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Check out our NEWEST WEB SITE chock full of the most useful resources Wendy Y. uses to run Brilliance In Action. Look for featured marketing and business development resources in every issue.

What's KEWL for you? Tell Wendy Y. about the resources that have helped your business.

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## Life Beyond Fear

presented by CIRCLE OF BRILLIANCE

Overcome your fears one day at a time.

Tune into this semi-monthly radio show for women to help you get rid of the fear that holds you back.

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Group Mastery for Speakers, Trainers, and Workshop Leaders.



Welcome to *Ventures in Brilliance*, a new monthly ezine brought to you by Brilliance in Action Enterprises, Inc.

Our goal is to give you useful resources and powerful strategies to "SET OFF" your brilliance in your life, business and career.

We have lots of really KEWL stuff guaranteed to help you grow in many areas. You're going to love plugging into our upcoming events to ensure you achieve the best of your business goals and surpass your personal dreams!

Remember, you're brilliant and we want to show you how to set it off! THANKS!

Warmly,

Wendy Y. Bailey  
Master Certified Group Coach  
Certified Neuro-Linguistic Programming Practitioner  
Certified Experienced Coach  
www.BrillianceInAction.com

## TESTIMONIAL

*"I've been leading groups for 25 years, yet every 'Wendy Y' workshop gives me AMAZING new tools, approaches, and confidence for 'group mastery' that nobody else is teaching. I can't recommend Group Mastery highly enough!"*



Dr. Dan Grandstaff  
Professional Certified Coach (ICF)  
Certified Professional, Co-Active Coach (CTI)  
Certified Group Coach, In-Training (Group Mastery)

## 5 Do's of Masterful Group Coaching

by Wendy Y. Bailey

What are you DO-ing to make your group masterful? Here are a few DO's to get you moving in the right direction:

- DO make your Group interactive and engaging.** No one wants to be lectured to! Take full advantage of the opportunity to showcase your expertise using your full bag of delivery techniques.
- DO focus on communicating well with ALL types of learners.** Remember that every student won't immediately appreciate your communication style. Use your Group as an opportunity to connect with your students' senses by using images, sounds, tastes, textures, colors, memories and experiences.
- DO market and promote your Group with every opportunity.** It takes at least seven (7) touches for someone to really understand that something is right to buy. Give yourself 4-6 weeks to enroll your ideal clients into your Group. Then, repeat the message in different formats multiple times.
- DO maintain control of your Group.** You may have a heckler or time hog in your Group. Regardless, it's your job as the Group leader to remain calm and stay in control of your Group. Hone your skills in this area so you're guaranteed success in keeping your cool during these awkward moments.
- DO challenge your students to think bigger.** Remember, you're challenging yourself to shed concerns about whether your students will like you if you push too hard. The truth is that your students want you to push! Try offering a new or different perspective to give your students more to think about or see a greater vision.



Check out next month's issue for details on how to make your group more engaging.

## Put Muscle in Your Metaphors

by Wendy Y. Bailey



It's often challenging to think of new and different ways to clearly communicate your points. Think of your content as a firm yet juicy tomato that you're holding in the palms of your hands. As you close your palms and squeeze the tomato, what happens? The juices flow. The pulp oozes between your fingers. The tomato explodes and your content are engulfed the experience of your clients. Your clients taste the sweet fruity goodness your content offers. Your clients will

totally get it! [Read the full article](#)

## FEATURED 90 MINUTE MASTERY COURSE



### Metaphorically Speaking: Bringing Your Content to Life

Tuesday, April 29, 2008  
3 - 4:30 pm Eastern  
OR  
Thursday, May 1, 2008  
8 - 9:30 pm Eastern

Metaphors are words or phrases that lend a connection between a literal idea and one that is a figure of speech. Using metaphors gives you a distinct yet clear and imaginative voice for delivering your content.

Discover the 4-step process for building your metaphor muscle

Learn the ten (10) types of metaphors as well as how and when to use them

...and more