

A Fun and Practical Guide

the  
Inspired  
Business Approach

Building Your Business from  
*Inspiration* not *Perspiration*

LESLIE LUPINSKY CPCC, MCC and JONI MAR CPCC, MCC

the  
Inspired  
Business Approach

LESLIE LUPINSKY CPCC, MCC and JONI MAR CPCC, MCC

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*Vancouver, British Columbia*

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To the entrepreneurial spirit in all of us.

Especially to those who follow this path  
in service of making a valuable difference in the lives of others.

May your journey to success be inspired, fun and filled with ease.

With our heartfelt gratitude and reverence for the commitment of



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Special thanks to our support team  
whose ongoing belief in us inspired these materials.

Jack Berriault, Clint Maurer

Larry Moore, Joey Demers

Business Partnership Coach Juhree Zimmerman

To our parents who lit the entrepreneurial spark in us and

To our children who keep the flame alive.



We want to give special recognition and thanks to **Paige Wentworth** for the key role she has played in the realization of this work. A member of the team from the beginning, her substantial contribution as Editorial Advisor, Co-Author and Producer in the previous iterations of the Art of Enrollment made this project possible. Paige's unwavering dedication, championing support, and content design breathed life into many of these ideas.

**Paige** has a passion for coaching and all that it brings to the world. She supports coaches by creating a solid business structure for them so they are freed up to do what they love most. She elegantly combines coaching and high level business skills to provide a unique blend of rigorous and comprehensive analysis along with creative lightness and fun.

# CONTENTS

<b>The Inspiration</b>	<b>9</b>
<b>Guide Approach</b>	<b>11</b>

<b>Chapter 1 It all Begins and Ends with You</b>	<b>13</b>
--	-----------

**HEAD TOWARDS YOUR VISION**

- Empowered Awareness
- Personalized Approach
- Support and Championing

**FROM VISION TO ACTION**

- Three Key “BEING” Elements
- Three Key “DOING” Steps
- Preparing the Way
- Clarify, Choose, Commit
- Inspired Action and Celebration

<b>Chapter 2 Taking the Plunge</b>	<b>21</b>
------------------------------------	-----------

**THE JUMP INTO ENTREPRENEURSHIP**

**CURRENT REALITY**

- Do
- Have
- Be

**CREATING NEW REALITY: A FOUNDATION FOR LASTING SUCCESS**

- Who you are “Being”
- Informing Your Actions
- “Having” is a Natural Outcome

<b>Chapter 3 “Being” Prosperous</b>	<b>37</b>
-------------------------------------	-----------

**BEING WITH \$\$\$**

**SHIFTING PERSPECTIVES**

- Financial Freedom is a Perspective

**FROM PRISON TO FREEDOM**

- The Prison of Limiting Perspectives
- The Freedom of Powerful Perspectives
- Inside Out Approach: Building on Your Being

<b>Chapter 4 Taking the “Being” into Action</b>	<b>45</b>
---	-----------

**IMPLEMENTATION: A COURAGEOUS ACT**

- Claiming Your Fees with Dignity, Integrity & Ease
- What Valuable Beings “DO”
- Practice Makes Proficient
- On The Court
- Dealing with Hesitations, Considerations or NO

## **Chapter 5 The Art of Enrollment**

**55**

### **“BEING” ENROLLING**

#### **DISTINGUISHING ENROLLMENT**

Enrollment Is...

Enrollment Isn't...

The Beauty of Enrollment & the Cost of Convincing

#### **GROWING YOUR BUSINESS**

The Importance and Ease of Enrollment

Exploring and Managing your Loudest Inner Critics

## **Chapter 6 Effective Enrollment**

**67**

### **8 FUNDAMENTAL ELEMENTS**

I. Powerful Listening/Engaged Curiosity

II. Being Unattached--- Space for “NO!”

III. Being Confident--- Space for YES!

IV. Being Uniquely You

V. Sharing Yourself Authentically

VI. Expressing Passion & Aliveness

VII. Co-Creating Possibility

VIII. Expressing Commitment & Intruding

## **Chapter 7 Enrollment Conversations**

**79**

### **GETTING READY FOR ACTION**

Q1: What Exactly Do You Want to Enroll the Person in?

Q2: What Impact Do You Want to Have on the Person?

Q3: What Impact Do You Want to Have on Yourself?

Q4: What is the Final Outcome You Truly Desire for Yourself and the Other Person?

### **“ON THE COURT” CONVERSATIONS**

Step 0: Preparing Yourself

Step 1: Connect with Them

Step 2: Ask Them Questions

Step 3: Listen for a Possibility They are Longing for & Articulate it for Them

Step 4: Share Something about Yourself Authentically

Step 5: What's Next--- Check in with Yourself

### **CONVERSATIONAL FORKS IN THE ROAD**

The 1<sup>st</sup> Fork in the Road: Are We a Match?

Taking Another Look: Tailoring Your Offerings to Their Needs

What Do You Want to Offer? What are the Benefits?

The 2<sup>nd</sup> Fork in the Road: Expanding your Focus

## **Chapter 8 Enrollment Synthesis**

**89**

### **PUTTING IT ALL TOGETHER**

#### **MAKING YOUR “IN THE MOMENT” OFFER**

Steps 1-4

#### **RECEIVING THEIR RESPONSE**

## **Chapter 8 Enrollment Synthesis**

...continued

Step 5: "The Poignant Pause"

Step 6: Completing with Inspiration and Dignity

Step 7: Debriefing Your Enrollment Conversation: Compassion vs. Criticism

### **APPROACHING THE 3<sup>RD</sup> FORK IN THE ROAD**

Asking For or Claiming the Business

Before the Appointment

During the Appointment

Closing the Appointment

Interpreting Their Responses

Be Intentional

Engaging in the Conversation

### **VALUING YOUR OFFERING**

Using the Element of Expressing Commitment & Intruding

## **Chapter 9 The Sales Action**

**109**

### **FROM "BEING" TO "DOING": ENROLLMENT TO SALES**

Discovery (Prospecting)

Matching (Qualifying)

Sharing Your Offer (Building the Case)

Creating a Client (Closing the Deal)

Developing the Relationship (Managing the Account)

Perennial Business Growth (Generating Referrals)

## **Chapter 10 Niche Marketing Demystified**

**133**

### **"BEING" THE PASSION**

#### **PASSION: YOURS**

1) Unique Value Proposition (UVP)

2) Position in the Market

3) Unique Benefits (Competitive Advantage)

#### **PASSION: THEIRS**

1) Reveal Fully Who You Are, Trust Your Prospect to "Get" You or Not

2) Be a Direct Laser Beam. Focus on the Diffuse Light of Possibility

3) Use the Art of Enrollment

4) Don't Sell, Invite Them to Buy

5) Debrief Your Clients, Redefine Your Niche, Allow it to Continually Evolve

#### **PASSION: COLLECTIVE**

#### **PURPOSE: BUSINESS**

## **Chapter 11 Finding Your Niche**

**151**

### **SHARING YOUR PASSION WITH PEOPLE**

#### **YOUR ABILITIES**

#### **YOUR IDEAL CLIENTS**

#### **THE SWEET SPOT**

#### **GROWING YOUR NICHE**



**Chapter 12 Get \$\$\$ Now****167****MARKETING ON A SHOESTRING**

Empowered Awareness

Personalized Approach

Support and Championing

- 1) Your Little Black Book (Contact Manager)
- 2) Close Encounter vs. Closing Sale
- 3) It's "Your Business" to Ask for What You Want
- 4) A Freebie Too Good to be True
- 5) Be a "10"
- 6) An attitude of Gratitude
- 7) The Encore
- 8) Angel Allies

**Chapter 13 Do It and You'll Have It!****187****GETTING UNSTUCK, STAYING IN MOTION****PRIORITIES & INSPIRATION**

Valuable &amp; Not Pressing

Valuable &amp; Pressing

Pressing &amp; Not Valuable

Not Pressing &amp; Not Valuable

**STRATEGIC VISIONING****PRIORITY MANAGER**

Vision

Goals

Priorities

**Chapter 14 Completion and Beginnings****205****HAVING IT ALL: BUSINESS SUCCESS & PERSONAL SATISFACTION****BUSINESS VIABILITY**

Profit

Pricing

Pay

**FROM VISION TO ACTION**

Keeping Yourself Enrolled Over Time

Empowered Awareness

Personalized Approach

Support and Championing

**About the Authors****220**

# The Inspiration

If you are an entrepreneur, commissioned sales person, coach, consultant, self employed professional or an independent provider of products or services, this book is for you!

The Inspired Business Approach is designed for any business professional who wants to create a business which honors who they are, delivers value to their clients, and makes a difference in the world while being their authentic self.

It doesn't matter if you are a seasoned professional, just beginning or somewhere in between, the results you want are available to you with fun and ease in the Inspired Business Approach. We know this because as daughters of entrepreneurs, both of us with very different upbringings, in two separate countries, have each created several successful businesses in different industries by applying similar methods.

When we were introduced to one another a decade ago we discovered we shared a common philosophy about business building AND a love for working with people to create their own abundance, prosperity and professional satisfaction from their own natural gifts, talents and passions. We were inspired to write this Business Guide because of the hundreds of clients who came to us after struggling, suffering, and generally doing things the hard way while trying to get their businesses off the ground.

These were powerful, motivated, creative individuals who had valuable gifts to offer the world. But their fear, uncertainty, or lack of business tools prevented them from getting clients. As a result they were frustrated. Those who would benefit from their gifts didn't receive them, and the world was a little poorer for it....until they began applying



This book is dedicated to all of these courageous, tenacious and committed professionals who believed enough in themselves and their services to push through their own limitations so that their magnificent offerings can be unveiled to the world. And to YOU--- for taking this giant step towards joining their ranks!

Warmly,

Two handwritten signatures in cursive script. The first signature is "Leslie" and the second is "Joan". They are written in black ink and are positioned to the left of a small decorative flourish.

## Here's what people say:

"It is normal for new entrepreneurs and growing professionals to get frustrated, stuck and feel alone. That's why a lot of us don't succeed. Leslie and Joni offer such a clear and simple approach to business that your heart will sing with relief!"

*Cynthia Loy Darst, CPCC, MCC*

"(It) has helped me to identify and improve my personal strengths and thereby refine my market positioning. This has resulted in my revenue increasing by more than 300%."

*Kent Waugh, Marketing Consultant*

"Everything was significant but most importantly I really valued the lesson that we must perceive and embrace ourselves as valuable, for it is **who we are** that we are selling genuinely."

*Anna Mannering, Producer Gold Leaf Productions and Consulting*

"I really like the inspiring, easy to understand, conversational style of this book. The sample dialogues between coach and potential client are extremely helpful for any entrepreneur looking to strengthen their enrollment skills."

*Sandy Russell, CPCC, PCC, Prism Award Winner (Hon. Mention)*

"Leslie and Joni have nailed the essential steps of how successful business manifests directly from impassioned inspiration. They make lucid and accessible the path to authenticity in business. This is a must-read for entrepreneurs who want to attract business through the new paradigm of heart, connection and authenticity."

*Lee Glickstein, President, Speaking Circles International and author of Be Heard Now*

"Boy, when you said my business will grow exponentially, you weren't kidding!"

*Ramon R. Dizon, CGA, Dizon Insurance & Investments Inc*

"When I started my business, I had no idea how to get clients. The whole thing was overwhelming. Through my work with the Inspired Business Approach, I've learned how to connect with potential clients in an open and authentic, without feeling pushy."

*Blair Wagner, CPCC, ACC, Way Through*

"It increased my level of confidence tremendously. I never expected to come out of this program feeling so strong, confident, and free of all the fears and doubts that were keeping me from flying."

*Raymonde Delisle, Principal, Raymonde Delisle & Assoc. Bookkeeping Services*

"I knew that the only thing that would stop me from succeeding as coach would be the dreaded "sales" function of promoting my own business. Today nothing holds me back. I have learned the skills of enrollment and the 'dreaded' has become fun and exciting for me."

*Marsha Wehrenberg, CPCC, What Now Coaching*

"I have made some unbelievable progress in my focus on the future, where I want to go, what I want to do. I know that for my business life to be successful, it must be balanced with my other life. I haven't been this happy, content, and excited about my life, my family, my business opportunities probably ever! So, yes, the program did exceed my expectations, actually it exceeded my wildest dreams!"

*George Vernon, President, Park Place Investments, Inc.*

# Guide Approach

You hold in your hand a book that lays out the tools you need to create “your own” business in “your own” way and be wildly successful. This guide is laid out in a comprehensive easy to follow step by step workbook format that enables you to can work at your own pace while recording your insights, learning, challenges and wins. AND, it’s much more than that. Most importantly this hands-on approach focuses on who you need to BE to sustain a long and prosperous business.

We’ve written this book in a way that models our business system. This program works best supported by 3 pillars:

- 1) A motivated individual. That would be YOU!
- 2) A supportive environment (your team of allies, perhaps a colleague or partner)
- 3) And a coach aligned or familiar with this approach. This person coaches, consults and mentors you along this path (We round out your team as your long distance coaches).

While we definitely need item #1 to get anywhere in this process, we have designed this guide as a stand-alone even if you don’t have items #2 and #3 in place. We’ll be speaking directly to you in plain old simple English, not writing at you. Our intention is for you to engage deeply with this material and to feel as though you have two business coaches in your corner working with you through this new approach. You will receive more than training in this book. We will offer consulting, coaching, helpful tips and areas for you to record your own work to support your learning of this new approach. In the end, it is our goal that you create your own unique foundation to build and grow your own business. Whatever that may look like.

You will notice “**Coachable Moments**” and “**Self Work**” sprinkled throughout this book. In Coachable Moments our intention is to offer you our support. We have set up Self Work as a way for you to document and track your own progress. They are important components to your learning.

All of us have critical inner voices that we will name the Inner Critic in this book. It’s the voice that tells you that you can’t do something, or you’re no good, might as well give it up now....your own Inner Critic probably has his or her own personal messages for you. The truth is the Inner Critic doesn’t speak the truth. It only provides you with a one-dimensional disempowering point of view of yourself. But the voice can be very convincing when you are scared or doubting yourself. The Inner Critic evaporates in the face of concrete evidence which brings to light an alternate point of view.

The **Self Work** is a crucial tool for you to self manage your Inner Critics. This is where you will discover the concrete evidence that can silence your Inner Critics. So for your own sake, please don’t take the work lightly.

We know that some of you are thinking to yourself, “I don’t need to do this. I’ll just read the material.” You’re right. You don’t have to do anything you don’t want to do. However, like much in life, the results you will get from this system are directly related to the effort you put into it. We’re guessing if you don’t engage with this material, you haven’t been engaging with other material either--- which is what brought you here in the first place.

If you don’t feel like doing an exercise, it’s time to put this book down anyway. We want you to be coming from a place of eagerness, inspiration and fun.

Come back when you are in the mood to play.

No one is looking at your answers. Not even us. So do take the coaching. Be honest with yourself and complete these exercises in the order they appear. This is a complete learning system and each component is designed to provide you maximum support throughout the process. You will get more from this program if you document your learning.

- ✓ It will provide you with a record of your journey and give you insights about the path you took. So you can repeat it or refine it in the future.
- ✓ When you are discouraged you can reflect back on the wins you have had.
- ✓ Over time you will be able to refer back to the answers you wrote and see how far you really have come.
- ✓ You will reuse these tools over again in new situations as they arise for you in your business.

This approach and guide will work best for you if you take the time required to work through this book in sequence from beginning to end. We can hear some of you groaning or sighing right now. This is not what you wanted. You were looking for instantaneous results with no work. Are we right? It's true we promised fun and ease. We didn't say no work and all play! Come on, your future, is worth it. We know you will take away valuable tools and learning about yourself that will pay off in ways you can't imagine yet. You owe it to yourself to give 100% to this.

You may be impatient and want to jump ahead. Resist this urge. Business building is a cumulative, not linear, undertaking. You can expect to take some huge leaps forward, stumble at times, and maybe even a few small steps backwards. It's OK as long as you remain committed to the journey a step at a time. .

Thank you for trusting us in spite of your current belief that success has to be hard work.

If you're ready now to transform your business we are too!

Take a deep breath. Let's go!

## What's so Inspiring under the covers?

- All the expertise you need to launch and grow your business in one comprehensive book!
- Powerful secrets of attracting and maintaining clients from two Master Certified Business Coaches
- A proven step by step method for building your “unique” business in a fun way
- Giving you the confidence you need to be a successful entrepreneur

## What the experts are saying about The Inspired Business Approach

“If you have any doubts about how to develop an effective and viable coaching practice, where clients keep flowing in, I could not recommend a better book than The Inspired Business Approach. The authors have managed to make this book accessible, personal, fun, and extremely to the point.

My guess is that you will keep it by your bedside for the next couple of years!

*Carol Adrienne, Ph.D., author, The Purpose of Your Life*

The Inspired Business Approach proves that marketing and sales do not have to be pushy or painful in order to be effective. This friendly, step-by-step guide lays out a path to authentic and powerful promotion that takes advantage of your own unique strengths. If you've ever struggled with building your business while staying true to who you are, this book is for you.

*C.J. Hayden, MCC, author, Get Clients Now!*

“Building a successful business does not have to be all stress, strain and struggle. You can build a business that inspires you by finding that place where your gifts meet your market's biggest needs. No one can help you do this better than Leslie and Joni.

Their book gives you direct access to them both!

*Steve Mitten MCC, 2005 ICF President and 2007 Canadian Coach of the Year*

### A B O U T T H E A U T H O R S



Master Certified Coaches

## LESLIE LUPINSKY and JONI MAR

Leslie and Joni have a successful track record of coaching over 5000 entrepreneurs, business owners, professionals and executives. They also share with you their 15 years of international experience leading business trainings.

They are faculty members of the world's preeminent coach training school and have each run several flourishing businesses.

