

Thank you for your interest in Discovery Party.

Discovery Party was formed out of an idea to combine a social gathering/party with coaching, to help people experience coaching and personal development in a fun and accessible way.

The vision is broad and we hope to build a network of Discovery Party Coaches all over the UK, and internationally, to develop a business which founded on collaboration, connection and co-creation - this is the best way to create business!

Jen originally developed Discovery Party as a tool for life coaches to work with people in their own homes. This helps coaches build a local presence and market their services, whilst earning an income. It really is a “win-win-win” for you, your coaching practice and your party goers.

As the business developed, Jen found that the Discovery Party tools and processes worked well in other sectors, such as health, community groups and work teams, so we are certain there is something here for you!

As a business we have done all the preparation, experimentation and set up needed for you to run successful Discovery Parties and would love to have you and your expertise as part of our growing team. We are keen to work with coaches and others in personal development, who might want to play a great part in Discovery Party in the future, as well as those you just want to use Discovery Party for their own business.

We hope you feel inspired and encouraged to join us and look forward to hearing from you.

Sent to you in the spirit of co-creation, collaboration and coaching.

Jen

What is Discovery Party?

Background:

Discovery Party was founded by Jen Gash in 2007 and was originally called Coaching Parties. Jen had the idea of having a Life Coaching evening, with a group of friends, which would help people to find out about what Coaching is, meet a Coach and learn some simple techniques to enhance their day to day lives, whilst having a great time. Following a “Dragons Den” grilling, Jen developed the idea much further and created Discovery Party.

Although the idea started with Discovery Party in peoples home, we are now developing the model to run parties in schools, businesses and other places in the community.

Our Philosophy

As a Coach, you will already know the value in what you do and the incredible benefits that people gain from engaging with Coaching and personal development. You know that taking time to remember who we are and what we want from life is so important. Like us, you can see that Coaching has a greater role to play in the world that it currently does.

The most successful businesses combine a real passion to help the world, with a helpful, sustainable product. Discovery Party is not a concept merely for financial gain. It's connecting with our friends and communities and developing a supportive, coaching culture. Discovery Party helps the Coach and the clients. It's a way to spread the word that there is support available and it is available to everyone.

Co-creation is at the heart of many modern business approaches, and Discovery Party has this firmly embedded in its philosophy. Essentially, the Discovery Party model is one of building mutual benefits between Discovery Party, the Discovery Party Coaches, the hosts and guests. It really is a win-win-win all round.

How Discovery Party works:

Discovery Party can assist development of the important role that Coaching and personal development play in today's arena. Overall there are three main purposes:

1. to help proliferate a Coaching culture in the world, especially to those people for whom it does not currently reach thus promoting inclusion; and
2. to help Coaches develop a local network, gain direct access to potential clients and open new work opportunities; and
3. to introduce coaching and personal enquiry in a low pressure, fun relaxed way, thus maximising engagement

Why be part of Discovery Party

We know that people who have access to Coaching, achieve more, manage better and live more fulfilled lives, but it's often only those in higher level management positions or those with disposable income that can afford to pay for their own Coach.

So how do we make people aware that Coaching exists and show them how it could help them? How can we enable Coaching to be more accessible, less daunting and more inclusive?

Many life Coaches, Therapists and others working in personal development or wellbeing, offer a complimentary session prior to working with a client which does provide a great opportunity to experience Coaching, but you still need to find people in the first place.

Many of you run workshops, after which some attendees might become individual clients, but if you have ever tried to fill a workshop? Even getting a small number of people can be really hard.

You may have joined networking groups, often at great cost, but find that the other members are not potential clients, especially if you are a life coach.

What is required is to be able to provide a personal experience of Coaching to a group of people, that they have found to be easy to access, fun and will give them an insight into Life Coaching. It needs to show the tools that Life Coaching has to offer and show how it can be incorporated into busy schedules. Even better if it provides a chance for the invitees to catch up with friends and learn something new and refreshing.

Discovery Parties are the ideal answer.

“Get The Party Started!”

Much of the following information relates to parties that take place in people's homes (a bit like a kitchenware party or underwear party...except our aim is not to sell goods) but you may want to use the party format or tools, with community groups or within a corporate setting, so **some of the following may not apply.**

To run a home party you only really need a couple of people to host a party. From those original parties you should get others who want to host one for themselves and a different set of their friends. If you get, for instance, three friends of the Host to host their own Parties each with 8 people attending, that's 24 real life, potential clients to start making a connection with.

From those Parties, you are very likely to get more interest, as well as being paid for your time and expertise at the Party. The numbers of Parties quickly builds up, the word soon gets round and not only will the attendees get a chance to see what Coaching is all about, they also get to find out what else you do and how accessible it is to them.

The more Discovery Parties you run, the better as this builds your client base and will open different opportunities in your community.

Couldn't I just do this by myself...what are the benefits of joining Discovery Party?

You might be wondering "why don't I just run my own Coaching Parties rather than joining Discovery Party".

In a nutshell, we have done the work for you. We have a ready-made business identity which you can just take and use, such as logo, branded tools and materials. You will have your own entry on our website which links to yours, so you also keep your own identity. We have a well tuned process for running Discovery Parties which has been tried and tested and is ready for you to take and use. The resources and games continually expand and develop.

As a popular speaker, Jen works to promote Discovery Party wherever she goes in addition to securing various articles in magazines and journals.

Earn money while you market your business and services

One of the main reasons to run home parties is to market yourself, rather than just earning money, but the joy of Discovery Party is that instead of paying out for marketing or advertising, you do get paid to market yourself. We have set a minimum recommended charge of £10.00 per guest at each party, so 8-12 people at a Party would provide £80.00-£120.00 income for your attendance as a coach, your skills and resources. This is for one evenings work but we are happy for you to charge more and tailor your parties to your audience.

You could earn more if you sell some books you can recommend or some of your own self help/motivational merchandise.

If you run a Discovery Party for an organisation, we suggestion you charge around £200-300 for a 2 hour party or half day workshop or whatever your half day rate would be.

Income from the parties is not the main focus and there are other benefits which are more difficult to quantify like:

- building a real email list **and** local tribe

- reducing your current marketing budget
- being able to talk about something new and intriguing!
- being able to offset your license against your tax bill!

Build a meaningful email list

Running Discovery Parties helps you build a meaningful mailing list quickly and easily - people on your list will have all met you and experienced you at a Discovery Party.

Build strong connections with clients, potential clients and businesses

When you first qualify as a Life Coach, or as a related practitioner in personal development, it can seem like an uphill battle to promote yourself, to get clients and get people on workshops. Everyone gets business cards, starts paying for expensive websites and spending lots of money on marketing, advertising and networking, often with little success. We understand, we have been there and done that!

Many practitioners have been sold their training on the promise of earning lots of money straight away but it's not that easy. Many great coaches give up after a couple of hard years, feeling very disillusioned. But having a way in like the route Discovery Party can provide, may just turn that around for you.

The main difficulty for Coaches is getting to speak and connect with potential clients, therefore, running one Discovery Party every week for 30- 40 weeks a year, means that you build a connection with between 300 and 500 people, for a time investment of around 3 hours a week, and you get paid to network with people who are real potential clients.

A quote from Jen:

"The first year I was working as a Coach, I spent around £2,000 on setting up a website, paying for advertising and joining various breakfast networking groups. I watched with dismay at the networking groups, when people switched off when I said I was a Coach. Over time I realised that there were just too many Coaches at these groups, and people were just not interested in what Coaching was about. This was just the wrong place for me to reach out and I had paid £600 a year to be there!"

Using our Discovery Party process, the marketing tools and advice we provide will help you speak to your real people who are potential clients. Working with us will also help build the Discovery Party identity, making us all stronger and more visible.

Become part of a national network

Being known as part of a national network has its own benefits. Some people feel that it adds to someone's credentials if they are affiliated to a larger organisation. We have already mentioned the benefits of using the brand but we hope that with time,

our Coaches will link up with each other and provide support via online forums or social media (this will depend on everyone's involvement!). We hope that you will contribute feedback and ideas to our business, use Discovery Party in new territories!

Engage people in a natural way

Part of the beauty of holding Discovery Parties is that you get to tell people about what you do in a very natural way. It's not a hard sell. You get to give out flyers for your next workshop and tell people how they can continue their life Coaching experience with you at another workshop or event. Perhaps offer a free coaching session with you, as a prize at the Party.

Many of your guests may be avid social media fans and for those people, encourage them to like our Facebook page and contribute to the discussion there, give their feedback on your Party. As a Discovery Party Coach you can post things as well, **furthering your relationship with your clients** and helping them to stay in the process of enquiry - this is essential to getting people to consider working with you some more – you need to keep yours potential clients engaged.

Gain income from selling your own products at the Party

This could range from books you buy wholesale and mark up some profit on through to your own products such as books or CDs you may have made. This could provide you with an additional income from the Parties, but we must ensure such products are in line with the philosophy of Discovery Party and protocol. Selling items is not the main motivation for the Party, *it's just an added bonus!*

Help raise the profile of Coaching in the UK – that's a great thing

You know Coaching works. You meet people all the time that would benefit from working with a Coach. You know that many current problems we have could be helped by Coaching and mentoring. You know that encouraging a Coaching culture in all areas of life would help.

Discovery Parties are low cost, low stress but high impact!

Hopefully you are starting to realise the benefits of running Parties, engaging people, getting contacts and helping people experience Coaching in a fun, low pressure way.

The main costs in running the Parties are: petrol/travel to the Party, incentives for hosts and potential hosts, a small gift for prizes for games, printing of some hand-outs and other resources.

You can make the Parties more luxurious and perhaps have greater impact by giving people balloons or gifts, but it is not essential.

We have e-courses which can be offered as gifts at no cost to you and an “online” Party Bag for your guests, which contains further personal development activities.

How much does it cost and what do I get for my money?

Remember, you can claim the cost of your membership against your tax bill, so there is little reason not to join us!

There are two ways you can start using Discovery Party within your coaching business:

Basic Package

There is an initial license fee of £795. Each subsequent year costs £100.00, to retain your license. This provides you with continued use of the brand, your website listing, continued access to all the resources and support mentioned previously. If you run only 8 - 10 parties, you should make your initial investment back, in a short period.

- license to run Discovery Party for 12 months
- an online training package including training manual, tools and resources
- a website listing your practice on our site
- use of the Discovery Party® logo and associated branding and tools
- the opportunity to contribute blog postings

Enhanced package

The investment for this package is £1395, with each subsequent year costing £100.00, to retain your license. This enhanced package, only available in the UK, includes the above, plus:

- a full day training with Jen. (These days will be run in January, May and October each year in Bristol). If over-subscribed, additional dates will be provided)
- Three, one hour telephone mentoring sessions with Jen
- A start up pack of 20 Genies and 20 DP postcards

(You can opt to get the training day and mentoring sessions, at a later date, if you feel it would be helpful).

What do we ask in return?

In brief:

- Run parties – its great for you and us!
- Respect and use the Discovery Party brand
- Use “the Genie” as part of the Party process. This is one of our key brand tools and makes us unique!
- Gather your Party guest’s emails to help you build your tribe/email list

- Engage with the DP Facebook page by providing us with party photos and content
- Your enthusiasm, feedback, ideas and learning!

Do take a look at the FAQs on the website <http://www.discoveryparty.co.uk/faq> and feel free get in touch with any further queries, questions or suggestions: Phone 07772267004 Email jen@discoveryparty.co.uk

We would love you to join us☺

Jen Gash
Founder and Director

Several Great Reasons to become a Discovery Party Coach

It's fun! Going to a Party to work: Seeing people laugh and find true passion, purpose and resourceful ways forward, whilst they share a glass of vino with friends! Coaching needs to lower pressure to unlock creativity....what better way!

Spread the word: Coaching is the World's "Second Fastest Growing Profession" ... The National Post. As Coaches we know why, but so many people don't. Our aim to bring Coaching to a much wider audience, not just people in high flying jobs or business owners. Coaching is too brilliant not to be shared.

Get paid to market yourself: If you work for yourself, it can be really hard going. Instead of paying money to join networking groups or advertise in a magazine or online where you might get very little response, why not join Discovery Party and meet people who are your direct target audience.

Be part of something new: You will be joining something completely unique, with tried and tested, "ready to go" tools and processes!

Build a tribe and a meaningful mailing list: If you ran one Party a week for 40 weeks of the year, you could grow your emailing list by 300 people plus! And these are not random people who you have no relationship with – they already know you, have experienced your way of working and your knowledge and skills. This is a much better way of building a resonant tribe!

Be part of a growing national business: We are committed to marketing Discovery Party nationally. As a Discovery Party Coach, you can contribute to our blog and website content and get a bigger audience.

Training and resources: You will have access to our growing training and resources website which also includes marketing ideas and materials.

Promote your own business and sell your own goods: Although this isn't about selling "stuff" to people, there is benefit in having a small selection of relevant products at your Parties. You can also offer ongoing workshops to your Party guests and promote your own Coaching.

You will develop new skills: Your group work skills and marketing skills will develop greatly. You will also have new tools to use and develop as both a Coach and business owner

New opportunities: New doors will open, you will find different settings and places to run Parties. This is only limited by your imagination!

So come on, join the party! Call or email Jen today 07772267004 or jen@discoveryparty.co.uk