

**TRANSFORM
YOUR COACHING
BUSINESS IN 10
WEEKS**

**CERTIFIED
MASTER
COACH
PRACTITIONER™
COURSE**



**INFORMATION
PACKAGE**

www.certifiedcoachesfederation.com

The Certified Master Coach Practitioner™ Course is designed and personalized for you.



- The Certified Master Coach Practitioner™ Course is offered online through a webinar format
- Each class is hosted live, to address and answer your unique questions
- The course is offered weekly on Tuesdays at 7 pm ET and runs approximately 1.5-2 hours.

Master Coach Course graduates say that...

Learning how to create different products, which are then used as prospecting exercises and tools to generate new clients and additional revenue, is what they most valued and enjoyed.

This business program is all about business development. It pinpoints what you can achieve and the habits you can create on a weekly, monthly or even daily basis to generate additional revenue streams beyond coaching itself.

CERTIFIED MASTER COACH PRACTITIONER™ COURSE

Week-by-Week

1 How to Build the Foundation of a Thriving Coaching Business

You will understand your role as a coach and as an entrepreneur and how you can take coaching from a hobby to a passionate profession.

Be introduced to the Coaching Success Triad and begin the process of transforming your mindset to be wildly successful.

2 How to Position Yourself As an Authority in Your Coaching Niche

You will identify your coaching niche and leverage your life and work experience to claim your rightful place as an authority. You will learn to let go of the fear that has held you back and embrace the abundance that awaits you.



3

How to Build a Powerful Client Acquisition Funnel

You will identify your target market and create your coaching client avatars as well as see how you can be more successful by doing less.

4

How to Market in the 21st Century

You will learn how to take advantage of both online and off-line marketing opportunities to communicate who you are and what you do to increase your impact and income.

This session includes social media, internet, and traditional marketing conduits and how to use them, as well as SEO, web advertising, and much more.



5

How to Leverage the Power of Your Network

You will learn how to create strategic alliances with complimentary businesses, organizations and associations in your community, and around the world, to amplify your success.

6

Coaches are Authors

You will learn that from tweets to blogs to articles to books, using written word to communicate is a critical part your coaching success.

Learn about finding your writing voice and using a process to generate written content, even if you've never thought of yourself as a writer.

7 Coaches are Speakers

You will learn how to leverage speaking and trade show appearances to increase your success. This week Includes strategies for creating speaking topics, getting booked as a speaker, how to get booth space for free, and how to build your business while at the event and afterwards.

This session includes components of the Speech Mastery Course™ for Coaches.

8 How to Sell without Selling

You will learn how to easily secure clients while feeling positive and empowered by the process and how to get your clients to sell for you. This session includes components of the Sales Mastery Course™ for Coaches.



How to Build Powerful Group Coaching and Master Minds

You will learn how to multiply your success by coaching more than one client at a time, online or offline.



Your Coaching Business Countdown to Launch

Bringing everything together to present a clear and unified position of who you are, what you do, and how you will be successful.

Includes subjects such as intellectual property protection, how to get started and how to scale up your success.

Should you take Rod Macdonald's Certified Master Coach Practitioner™ Course?

"If you're sitting on the fence about this one, sign up today. Focus and crystalize your vision to make you unique in the coaching business. Very clear and concise delivery... I highly recommend it."

Gabrielle Manski
Ontario

"[Certified Master Coach Practitioner Course] has helped me gain deeper clarification on the things that matter most to my business. This course is all about developing a successful coaching business."

Christine Zarichuck
Quebec

"Rod [Macdonald] is incredible in his presentations. Each week the content is very comprehensive.... I highly recommend this program!"

Marcia Daly
Ontario

Rod MacDonald has been an encyclopedia's worth of outstanding information. He has propelled my level of awareness and application, of my Master Coach Practitioner™ Certification. I am truly grateful and in awe!!! THANK YOU!!!!

Survey Respondent

About Certified Coaches Federation

www.certifiedcoachesfederation.com

CCF has certified more than 13,000 Life Coaches and Executive Coaches since 2006 and is now considered one of the Best Life Coach Training Programs in the world!

The CCF Certified Master Coach Practitioner™ course has been created for you! You've already developed expertise in a specific field. You know you have the real life experience that has given you the ability and credibility to coach others and make a difference in their lives. You want a masterful coach training program that will complement, enhance and further develop a solid and successful coaching business. The Certified Coaches Federation's Certified Master Coach Practitioner™ Course is your next step!

For more information or to speak with a coaching advisor,
please call 1 (866) 455-2155
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