



**BACK CATALOGUE**

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Issue #1 (March 2017):

## ***“How You Feel About This Five-Letter Word Will Determine The Success of Your Coaching Business”***

Also:

- ***How To Keep Bad Clients Off Your Roller Coaster*** – the exact method that I use to determine and attract my ideal clients, while keeping the bad apples far, far away from me.
- ***Gather Them ‘Round The Content Creation Fire*** – how to use compelling content to draw more clients to you.
- ***Pulling Prodigious Profits From Playing Private Investigator*** – a sneaky (yet ethical) way to have competitors help grow your business!
- ***If You’re Having Trouble Naming Something, Try This*** – never struggle to name anything ever again by doing this (I used it to name my podcast, *Natural Born Coaches*, and it’s saved me time and time again) ...
- ***A New Way To Get Coaching Clients From Twitter – Even If You Have Zero Followers!*** – a cool strategy that few people know about to get new clients on Twitter (no, it’s not sending out 1,000s of tweets a day)

Issue #2 (April 2017):

## ***“The Insider’s Guide To Facebook Group Domination”***

Also:

- ***What To Do When You’re Being Hit On With Affiliate Offers Every Day*** – getting asked to be an affiliate often? Find out how to turn the tables and get the other guy to promote YOU.
- ***When You’re Too Good At What You Do*** – an SCC subscriber had a problem: she was so good that nobody thought they needed her help anymore when they finished their coaching contract. Discover how to get expiring clients to extend six months, one year, or longer!
- ***Five Openers To Get You Killer Engagement With Your Prospects*** – here are five openers that get amazing response from potential clients and customers (tested and verified by a master copywriting friend of mine).

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- ***An Important Lesson From Superman III*** – Superman III was destroyed by the critics (the movie stunk), but it taught me a lesson that I’ve used over and over again to help me in business.
- ***Hitting A Home Run With Podcast Interviews*** – being interviewed on podcasts is a great way to grow your business, but getting on shows is only half of the equation. Learn what else you have to do to maximize your results ...
- ***Bonus Insert: Top Secret Stuff I Learned At Social Media Marketing World 2017*** – I was a speaker at SMMW 2017, and took a bunch of notes from the seminars that I attended. I share the best of what I learned during the conference (something that others spent hundreds and even thousands of dollars to learn).

Issue #3 (May 2017):

### ***“How To Create A Lead Magnet That Gets Your Prospects’ Mouths Watering”***

Also:

- ***Do You Have “Business Breath?”*** – avoid doing something that most coaches do (and that drives potential clients running for the hills!)
- ***What Do You Do?*** – learn the power of having something in your back pocket that 90% of coaches don’t have.
- ***Leveraging Big Names In Your Market*** – If you can snag a big fish influencer, it’ll do wonders for your business. Learn my tricks for doing it (you can put them into action ASAP).
- ***The Great Facebook Purge (And What It Can Do For You)*** – this neat trick bumped my Facebook engagement WAY up!
- ***A Super-Simple Coaching Agreement For You To Use*** – I share the coaching agreement that I use with my clients, so you never have to worry about what to use with yours (you can use this word-for-word to get clients signing off and eager to start working with you ...)
- ***A Lesson From Robinson Crusoe & Frank Underwood*** – at first glance, Robinson Crusoe and Frank Underwood (from House of Cards) seem like an unlikely pair. But they both taught me a lesson that you need to know!

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Issue #4 (June 2017):

## ***“How To Cut Through The Noise And Get Your Message To Stick Like Gum in Hair”***

Also:

- ***Use This Boring-Busting Method To Get More Clients!*** – a cool strategy that I learned from some television series like *Dallas* and *LOST*.
- ***Save Yourself From Stress By Handling Guarantees And Refunds This Way*** – there are a ton of “refund artists” around online, and this will show you the way to protect yourself against these dangerous people!
- ***Winning At The Game Of Life (And Business)*** – a way to implement gamification into your life and your coaching business (I share my exact method).
- ***Stop Overthinking Your Content*** – an easy way to crank out engaging content, without having to do it 24/7!

Issue #5 (July 2017):

## ***“Every Time A Coach Works For Free, A Kitten Dies”***

Also:

- ***Defending Your 1:1 Coaching Fees*** – a tactic for blocking price hagglers from beating you down (this is something that EVERY coach should be doing)
- ***The Only Goal That You Should Have With Your Messages*** – how I get calls booked with qualified prospects and regularly close more than 70% of them!
- ***A Valuable Lesson From Chief Clancy Wiggum*** – human nature is insanely curious, and I share something you can start doing in your business and on your website ASAP to get more clicks (and sales!)
- ***Dealing With Haters*** – how I turn haters’ attacks into more money ...
- ***Don’t Let These People Knock You Off-Track*** – following the wrong advice is dangerous, and Super Bowl commercials prove this!

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- **Bonus Report: How To Get More People To Open Your Emails!** – Since you can't make a sale if people won't read your emails, I give my top-performing email subject lines of 2017 - with a complete breakdown on why each one performed so well!

Issue #6 (August 2017):

### ***“A Behind-The-Scenes Look At A Five-Figure Launch (Warts and All)”***

*(I did a promotion for my Group Gold program that hit five-figures – without spending one red cent on paid advertising. I go through how I did it organically, in detail)*

- **How I Use “The Last Ten Test” To Draw Potential Clients To Me** – this test is one way I can tell within about 30 seconds if a coach is going to make it in this business or not ...
- **The Amazing Power of Case Studies** – case studies are an awesome way to drum up business (IF done properly). I show you exactly how to structure them!
- **Three Ways To Convert More Of Your Discovery Calls** – you can easily waste hundreds of hours every year on dud discovery calls. Learn the three steps to ensure you nail your calls and get the clients.
- **It's Time To Play Hard-To-Get With Your Prospects** – here's a secret from the dating world that can be applied to coaching (including some exact wording to get the point across to your prospects)
- **How To Eliminate Pesky Distractions And Supercharge Your Productivity** – learn about a desktop app that I use that instantly skyrocketed my productivity (and it's free)!

Issue #7 (September 2017):

### ***“How To Bat Away Those Pesky People Buzzing Around In Your Life”***

Also:

- **You Can Be A Successful Coach ... Believe It Or Not!** – the life of Robert Ripley (of “Believe It Or Not!” fame) gives a lot of valuable lessons for coaches. Learn all about them here ...
- **Calling In Favours** – you have tens of thousands of dollars (or more) of potential business just sitting in your network, waiting for you to take it. Here's the key to unlocking it!
- **“Daily Somethings”** – how you can leapfrog people who started coaching years before you by taking one step every day.
- **If You're Having Trouble Taking Action, This Can Help** – can five seconds change your life? You bet!

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Issue #8 (October 2017):

***“How To Use Daily Emails To Explode Your Revenues Like Mentos In A Bottle Of Coke!”***

This issue was dedicated to laying out my system for sending daily emails to your list. It’s something I’ve been doing since April 2016, and it’s been a BIG revenue driver for me. I had so much to teach about daily emails that this issue is 20 pages instead of the usual 16!

***Bonus Report: How A Health And Wellness Coach Uses Daily Emails To Make His Business Healthy As A Horse*** – this is the transcript of an exclusive interview I did with Donnie DeSanti, where he shared how he does daily emails and uses them to get more clients and customers!

Issue #9 (November 2017):

***“B.O. Is Bad, A.B.O Is Good”***

Also:

- ***The Right Way To Handle Your Online Calendar*** - most coaches who use online calendars are making some mistakes that shoot themselves in the feet and loses them clients! Learn some nifty tricks to turn your online calendar into a money making machine ...
- ***Lessons From Men’s Cologne*** - implement this one strategy used by makers of men’s cologne to get more business.
- ***How To Use Important Dates To Get An Incredible Shot Of Motivation*** - I share how I defied the “experts” and launched my podcast six weeks earlier than anyone thought was possible!
- ***This Draws People To You Like Moths To A Flame*** - you might hate politicians, but you can learn something important from them. I share what that is ...

Issue #10 (December 2017):

***“How To Make December Your Best Month Of The Year While Others Are Drinking Egg-nog And Stuffing Their Faces!”***

Most coaches shut things down for the month of December, but by using these strategies you can end your year on a high note!

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Also:

- **The Secret To Turning Your Weaknesses Into Strengths** – you don't have to worry about your weaknesses costing you business ... using this you can actually get more business because of your weaknesses!
- **How You Handle Rejection Will Determine Your Success As A Coach** – I give examples of how you should (and shouldn't) handle rejection, and how I've turned no's into clients and customers.
- **An Easier Way For Your Clients To Pay You** – I show a simple method to get payments from clients without chasing them (it's something that not many coaches are using!)
- **Bonus:** I share a transcript of an interview that I did for *The Six Figure Coach Magazine*. You'll learn how to beat procrastination, how to create better content, and how to raise your fees (and get people to pay them)!

Issue #11 (January 2018):

### ***“My System For Making Over Six Figures A Year With Group Coaching Programs!”***

This issue is all about how I create, sell, and run a highly profitable group coaching program. If you want to get more group coaching clients, this one is a “must-read!”

Issue #12 (February 2018):

### ***“The Anatomy Of A Facebook Post That People (And Your Wallet) Will Love”***

I break down the exact process that I use to create posts that get me lots of new clients and customers!

Also:

- **Business Lessons From The Online Dating World** – There are a surprising number of lessons that coaches can learn from people looking for love online...
- **My Interview Strategy For Growing Your Community And Credibility Quickly** – I go through a (free) method that I, and my clients, use that has added hundreds of new members to our Facebook groups with little effort!
- **Don't Fall Into This Common Trap** – My client was making a common mistake that most newer coaches are, and if you aren't careful you could be too.

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- **Inviting People To Vacate Your World** – Most coaches are afraid to chase people out of their networks, but I show exactly how I do it (and why it's just smart business)
- **Bonus Report: Marc's Facebook Messenger Bot Guy Spills The Beans About Bots!** – Samir Ranpara tells how you can use Facebook Messenger bots to get more coaching clients and customers (without pulling your hair out setting it up and running it!)

Issue #13 (March 2018):

***“A 100% Free Way To Get A TON Of Clients And Customers Into Your Coaching Business...Guaranteed!”***

In this issue, I outline the exact method that I use to get booked to be a guest on 50 to 100 podcasts every year. Learn how to do this without spending a penny!

Issue #14 (April 2018):

***“A Coach's Handy-Dandy Guide For Getting Unstuck!”***

This issue was dedicated to solving the most common issues facing coaches, including:

- If You're Stuck Choosing a Niche
  - If You're Stuck On What To Offer
  - If You're Stuck On How Much To Charge
  - If You're Stuck On How To Do A Discovery Call
  - If You're Stuck On Creating An Online Program
  - If You're Stuck On Your Website
  - If You're Stuck On Creating Content
  - If You're Stuck Starting And Growing Your Email List
  - If Your Mindset Is Stuck
  - If You're Stuck And Feeling Overwhelmed
- **Bonus: “How To Get Through The Tough Times And Become More Resilient”** – I share a transcript of an interview that I did where I talk about how I got through the most challenging times in my life, and how you can navigate rough waters too ...

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Issue #15 (May 2018):

### ***“\$\$\$ How To Create Consistent Recurring Revenue With A Print Newsletter! \$\$\$”***

In this issue, I show exactly how you can start your own print newsletter: everything from how to set it up properly, tips for creating content, how to get it printed and how to sell subscriptions. Follow what I lay out and you'll have your print newsletter up and running in no time!

- **Bonus: “Marc’s Extra Thoughts”** – I explain the one thing that Dan Kennedy does that instantly positions him as the authority and allows him to command enormous fees!

Issue #16 (June 2018):

### ***“The #1 Thing I’ve Learned From 40 Years On This Planet”***

I celebrated my 40th birthday this month, and I shared the main lesson that I’ve learned in that time – and how I apply that lesson to my business!

Also:

- **Attracting Clients By Taking The Filter Off And Speaking Your Mind Unapologetically** – a Secret Coach Club subscriber sent me a great question related to speaking your market’s language, so I decided to share the answer here.
- **My Sure-Fire Way of Getting More Business From Facebook Groups** – before I launched my Facebook group, The Coaching Jungle, I got a ton of business from other people’s groups. I break down how I did it (there’s a right way to do it, and a wrong way that will get you booted from the group with no new business to show for your efforts!)
- **How To Get Killer Testimonials (And More Sales) Using “Results Groups”** – I learned a neat little trick that Extus Justin is using for great results in his program, and I teach what it is here.
- **The Ultra-Secretive, Mysterious “Pod Approach”** – an SCC subscriber let me in a secret thing that she’s been doing that has skyrocketed her engagement (I’d never heard of it before!). This is something she uses for LinkedIn, but it can be modified and used on other social media platforms as well!
- **What Coaches Can Learn From My Mexican Vacation** – I learned some valuable business lessons (of what to do and not to do) from a resort that I stayed at in Mexico ...
- **Marc’s Extra Thoughts:** Jordan Belfort (“The Wolf Of Wall Street”) did something ingenious in his latest book, so I decided to give it a try. I got a lot of new sales using this technique, and you can too!

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- **Bonus: “How To Use Storytelling To Draw People To You Like Bees To Honey!”** - this is a transcription of an exclusive interview that I did with Dave Rynne, where we go over how to use storytelling to bring in more business ...

Issue #17 (July 2018):

### ***“Filling Up Your Piggy Bank And Helping Your People With Joint Ventures!”***

I walk subscribers through how I’ve been adding a lot of extra revenue into my business by partnering with others. I show how to choose partners, how often to do JVs, tips for making more sales with them, and a whole lot more!

Also:

- **The Most Popular Email I’ve Ever Sent Out!** – I give a step-by-step breakdown of an email that generated a ton of engagement for me, and explain why it did so well so you can apply it to your content.
- **Niching Lessons From My Picky Seinfeld Friend** – coaches can learn some valuable lessons about choosing and sticking with a niche, from a picky friend of mine.
- **A Nifty Little Mental Trick To Ignite Your Content Creation** – I share the secret little thing that I do to churn out tons of content (it works regardless of the market you’re targeting)
- **Marc’s Extra Thoughts:** I talk about screaming goats, and how that applies to marketing in the online space.
- **Bonus: How To Find Your Starving Crowd (And Make \$\$\$ Feeding It!)** - learn a six-step method for identifying your ideal market, crafting an irresistible offer and selling it to them!

Issue #18 (August 2018):

### ***“How To Get New Clients And Customers In Just One Minute A Day!”***

I give a complete breakdown for how to set up your own Alexa flash briefing show, and include screenshots so you can “see over my shoulder” for how I do a daily one that brings me business (without eating up too much of my time)

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***Also:***

- **The “Why I Do What I Do” Post** - This is a powerful way to generate new business using your existing market (and only takes about 15 minutes to do). I’m shocked at how few coaches actually do this ...
- **Why You Should Be Making Their Blood Boil!** - I share a way to generate more engagement from your followers (warning: it’s not for the faint of heart).
- **Why I Don’t Coach People Short-Term** - Discover an easy way to increase your coaching revenue, reduce your stress and get better results for your clients. Win/win!
- **How To Deal With Flaky People Online** - If you’re doing business online, you’re going to run into flaky people. Here’s a short guide for how I deal with them, so they don’t waste any of my precious time or energy.

Issue #19 (September 2018):

***“Why Pulling Out Your Knife and Ruthlessly Slaying Your Sacred Cows Is A No-Brainer For Your Business!”***

Learn how to eliminate the things you need to trim from your business to send your profits soaring ...

***Also:***

- **Setting Your Social Media Engagement On Fire With a ‘Question Of The Day’** – I do a walk-through of something that can dramatically increase your engagement and following on social media.
- **The Words That You Use Matter** – Learn how changing a few choice words makes a huge difference in your sales numbers.
- **Relatable = Profitable** – There’s a right way and a wrong way to “just being yourself” when in business. Don’t get tripped up like a lot of coaches are when doing it!
- **Successful Coaches Are Dogs With A Bone** – Are you really pursuing as many opportunities as you could be? Here’s a swift kick in your behind to get you jumping on opportunities ...

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Issue #20 (October 2018):

## ***“How To Get More People Opening Their Wallets For You By Shifting Your ‘Free/Paid Line!’”***

Learn how to strike the right balance between giving away free content and charging for what you do (this change can add thousands to your revenue instantly ...)

***Also:***

- **Don Draper’s Guide To Commanding Respect From Your Clients** – Don Draper from *Mad Men* perfectly illustrated what coaches need to do in one scene from the series. I dissect that scene and show how you can apply it to your business mindset.
- **A Holiday Secret For Creating Content That Sells** – Learn how to use holidays (even the not-so-popular ones) to increase your sales!
- **The Amazing Benefits Of Focusing On One Offer At A Time!** – A simple question from a client points out something that a lot of coaches are messing up (this “simple” change will do wonders for your coaching business)
- **How To Avoid Being Alex Jones’d On Facebook** – I address a warning that’s been going around Facebook, and show how you can learn a lesson from the trials and tribulations of Alex Jones.

Issue #21 (November 2018):

## ***“Staying Out of The Sneaky, Mischievous, Camouflaged “Creation Trap”***

I once got stuck in a “creation trap” that you could be stuck in right now (I estimate that at least 80% of coaches are currently in it). I explain what it is and how you can avoid it to make more money!

***Also:***

- **Getting Eager Prospects To Raise Their Hands For You By Giving Freebies Away** – I explain a simple social media post that takes just a few minutes to do, but can give incredible results (I include a real-life example and screenshot of how I did one).
- **The Magic Of The JV Training Webinar Strategy** – If you aren’t partnering with others to make offers to their communities, you’re leaving money on the table. Learn how to choose who to partner with, how to approach them, and how to structure a successful joint venture!

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- **A Valuable Lesson From A Nervous Baseball Team** – The 2015 Toronto Blue Jays didn't win the World Series, but they provide a very valuable lesson for coaches to profit from.

Issue #22 (December 2018):

### ***“How To Nab Sales For An Unfinished Online Program ... Before You Even Launch It!”***

I give a complete breakdown of the early bird sale I did for my *Daily Email System* online program from the first flicker of an idea in my mind until launch day. You'll learn how you can bring in five figures before your program is even created (specific instructions included)!

**Also:**

- **A 100% Guaranteed Way To Zap Away Any Mental Blocks That Are Keeping You From Selling Your Stuff** – If you're hesitating on selling your services, I share what's probably holding you back (and explain how to get past it).
- **How To Use 'Cold' Podcast Pitches To Get Podcast Hosts Rolling Out The Welcome Mat For You!** – I recently got an email from a stranger who wanted to be interviewed on my podcast. Even though I'm booked solid and promised myself I wouldn't take any new bookings, her pitch was so good I instantly invited her onto the show. I share the exact email she sent so you can get booked for more interviews.
- **A Simple Shift To Close More Of Your Discovery Calls** - If you aren't converting as many discovery calls as you'd like, I share a trick that I gave another coach that will bump up your sales.
- **Why I Just Changed The SCC Subscription Model** – I changed how I sell my print newsletter, and even if you don't offer one, you can still take the lessons from it to benefit you in your business!

Issue #23 (January 2019):

### ***“10 Lessons From 'The Greatest' For How To Knock Your Competitors Out Of The Ring And Rise To The Top Of The Coaching World!”***

Coaches can learn a thing or two (or ten) from the life of boxing legend Muhammad Ali. I break down these lessons and show how they can be applied in your business for more profits.

**Also:**

- **How “Zero Moments Of Truth” Will Help You Get More Coaching Clients** – There's some bad advice being thrown around in Coachland about content creation, and I take my hammer to it!

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- **My Two Cents About A Common Coaching Conundrum** – I was asked a (very common) branding question by a coach, and I share my answer to her since so many others are struggling with the same dilemma.
- **Getting What You Want By Changing The Dial On Your “Radio!”** – Here’s a simple, almost too-easy way of getting what you want (yet few put it into practice!).

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