

**The Coaching Wizards Series**  
**Grow Your Own Six-Figure Coaching Business**  
**Dan Janal Interviews Larina Kase**

Dan – Welcome to the Coaching Wizards session. This is Dan Janal, President and Founder of [www.PRLeads.com](http://www.PRLeads.com) We help experts get the publicity they need to build their credibility.

I'm delighted to welcome you all to our session today. These seminars are absolutely fantastic for people who are coaches or who have any kind of personal practice like consultants or just about anything where you're dealing with the public and dealing with clients. I'm getting a lot of good response from lots of people who are listening to these sessions and I'm finding that the case studies, the examples, and the tips that my guests are providing, have helped them in a wide variety of ways.

I know that some of you are just joining us for the first time. Did you know that you can get access to all the transcripts and recordings from our previous sessions for just \$20 a month? Just go to <http://snipurl.com/sixfigureclub> You'll be able to read all the transcripts and listen to all the recordings. They are filled with terrific information that could help you grow your business and reach your dreams.

I know that I personally have benefited as well from learning from all of our special guests. It's kind of funny, that someone wrote in response to this week's question and said, "Can you tell me how much money she's making?" That was kind of a rude question, but I just want to let everyone know that no one can be on my call, no one can be interviewed, unless they can swear up and down on a stack of Bibles that they make a six-figure income from coaching and related products, services and such like that. I want you to rest assured that all of these people who I am interviewing are bona fide hot shots. Not only is Larina a bona fide hot shot, but I got an email from another client of mine, a psychologist in Colorado—and I'll share his name with you later Larina—who said, "Your newsletter and Larina's newsletter are the only newsletters I read."

Larina – That's neat.

Dan – Isn't that a nice way to start off a seminar.

Larina – I hope he's on the call today. That's great.

Dan – Let me introduce Larina every so briefly. Larina Kase is a psychologist. She's written several books. She's been a PR Leads client for quite some time. I haven't met her personally, but I did see her on TV on the Jane Pauley Show, where she was the guest expert on a segment about weight loss. We're going to learn a lot more about Larina in the next couple of questions, so I'll just start off with saying hello and thank you for taking time to share your expertise with us. How are doing today?

Larina – Hi Dan. I'm doing very well. Thanks for having me on your call.

Dan – It's a pleasure to have you on the call. Thank you for volunteering to be on it. Let's learn a little bit more about you and your coaching practice and what you do. First of all, what is the focus of your coaching practice? You're our first psychologist to be on the show, so I think people are looking in from a different perspective here.

Larina – Psychology really does infuse all of the work that I do in my coaching. I actually have two primary focus areas. The first one is on marketing and business building. That's primarily for independent service professionals, consultants, psychologists, physicians, coaches, and service professionals. In that aspect, I focus a lot on low-cost marketing, and of course, the psychology of effective marketing. But also I always do a lot of work on personal development and the mindset of success, because of course, when you develop your own mind, your business will follow. The second niche area that I do is executive coaching with mid-level executives. That's primarily around communication, business relationship development and networking, and also self-marketing and promotion.

Dan – What is the primary benefit your clients receive from your work?

Larina – The primary benefit for my clients, the business-coaching clients, is of course, dramatic business growth results. But perhaps even more importantly, at least in my eyes, is their confidence and the set of beliefs that they gain from growing their business. This is the sense that nothing can stop them from pursuing their goals and their dreams. To me, that's really the value in coaching, which is when people learn how to be their own coaches and their own advocates and get the confidence to pursue everything that's really important to them.

Dan – How long have you been a coach?

Larina – Most coaches that you ask that question will probably say they've been a coach for a lot longer than they've officially been a coach, in their prior work, unofficially coaching. That's true for me, too. I've been an official coach for probably about three years now. Before that, I worked as a therapist. In my work as a therapist, I actually think I did a lot of coaching. It's just what comes naturally to me. One of the ways that I define the difference between coaching and therapy is that therapy focuses on the pain and the problem and overcoming a difficulty in one's life; whereas coaching would focus on the person's strengths and their goals that they want to achieve. As a therapist I would first help a client overcome a diagnosis, for example, like panic disorder, then all of a sudden, I'd want to go to the next step. "Okay, now how can we make you really successful in your life?" A lot of times, therapy clients, of course, weren't looking for that, but that was always my natural tendency. I think I've been a coach for even longer than I've been an official coach.

Dan – You're right. I do get that same kind of answer from a lot of people. They sort of morph into it or it happens or it's part of another business. Why did you want to be a coach?

Larina – I can honestly say I've always been interested in business growth and development ever since I was a kid, really. I was one of those kids that had five little businesses going. I also liked helping other kids who had business ideas. I remember a time back in 5<sup>th</sup> grade when one of my friends wanted to be the kid who sold the most candy bars because she would get a free trip for

the class trip. I partnered with her and kind of coached her along and we came up with the idea of selling candy bars at bowling alleys. She ended up outselling everyone in her entire grade. So I think it's come naturally to me.

I've always been really interested in business coaching. I also grew up in a family business. My father is an entrepreneur, self-made type. He didn't go to college. Growing up in a family business showed me all of the great benefits of business ownership—the creativity, the flexibility, the personal accountability. But of course, it showed me also the struggles. I wanted to help out with the struggles, and that stuck with me into my career. Then when I was in my MBA program, several years ago, I actually did an independent study course in executive coaching. As I was researching the field, everything kind of fell into place for me in terms of my love of business and my interest in psychology and helping people. That's when I decided this is definitely the field that I'm going to pursue.

Dan – You have an MBA and a PhD and I think that puts to rest any comments that the Wall Street Journal might have about qualifications of coaches being experts in their fields. There was an article about that a couple of months ago, I think.

Larina – Interesting. I didn't see it.

Dan – Anyone can call himself or herself a coach. There's no degree so to speak, there's no central licensing authority by a state, so they were playing on that angle. Anyway, that's not part of our concern here. Tell me, what is the most rewarding part of being a coach for you?

Larina – There are so many things that are rewarding about it, but I'd have to say the most rewarding part is getting to learn from my clients. Really, that's a little bit selfish in that I get to learn and grow and develop myself and I get to work with these amazing, intelligent, motivated people who inspire me. Also, when I work with service professionals, I know that I'm helping people who are going to help more people, so this helps me to feel like my reach into the world is extended a lot.

Dan – What's the most frustrating part of being a coach?

Larina – I'm a pretty extroverted person, so for me, sometimes I do miss the daily professional interaction; I kind of miss being in an energetic office environment with a lot of other professionals around. I have a home office and I have one other office here in Philadelphia where I see clients, but neither have a lot of other professionals around, so I do find that a little isolating at times.

Dan – Interesting. Let's talk for a few minutes about how your background helped you become a better coach. You have an MBA, and you're a psychologist. How did that help in your becoming a good coach?

Larina – As a psychologist, the area that I specialize in is cognitive behavioral therapy for anxiety disorders. As a cognitive behavioral therapist, as the name implies, I do a lot of work on beliefs and mind set and then how do you use those to change your behavior, which is really

what coaching is about-- how you do the behaviors that are going to bring success to you. My background there has been really helpful, and also having a background in research. My last job was at a research center for anxiety at the University of Pennsylvania. I think that research perspective is helpful...some coaches I think make the mistake that they think because something works for them it's going to work for their clients automatically. I try to take a bigger picture and I try to say this might work for me, but who knows if it will work for you, and let's go by some of what the research says; and if we don't have research, let's go by your own experiences. That's been really helpful to me.

My background in business—I worked for a little while as a marketing consultant, and of course, my MBA is really helpful also in establishing credibility. If I say I'm a psychologist, sometimes people wonder if I have any knowledge about business, so that's been useful also.

Dan – How long were you a coach before you started making a full-time income from coaching?

Larina – That's a good question. I coached part-time for several years while I was working over at Penn before going full-time. My reason for that, actually, was not the income, because even then I was earning a lot more from my coaching than I was working full-time at my job. I only had a few clients and a couple of different products. My reason for doing the part-time route was that I wanted to develop the expertise to help me in my niche area because I knew from the beginning that I wanted to have a very strong niche that would differentiate me from other coaches. I stayed in that job for a while until I felt like I developed that expertise and then I moved onto full-time coaching.

Dan – Let's take a look at the early days of your coaching business? What were some of the biggest mistakes you made when you started that business and how did you overcome them?

Larina – I made a lot of the mistakes that now I try to help clients to avoid making. One of those was very basic, which is not having a business plan. I had a business plan in my head, but it wasn't a very strategic, laid out, written down, researched business plan. I do believe that not having that strong vision and business plan from the beginning made me encounter more obstacles that I could have avoided. I would say that's probably the biggest mistake that I made at the very beginning.

Dan – Did you actually write a business plan?

Larina – I did. It took a little while, but yes, I finally wrote one, and now I update it every couple of months.

Dan – That's an interesting idea. Let's just pursue that for another minute or so. How long is your business plan? How long did it take you to write?

Larina – It took a while, actually. It took probably several weeks. I didn't work on it all at once because I was working on some other writing projects. The longest part is the marketing plan because that's, to me, the most important. My financial plan is not as detailed because I didn't

need a lot of start-up capital or funding from venture capitalists. I kept my budget pretty low. But I'd say the plan, the last time I looked at the total, it was about 45 pages, maybe 50.

Dan – Great, because some people are put off by the length and I was just curious as to whether...

Larina – It doesn't need to be long. Mine has my own ramblings. This is not a plan that I've had to use for anything outside of my own use. If I was going to polish it up and make it look nice and give it to a venture capitalist or other investors or for loans it would be different—a lot of it's redundant so it doesn't need to be that long.

Dan – Let's talk about marketing. What mistakes did you make and what smart moves did you make?

Larina – For the mistakes first—my biggest marketing mistake was my website at the beginning because something that I'm really good at is low-cost marketing, but I took that idea a little bit to the extreme at the beginning. I did a very inexpensive, very amateur website. I hired a designer, but they were not good at all. That website, I think, was a major, major mistake. It was not a good corner to cut and I'm still embarrassed thinking about people going to that website. Actually, one of the most mortifying experiences of my coaching career was: I had a conversation one day with one of my marketing idols who's a best-selling author, Joe Vitale, and he and I decided to write an ebook together. Afterwards he really liked my concept so he sent an email out to his list recommending my coaching services, but that was to my old website—that horrible, embarrassing website—and I had 2,000 hits on that site in one day! That was a huge missed opportunity that if I'd had a great site to capture names and for e-commerce to sell my products and just to have a nicer look and feel, I think that would have been a huge difference in the marketing of my business.

Dan – Very interesting. What were some of the smart moves you made about marketing?

Larina – I'd say that the biggest one was that I knew that I needed to stand out from the crowd. I knew I needed a platform. I knew I wanted to be different and have a unique niche area for myself. I didn't want to blend in with the other coaches out there; I wanted to be the go-to person for my area of expertise. I was pretty strategic about that and I did a lot of self-educating through reading and through mentoring and hiring my own coaches. It's been really helpful to build my platform, which I started right from the beginning.

The other thing I think that I've done quite well is establishing joint ventureship partners. I did that with some extraordinary self-help folks, other coaches, writers, consultants. Doing the joint ventures, I'd say, has been the most fun and also the most lucrative part of my business. One thing that I think was useful is I didn't allow myself to become nervous and not approach the people who were bigger than I was, who are more well known, more popular, etc. I did get shot down sometimes, but I didn't let that stop me. In fact, I had one extremely negative experience where somebody was just downright mean and nasty and condescending to me on the phone. It did bother me, but I only let it bother me for half an hour and then I decided just to keep moving on. I'd say know that you're always going to have hurdles in your marketing but don't let those

stop you. Just try to get through them, keep moving, keep focused, and then you will be able to align yourself with some really great people.

Dan – Let’s go a little bit deeper there. Tell us about joint ventures—what you look for in a joint venture, and how you’ve benefited? Can you give us an example of a joint venture that you’re doing?

Larina – Sure. I’ve got some great ones. What I look for in a joint venture partner is somebody who’s got something that’s a little bit different from what I am able to bring to the table, but of course, very complimentary to the work that I do. It can even be something in any area. It could be their knowledge is a little bit different. It could be that they have a great list and their marketing and sales potential is really strong. Then, of course, I always approach it from a marketing perspective in what can I offer to them. Why would they want to joint venture with me? What can I do for them? The things that have been really useful—one is for me to approach it with here’s a great idea and just sell them on the idea and get them inspired to why this idea can really help people (because usually I’m working with other helping professionals).

Two is how can I make it easy for them? If somebody approaches me with a joint venture, I kind of want know if it’s going to be easy too. “Here I’ve got this great idea but it’s going to bring you lots of work to do…” This is not exciting at all. Instead I approach with, here’s a great idea, here’s all the ways you can benefit from it, here’s all the ways that people on your list can benefit from it, and it’s not going to be very hard either. That’s a pretty strong way to approach a joint venture.

Dan – Make it easy for everyone. Good point. Can you tell us an example of what a joint venture is? A book or…?

Larina – Actually, there’s an interesting one that I’m just working on right now going back to what we were talking about earlier was a business plan. One of my joint venture partners is Milana Leshinsky, and she’s the President and Founder of the Association of Coaching and Consulting Professionals on the web. We have a couple of different products for coaches like coaching assessments (<http://www.CoachingAssessments.com>) that coaches can use on their websites. We just did one that’s coaching business action plans. What we did is, basically she came up with the idea; she came up with a whole bunch of aspects. I put my spin on it. We kind of edited back and forth and then she is going to do the marketing campaign for it and then we’ll split everything 50/50.

Dan – Great. That’s a wonderful idea. Let’s go back to, again, the beginning days of your coaching business—the administration of your business. What kind of mistakes did you make then?

Larina – Unlike marketing, administration is not my strong suit .

Dan – Good, so we can learn more.

Larina – I did learn more for sure. One of the mistakes I made was not coming up with ways to automate the business. I put way too much work on myself, things that really I did not need to be the one to do. Now I've decided I don't want the business to depend on me; I want it to run itself. I love to travel, so I want the business to be running itself smoothly while I'm off in South America hiking. I've made some good progress there, through automating the website, using autoresponders, hiring a great V.A.

One thing I did right, I think, from the beginning was email management. I came up with a system of how to organize my emails. My rule is I can never have more than 20 emails in my email inbox. The only ones that are allowed to stay in there are the ones that I need to still take action on; otherwise, they get filed away or I take action for deleting them. That's been really useful because as everybody knows, we get so many emails that that can really bottleneck your whole day. You can just get caught up going through emails. That's one thing that I think was a good administrative move.

Dan – Let's move now to your current day activities and a question that everyone has about their own businesses. How do you price your services? Are you hourly, project or some other way?

Larina – When I started out, I was hourly because I was coming kind of from the psychologist mindset, but I think that's a mistake. I think that coaches really need to not do hourly programs. What I do now is my fees are retainer fees and they're by the month; the client pays their retainer fee for the month. There are basically three different programs that clients can choose from, which just offer various levels of support, and that is by the hour of direct contact. It might be, the first one I think is three, 30-minute sessions and the top one is four, hour-long sessions.

Then clients can switch programs if they like, at the beginning of a new month. They would pay the retainer for the month and then if they want to switch, they would wait until the next month. A lot of clients will choose to start off in an intensive program to really jumpstart the process, and then after a few months, when things are in motion, they can go down to a less intensive program. In the past, my coach told me I needed to raise my rates and I'm considering that, but not yet have I done that. I also do give some professional discounts to people who are in my field—those who are helping professionals like therapists—because I think that helping those professionals can help the field as a whole. Then I also offer group coaching, which is priced much lower than individual coaching, which is a nice, less expensive option for folks.

Dan – I'm a little bit confused about your pricing models. You said you have a couple of different options during the month and you have figures attached. I don't need to know the figures because they'll change, they'll be different for all people. I'm just curious as to how you arrive at that figure. Is it based on hourly work...?

Larina – The actual monthly figure is based on the contact hours. For example, if my hourly rate is like \$250 and then my...there are three programs, and the first one is the least expensive and that's three 30-minute sessions. The figure actually is based on the hour, but in terms of marketing and selling it, I don't just say 1-1/2 hours per month; I say the 1-1/2 per month plus unlimited support between the sessions. Really, I think it's important to talk about the value of coaching as not being time spent on the coaching. It's not like other professionals where, like an

accountant, you pay them to do the work on your taxes for an hour. It's not like that in coaching as far as I see it. A lot of the work comes between the sessions, and a lot of the work comes just by having a coach available to you. I try to frame it that you're not really paying for that hour-and-a-half, although, for me, that is how I calculate how to price the three different programs.

Dan – To recap—from the customer point of view, they could choose between three different packages, and they're all tied to your hourly fee, so you know what you're getting if someone buys three sessions or six sessions or nine sessions. That's cool. Then there's the added bonus of getting some support in between each of the longer sessions as well.

Larina – Exactly. The reason that I chose to do three different packages is because there is some research in psychology of marketing that consumers like to have choice, but they don't want to have too many choices, so it's a mistake to offer more than three programs. The risk that you get in to is that you might offer a lower program that you might not really want to give and then people would order that one. If you know you want to offer just one program, do that one program. But typically, when you offer three, people will choose the middle program—just to know that. It gives consumers a sense of making a choice and having some control over the process, which tends to be appealing. That's why I chose to do the three programs.

Dan – I'm just wondering how you handle objections. People come in... I know when an electrician comes to me and tells me what his price is, I sort of do a double take. I'm just curious as to what phrases and how a typical conversation would go when someone hears you speak or they're attracted to work with you and you say what your fee is and they say, “Ba... da... daa...” How do you overcome their objections?

Larina – One thing that I know, as a psychologist specializing in anxiety, is that objections are usually driven by some fear. I would try to help the client to pinpoint what that fear is and then try to work through it with them. I would never approach it as let me tell you why that objection is not okay. I think every objection is very reasonable and legitimate. Instead I would try to understand what it is and then help to come up with a way to make it work together. For example, if a potential client said, “I'm not sure if it's really going to work for me. Maybe I'm paying a lot of money and I just don't know if it's going to work,” then I'd say, “You know what, I have a money back guarantee. If it doesn't work after a month, then you get your money back.” I try to understand really what's driving the fear about it. I also think it's important to show the value. With business coaching, now so many people have a business coach that I'm happy to feel that it's going this way because it's almost a necessary part of doing business for a lot of people, just like an attorney or an accountant, and it's tax deductible, so that's a nice perk also, to tell people.

Dan – That's a great segue into our next series of questions on how you grow your business. How do you get new business?

Larina – Right now I've set up things such that a lot of my business is coming through what some people would call passive strategies. For example, publicity is a really big one for me. As you mentioned, I've been using your service, Dan, and it's been amazing for me. A lot of clients will see my name somewhere in a newspaper and like what I said and think, “Oh maybe she can

help me,” and give me a call. That’s been really, really helpful. When you’re in the media, as you know Dan, it frames you as an expert, and automatically it gives you the sense of value. It kind of helps to qualify the leads that come your way. Another big one for me is writing. I write books and articles and my newsletter. Client referrals and referral partnerships are also right up there at the top, and maybe even the best one is speaking engagements. I’ve less of that lately, but when I do it, it’s really, really a useful strategy.

Dan – We’re going to greater detail in all of those questions during this section, so let me just back up a little bit. What do you do to keep your current clients?

Larina – Keeping current clients is such an important thing and something that I’ve really needed to work on. We know in marketing that getting a new client costs about seven times more than keeping a current client, so I know how important it is. But it’s something that I’ve actually struggled a little bit with because so much of your business depends on your own mindset. I was trained as a cognitive behavioral therapist, and one of the things in cognitive behavioral therapy is that it’s a short-term treatment. You’ll tell clients at the beginning, “Typically it’s 16 sessions and its short-term work then you’re done.”

I have to reprogram my own way of looking at clients—not to a session limit or a short-term approach. As I’ve started to do that, it has actually made a little bit of a difference I think in how long people stick with me. Now I’d say my average length of coaching is about nine months, and I’d like to get that to be even longer. Really to me the joy comes in working with someone over a long period of time. That’s when you see the major changes happen and I take them through all these different periods of growth.

Dan – Do you think you run your business differently than other coaches? I mean the business side of it, not the therapy aspect of it.

Larina – I would say that I run it differently than a lot of coaches in that I really do treat it as a business. I think many coaches are very focused on the craft of coaching, which is critical, and they really enjoy that part, but they’re not as vested in the marketing and the business side of it. In that respect, I say I may be a little bit different. I’m fortunate that I happen to love marketing and that stuff comes pretty easy to me. I do tell people if you have done all you can to try to do the marketing and the selling for your business and you just simply are not able or interested in that, then you can always hire somebody else to do that for you, but that has to be part of the business, the marketing and the sales.

Dan – Let’s talk about the marketing and sales. What role do advertising, websites, ezines and blogs play in your business, if any?

Larina – Some of them do, some of them don’t. Advertising I don’t do. I know it can work, especially if you do very targeted advertising, but I choose not to do that. Instead, I’d rather pay a little bit for publicity. The way I look at advertising is it’s not going to give you the credibility or the level of information that you can convey as publicity or being quoted in the media, so I choose to invest my marketing dollars instead in publicity not in advertising.

My website, now that I finally have good one, plays a nice role in the business. I offer a lot of free stuff on my site and that draws people to the site—all kinds of different business building resources. I am now working on developing several smaller feeder sites that link to my main site. These sites will be highly optimized for search engines; they'll come up higher; when people search for specific terms. I think that the web part is going to get even better for me. Blogs I have not done. I know that I should be doing them, but I've been doing a lot of writing and blogs just have not been that appealing to me because it's more writing. But I'm planning on starting that I think in April, so I'll get back to you on that one.

Ezines—I've been doing the ezine for several years. I put a good amount of time into the articles and trying to make it look nice. I think it's been one of the really important parts of my business, and in fact, my main business goal for the next year is to find a way to make my ezine even better; to find a way to make it stand out more, offer more value, give away more free bonuses and so on and so forth. I'd say the ezine is right up there with the top strategies.

Dan – You mentioned referral marketing before as big part of your business. How do you get referrals?

Larina – I get referrals several ways. One is through existing or past clients. Usually clients will know other people who are like themselves, so I do get some referrals that way. It's probably not the majority of the referrals that I get. I'd say the majority is from complimentary professionals. These are people in similar businesses who have similar clientele but not who aren't coaches; for example accountants, attorneys, psychologists. I also get referrals from speaking engagements. It's interesting, a lot of times if somebody hires me for a speaking engagement, the person who hires me will end up giving me individual referrals. Or people in the audience who aren't necessarily interested in coaching themselves have somebody to refer to me. I try to set up a lot of different streams to get referrals. To me, it's one of the most effective ways to market my business.

Dan – How do you structure that? Do you give commissions? Is that legal as a psychologist? Why would someone want to refer someone to you? The goodness of their heart?

Larina – Typically not, but they sometimes do. Yes, the referral benefit depends a lot on the individual and their profession. You always have to think about what's in it for them. A lot of professions cannot take referral fees. If people can accept referrals, do offer a referral fee of a flat rate. But a lot of the professionals who do refer to me—attorneys, psychologists, other medical folks...can't take referral fees. Typically with them, I set up referral partnerships, and I make referrals to them. I help them by endorsing their services, so we mutually give referrals back and forth.

Dan – Do you hold any seminars or retreats?

Larina – I speak at seminars, but I've never actually hosted one or set up a seminar on my own. I am interested in doing that though.

Dan – What's stopped you?

Larina – Just all the logistics. It's kind of thinking about who and when and where. It's something that I'm thinking about doing this summer though.

Dan – Sure. I'm not saying they're easy. I was just curious as to your reasoning and your rationale.

Larina – I think it's a great thing to meet people in person...wonderful.

Dan – You mentioned speaking before. Do you actively look for speaking engagements or do they find you and how important is speaking as a growth strategy for you?

Larina – Speaking I'd say is probably tied for number one. For me, it's speaking and referral partnerships that would be number one and then the other ones I mentioned would all be tied for the second place. I think it's been really, really important and I do actively look for speaking engagements and people also come to me. I don't think I've ever given a talk that did not result in some type of referral or product sale. The reason I think that talks, for me, have been so effective is that it's almost like giving somebody a free sample. They get to see who you are, see what you're about, see if they think you're a nice person.

I haven't been doing as much speaking lately, because I actually just got a puppy, so I've been more limited to my geographical area. But my goal is to do about one speaking engagement, one major one, per month, and then some littler ones here and there. Something that's different for me maybe than other speakers that I've worked with is that I am very happy to do free talks. I know a lot of professional speakers advise against doing free talks, but I actually disagree. I would say that if you can get paid for a talk, that's great. But if I had my choice between a free talk in front of people who are either in my target audience or people who are great potential referral partners, I would take that any day over a talk that I would get \$1,000, \$2,000, \$3,000 for. That might sound a little strange, but for me, it's a long-term perspective. Let's say I gave a talk in front of 10 or 15 wonderful, strategic referral partners. These are people that I could set up referral relationships with. I might get dozens of referrals over the years, and that value is going to be a lot bigger than whatever I would charge for my one hour, two hour, or full-day talk. I do speak for free, but again, only when it's front of a very specific target audience or potential referral partners.

Dan – I'm actually finding a lot of coaches would echo your sentiments. If it's the right audience, they don't care if they get paid. They look at it is a marketing opportunity.

Larina – I do too. Yes.

Dan – I'm just curious—when you're up on the platform, how, or do you do, anything to encourage a sale or sell from the platform? Is your speech your best marketing opportunity?

Larina – I personally prefer to do more subtle things. I don't love to directly make kind of a sales presentation. Sometimes if it's a free talk and the audience is right, I will directly sell a book or a product or something like that. But instead I try to communicate the value of coaching. I'll

sprinkle in some examples of client success stories and talk about why coaching and specifically why my areas of expertise can help people.

Dan – What about books? How do books play a role in your marketing plan?

Larina – I've actually gotten to be quite an author in the past year. I have six books right now that are all coming out pretty soon. It's been really good for me. It's interesting because I actually only have one book that's out on the market right now. It's called *The Successful Therapist* (<http://www.TheSuccessfulTherapist.com>). Just being an author of books that are coming out, saying I'm the author of such and such due out next year, has really helped in media work, media seem to love books. And then also in conversions with potential clients when I tell them, "Oh I just wrote a book on that subject. Let me tell you a little bit about my take on it." It's been really, really helpful for me. I'm really motivated to get my books out there, and that's been a major focus for me.

About a year-and-a-half ago I decided my goal was to have two or more major book deals in the next couple of years. I wrote this goal down and I networked and I told everybody that would listen and I ended up getting a good connection, which got me my first book deal. Since that time, now I've gotten six book deals with major publishers like Random House/Harmony and Wiley. Books—I'm a huge believer in books. I think that one of the best things about being a legitimate author is that it establishes your credibility and it shows what your platform is and what your niche is and why you're different from other people. When somebody reads your book, they do feel like they get to know you. When they come to you as a prospect they already are feeling aligned with you. They already know what you're about and I think that qualifies prospects really, really well.

Dan – This might be a good time to let people know how they can get in touch with you. Larina, what is your website address?

Larina – It is <http://www.PASCoaching.com> and I actually do have a brand new ebook on getting a book deal along with a couple of other from the platform building series right on that website.

Dan – Don't you have a new book out with Terri Levine and Joe Vitale as well on coaching?

Larina – I do. It's called *The Successful Coach*. It's actually not out yet. It's going to be out this summer. It's in production right now. It's already on sale though on Amazon.com. That's with Terri Levine and Joe Vitale and it's called *The Successful Coach*.

Dan – What's the focus of that book?

Larina – A lot of what we're talking about today. A lot of it's on marketing and the roadblocks and the obstacles that coaches face and how to set up great publicity, how to set up strategic referral partnerships, how do you create a vision of success for yourself. Then we include lots of interviews with successful coaches so that...kind of what you're doing here. You get to hear the people's inside information on how they did it to help inspire readers.

Dan – Let’s talk about how you manage your business? How many hours a week do you work?

Larina – How many hours a week do I work? I’m not great at keeping track. I would say my average week, if I’m not traveling, is probably 50 maybe 60 hours.

Dan – Percentage wise, how much time do you spend on clients versus marketing versus administration versus other business pursuits?

Larina – Clients—probably I spend about a quarter of my time in direct contact with clients, and that would include my individuals and my marketing groups. Administration is not so much. I’ve been trying to outsource that. Maybe I spend about 5% of my time on administration. I would actually say the rest of business pursuits that I do would all go into the marketing category because I try to look at everything as marketing, so that would include the rest, whatever percentage I’m left with. That would include books, book writing, writing articles, writing my ezines, talking with business partners, cold calling or making calls to other potential projects, developing my marketing materials, speaking engagements, media interviews, and all that stuff. I count all that as marketing and I would say that would be, what was it, like 70% of the time.

Dan – I’m just curious; would you consider that an ideal balance? Is that what you're striving for or not?

Larina – For me, it is. I’m really into the whole multiple streams of income approach, so I like to do a good amount of passive marketing through products, but also passive income through products. I like doing all of that stuff. I really like talking with other colleagues and professionals. That’s just as important to me as talking with my clients. I also find that when I limit the amount of work that I do with my clients, I’m really fresh and I feel like I can give them 100%, so I only take as many clients as I feel like I can give 100% to. Right now, that is about 25% of my time, and for me, that’s an ideal mix. I know some coaches want to be doing 80% direct work with clients, but I tend to like this mix.

Dan – That’s interesting because some people don’t do marketing because they don’t like to do marketing and you’re so heavily into marketing that I just thought that was, gee, does she not have any clients or is that by design. And obviously, you gave a very, very good answer in terms of creating passive revenue streams so you don’t have to work as hard.

Larina – Exactly. It works for you and it brings in the income, and really, it frees you up to take the clients that you want to take. I never want to have the pressure of I need to take a client to earn money to pay my mortgage. That’s not what I’m in coaching for. The products and all of the passive income pays the mortgage and plus so then I can be selective with the clients I help. I can just take the ones I really want and I cannot take too many, and that works well for me.

Dan – Let’s talk about passive income for a minute because you’re so strong on that. What tips do you have? What seems to be working best? Is it CD’s or MP3’s, is it ebooks, is it tips booklets, is it all of them? Do you find an 80/20 rule that seems to be working here in terms of a product mix?

Larina – I do a lot of ebooks, so that’s what I’m most familiar with, while the other sort of more creative things that I’ve done and have worked nicely, too. For me, what’s been most successful with products that I’ve done is joint venture partnerships and then getting affiliates to help sell them. That’s been the most effective and also the most fun, because as I mentioned, I’m extroverted; I don’t really like to sit and write an ebook on my own as much as I like to brainstorm and toss ideas back and forth with other people. Again, I think the joint venture approach to passive income is a really, really good one.

Dan – Let’s get back to managing your business? How do you handle all of your administration? Do you have staff either on site or virtual?

Larina – I have no one on site. I do have an excellent support team. Everybody that I hire is an independent contractor. I consider a lot of people to be really critical members of my business, even if they’re not people one would normally think of. For example, my accountant is an invaluable part of my business. My web designer has been amazing with web site stuff. My virtual assistant lives out in Canada and she’s wonderful. Then I hire copy writers, which some people think is interesting since I’m a writer, but for sales copy, it’s a whole different world. For anything sales copy, I hire copy writers. Then I have a tech support guy that I’ll use sometimes as well.

Dan – What advice do you have for managing them?

Larina – The way that I look at it, basically everybody who’s involved in my business as maybe not so much working for me, although I guess they are since I’m paying them, but really as a strategic move. I constantly think about not only how they can benefit me, but also how I can benefit them. I try to make myself a good person for them to work with. I’m selective in who I work with, so I would only hire someone who really is great at what they do, and they typically tend to be very successful, very busy also. My web designer and my V.A. for example are very successful, so I want to put myself at the top of their priority list so that they want to focus on me and make sure that they give me 120%.

I try to be fun to work with. I’m myself. I’m not overly demanding or never rude toward them. I think that people work best when they like you. I also think it’s really important to get people familiar with what it is that you’re doing. If they are inspired by your vision and your business’s sense of purpose, then they want to help you. They have kind of a greater cause or a greater sense of what you’re doing and why they want to help. I spend a little bit of time talking with people about that and making sure that that’s something that’s important to them, too, what I’m working on.

I also think it’s really important to give very specific requests, so never should you give a vague request and tell somebody that you don’t like what they do because you didn’t tell them what you really want. I try to give very specific requests and very specific feedback. I always pay fees immediately. I never make anyone ask me twice for his or her fee. Of course, I give compliments and testimonials if people do a good job.

Dan – That’s great advice. Very, very good. Very simple, very easy and very easy to follow.

Larina – Good.

Dan – Let’s head into your final aspect of this conversation—balancing your life. How do you balance your work life and your personal life?

Larina – That’s actually something that I’ve always struggled with a little bit just because I have so many interests in addition to all my business interests. I really, really do love my work, so sometimes it can bleed over into other things if I’m not careful, and if I don’t have some systems in place. What I’ve found is it’s important just to know yourself and how you work best and not to try to mold yourself into somebody else’s schedule. I go with what works for me. What works for me best is to structure my time, with some guidelines, but with a lot flexibility, because I do like to kind of go with the energy and flow that I have at the moment. I have no problem with self-motivation, so my problem isn’t that I’ll not do something if it’s not on my agenda; more that I’ll take on too much, so I have to limit myself, which means saying no to some things or saying fine but I’ll need three weeks to work on that.

One thing that I like to do to make sure that I stay balanced is to give myself some minimums for non-work-related activities. These are things that might get bumped out of the picture if I were to let work spill over. For example, I will give myself a rule like I need to go to the gym three times every week, and then I’ll give myself flexibility. I can do that whatever day I want as long as it happens three times per week. I have to take my dog out to the dog park at least three times per week because that’s her favorite activity. I need to cook a healthy meal from scratch—not a frozen meal—a healthy meal from scratch at least five times a week. I give myself these minimums and that seems to work well for me because I know that I’ll get those things in but I also have the flexibility to go with where I am at the moment.

Dan – Very interesting. That’s great. Let’s talk about your personal life for a second. Do you have any children living at home and are you married?

Larina – I don’t have any kids yet. I am engaged. I mentioned my puppy, so it feels like a child sometimes. She’s shredding things right now so it’s very distracting. I’ll be working and all of a sudden she’ll have an important document in her mouth, so it’s a little distracting. I actually just got back from my accountant’s and I brought in a chewed up bank statement and she did not believe me that my dog ate it, but she really did! So I do deal with some of the distractions. I know people who work from home with kids. It can be really tough.

Dan – That’s why I ask those questions because people listen to this whole interview and say, “Wow! She’s superwoman. She’s doing all of these things. But I have six kids at home.” Some of the people I’ve interviewed do have kids, some have grown kids, some aren’t married, some don’t have kids—whatever—it’s the whole range. You’re the first person I’ve heard of who has a canine assistant and not a very productive one from what I gather.

Larina – Yes. Negative.

Dan – She probably does get you out of house a couple of times a day, too.

Larina – Actually, I do need to...I have a home office but I also have another office and I do need to go to the other office if I really want to focus on something. I think that, especially if somebody has kids at home and distractions, it's really difficult to focus as a coach from your home office.

Dan – Let's go to our final question. What would you tell a coach who is starting out on a dark, dreary day when everything looks bleak?

Larina – I think the first thing I would say is not to get caught up in that, that bleak outlook; to realize that we all have our bleak moments and dreary days and that it's going to pass. I think the important thing is to think about what you really want. Even if something feels bleak right now, you can still focus on what it is that you do want. The question to ask yourself is how bad do you want your coaching business. How bad do you really, really want it? If your answer is really bad, then you can do it and you can get yourself out of that bleak moment and ask yourself why you want it and let that be your mission, to give you energy and drive you toward making your business dream a reality.

I would also coach the coach to realize that the thoughts that they have are going to become the reality. If they do allow themselves to get caught up in that bleak outlook and think about the negative pieces of it, that might be what happens... and to realize that there's that negative aspect in your mind and then there's also the confident, positive aspect and to try to tap into the confident, optimistic one and let that negative one be there but realize that it'll go away with time as you start to disprove it. It's one of those things where the proof is in the pudding. If you act against that bleak outlook and you do the things that are challenging or frightening or frustrating, then you start to see some results, and then confident part of your mind gets stronger and that's where your inspiration and your energy will come from.

Dan – Thank you so much for joining us today. We've been talking with Larina Kase, a psychologist and business coach, an executive coach, who shared with us some very invaluable ideas on how to start your business, get it up and growing and running strong and balancing your life. Thanks again for being with us.

Larina – Thanks Dan.

Dan – This is Dan Janal, the President and Founder of PR Leads, thanking you for joining us today.