines the agenda for the rest of the day, including a demonstration of signing up a high-end client, meeting some of his successful students, a dinner break, and ending with a Coachapalooza Q&A session. He then conducts a live coaching demonstration with Tsahai, exploring her goals and aspirations for her coaching business. Tsahai expresses her desire to double her income, work part-time, help her current company grow, and take vacations to Thailand or Morocco. Christian encourages her to dream bigger, leading her to set a goal of earning £250,000 in 6 months and potentially £1 million in a year.

Tsahai's Coaching Business Goals and Challenges

Christian and Tsahai discussed Tsahai's coaching business goals and challenges. Tsahai expressed her desire to have at least 5 long-term clients and make a monthly income of \$42,000. Christian suggested a plan to help Tsahai achieve these goals, including one-on-one coaching, access to all of Christian's online training programs, and attendance at all live events, including the Mystic Retreat. The investment for this program was \$10,500 per month, or \$89,000 for the year. Tsahai was unable to commit to this immediately but expressed interest in working towards it. Christian also offered a special pricing and bonuses for those who decide to go for it on the spot.

Bigs' Impact on Personal and Business Growth

AV and Christian discussed the transformative impact of Bigs on their lives and businesses. AV, a psychologist turned coach, shared how Bigs helped him overcome social anxiety and build a thriving coaching business, including creating a group program, hosting live events, and achieving a million in top-line revenue. Christian emphasized the importance of community and deep work in the Bigs program, and how it helped AV break through fears and heal emotional pain. Both AV and Christian highlighted the role of intuition and trust in their success, with AV crediting Bigs for helping him overcome self-worth issues and manifest abundance in all areas of his life. The conversation ended with AV and Christian expressing gratitude for the Bigs community and its impact on their lives and businesses.

Big Success Vip Mastermind Overview

Christian discussed the benefits of the Big Success Vip Mastermind program, emphasizing its focus on personal growth, business development, and healing. He highlighted the program's unique features, such as personalized coaching, group coaching sessions, and access to all his online training programs. Christian also mentioned the program's high-end pricing, but assured that it was worth the investment. He encouraged participants to fill out the application for the program, even if they were unsure about joining, as it would help them gain clarity on their business needs. The

conversation ended with Christian encouraging participants to take the next step by filling out the application and potentially joining the program.

Coaching Coaches for Business Success

In the meeting, AV and Christian discussed various topics including the importance of inner game coaching for business success, the need for specificity in coaching, and the potential of coaching coaches. ChewHoong shared her struggles with finding her niche and her plans to create a webinar. Catherine asked for advice on selling a mastermind, and Christian suggested a strategy involving networking events and selling tickets to a 3-day seminar. Julia, a voice confidence speaker coach, sought advice on targeting her audience and Christian suggested focusing on business leaders and creating short videos to share her wisdom. The conversation ended with Christian introducing a surprise guest faculty, Steve Harvey, who would discuss making a big jump in life or business.

Exploring Bigs Coaching and Financing

Christian and Randal discussed the benefits of joining Bigs, a coaching program, and the potential for financing. Christian emphasized the importance of taking risks and not being afraid to jump into new opportunities, using his own experiences as examples. Randal, from True Heroes, explained the financing options available for joining Bigs, including a 0% interest program for 12 to 18 months. He also mentioned the possibility of building a business's Paydex score and the potential for future financing opportunities. Christian encouraged everyone to fill out the Bigs application and meet with Randal's team to assess their financing options. Hope asked about naming her business, and Christian suggested "Write Your Own Ticket" or "Write Your Way to Wealth." Marfina asked about the ethics of using her nonprofit to promote her coaching services, and Christian suggested divesting from the nonprofit and forming a symbiotic relationship with it.