



SELLING BY GIVINGSM
CREATING BOTH MONEY AND MEANING

How to Give Your Way to a Soul-Centered, Six-Figure Practice

Practice Building Academy Overview

What is the Practice Building Academy?

The Practice Building Academy is a 6 month intensive that supports coaches, counselors, healers and other heart-centered practice builders grow and build their practice.

The PBA is based on the 3 principles of Selling by Giving:

Growth – Use everything as an opportunity for learning, upliftment, and growth.

Giving – Provide exceptional value. Create relationships based on win/win or no deal.

Connection – Build relationships based on stair steps of trust and commitment. Only Connect.

What Value Could You Receive from the Practice Building Academy?

When graduates of the Academy describe the exceptional value they've received, the top things they report are:

1) A Transformed Relationship With Sales

Before: When students start the program, sales is usually something distasteful they “have” to do “in order to” get new clients. Deep down, they really don't want to do sales. So they don't. They procrastinate, or get caught in cycles of frantic, unproductive busy work.

After: After graduating, students “get” in their body how their enrollment process is actually one of the greatest gifts they can offer. They've developed a set of heart-centered enrollment skills that they take into the world and integrate into their lives.

2) Increased Income

Before: When students start the program, their income is typically between nothing and \$75,000 a year. They're typically under-pricing their services, and selling one off sessions instead of monthly packages.

After: While the Academy is designed to create the biggest financial results in the 12 months after graduation, we're consistently amazed by the dramatic shifts some of the



students in each class have already created during the 6 months we share together. We see new practice builders bringing in their first paid clients. We see more senior practice builders doubling or tripling their income. We see people developing the inspiration and courage to raise their prices. We see breakthroughs that manifest as tens of thousands of dollars in new clients. Then after they graduate, things continue to grow.

3) Business Confidence

Before: When students start the program, they typically feel that the process of getting new clients is a mystery. Sometimes clients show up, sometimes they don't. Getting clients is like the weather – it's largely outside of the practice builders' control.

After: After graduating, students have a proven, step-by-step system for getting new clients, and they know how to make this recipe work for them. Instead of waiting for the sun to come out, graduates create their own weather. Getting clients becomes more like going to the store for some milk. *“Oh, we're out of milk? Let me just run out and get some.”*

These are the most common ways exceptional value shows up. However, we're regularly surprised by the different types of value people tell us they've received. One graduate got a book contract. Another chose to complete the program early because he'd made enough money and developed enough confidence to move to India for a year. And one woman transformed her relationship with her husband of 15 years.

Perhaps my favorite story is of Patty, a recent graduate. Patty is legally blind. One day she called us up and asked if a blind person could do our program. We had no idea if we could meet her needs, but we wanted to try. When Patty started the program she felt overwhelmed and almost hopeless. While she'd spent years developing her services, she was about ready to throw in the towel on her dream of building a business as a coach and healer.

Six months later, not only had Patty transformed her practice, she'd inspired her teammates so much that they voted her the “most improved practice builder” of her class. She had partnered with the two of the top spas and health centers in her area, and was speaking in front of large groups. Not only had she transformed her relationship with sales, she'd transformed her relationship to her “disability” – and she is on *fire*.

When they started, almost all our students have had doubts about whether or not they “had what it takes” to be successful. And while we can't “make” anyone be successful, for the people who choose to step up and really commit, the Academy has a proven track record of turning those doubts and fears into confidence and results.

Over 97% of our graduates report that they received exceptional value from the Academy.

Could you? I don't know, but I'd love to find out!

What Makes Up the Practice Building Academy?

As we discovered in the online videos, there are **five ingredients** to building a successful, six-figure practice from a place of love and service. The Academy helps you master all five.

1) A Valuable Service

The first ingredient is to develop a valuable service. This is where your existing education and experience comes in. The chances are you've already acquired this ingredient, even if you don't yet fully trust it.

The Academy helps you build this trust in the value your services offer. It does so by:

- Teaching you where exceptional value really comes from.
- Supporting you in transforming your relationship to your clients, from one where your goal is to meet their *expectations*, to one where your commitment is to creating and delivering on concrete, shared win/win *agreements*.
- Helping you truly “get” how your fees can be one of the biggest gifts you offer.
- Coaching you on how to shift your focus from your fears (“*I am afraid that my services aren't good enough*”) to the value your clients receive (“*They are the expert on what value they want to receive.*”)

2) A New Approach

The second ingredient is to learn a new, different, more loving way of doing business. One where selling your services can feel just as good as providing them.

The entire Academy is based, top to bottom, on this new approach. Everything we teach, and every system we offer, starts with one question:

“What does it mean to do business from a place of love?”

Selling By Giving is at the cutting edge of what it means to practice conscious business. We cover the foundations of conscious business in the first module. Then for each of the 6 Essential Elements of a service based business, we teach you, step by step, how to do these functions from a place of growth, giving and connection.

- **Motivation.** Traditional business is fueled by stress – deadlines, expectations, fear, and lots of caffeine. When we try to use this fuel source to build a purpose driven business, it rarely works. Instead, we find ourselves procrastinating or wasting time. The second module of the Academy teaches you how to rewire your motivational system, and eliminate procrastination, by upgrading your fuel source. It shows you how to actually use love as your primary fuel source, on a practical, day to day basis.
- **Value.** Traditional business is based on scarcity and competition. It's all about trying to offer the cheapest possible price for all the “stuff” people consume. Purpose driven practice building is different. We don't sell “stuff” – we facilitate transformation. As such, our exceptional value looks very, very different. The third



module of the Academy shows the true roots of exceptional value, and supports you in learning to trust your value. This includes shifting from *management by expectations* to *management by agreement*, and it involves getting how *commitment creates value*.

- **Math and Money.** Traditional business causes us to tend to make the *fundamental pricing mistake* – to assume that the lower our prices are, the easier it is to make money. The fourth module of the Academy teaches you why this is the opposite of what works, helps you construct a simple, profitable business model that works for you, and teaches you a super-super-simple system for tracking your monthly numbers.
- **Marketing.** Traditional marketing is based on interruption and advertising. This doesn't work for purpose driven practice builders – either energetically or practically. Instead, the fifth module teaches you how to do Web of Trust Marketing – how to create connections based on permission and invitation, using the network of people who already know and trust you. It teaches a practical, easy system for creating referrals. And then we work with you to actually put it into practice, with your own custom crafted gift certificate based marketing program.
- **Enrollment.** Sales. It's such a scary word, because so much of traditional sales is based on taking and manipulation. It's based on trying to convince you to buy something, whether you really want it or not. In contrast, the sixth module of the Academy teaches you how to do Value Based Enrollment. This is the real heart and soul of the program. We teach you the four stages of enrollment, support you in transforming your relationship to sales, and help you master what it actually means to do enrollment from a place of giving, growth and connection.
- **Positioning.** “So, what do you do?” We get this question all the time, and in response we tend to answer the question literally. We naturally think that describing our services involves telling people what we *do*. But this misses the point. Instead, conscious business is about helping people know *who we serve*. In this seventh module of the Academy, we help you define your “niche” and give you one on one coaching regarding how to communicate your “elevator pitch” to others.

3) A System for Success

If you were going to bake a cake for the first time, what's the first thing you'd look for? A good recipe! With the third element of the Academy, we walk you through a complete recipe for success. We teach you the 10% of your activities that are going to generate 90% of your results. We show you what not to do, as much as we show you what to do. Some of the ways the Academy does this include:

- **The 6 Essential Elements.** These are the six modules we walked you through above. The six pieces of the puzzle that need to come together to create a successful business.
- **The 9 Fatal Business Mistakes.** Most practice builders are making at least 6 of these when they start the Academy. Each one costs an average of \$10,000 a year. With the Academy, we teach you what they are, and how to turn them into the 9 Foundational Business Milestones.
- **Your Fill-In-The-Blanks Business Plan.** You know you “should” have a business plan, right? Yet do you? Very few practice builders do. One of the things you’ll come out of the Academy with is your very own business plan – and we make it EASY. We have a 30 page version that just involves filling in some blanks with your own answers. And in case that’s still too daunting, we created the TINY MIGHTY BUSINESS PLAN. 4 Pages. Tiny. Mighty. The only business plan you need.
- **Your Custom Web of Trust Marketing System.** Custom crafted gift certificates, professionally printed and shipped to your door. Templates and tools for how to turn these certificates into high quality referrals. And coaching on any questions or blocks that come up along the way.
- **Sample Forms and Agreements.** What do you do when you actually get a client? These sample forms and agreements answer can help you create a powerful container that will support your clients in their commitment to your relationship, and to the value they’ve decided they want to create for themselves.
- **Recommended Resources.** And what about all that other “stuff” you think you need to do to build a practice? Well, most of it you don’t really need to do. But some of it can be valuable, and we provide a set of recommended resources to help you do so.

4) Heart-Centered Enrollment Skills

Most practice builders will do almost anything to avoid the one thing that actually generates income – real conversations with high quality potential clients. Now, we don’t usually do this consciously. Instead, we procrastinate, or we focus incessantly on all sorts of other “stuff” we think we need to do “in order to” build our business. Newsletters. Web sites. Advertising. Company names. Incorporation. Office spaces. Yikes!

At the end of the day, you really just need to master two core things: referral conversations and enrollment conversations. Now, there’s both a science and an art to doing these from a place of love. The Academy teaches both.

Using a revolutionary new teleconferencing system, we do live, experiential skill building exercises over the phone. You learn a basic skill, then you get to practice it one on one with someone else from the class (while everyone else is doing the same thing with someone else!) and then we come back together as a group to coach people on any challenges they had, and to share our learnings.



The Academy doesn't just teach you the theory of enrollment. It teaches the practice of enrollment. By the time you graduate, you will have learned and practiced the 10 Basic Skills of Value Based Enrollment.

5) Support

In reading through this document, have you had any fears or doubts come up? Great!

As we've talked about, purpose driven practice building automatically brings up our fears and conflicts. It's supposed to. This path requires deep change. We're not here to tell you that you "should" create a practice that provides both money and meaning. And we're not here to promise you a get rich quick solution.

What we are here to do is show you a powerful, transformative path that can help you turn the aspects of your business you probably judge as the least spiritual, into one of the most profound practices of personal and spiritual growth I'm aware of.

Doing so is not quick. It's not easy. But it is deeply rewarding. It allows us to create businesses where we get paid well – often times really, really well – doing something we love. We get to make money and make a difference, all at the same time.

With the Academy, we've created a powerful set of support resources to help you with your inner fears and conflicts. Classes bond into tight knit teams, as we journey together through an exhilarating ride of transformation and growth.

The key to doing so is that instead of fighting or fearing our issues, we celebrate them. And then some of the ways we help you heal them include:

- **Group Coaching.** One of the biggest things we do in each teleclass is group coaching. This is why we keep the class sizes small – so everyone will get a chance to receive one on one coaching with a master coach. And when one person has a challenge, usually most of the other students do too.
- **Peer Coaching.** Each student is paired with two other students – a coach and a client. Then in 15 minutes each week, you receive support and accountability from your coach, and get to practice offering the same to your client.
- **Class Support.** You're not just part of a class, you're part of a team. You're joining a team of purpose driven practice builders who are committed both to their success – and to yours.
- **Shared Commitment.** With the first month of the Academy, we invite everyone to "lean in" and double check that the program is a fit for them. Then at the end of the first month, we ask everyone to either commit to finishing the program, or leave and receive a refund. Commitment creates value, and we support you in your process of committing to yourself and to what you decide you most want.

- **“The Work” of Byron Katie.** The Academy teaches the single most powerful tool we’ve found for releasing the inner blocks, fears, conflicts and limiting beliefs that hold most of us back.
- **100 Ways to Create Wealth.** This book isn’t about content. It’s about inspiration. We recommend you keep it on your desk, and pull it out whenever you find yourself stuck or procrastinating.
- **Individual Coaching.** If you hit a challenge that can’t be handled by the previous structures, we have an amazing coach for you to call and work with one on one. Then if he can’t help you, he’ll call his coach – who if necessary could call his coach. With Selling By Giving, you’re not just being handed a program. You’re joining a lineage.

Practice Building Academy Logistics

The Academy starts with the Home Study Course. Then we take it to a whole different level. The program is centered around 18 live teleclasses – 3 a month for 6 months. Each call lasts between two to two and a half hours. We recommend that you purchase a quality handset for your phone (typically for \$30 or less) and give each call your full focus.

Close the door, sit down at your desk, and get ready for an incredible ride.

Before each class, we support you in learning the content for that week on your own. When you enroll, you’ll receive a complete, 210 page, full-color course manual, as well as 15 hours of content, and a set of handouts and exercises that go along with each module. These resources contain the best of the best of the Selling By Giving content.

Then each week, instead of “talking at you” over the phone, we get to interact with you, and dive right in to powerful, direct, experiential education. These are not boring lectures you’re signing up for. They’re the heart of a life-changing, transformational process.

For the times and dates of the next classes, please see www.sellingbygiving.net/academy.php

Barring illness or emergency, all calls are facilitated by Brian Whetten, Ph.D., M.A. – the founder and author of Selling By Giving.

Classes are limited to 20 students each.

Required Commitments

Joining the Academy requires three commitments.

1) Your commitment to working with any blocks that come up for you.

If all goes well, this program is going to trigger some unresolved issues for you. Terrific! And, when they come up, the key is to reach out for support, and to keep showing up, even if you don’t always feel like it.

2) Your commitment to investing an average of 5-8 hours a week for six months.









This is in addition to the 6-7 hours a month that the teleclasses involve. This time will be used for practical, applied practice building content, exercises, and action steps.

3) **Your commitment to investing \$495 a month for your tuition.**

Tuition is \$495 a month for six months, or one payment of \$2695. Shipping and handling is \$30 inside the U.S.A., \$60 for international students. We regularly have people join the program from all over the world. If you have any questions about international calling or time zones, please ask.

Program Benefits

Here are some of the benefits that our graduates have reported receiving from the program.

-  **Owning the value of your services**
"Brian, I have to share that this 4th chapter was incredibly powerful for me in seeing that I truly have a valuable service and package (me!)" – Frances Fuji, Executive Coach
-  **Learning a new, different, more loving way of doing business – one that works for you both practically and energetically**
"Thank you from the bottom of my bank account. Why knew business could feel so good!" – Melanie DuPuy, Breathing-Life Coach
-  **Discovering a proven, step by step recipe for success**
"This course has been absolutely life-changing for me! I know without a doubt I'll be able to implement what I've learned and make a success of my practice. And it's simple!" – Liesel Teversham, Energy Healer
-  **Mastering the art of heart-centered enrollment**
"I have doubled my income since taking this class, my income is now regular and consistent, and I no longer fear selling my services." – Nilofer Safdar, Energy Healer
-  **Transforming the way you feel about selling your services**
"My income almost doubled after taking this class. It helped me release my fears and judgments around money and it gave me some great ideas and tools for marketing my business." – Stephanie Wiltgen, Educational Consultant
-  **Support in working with challenges as they come up**
"To think, I almost gave up – inches from the water trove, the paradise of doing my true heart's desire and being paid well for my offering. Thanks, Brian!" – Marsha Jane Orr, Small Business Coach
-  **Earning at least one more practice building "belt" in 6-12 months**
"After graduating from the Academy, I built my practice from nothing to \$16,000 a year, in a single month, just by giving out 9 gift certificates and then following through on what I've learned." – Susan Bryan, Life Coach



Creating your soul-centered, six-figure practice

"Thanks to Brian and Selling By Giving, I increased my income by \$74,600 in one year. This stuff works!" – Susan Ortolano, Relationship Coach



Doubling or tripling your income

"I referred a colleague...he mentioned that he's not even done with the program and has doubled his client load!" – James Stevensen, Massage Therapist



Developing trust that you really can create your ideal practice

"This is the class I've been waiting for my entire life." – Aileen McKenna, Energy Healer

Our Exceptional Value Guarantee

In order to support you in your practice building, we offer a very particular exceptional value guarantee for this program. **You can receive a full refund within the first month of the program, or after you've completed the entire program** - but not in the middle. That way if some fears come up during the process, we've built a commitment structure to support you through them.

Ready for the fine print? Here it is. At the end of the first month, we ask each student to participate in the following Self Commitment Exercise. At this point, you can either drop out and receive a full refund, or commit to see the program through. Either choice is fine. This way we can help you realize the value that comes from your commitment to yourself.

Self Commitment Exercise

Congratulations! You've successfully completed the first month of the Practice Building Academy. By this point, you hopefully have a clear idea of the level of value you could receive from your full participation in the program, and are excited about the value you've already created.

Our intention is to support you in creating the highest level of exceptional value possible. And commitment creates value. So as part of supporting you to reach your dreams, we invite you to step up to the next level of commitment to yourself.

You're at a choice point. You can choose to leave the program at this time, and receive a full refund. Or you can commit to staying with the program for the next five months.

Either choice is fine. We just ask that you make a clear choice at this time, one way or the other.

If you choose to continue, we ask that you make the following commitments to yourself, your team, and the program.

To the best of my ability, I commit to:

- 1) Complete the six months of the program.*
- 2) Attend at least 14 of the 18 calls during that time.*



- 3) *Invest, on average, at least five hours a week on homework assignments of my choice.*
- 4) *Pay each of my six monthly payments before the first class of that month (if I haven't paid up front.)*
- 5) *Take ownership for any fears, judgments and emotional reactions that come up during the program, and to use them as opportunities for learning, upliftment and growth.*

100% Money-Back Exceptional Value Guarantee

With the Practice Building Academy, if you don't receive exceptional value from the first month of the course, or don't feel it's a fit for you, you can drop out any time before the fourth class session, for any reason, and receive a full refund.

Or you can complete the program, and if at the end of it, you haven't received exceptional value from your participation, you can ask for and receive a full refund. To qualify for this refund, you must have done your part. Remember, commitment creates value.

At the end of the class, if you have delivered on the five commitments above, and don't feel you received significantly more value than the tuition you invested, please send a written request within 14 days of the end of the last class detailing the reasons you didn't receive exceptional value, and we'll give you a full refund.

Next Steps

Does this resonate with you? Do you feel you might receive exceptional value from participating in this program?

If so, we'd love to continue building relationship with you, and help you see if the program is a fit for you. With our limited class sizes and exceptional value guarantee, our goal isn't to try and convince anyone to join. Our intention is to find and build relationships that are a win/win both for you and for us.

If you'd like to take the next step, please email scott@corecoaching.org to set up a time to talk. Scott is our Dean of Admissions, and he can connect with you, help us see if there's a mutual fit, and if so, support you in the rest of the application process.

Welcome! Thank you for giving us the opportunity to be of service, and we look forward to connecting with you and learning more about you and your practice building goals.

Love and light,

Brian, Scott, and the Selling By Giving Team