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ChangeAbility  
The Newsletter of Redpoint Business Coaching  
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Welcome!

You are reading ChangeAbility, a [a newsletter brought to you by Urs Koenig PhD, MBA](#) from [Redpoint Business Coaching](#)

ChangeAbility is a bimonthly newsletter bringing you hands-on tips and cool resources for starting or building your business.

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I. Urs Races Across America: Raising Funds for People Living with Cancer

“20 years from now you will be more disappointed by the things you did not do than the things you did do. So throw off your bow line, sail away from the safe harbor, catch the trail wind in your sails, dream, discover, explore” - Mark Twain

“Only those who risk going too far can possibly find our how far they can go” - T.S. Elliot

Over the course of the next three editions of ChangeAbility, I will share with you my “BHAG” journey for 2005. BHAGs are ‘Big Hairy Audacious Goals,’ an expression invented by Jim Collins in his excellent business book *Built to Last*.

My BHAG for 2005: Competing solo in the Race Across America (RAAM, [www.raceacrossamerica.org](http://www.raceacrossamerica.org)). Arguably the most difficult endurance race in the world, the Race Across America (RAAM) is a 3000-mile, continuous bicycle race from San Diego, California to Atlantic City, New Jersey. Riders are given twelve days to complete the race, and with fewer than half of first-timers making it to the finish line, it is unquestionably the ultimate ultra-endurance racing challenge.

It is hard to define and comprehend the RAAM, but if you need a definition, the RAAM is a 300 mile (approx. 470 km) bike marathon, wherein competitors ride every day for 10 days straight. Sound crazy? You bet it is!

Why do it?

A fellow coach once wrote that coaches are in the BHAG business. We support, stretch and challenge our clients to reach their BHAGs. Now it is time to challenge myself to achieve the seemingly impossible. So no more coaching, consulting and advising others to reach their BHAGs: it’s time to put *my* head on the line ;-)

While competing in RAAM will most certainly impact my outlook on what is humanly possible, I am taking the opportunity to make a difference in the lives of others: I am racing to raise money and awareness for Seattle-based Cancer Lifeline ([www.cancerlifeline.org](http://www.cancerlifeline.org)). Cancer Lifeline’s mission is to optimize the quality of life for those coping with cancer. As a board member of Cancer Lifeline, I have been inspired and touched and energized by the commitment these people have to their clients and their mission. Seattle’s NBC affiliate King5 TV has agreed to help spread the word by covering the race and interviewing me as I prepare for the race.

Urs and The Multinational Crew

From even before the race start on June 19th, I will be supported by a crew of eight highly dedicated volunteers from four (YES, I said four!) countries. I am extremely proud of my truly multinational crew: We have

members from Australia, the UK, the U.S.A. and Switzerland. Among others we have a massage therapist, a chiropractor and a bike mechanic.

This crew is giving up almost 3 weeks of their vacation time to help me get to the finish line before the July 1st deadline.

#### What It'll Take

The RAAM leaves the West Coast from the harbor-front starting line in San Diego and travels 3,047 miles over 14 states, 4 time zones, and 109,000 feet of altitude gain before finishing on Atlantic City's historic Boardwalk. The RAAM will take us over mountains, across deserts and through every kind of geographical challenge this large and diverse country has to offer.

In order to be ready for the race, I am training between 12 and 60 hours per week, organizing and managing the crew, and trying to stay on top of all the logistical challenges (getting 9 people, 2 vehicles, 3 bikes, tons of gear across a continent...you get the picture...)

#### I Need Your Help

I need you to support my bid to race across America, by making a contribution to Cancer Lifeline ([www.cancerlifeline.org](http://www.cancerlifeline.org)). Cancer Lifeline serves more than 10,000 cancer patients annually, and every contribution means more patients and their families are relieved of some of the burden of coping with cancer. I am on the board of Cancer Lifeline and can personally assure you of the high quality work this Not-For Profit does. You can contribute online quickly and safely.

You can donate at:

<https://secure.xo.com/cancerlifeline.org/onlineform.shtml> or use the enclosed envelope

Be sure to mention “Urs Races Across America” under ‘my gift is for the occasion of’

## II Get More Clients Now: Building Your Centers of Influence

Here is some old news for you: Growing your business is all about building long-term, mutually beneficial relationships with so-called Centers of Influence.

Centers of Influence are people who are well connected and who are willing and able to send you lots of your ideal clients. You have heard this many times before, right?

So here is my question: What exactly are you doing to build those relationships systematically? What is your long-term relationship strategy and what are your action items this week?

If your response is something like: “ahem. . . actually, not much.” You might find the following idea useful as a starting point.

### (1) Identify Your Centers of Influence

Ask yourself: Who can lead you to great clients? Who serves a similar clientele to yours but provides a different service or product? I work with a lot of retail jewelers these days. The obvious list for you as a jeweler would include wedding planners, wedding photographers or caterers. As a realtor you might look at mortgage brokers, financial planners, CPAs or building contractors.

Take a piece of paper and write down all the characteristics, needs and wants of your ideal client (a useful exercise in itself). Then ask yourself, *Where do my ideal clients hang out, and most importantly, who else do they do business with?*

### (2) What Can You Do For Them?

You suspected it, and you’re right: This ain’t a one-way street! What can you offer to your Centers of Influence so that *they* will want to be associated with *you*? You must be very clear about this. Are you referring your own clients to them? Are you getting them in touch with others who can send them clients? Are you providing them with some unique knowledge?

### (3) Your Stay-In-Touch Plan

It's been shown over and over again: You need to be in front of people's eyes in order to make an impact. One study out of Harvard showed that you need to 'touch' prospects up to eight times before they even consider buying your products or services. Same goes for your Center of Influences. Some options in order to stay in front of your Center of Influences include an ezine, hard-copy mailers, hand-written notes, face to face meetings, phone calls. What is your stay-in-touch strategy?

### III Upcoming Workshops

#### **BUSINESS START-UP WORKSHOP – "THINKING OF BECOMING YOUR OWN BOSS?"**

If you are thinking of, or are in the process of, starting your own business, or if you want to learn how to run your business better, please join me for this 3-hour workshop at Centerpoint, Seattle's leading center for life and career renewal, based next to the UW campus. For more information, please send me an email or check out: [www.centerpointonline.org](http://www.centerpointonline.org).

The workshop will be offered on:

- April 5<sup>th</sup> , 6 pm to 9 pm

The fee is \$54 for non-members and \$45 for Centerpoint Associate Members.

#### **WORKSHOP -- "STARTING YOUR CONSULTING BUSINESS"**

Thinking of starting or improving your consulting business? This all day workshop at the SBA/SCORE office in downtown Seattle will give you the tools to do so. I will be presenting during the panel discussion.

Date: March 30th

Location

SBA/SCORE Business Enterprise Center

Park Place Building

1200 Sixth Avenue (Sixth and University),

17th floor

Seattle, WA 98101

206.553.7320

Register online at [www.seattlescore.org](http://www.seattlescore.org) or call the SBA office at 206-553-7320 or toll free 1-877-732-7267

+++++LET ME KNOW WHAT YOU THINK+++++  
Simply reply to this newsletter. I welcome your feedback!

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ChangeAbility is a publication of Redpoint Business Coaching, which is run by Urs Koenig PhD, MBA  
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