



Live Coaching/ Q&A Session

Monday 22nd November 2021

Timestamps & Questions

Patricia Koops - 10 mins

Q: I want to niche my target group. Women is too broad. Can we brainstorm on target group?

Andrew Cheffings - 18 mins

Q I'm looking for clients using online, starting from scratch but with website in place, 2 enquiries so far, no traction yet - therapy business.

Sarah-Jane Le Blanc - 29 mins

Q - I've been off sick for 5 weeks and my business has coasted with my VA and my coaches - what kind of model will best support the holding of my biz in the future?

Laia Jufresa - 52 mins

Q - I want to transition my membership to more hot-seat coaching (because right now I create too much content). Would you have advice for the hot-seats themselves and for announcing the transition to my members?



Keri - 1 hr 10 mins

Q I would like advice on how to price online courses.

Jaspreet Garg - 1 hr 20 mins

Q How can I make better use of my social media platforms to reach more potential clients?

Melissa Frey - 1 hr 34 mins

Q: I struggle with lead generation, and I'm not making a lot of income for paid options and focusing on growing social media doesn't feel aligned for me. Any ideas?

Sandrine Singleton-Perrin - 1 hr 43 mins

Q: I'm just starting out my business as a Sophrology practitioner. What would be the best thing for me to do now to attract clients who are not familiar with the method?

Tanyamay - 1 hr 59 mins

Q: The majority of my clients are pay per session Osteopathy clients, or Functional Medicine Clients. I want to transition fully to programmes incorporation both, but worried about losing clients. I'm considering different options to be able to continue serving those who don't want to move to programmes, e.g taking on an associate. But really not sure if this is a good idea? Do you have recommendations when you changing the delivery how to transition?



General Chat:

00:02:19 Anna: Complimenti, Catherine!

00:03:00 Helen: hello from France

00:04:41 Sarah Kerr: Hey everyone from Barbados. Hot and sweaty so staying off camera 😊😊

00:07:32 Julia Moreno: Oh thank you!

00:07:43 Catherine Watkin: www.catherinewatkin.com/pathway

00:07:46 Sarah-Jane Le Blanc: That's so kind - thank you. Pathway here I come....

00:09:05 Patricia Koops: Q: I want to niche my target group. Women is too broad. Can we brainstorm on target group?

00:09:13 Andrew Cheffings: Q I'm looking for clients using online, starting from scratch but with website in place, 2 enquiries so far, no traction yet - therapy business.

00:09:13 Sarah-Jane Le Blanc: Q - I've been off sick for 5 weeks and my business has coasted with my VA and my coaches - what kind of model will best support the holding of my biz in the future?

00:10:11 Hannah Lynn: Q My business is B2B rather than B2C. Does the pathway still apply or are there particular tweaks for B2B?

00:10:36 Laia Jufresa: Q - I want to transition my membership to more hot-seat coaching (because right now I create too much content). Would you have advice for the hot-seats themselves and for announcing the transition to my members?

00:11:49 Darren Yap: @Hannah, Catherine's membership is perfect as it is for B2B. It's what my business has been about and I've been a member for about 3 years.

00:12:17 Darren Yap: (as it currently is, I mean)

00:12:22 Hannah Lynn: 👍

00:13:53 Keri: I would like advice on how to price online courses.

00:14:47 Keri: Q I would like advice on how to price online courses.

00:14:59 Jaspreet Garg: Q How can I make better use of my social media platforms to reach more potential clients?

00:15:02 Sarah Kerr: Q I could do with some help with my CI as I feel now after 4 years I may have identified who I want to and enjoy working with. Thanks so much. X



00:15:44 Melissa Frey: Q: I struggle with lead generation, and I'm not making a lot of income for paid options and focusing on growing social media doesn't feel aligned for me. Any ideas?

00:17:44 Sandrine Singleton-Perrin: Q: I'm just starting out my business as a Sophrology practitioner. What would be the best thing for me to do now to attract clients who are not familiar with the method? Thank you.

00:18:31 Patricia Koops: Thank you Catherine, was helpful.

00:19:39 Darren Yap: cool

00:21:03 Anna: Had not v. good experience with BARK

00:21:28 Lorraine McReight: Bark has a terrible reputation

00:21:43 Anna: Re: Bark - including being given details and the tel no given doesn't exist, etc

00:23:48 Lorraine McReight: I'd also steer clear of Natural Therapy For All

00:26:01 Anna: Yes, 'solving a problem'

00:28:25 Catherine Watkin: www.businessfromtheheart.com

00:30:10 Hannah Lynn: I am going to have to step away (alas, can't delete the question!) Thank you for the valuable insights thus far.

00:30:51 Anna: I finally did my simple one page website, thanks to the Hearties Pod

00:43:44 Sarah Kerr: My wifi glitchy here so will stay on and listen. Think trying to chat through my question will be tricky. Thanks so much enjoying listening to others x

01:04:08 Catherine Watkin: www.businessfromtheheart.com

01:04:17 Sarah-Jane Le Blanc: I have to go now but can't wait to catch the rest on the replay! Thank you Catherine for your invaluable insights - and huge heart XXX See you tomorrow.

01:05:14 Laia Jufresa: I thought it was an hour so I have to go home now but will catch the replay for the second part, THANKS, CATHERINE!

01:10:29 Anna: Will the Tech-spert one be recorded as I can only do half an hr at that time on Thurs?

01:11:43 jacquichristie: Thanks so much Catherine, I also have to go I will watch the recording for the rest.

01:12:29 Sarah Kerr: Wow Catherine thank you!!! Wifi very glitchy now. So will catch replay. 🍷



01:17:24 Jo: Thank you Catherine. So much helpful information I need to go now but will be back when I can this week. Night all

01:17:44 Leila Jones: Thanks Catherine. I need to sign off. Have a good night. Lx

01:20:24 tanyamay: Q: The majority of my clients are pay per session Osteopathy clients, or Functional Medicine Clients. I want to transition fully to programmes incorporation both , but worried about losing clients. I'm considering different options to be able to continue serving those who don't want to move to programmes, e.g taking on an associate. But really not sure if this is a good idea? Do you have recommendations when you changing the delivery how to transition?

01:23:25 Clare Richmond: I'm afraid I have to go to now too as I have a family zoom .. but really enjoyed this will look forward to watching the recording thank you so much Catherine.

01:26:11 Bernadette: Thank you Catherine for a stimulating meeting I look forward to the next sessions this week

01:31:11 Annemarie Wilson: Thank you for an interesting session. Got to go.

01:33:34 Clare Bassett Yoga with Clare: Lovely to see everyone, have to hop off now. Long day teaching tomorrow, thanks Catherine and see you soon, always inspiring

01:48:46 Anna: Yes, it's not about the 'tools', it's solutions

01:53:10 Anna: Sandrine - my focus is self care/ soul care

01:55:38 Sandrine Singleton-Perrin: Thank you Catherine and Anna.

01:57:44 Thora Thorsdottir: Nice to be here - thank you

01:58:13 Helen: Great call, thank you

01:58:34 Leanne Young: Is it too late to ask a question?

01:59:17 Melis Nowell: Thank you for tonight's Group Coaching

01:59:54 Nushin Elahi: Thanks so much Catherine.

02:00:23 Andrew Cheffings: Thank you for a truly inspiring session. I'm afraid I have to leave now as I have a few things more to do before and early start tomorrow. Hopefully catch more of your sessions this week.

02:01:34 Sandrine Singleton-Perrin: Thank you for your time Catherine. Nice to meet everyone.

02:02:12 Jaspreet Garg: Great session. Thank you for your help today & thanks to everyone for sharing. Looking forward to coming along to more of these in the week. :)



02:11:14 Leanne Young: Thank you for the session. Catherine, you answered part of my question whilst answering the last one. How lucky am I! Looking forward to coming along to more of these in the week. :)

02:11:15 Julia Childs: Thanks for the session this evening, I have learnt some great things to consider when I reach those stages. Really appreciate the time tonight :)

02:11:26 Helen: thank you

02:13:45 tanyamay: Are all the sessions this week at 7pm 2hours?

02:13:54 Kajal: Thanks Catherine for the session tonight. Really helpful!

02:14:25 Mumba Kafula: Will the 10am sessions be recorded also if you cannot attend?

02:14:52 Noleen Read: thank you very interesting!

02:15:06 Anna: Thank you all

02:15:21 tanyamay: Thank you has been so helpful this eve

02:15:22 Mmakgabo Dlomo: thank you