



Live Coaching/ Q&A Session

Wednesday 24th November 2021

Timestamps & Questions

Sarah Kerr – 10 mins

Q: I would love to try and ask for your help with my CI. Glitchy wifi in Barbados but happy to try if you are.

Julia Childs – 23 mins

Q: I would like to know how to start networking - no experience

Annemarie Wilson - 36 mins

Q: I would love some guidance on whether i should go down the spiritual route with regards to the clients i want to attract. My concern is that i may lose the clients that are seeking the kind of therapy I'm doing but wouldn't necessarily call it spiritual.

Laura De Schivanovits - 46 mins

Q: When do you share your package prices? Before introductory calls, or at the start/end of the call?



Lorraine McReight - 1 hr 2 mins

Q: I am planning to create & run 'boutique' day or weekend retreats/workshops next year. Should I create a new website for this or add it to my hypnotherapy/therapy website?

Sarah-Jane Le Blanc - 1 hr 14 mins

Q - I'd love to offer my graduates something after their year long programme with me. Not sure what and don't want to duplicate/increase my time dramatically.

Joy Stefani – 1 hr 34 mins

Q: in your morning's live you suggested to be transparent and upfront before or at the beginning of the discovery call, in order to remove surprises and reduce sales awkwardness. Yet you also suggest to keep the price info to the end of the call: to me that does sound like something that can cause awkwardness...I know I'm missing something, could you explain a bit more?

Michelle, Grandmagroove - 1 hr 46 mins

Q – Wants advise how to sell/ package her Groove sessions which she currently sells as single sessions. Has promoted herself a number of different ways and feels it is not working the way it is.



General Chat

00:02:05 Sarah Kerr: Q: I would love to try and ask for your help with my CI. Glitchy wifi in Barbados but happy to try if you are. Many thanks xx

00:05:01 Catherine Watkin: www.businessfromtheheart.com

00:07:11 Julia Childs: Q: I would like to know how to start networking - no experience

00:07:18 Annemarie Wilson: Q: I would love some guidance on whether i should go down the spiritual route with regards to the clients i want to attract. My concern is that i may lose the clients that are seeking the kind of therapy I'm doing but wouldn't necessarily call it spiritual.

00:09:43 Laura De Schivanovits: Q: When do you share your package prices? Before introductory calls, or at the start/end of the call?

00:11:02 Lorraine McReight: Q: I am planning to create & run 'boutique' day or weekend retreats/workshops next year. Should I create a new website for this or add it to my hypnotherapy/therapy website?

00:15:56 Sarah-Jane Le Blanc: HOT SEAT Q - I'd love to offer my graduates something after their year long programme with me. Not sure what and don't want to duplicate/increase my time dramatically.

00:21:23 Claryn Nicholas (she/her): Helping professionals

00:30:13 Catherine Watkin: Carrd.co

00:30:33 Sarah-Jane Le Blanc: Would you recommend having business cards that are different ie bigger sized so they stand out? Or stick the standard?

00:37:00 Natasha B: Go for it!!

00:40:01 Grandmagroove: Overwhelm therapy??

00:41:47 Tanya: AnneMarie - How about reset/rewire your system , reconnect to the real you without relieving past traumas? as a message?

00:47:58 Natasha B: The steps are brilliant! I made £1,444 this Monday gone!

00:48:12 Annemarie Wilson: Thank you for the suggestions Tanya.

00:48:12 Sarah-Jane Le Blanc: @Natasha - wow! Well done. xxx

00:48:25 Claryn Nicholas (she/her): That's amazing Natasha!

00:48:33 Natasha B: Thank you x



00:50:02 Sarah-Jane Le Blanc: That's why I now love sales calls - they create great space for exploring, uncovering beliefs and creating clarity (for both the client and us).

00:54:14 Sarah-Jane Le Blanc: I love that idea of giving the price upfront when protecting your time - what a great "separating the wheat from the chaff" process

01:02:09 Annemarie Wilson: Unfortunately got to go.. just joined up.. Happy to be a Heartie :-)

01:11:26 Jennie Hearn: Yay 🍌🍌🍌

01:12:28 Sarah Kerr: 🍌🍌🍌🍌

01:13:00 Sarah-Jane Le Blanc: What time are your membership calls? And how often?

01:18:43 Joy Stefani: Q: in your morning's live you suggested to be transparent and upfront before or at the beginning of the discovery call, in order to remove surprises and reduce sales awkwardness. Yet you also suggest to keep the price info to the end of the call: to me that does sound like something that can cause awkwardness...I know I'm missing something, could you explain a bit more?

01:20:35 Lorraine McReight: Do you offer supervision to your graduates, Sarah-Jane? Is that an option?

01:21:01 Grandmagroove: I was thinking, when people ask for the price, you give it to them.....? 😊

01:21:47 Clare Richmond: Another great evening, a lot of what has been discussed resonates with me.. CI and target audience, clearly this is the right place to get some clarity, so just joined up, sadly I have to go now, but excited to part of this amazing group. Thank you!!

01:29:39 Noleen Read: thank you so much again Catherine, so interesting! I have to go now

01:31:02 Lorraine McReight: Big cards can be difficult for the wallet. Quality cards are more likely to be kept.

01:31:06 Grandmagroove: There are now digital business cards that have a QR code you photograph it.

01:31:39 Sarah-Jane Le Blanc: @Lorraine - not at the moment. That was my original question in the chat, about creating a membership for them. It's on my radar - I'll devise this once I get through December. Thank you xxx

01:41:50 Grandmagroove: I don't trust my sales process because it hasn't worked so far.



01:43:37 Sarah-Jane Le Blanc: Catherine - I have tried to join the membership, but I don't have a credit card. Can I pay by online banking or paypal?

01:45:23 Catherine Watkin: info@catherinewatkin.com

01:45:36 Andrew Cheffings: Another really interesting session. Good to get so many different ideas from different situations. And interesting to hear that someone has created their own, new spiritual healing experience.

01:45:37 Grandmagroove: I have one

01:45:43 Grandmagroove: Sales process

01:55:55 Sarah-Jane Le Blanc: What is CI? I've seen that a few sessions now.....

01:59:37 Lorraine McReight: Thanks, Catherine. I have a date with Shetland... Have to go!

01:59:49 Bernadette: thank you for another great session!

02:00:03 Andrew Cheffings: Thank you very much - I'm dashing off now - hopefully get to some more in the next few days.

02:00:45 Sarah Kerr: Thanks for your help and wisdom as ever. 🙏

02:02:02 Angie Brown: Thank you for such a great session.

02:02:26 Julia Childs: Thanks so much for another informative evening

02:02:30 Emma Sanderson: Thank you Catherine

02:02:43 Joy Stefani: Thank you !!

02:02:51 Gregory The Architects' Coach: Thanks for an engaging session!

02:03:04 Gregory The Architects' Coach: Good night

02:03:13 Tanya: Thank you for this eve Catherine, Im super excited about being part of this community xx

02:03:18 Jennie Hearn: Thanks, that was so interesting and has given me loads to think about 🙏

02:04:18 Sandrine Singleton-Perrin: Thank you Catherine and everybody.

02:04:23 Grandmagroove: Thanks for your words x

02:04:48 Claire Pope: Thanks Catherine!