



# Business Development Guide

Advanced business development to  
transform your coaching business

# The Business of Coaching

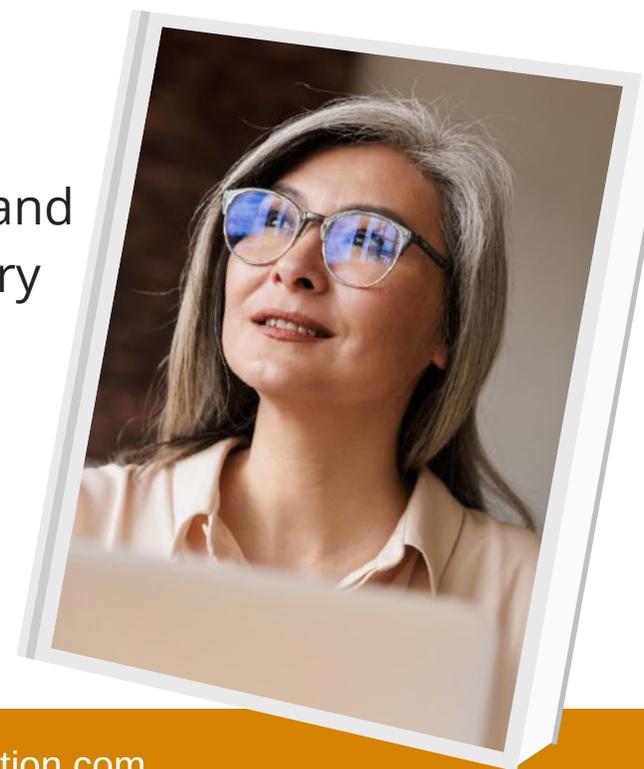
Coaches are people who want to make a difference - by sharing their skills, experiences, and perspectives, by supporting and guiding others towards great success

The problem encountered by coaches today is once they get themselves "out there", it can be a challenge to generate clients and a steady income flow.

So, although they may be successful coaches producing effective results with their clients, successful doesn't always mean profitable.

*For your coaching business, have you considered...?*

- Your web presence
- Creating your products/services
- Advertising & promotion
- Social media & your coaching brand
- Communication & speech mastery
- Group coaching alternatives





Designed and personalized for you.

Business of Coaching Certification graduates say...

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.

# The Business of Coaching

## *10 Step Outline*

### **1** HOW TO BUILD THE FOUNDATIONS OF A THRIVING COACHING BUSINESS

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.

In this module, you begin the process of launching or growing your coaching business.

### **2** HOW TO POSITION YOURSELF AS AN AUTHORITY IN YOUR COACHING NICHE

Identify your coaching niche as you leverage your life/work experience to claim your rightful place as an authority.

What's **Your USP**, or Unique Selling Position? Your USP is what makes you unique in your area of authority.

- What problem are you solving?
- What is your unique selling position?
- How are you going to be different?
- How are you going to help?

### 3

## HOW TO BUILD A POWERFUL CLIENT ACQUISITION FUNNEL

Identify your target market and create your coaching client avatars. You will also see how you can be more successful by doing less!

**Build a client acquisition funnel through examination and understanding of the eight stages of acquisition.**



Nurture your prospective clients and existing clients as they are at different stages of the funnel.

### 4

## HOW TO MARKET IN THE 21ST CENTURY

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 outcome.

### **4Ps** Four Ps of Marketing

Using a combination of offline and online marketing, you can see where to put little or no emphasis on and, more importantly, what to put more emphasis on to build your coaching business.

# 5

## HOW TO LEVERAGE THE POWER OF YOUR NETWORK

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

- Create strategic alliances
- Social media usage
- Networking
- Build and use your network
- Let people know you exist



# 6

## COACHES ARE AUTHORS

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

Find your writing voice and use a process to generate written content, even if you've never thought of yourself as a writer.

Learn Rod's 4-step "Easy Writing Formula" and the "Sweet" Formula for Book Writing.

In a digital world, the opportunities for communication are exponential and almost limitless.

You can hone your communication through "authoring" in ways that align with your coaching business goals.



# 7

## COACHES ARE SPEAKERS

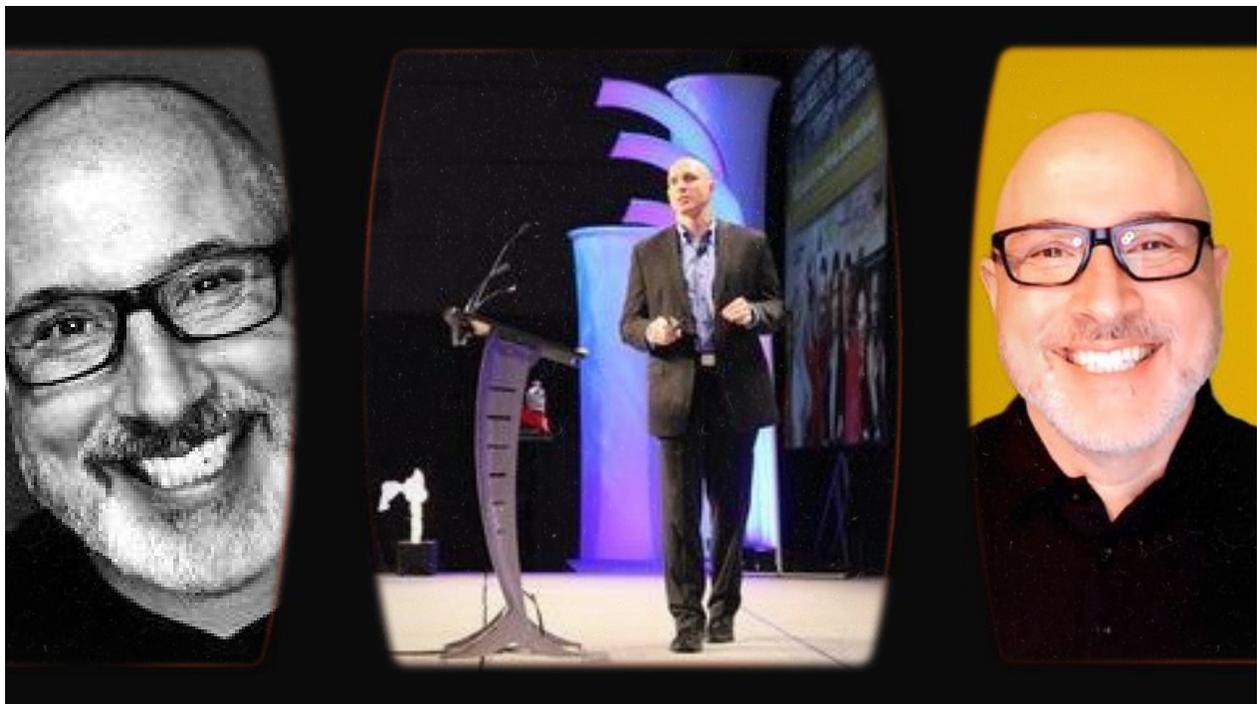
Learn how to leverage speaking and trade show appearances to increase your success.

Discover 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.

**A successful coach is also an effective communicator.**

Public speaking skills pave the way for your communication with your prospects, your clients and the world that is exposed to your business.

Great coaches know how to get their message across, inspire their clients into action and speak with expert authority on the topics they cover.



## 8

### HOW TO SELL WITHOUT SELLING

Learn how to secure clients easily while feeling positive and empowered by the process . Learn how you can get your clients to sell for you.

Whether you're reaching out to corporations, individuals, or associations, your success in obtaining new clients is directly dependent on the effectiveness of your being able to communicate to meet their different needs while speaking their "language".

For you to be able to sell your coaching, you have to sell YOU. Learn the **Ultimate 4-Step Sales (without selling) Process** and follow the habits of a sales master.

## 9

### HOW TO BUILD GROUP COACHING AND MASTERMIND PROGRAMS

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

Analysing key elements of building power group coaching and masterminds. See how coaches have built their business in conventional and non-conventional ways with today's technology.

Learn the Three Types of Group Coaching Models, how they are beneficial and how group coaching can be so lucrative.

Learn the 6-step-easy-get-started-today formula so you can get real results really fast.

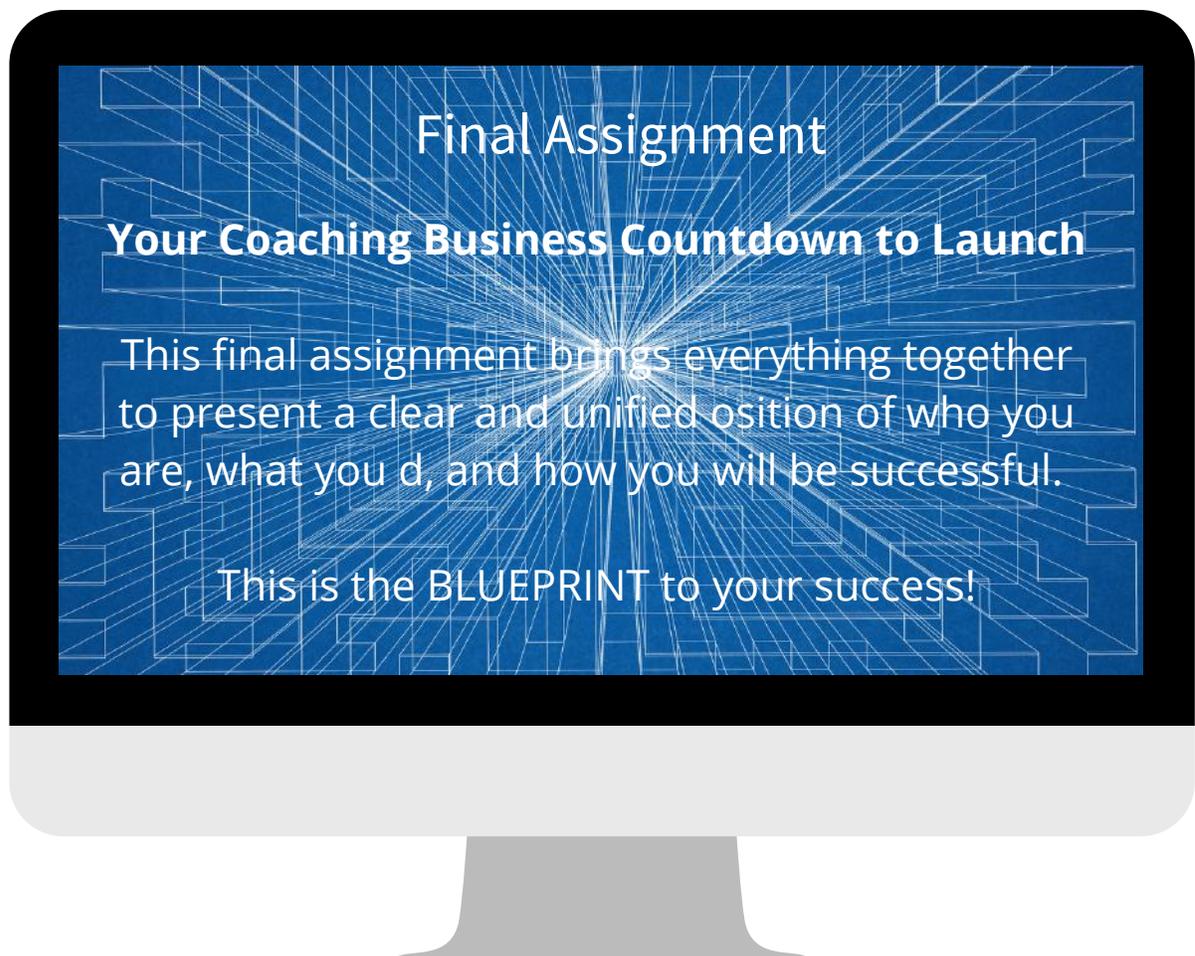
**Ten**

## YOUR COACHING BUSINESS COUNTDOWN TO LAUNCH

Leverage your coaching services to make a full-time income with a part-time group coaching practice.

Walk through the traditional view of group coaching, analyze case studies of coaches - what they're doing and what they've done to build their practice.

Then hold on as you're taken down a different path to explore and delve into non-traditional examples of group coaching. See how coaches have built their business in non-conventional ways with today's technology - so you can be group coaching hundreds if not thousands of people.



# Should you take the Business of Coaching Certification Course?

*"Only if you desire a complete marketing strategy to propel your coaching business to the next level. What I learned in the first three weeks was worth the tuition and it would have saved me months and months of struggling. Should you take the course? My answer is an unequivocal, resounding Yes!"*

Larunce Pipkin  
Texas

*"[This] is the course that took my business to a professional level. It challenged me to take the next steps in developing my coaching practice as well as creating a Business Development Plan to identify my business goals and a course of action to achieve those goals. More importantly, the support was always there when I needed it. This course was well worth the investment."*

Crystal Lee  
Optimum Mentality Coaching  
Ontario

*"With the Course it "all" comes together.*

*Although I considered myself quite experienced when it comes to managing a business, the course helped me to fine-tune my skills, remove some blind spots and get over hurdles that before prevented me from getting maximum results.*

*The course is hands-on with a no-nonsense approach. If you want to do better than mediocre or less, I recommend enrolling in this course as soon as you can and build your coaching business to the level you desire."*

Patrick Streppel  
Mastering Willpower  
Ontario

*"The course teaches you the tools to lay out your plan in detail allowing you to ask questions along the way.*

*It is nice to have a true professional guide you with his wisdom, bringing you closer to executing your vision.*

*If you really want to coach then this course is your path to success."*

Vicky Garach  
Ontario

*Taking the Certification Course was one of the best things I did for my business. I now proudly display the certification on my website and this credential has opened several doors for me. It is a way to say to the world "I took my profession seriously". I learned so much from the Master program and highly recommend it to people who are serious about advancing their skills.*

*It taught me new aspects on how to conduct my Coaching business, making it so much easier to write my business plan.*

Rosemary Workman, RN, JD  
Blindsided to Blessed  
Fallbrook, California



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