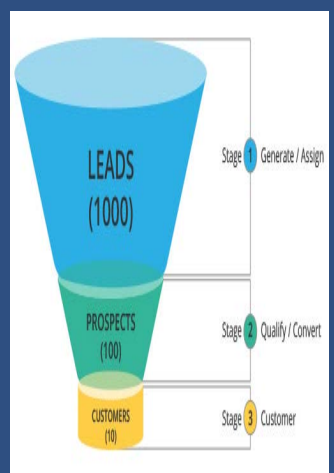


A TIGNEY SOLUTIONS INSTITUTE COACHES STRATEGIC MASTERMIND GROUP AUGUST NEWSLETTER

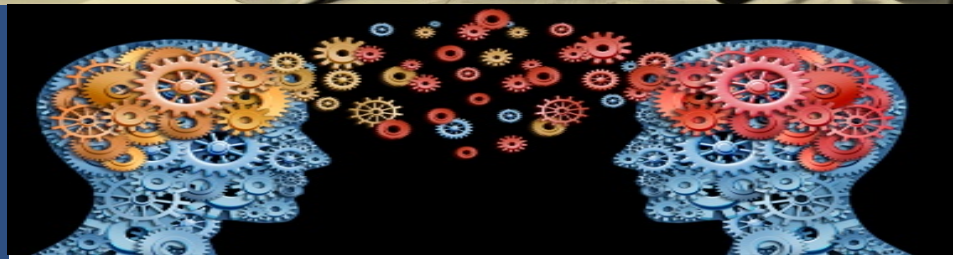
COACHING TIP Mentor Coach Shezetta

LEADS, LEVERAGE AND REFERRALS

I've conducted some personal research on all of the above and wanted to share some insight concerning each of them. Let me say up front that each of these will work for you in a different season and for different reasons depending on environment, opportunity and/or location. So with that said, my first focus point for you is....balance is key. Knowing what to apply in what season is essential and be sure to know your strategy so that you can flow within the season.



LEADS – opportunities where individuals agree to provide you with information in exchange for a good or service. All of us have had someone pitch something to us and we provided them with our information. That information becomes an opportunity for the pitching party to stay connected to you, provide advertisements concerning their goods and services in hopes that at some point in your life you will need their goods or services. They keep their names and information in front of you. Leads are a great opportunity to cast a wide net to individuals everywhere and at some point, some of those leads may correspond with a request for more information. When the request comes, it is at that time, that you need to be prepared to be able to pitch your goods and services to the potential client, based on what they have shared and why you are the best provider. If you are listening carefully, you will be able to pitch back to them the priority items that they have shared in their conversation and emphasize why your business and product serves their purpose and how. Essentially, this is the portion that closes your deal. Be solid with your information. Be solid in your price points. Listen and provide a clear assessment. Closing the deal truly depends on how prepared you are to connect with the individuals so that you can funnel the needed information to them.



LEVERAGE - Leverage is the ability to use one opportunity to provoke another opportunity. This is a great way to create additional lead opportunities. For instance, creating an opportunity where people come and enjoy themselves in a party setting. In the midst of that experience, it turns into a subtle networking opportunity. People are relaxed while they are talking about their lives, personal goals and dreams. Listening to those interactions can provide opportunities that can potentially be tailored to them personally and professionally in your area of expertise. Every non-related opportunity can be an opening for a leverage. Based on the time and place, you will have to be astute in knowing if the opportunity is ideal.

REFERRALS - Referrals happen when someone who has had an experience with your goods or services, and refers someone to you to experience your goods or services. This to me, is one of the best opportunities because the referrer has basically sold the opportunity for you. When people share their experience, they are giving you free advertisement. They are sharing how their encounter with you has benefitted them. They are sharing their own goals and results with others, so it doesn't violate your privacy laws. They have more than likely shared the fee for the service so that reduces the need to have to strongly pitch the particular good or service. You will have to reinforce your fees, but it becomes much easier because your client has already given them an advance idea what to expect. Referrals are always a great to capture new business.

All of the above work well in establishing and building your business or organization. Again, knowing when and where each will work is going to be key. All of them can work, and there are times when none of them will work. When all of them are working at the same time, it is AWESOME! When none of them are working, what do you do? Have some promotions that are ready and working for you. Promotions could work with your current clientele, with new clients, or with entire organizations. Be creative and determine what market you want to infiltrate.

Balance is key. Consistency is key. Whatever you do, don't stop penetrating the market that you desire to target. By doing this, you are creating your brand, piece by piece. That branding lets individuals know who you are and know to refer back to and think of you in reference to their needs and goals. So if someone says, "I think I need a coach", you want your name to already be on their brain as a result of your consistency in branding.

Questions?
 Contact Chanise Gilliam at A Tigney Solutions Institute. Access all tools and previous CSMG recordings directly through her.

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INTERNAL DOMINION: A CHANGE AGENT IN THE CYCLE OF CHAOS

By Elder Chanise Gilliam

We are a people of purpose and destiny that are designed to impact the world and enlarge the Kingdom of God.

However, as we look at the world today, we see so much chaos. We see it in our homes, in our communities, on our jobs...everywhere we go. Anytime you observe a chaotic situation or circumstance, take note of the players in the situation or circumstance. My energy, your energy and their energy all play into the Event + Response = Outcome equation. If you take an honest look at all the chaos, it can be overwhelming and, at times, very disheartening. But be encouraged as I remind you of the words of Jesus: "These things I have spoken to you, that in Me you may have peace. In the world you will have tribulation; but be of good cheer, I have overcome the world." (John 16:33). Yes! We have been given dominion and power over chaos, however we must have the greatest dominion and power over the chaos within. We cannot change or control another person's energy in the equation. We must go "within" in order to effect change "without".

Part of the fruit of the Spirit is Self-Control (Galatians 5:22-23). Our internal chaos is within the wells of our soul, our mind, our will, and our emotions. We have been given a gift of empowerment to have internal dominion. I'm reminded of Jesus as He was asleep in the boat while in the storm. Notice I said "asleep", and actually the scripture says, "He was in the stern, asleep on a pillow." (Mark 4:35-41). Jesus was in the back of the boat knocked out because He had already said, "Let us cross over to the other side." (Mark 4:35), and He rested in that. He finished an assignment and was going to the next, confidently moving in purpose. Even though chaos showed up in the form of a storm, there was no doublemindedness. He was settled in His knowing, and the chaos could not affect him.

There are 3 things we can learn from Jesus as he managed chaos from a place of peace.

1. *Speak to your destiny, speak to your future, speak to your goals.* Be assured and be confident that you will get to that place called purpose.
2. *Rest in the process and rest in your journey.* Do not be anxious, and don't allow people or external events to take out of your posture of rest. Go with the flow, fully knowing that you will get to your place of destiny.
3. *From that place of peace, be congruent in your conversation, in your posture, and in your interactions in the midst of chaos.* You will impact others with your example in this area.

If we will put into practice these 3 things, we will begin to grow in internal dominion. This will break the cycle of chaos within you, others will be drawn to learn from you, and you will empower them to take internal dominion and break the cycle of chaos in their own lives.

For more information contact us at
520-323-8852
4500 E Speedway Blvd.
Tucson, Arizona 85712



WHAT PRICE ARE YOU WILLING TO PAY FOR CHANGE By Coach Dante Gilliam

If you were stuck, not moving or progressing in life, would you recognize it? Sometimes, people reach a particular place in their lives where they are familiar and comfortable. This place is a safe zone, but if you stay there too long, it becomes a trap. Why is this

a trap? Being comfortable and familiar in a safe zone can keep you in a holding patterning which becomes a trap. Many people that are in this place dream or aspire to be and do more but are not sure how to obtain more. To move forward you have to give up being comfortable and being in a familiar place. Many dreams and goals are thought about in a comfortable stagnate place.

Chapter 2 of 7 Points Of Evaluation....*What Price Are You Willing To Pay For Change* will peel away the layers to discover the inner you while challenging the "why" you are not where you are destined to be. To grow or move forward will cost you to change your thoughts, habits, your conversation, and much more. For some it may take small changes and for others major changes. What would you sacrifice to change so that you can go to the next level, grow, succeed, and prosper?

"Are you ready to change?" KEYES is design to help facilitate that change. We have coaches that are skilled to help you accurately see where you are and where you desire to be, then help you create a roadmap to get there. Contact us today at 520-323-8852 to begin your journey of change.



THE TREASURE BEYOND THE CREDENTIAL By Coach Chanise Gilliam

I have learned much about myself by reading, writing, and interacting with other thinkers. As a student, I have read subjects that did not interest me and others that were very intriguing. I began to notice that my writings are influenced

from that place of discovery. It also drives my conversations and interactions with others.

As a student of Tucson Bible College, I have discovered things about myself that I did not know. I have discovered my gift and purpose as a change agent, which was something I admired in others. As I began to read on certain topics and have discussions with other students, I experienced a spark to learn more and gained another level of confidence. This discovery has shifted my journaling to serious writing. Then I discovered that my writings were encouraging and empowering. This explosion of purpose was ignited as I took more courses and connected with the community at Tucson Bible College. So, I would boldly proclaim that attending TBC is about so much more than obtaining a degree or a certification. I'm grateful for the credentials I have received, however the phenomenal instructors, students, and the provocation to expand my thoughts and perspective has been the greatest treasure.

As you are going to school, reading your textbooks, writing your papers, and connecting with students, take notice of what is sparking within you. Note the reading and writing subjects, topics of conversations, and the interaction with students that give you energy. When you discover that you have found the treasure beyond the credential, you have found purpose! When you discover this, you won't collect another piece of paper to put on a wall or in a scrap book. I would venture to say that you will find ways to provide a service or a product, be a solution to a problem, impact lives, and so much more. THAT is the priceless treasure beyond the credential.