

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch



Full Episode Transcript

With Your Host

Lindsay Dotzlaf

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Hey, this is Lindsay Dotzlaf and you are listening to *Mastering Coaching Skills* episode 220.

To really compete in the coaching industry, you have to be great at coaching. That's why every week, I will be answering your questions, sharing my stories, and offering tips and advice so you can be the best at what you do. Let's get to work.

Hey coach, I have something really fun for you today and I'm so glad you're here. I am having a conversation today with my client and colleague Missy Frisch and this episode is going to serve a couple purposes. First of all, if you listened last week, you heard me talking about the idea of splitting your coaching practice up into quarters and thinking about it in terms of projects and focuses and Missy just happened to be in my Summer Project offer over the summer and she did this exact thing and she created something that she's going to take with her throughout her business, had so much learning and I'm going to have her share it with you today.

So you're going to learn a little bit about the work that goes on inside The Coach Project, but even more importantly, you're going to hear her talk about how she created workshops for her business in order to grow her business and learned to first create the workshop, deliver the workshop, and also promote the workshop. So that's all the work she did in those three months.

Then she also delivered and evaluated the workshop and planned for a second one and hosted that one. So she got a lot done but in this episode, again you're gonna hear a little bit about The Coach Project but you're also gonna hear her talk about how she created a workshop, some major tips that she has for you which are gonna be so useful, and all the things that she learned and that she had to work through along the way. I know this is gonna be a really powerful episode. I can't wait for you to learn from her.

So with no further ado, here is Missy.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Lindsay: Hello, I am so happy you're here today. How about let's start with you introducing yourself, tell everybody who you are and what you do.

Missy: Hey, well, thank you so much for having me. I am happy to be here. I am Missy Frisch and I am a general life and mindset coach for women. And my primary focus is as we go through the process of going after somebody's goal, I'd rather have them enjoy their days along the way. So we focus a lot on the day-to-day as we go towards whatever big dream people have.

Lindsay: I love that. I can't wait to dig in. And specifically today, we're going to talk about a few things. But you were recently in a container of mine called The Summer Project, which has now shifted to Coach Project because we're offering it in the winter and it seemed silly to keep calling it Summer Project. And you created and delivered workshops for potential clients. And that's just something I've never covered on the podcast before and I thought it could be really fun to have you on and just talk about the process and how you did it what you created all of the things so that's where we're gonna start.

Okay, my first question for you is how did you know so I think if I remember correctly, I think you already knew that that was your project coming in didn't you into the summer project?

Missy: I did. I knew I wanted to create kind of a signature workshop that I can over time present to different organizations to kind of promote myself and get the work out into the world. I did have a kind of bigger goal in mind when I started and you helped me reign it in a little bit.

Lindsay: Okay, perfect. And throughout the three months, I think what ended up happening is you, I know you built the workshop, practiced it, delivered it, right, within the three months?

Missy: Yep.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Lindsay: And maybe deliver it at a second time or plan for a second delivery.

Missy: Correct the second so I think the main components ended up being building the workshop, creating the marketing around it the emails which I had a lot of resistance to and then...

Lindsay: Yes. I forgot about that part. Of course.

Missy: Oh, yeah, that was super helpful to have support around that and then putting the workshop on evaluating and doing it a second time all within the three months, which was really fun.

Lindsay: Okay, I love this because I think it's gonna be super applicable for everyone listening no matter kind of where they are in their coach journey and their business journey. So what made you decide? That that's what you wanted to do not like for the container, but just for your business. Why a workshop? Why did that make sense for you?

Missy: Um, I think because I really like doing the behind-the-scenes stuff of my business. You know, I'm the type of coach who can get stuck working on my website or, you know, studying and learning something new. And I really wanted to force myself to put my work out in the world, kind of get front of stage. And it seems like a good way to do that. And the content of my workshop is really the foundation of my coaching program so it really made sense.

Lindsay: Okay, and what did you? Maybe what did you learn or what were the top things that you learned through? All of the phases let's start with like the creation of it and the developing and the practicing. What were the biggest things that you learned from that?

Missy: Oh my gosh, so okay, I will try not to skip ahead because the biggest thing I learned is really more about how I work and what works for me as a human for my process, so I'm happy to dig into that later, but as far as the

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

workshop, I think probably the biggest thing I learned was to really focus on what is most useful for the people to hear rather than what I want to say.

So actually it was Michelle in our group that helped me really hone in on one question and she gave this awesome tip that was if someone comes to my workshop and they leave and they go home and they're talking to a friend or their husband what do you want them to say it was about. And I thought that was such a good tip.

Lindsay: Yeah, that's such a good question. So I'll repeat it just so everybody hears it, because I feel like anyone could use this for a workshop or really anything that you're planning that's something similar. And you were actually doing yours in person, I think, right, that first one that you were delivering?

Missy: I did, yeah, one of each. I did one virtual and one in person.

Lindsay: Okay. And what you just said was, she asked you, what do you, when people go home after the workshop and they're telling whoever, someone else that's at their house, their partner, friend, whatever, and they like asking you, what do you want them to have taken away? Or what do you want them to share with that other person that they learned? Did I get it right?

Missy: Yes.

Lindsay: Okay.

Missy: I tend to be an overcomplicator by nature, and you've helped me with that a lot in various ways. And I think my initial concept was like, this huge 18 things I wanted them to learn. Like you can, your thoughts create your feelings, create your actions, and you only have to focus on one tiny thing at a time. I don't even know where I was going, but it was quite the spiral that people would have left quite confused if I hadn't been reined in.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Lindsay: Okay, so what was your, I'm curious what your answer was when she asked you what you wanted their takeaway to be. Did you have a specific answer immediately or did it take some work and where did you kind of land?

Missy: It definitely took work to kind of get through to a simplified message. And I think at the end of the day, where I landed is that I wanted them to know they always have a choice in how they show up in the little moment.

Lindsay: I love that. Okay, so once you found that answer, then how did you use that to kind of prompt the creation of the rest of the workshop.

Missy: Yeah, so from there, once I knew where we were heading, it was a lot easier to get a plan in place. So I came up with an example, which I thought was fun, and I'm an 80s child, so... I don't know if you remember the movie Groundhog Day.

Lindsay: Of course.

Missy: Okay. So to me, that movie is such a perfect example because his day, for people that haven't heard it, it's basically Bill Murray is having his day on repeat and he keeps having to relive Groundhog Day. And it starts off, he's super miserable every time something happens. And it's this really just comedy of errors and a lot of anger. But then throughout, as he keeps repeating this day, he approaches the little moments differently.

And so the same things keep happening to him, but he keeps showing up differently. And then his days change, the way he feels about his days change, and really his life improves from there. So I use that to kind of set the stage as an example of, you know, you have the choice of how you show up moment to moment, and started kind of building out from there.

Lindsay: I love that. All right. So once you had the clear picture of like, this is where we're going, then you were able to kind of map out, like, here's the process that I would teach them or the steps I would teach them, however you framed it, to create that result.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Missy: Yes, exactly.

Lindsay: And then what did you learn about yourself while creating the workshop? I feel like if my memory serves me correctly, it feels like that's where a lot of our actual coaching came in, like with you on this project.

Missy: 100%. One thing that I had no idea that I had this tendency until you casually mentioned it to me one day. It's that, I was completely avoiding selling anything like the point was to broaden my reach to bring in more clients and I came to you one day with this plan to do the workshop and not gonna go into. Do you remember?

Lindsay: I forgot about this and now as you're starting to say it, I'm like, oh, yes, I remember.

Missy: We're gonna do the workshop and then that's gonna lead to free six weeks of group coaching and they're not going to lead to this free, you know, PDF to this free console. You're like, wait a minute.

Lindsay: Yeah, there were so many steps before they could actually, like, here are all the hoops you have to jump through if you ever want to work with me.

Missy: Yes, 100%. So that was really, really useful to see reflected back to me because I truly did not know I was doing that. And it was very obvious once you held that mirror. So that was a big one.

Lindsay: Yes. Okay, what else?

Missy: So another one, a couple of time management things that were really fun. One is, you know, I have a story that I'm really busy and, you know, yes, my life is full, but I managed to come to almost every call, granted, sometimes from an airport, from a car, from a street corner, from who knows where, but I was able to make it work. And that was fun to see myself really prioritize what matters and create time when I wanted to.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Lindsay: Yes. And you still, or at least at that time, were still working, right? Isn't that why part of it was like you had to get creative with making it to the sessions?

Missy: Exactly, yes. I have a full-time, pretty demanding job. One day I took the call from the attic of the federal courthouse. It's definitely a work in progress, but it worked. And then I would say the other really big kind of time management thing for me is I learned how I work better. You know, a lot of people really do well with time blocking and you had us do an exercise to kind of reflect on, you know, what worked and what didn't.

And I learned that I really need kind of the balance of freedom and a deadline for results, which I'm still doing. It's kind of translated into, I give myself a weekly goal and then I got to get it done within the week, not Tuesday at two. And that's a game changer.

Lindsay: Yes, love it. Okay, anything else?

Missy: Oh gosh, so many things. I learned that I love, love, love that accountability and support of a group like this. It was so incredible to just know I had that support built in for a certain amount of time and that I had that accountability. That was really useful and I will forever be grateful for that container and the people that were in it and you for creating it.

Lindsay: I love that. And I know one thing I, at least I feel like I noticed from you is that you really took advantage of the expertise of the group and set up some kind of peer coaching sessions. There's a public speaking coach, I think is what she calls herself in the group. And you had like a session with her to practice your workshop before you delivered it in person.

Missy: Yes. So 100%, it was really cool to be in a room with so many people with different skill sets. And having that extra support was awesome. I did work with Michelle, the public speaking coach. I worked with Jess for some tapping. I, of course, got support from you. I submitted some copy for feedback. It really just felt incredibly supportive.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

And it was good for me because I wanted to get out of my comfort zone a bit. And to really just force myself to push myself out, my work out with some coaches. You've got more time in the business than me. And to have that support was really lovely.

Lindsay: Yeah, I love that. Okay, and so then you, so you created it, practiced it, delivered it. Tell me about the delivery of the workshop. What were your main takeaways from that?

Missy: Yeah, so I learned something else about myself and how I wanna show up generally that I hadn't thought of. The first delivery was tricky because I had lost control of it, and I worked in someone else's group. So they were putting it on. It really didn't go according to plan as far as getting the word out, which was. It became a problem in my own mind, but afterwards I learned that, okay, now I know. Like I need to vet who I'm working with or just decide what I want to have control of and only run my own stuff. But if I don't want to be subject to other people's scheduling and all of that was a huge learning that I had apparently like more control than I realized.

Lindsay: Well, and I think, I mean, I don't even know if that's a question of liking control although we all do in some ways, of course, but just seeing like, oh, I don't really have any control over this situation. And I'm kind of at the mercy a little bit of the person who's running the group is can be frustrating when they're not doing things the way you would like them done.

Missy: Yeah, I think it kind of forced me the whole project into that more into my CEO mindset. And that was really helpful because I realized, okay, you know, I had some hesitation going in and I didn't attract my gut so that was... It worked out and I was able to get the workshop off, but that was a big learning, but the actual workshop itself, we had a couple attendees to that one. And I learned that simplicity is key. When we did our evaluation after, it was pretty amazing how one of the very first things I talked about was the concept of circumstances being neutral. And, you know, us attaching our thoughts to them can change them, as we all know, when we

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

talk about this in the coaching world. And the one woman had so many thoughts and questions about that. And it was a great conversation. And I realized that the whole workshop could have been that.

Lindsay: Oh, so good. Okay, amazing. So this is like some coaches' nightmares. I hear this, I can't even tell you how many times I've heard this, that they're going to plan something like this, and two people are going to show up. So you lived through it.

Missy: I did.

Lindsay: And what would you say to the people who are like, yep, this is why I would never do a workshop because what if two people showed up?

Missy: Oh my gosh, I would say it was so worth it. Anyway, because I learned so much about how to show up myself and those two people got value out of it. You know, that's enough. So as much as of course, my initial reaction was disappointment that it wasn't more, it really was fun. It made me more relaxed after I hadn't done this before. So it was really nice just to settle in and the learning alone completely worth the small crowd size.

Lindsay: So good. Okay. I love that. I'm so glad that you said that out loud because I just know there are coaches listening that are like, oh my gosh, this is my actual nightmare. And I always in the the coaching around these things, right? I'm always like, well, I mean, you get to decide,

But what if it's amazing delivering it to two people? What if you learn something that you wouldn't have learned otherwise, or you get to have like a deeper connection with them than you would otherwise? I just think there are so many things that can come out of it when you're not thinking this isn't enough. Everything is bad. This is, you know, everything about this is terrible, and you just embrace it.

Missy: Oh my gosh, I have to give you credit for that though, cause I'm pretty sure I've stolen the line from you starting a coach that I've called before when sometimes there's a smaller group on and you just make it

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

okay and you make it comfortable and that's kind of how I did it myself. I just said, oh my gosh, this is great, but this will be so intimate having just a few of us here tonight. And I made them comfortable and put myself at ease. And I think that was really key. So thank you for being a role model on that. And it was really helpful.

Lindsay: Of course. And I've had, of course, I've had to do some work on this myself as well. I think most coaches do when they're doing anything that they're expecting or that maybe the number of people showing up might be uncertain. But one thing that's really just helped me when it comes to that is just thinking, oh, that's not their thought at all. Like whatever I'm thinking, usually, especially if it's a paying client, usually their thought is like, oh my gosh, I'm about to get so much value out of this call because there aren't very many people on, like I can get what I need. and they love the closer, like the fewer numbers usually.

So I just think that's always something interesting to consider, whatever our thoughts are about, you know, whatever we're making it mean that there aren't very many people there, usually the people on the other end of the delivery are not having anywhere near the same thoughts.

Missy: Yes, yes, and I think that's like, that's something I've learned from you over the years is again, always go back to what is the client thinking? And that's probably my biggest takeaway working with you over the last couple of years in both containers is what are they thinking and what do they need and how can you be of support to them? And that just really is such a quick perspective shifter.

Lindsay: Yes, love that. Okay, so you delivered it in person, you learned all the things, all the ways you would do it differently and that maybe you would like to have more control over it in the future and then what? And then so that wrapped up and I can't remember if you planned the virtual one. It was like the next week, right? Or two weeks later?

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Missy: It was, I think, about two weeks later. So yes, I already had it on the calendar. And I did an evaluation process in the group, which was great. A couple of the team members helped look at that. You looked at it. We made some tweaks. And that was so fun to be able to have the real-time experience and get coached on any drama I had around it at the time. And then, yeah, I did my virtual option, which was really fun. I did have a larger attendance for that, which was exciting. And I think I was more effective because I was able to simplify even further from the first version that I thought was simple. But doing that live made me realize, again, I needed to pare it down further than I thought.

Lindsay: Yes, okay, and you did make those changes before you delivered it the second time?

Missy: I did. Yes.

Lindsay: And was there anything additional that you learned after doing that second one that you had a little more control over and it was virtual and you made some changes? So there were quite a few things that were different about it. Was there anything else that you – any learning that you had that was like different from the first time or any realizations you had or anything?

Missy: Definitely. I think you coached me on this. It was – you know, you don't – for something like this, a workshop or a webinar, you're not simply selling one time, you need to also sell people to show up, right? And that was a huge learning of, okay, I don't just get to put this out in the universe, cross my fingers, and hope everybody remembers. It was, okay, I need to explain the value of why it would be beneficial for them to come remind them to come follow up with them. So I think for the second round, I was much more prepared to kind of sell my people on what would be a good use of their time.

Lindsay: Yeah. I think if I remember, I think you, because one thing you worked on in the group as well, like you kind of mentioned, it was the kind

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

of marketing plan that went along with these events. And I think I remember you were like, so I'm going to send two emails or something, something like that. And I was like, how about more than that? And you were like, oh, that's really uncomfortable. And so I'm curious how you like, what shifted about your thinking going from like, okay, I'm just gonna like, I'm just gonna casually mentioned this and hope that people show up to like, oh, yeah, I have to really like tell them why this is valuable, what it can offer for them? Did it feel less uncomfortable as you were going? Or was it just like painful the whole time?

Missy: It started painful and it became less so and it was again it was back to it's always true for me when I can focus on the client and not how I feel it's different. So you helped me think about my own buying experience and, okay, what is useful to them? How would it be of service to them to show up in their inbox more. And I realized, okay, when I sign up for things, I tend to need to see it a few times before I register. I love a reminder. I love all of the extra little information that gets me excited and keeps me committed. So I wanted to provide that for my people. And that made it a much less painful experience when it felt like value instead of pestering them in their email box.

Lindsay: Yeah. Okay. And then for the people listening that are thinking of about this, and like, should I create my own workshop? What did you end up deciding when it came to the selling of coaching? Because the workshop was free, right? And the goal was that it was for people that would potentially maybe sign up for coaching. So what did you decide on? And like, how did that go?

Missy: Yes. So ultimately, I decided not to sell four more free things after Thank you. I did decide to sell, I sold consults more or less for my one-on-one offer, which is the offer I really want to be giving, not free coaching constantly of groups. So that was useful.

Lindsay: For six weeks.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Missy: Exactly. So I did sell that and it ended up working out really well because I was able to use the framework that we talked about in the workshop and explain how we would build on that in coaching. So I did promote my consult and I did get two consults and one client from it.

Lindsay: That is so fun. I don't know if I knew that, but that is amazing.

Missy: It was super fun.

Lindsay: Were both of those from the, were the consults both from the virtual one? Yeah. Great. Okay. So, and have you done any since? Have you done workshops? I know you have, on a personal note, have had a lot going on over the last few months, which you can fill them in or not, if you want to on that. But have you done another workshop since that one?

Missy: Excellent question. Yes. Just so the listeners aren't wondering what we're referring to. I live in Asheville, North Carolina, and our town was hit real hard by Hurricane Helene. So it sidetracked a lot of life for a few months. And I haven't. So no, I have not yet. However, it was fun because preparing for this conversation, I was reviewing all my slides, and I'm re-energized. So it's part of my Q1 plan is to re-promote this. I'll do another virtual auction.

Lindsay: Yes. Okay. I can't wait to hear how it goes. So definitely let me know. Is there anything else that you think is important for a listener to know as far as like, if they're thinking of creating a workshop or something similar for their business, anything that we've left out?

Missy: Let's see I don't I think again stick with less is more one thing I will say because I've had a lot of drama on this and you helped me with this as well so whether it's for a workshop or a coaching program is to make sure you like the name of what you're presenting. I have several times created some type of name on the fly of an offer that then I think it's cheesy and I hate it and I don't want to say it out loud.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Lindsay: Interesting. I do not remember talking to you about this, but okay. Can you give an example so we can like laugh about a cheesy name that you've picked?

Missy: Yes. I called my one-on-one offer for a while, The Momentum Initiative. Okay. And not terrible, but it just didn't feel like me.

Lindsay: Yeah. And just super unclear about what it is.

Missy: Exactly. Exactly. So my tip is to create your name first, you can always change it, but at least get that done so you can kind of live with it and feel it while you're creating other things before you actually have to put it out in the world. Scrambling for the name at the end is not helpful, at least if your brain works like mine.

Lindsay: And what is the name that you chose for this workshop that you had? Do you remember?

Missy: I called it How to Change Your Life Without Changing Everything.

Lindsay: Yeah, so clear, right? That's like, so I know some people listening are probably like, like, well, that's not very creative, but I think, and this is probably the conversation we had, I'm guessing, is that the more clear you can be when you're naming something about what it is, the more clear it will be to people when they see it, and they're like, oh, yeah, I want that, I want that result. So she's gonna teach me, okay, great, right? Which is very different than, let's say, you named the whole thing, I can't even remember, Momentum Initiative, right? Someone would see that name and be like, what does that mean? What's that? Is this for me? I have no idea.

Missy: Yeah, exactly. And I think I had a byline. I don't know it for sure right now. I think it was Unlock The Power of Your Perspective, but I threw in something to add a little bit more clarity to it.

Lindsay: Yes, yeah. And I'll just say. just really quickly for people that are listening, if you have something that's named something like that, it's not

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

always a bad thing. It just means you have to explain it a lot more when you're selling something and you name it something that doesn't clearly define, you know, kind of what people are getting. And it just takes a lot more, like you just have to commit to like, it's okay, I'm willing to say this, tell people what it is over and over and over until they get it.

Missy: Yeah, yeah, that makes sense. And the only thing I would add is for me personally, and I'm sure there's, I'm not alone. If you don't like it, you're not gonna wanna say it. So it's pretty hard to spell something you don't wanna say out loud.

Lindsay: Yes, yep. Yeah, my one way that I've done that in the past is I've used just people in my house, right? Like what did I tell my husband? Because he's very, he's also like very analytical, right? So if I gave him, I threw out a name that was like, you know, something that didn't make much sense, he would be like, what is that? But it's just a good way to practice, like how do I feel when I'm gonna tell him what it is? And haven't thought about that in a while, but I used to do that a lot when I was naming things.

Missy: I think, yeah, talking to real humans, it's always key. And sometimes when we're all around coaches, it's hard to remember that. You have to see how it lands with someone else.

Lindsay: Yes, totally. Okay, so what do you think? So I feel like we covered a lot about the workshop. Did we miss anything? I'll ask you one last time in case there's anything else you wanna throw in there.

Missy: No, I appreciate all the questions. And honestly, like I said at the beginning, I hinted at, I learned way more about myself in the process than the workshop. It was a great bonus, and now I've got the skills to do that again. But your container provided such a great opportunity for awareness and learning and progress. So that was, to me, the most exciting takeaway.

Lindsay: I love that. I think one of the reasons that I like to do this work, specifically in the container, the way I created it, is because of that very thing, right? Like some of these things, like you could have created a

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

workshop on your own. You could have done it. You could have not joined. You could have figured it out. I have no doubt in any of that. And when you sign up for the support and coaching along the way, I think that that is one big thing that happens is, okay, it's not just like tasks that you have to get done that you either check off the list or don't, or put off, or like overthink and never do, or whatever happens if you don't, you know, the support you need. But it also forces you, I just think there's a lot of growth that comes with it when you have someone kind of guiding you through the process and like questioning all the things along the way. So it's not just hopeful for what you're creating in the moment, but moving forward.

Missy: 100%. I think without the support and really that your help to really focus in on that, I would have just moved on to the next thing without paying attention as to how this all applies in the bigger picture. So that was incredibly helpful.

Lindsay: I love that. One thing that comes up for people when I'm talking to them about this or one question I get is like how does it work with everybody kind of working on different things or different projects, right? Like not everybody has the same thing. Really, I think in that round everybody had everyone's project was different. Even there were a couple that were or maybe like kind of similar, but what are your thoughts about that? Like, did you enjoy that? Did you think it made it hard? And you could be honest, obviously I'm putting you on the spot on the podcast, but I'm just curious what you would say to someone if they asked you that.

Missy: No, I'm glad you asked because I have that written down as something I wanted to say as a major bonus. I wasn't sure to be honest, I've never done a container like this at all. It was really unique in the best way. And I wasn't sure how that would go. And I loved having the different projects for so many reasons. One, it gave me a lot of ideas of what I could do in my business. Two, it kept the conversation super interesting because there were different problems, like tactical problems people were facing, but it all always goes back to similar kind of blocks that we have that you can see that you were able to help us clear out. So I thought it was really, really

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

fun to have the different projects and really just to see how creative people can be with coaching. It was great.

Lindsay: Yeah. I did it that way on purpose because in my experience, I tend to create things that I would like to join, right? Or that I would like to, like, this is the way I would like it to be run if I was in this program. And I always think it's really fun when people are working on different things because it allows you to be, I think, more creative, to like brainstorm together, to get ideas from each other and it never feels like, oh, now I'm copying or I'm doing this thing exactly like someone else is doing it because the projects are so different even if you are getting ideas from other people and thinking, oh, how would that thing integrate with the thing I'm working on?

Missy: Yeah. That's really true. I didn't actually think about it like that until you said that, but it almost took the competition out of it, not that it's a competitive room at all, but I can see how if everyone was working on the exact same project, it could be like you said, a lot of kind of borrowing from each other in ways that you may not intend to.

Lindsay: Yep. Or even holding back sometimes I think because it's like, I don't want to share my best ideas because we're all doing the same thing. And I don't want 20 of us doing this thing that I think is like unique and fun. And so it kind of takes the possibility of that away because everyone's doing something totally different.

Missy: Yeah. And it totally works because the process is the same. So it still felt super structured, really supportive, because you were consistent with what you were coming to us with every week, but we could have a lot of freedom and flexibility within that. And it was really fun.

Lindsay: I'm so glad that you feel that way. Is there anything else you would tell people? So this will be coming out kind of right before the next round of this starts. And is there anything else you think if someone is on the fence, assuming there's still room when this episode actually airs, if someone is

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

considering joining, what would you say to them or is there anything we've missed?

Missy: Well one they should do it. Because it's the most fun and I thought the time frame was really nice because it was accessible. So if you've got a full life or just something you wanna crank out, it was really an easy kind of into getting a lot of accountability in a short period of time. And I think the people that you bring together are just amazing. I was so sad for it to end. It was such a good group. We had so much fun. We laughed so much. So, you know, I don't think anybody would have to worry about who's in the room because you just attract great people.

Lindsay: I love that. Thank you.

Missy: That was fun. And then I would say that the people, again, you've allowed us a couple of sessions, and I don't know if you're gonna do this the same way.

Lindsay: Or at least something very similar, yeah.

Missy: We had the opportunity to pair up and work with each other once in a while. And that was really fun to be able to just get in the weeds on each other's ideas and have another set of eyes and another brain to play with your project. I thought that was excellent. I have to do one more. You are the queen of simplifying. I hinted at this earlier, but if anyone is like making their project. The biggest thing in the world and it feels like they're too big to even go forward. I think you have a special skill of really helping push things along. Simple steps week by week. So if you're an over-complicator like myself, I think you should join yesterday.

Lindsay: I do love that is a value of mine, I think is just simplicity, I think, I think it's one of the ways I've learned to work with myself and like my brain, I just prefer things to be simple and effective, right, like super effective, but as simple as possible within that. And yeah, glad that that worked for you as well.

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

Missy: Yeah, honestly, it's really carried forward to I'm working on some other stuff right now and I really have just focused, week by week, what is the one thing that really matters to move forward. And been able to release a lot of the drama. So you're helping my simplicity still.

Lindsay: I love that. Yeah, I think that that is, it's one of the things that I think about with this offer sometimes is like, yes, we're working on one thing, on one project, whatever someone chooses to bring, but whatever skills you learn throughout the process of completing that project are probably gonna be applicable for most of the things that you're working on within your business.

Missy: 100%. To me, honestly, that's my biggest takeaway. The workshop was awesome. I'm excited to offer it again, but I'm a different leader in my business after these few months. So that's, to me, the most exciting piece.

Lindsay: That to me is the most exciting piece too, and it lights me up just to hear you say that. So I appreciate you sharing all the things. So if people are listening and they want to know where they can find you, where should we send them? For everybody listening, we'll link it all in the show notes. So, you know, if you're driving, you can look after, find the links after, but where can they find you?

Missy: Awesome. I would love to connect with anybody listening. I am at missyfrischcoaching.com and on Instagram also at [missyfrischcoaching](https://www.instagram.com/missyfrischcoaching).

Lindsay: Perfect. And we will, again, link in the show notes so they can see how to spell your name and find you in all the places. And did you want to mention the thing that you told me about?

Missy: Yes. Thank you for reminding me. So recently, so I'm a member of The Coach Lab, which I referred to earlier. And in The Coach Lab, you talk about your decision-making process. And I immediately was drawn to it. I use it in my real life constantly. I use it with my clients all the time. And I recently created an opt-in form to start building my email list. And what people receive when they opt-in is a PDF that works you through that

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

process and give some tips and tricks along the way. So if anybody would like to see a little sneak peek of Lindsay's decision making genius, you can opt in on my website and that'll end up in your email box.

Lindsay: Also, let's just acknowledge like modified for your genius as well. And it's nothing that is you did reach out and ask me about this. And I was like, oh my gosh, absolutely. Like this isn't the certainly isn't something I created all on my own. It's a compilation of things that I've learned. And I just love that you have done that. So if anybody wants to see it, that's on your website, right?

Missy: Yeah, you can head to the website and the sneak peek version of it, at least my interpretation of it is that it really helps retrain your brain on deciding for reasons that you can stand behind, rather than making decisions out of fear or avoidance. And that's just a game changer.

Lindsay: Perfect. All right. Well, hopefully everyone and we'll come check that out. And thank you so much for doing this today and for making the time, for being here. We had to work around a few things on my end and yours, but we made it work and I'm so grateful.

Missy: We made it happen. Thank you so much for having me. I'm very grateful to be in your world and I appreciate your support.

Lindsay: Of course, I appreciate you too. And I'm grateful you're here. I will see you again soon.

Missy: Thank you, Lindsay.

Lindsay: Bye.

Just a quick listener note. If you are interested in joining us in The Coach Project, we start in February in just a couple of weeks if you're listening to this in real time. And the offer I extended last week, the bonus is still available, which is an entire year of support where we meet each quarter, think about your quarterly goals, think about how your last quarter went and

Ep #220: Grow Your Coaching Business with Workshops: A Client Success Story with Missy Frisch

plan for the next one and give you those check-ins throughout all of 2025 plus a replay of the masterclass or workshop I hosted at the end of 2024, where I help you think about planning your whole year.

So those are still available. If you would love to join us, we'll put all of that and all those links in the show notes for you. Thank you so much for listening.

Thanks for listening to this episode of *Mastering Coaching Skills*. If you want to learn more about my work, come visit me at lindsaydotzlafoaching.com. That's Lindsay with an A, D-O-T-Z-L-A-F.com. See you next week.