

Coach specific training hours: 12

## Who this program is for:

This program is designed for new coaches who are establishing their coaching practice, or those looking to take their practice to the new level. The main focus of this program is to help participants identify ways to set up their business and find clients.

This program is open to Results trained coaches and non-Results coaches.

## About this program:

Participants of this program will establish a clear vision for their coaching business, set goals, clearly identify business resources and identify promotional and distribution methods for marketing strategies.

This is achieved through course materials, paired and group exercises where participants brainstorm business building ideas and actions to be completed between sessions. Additional resources also supplied as part of being a successful coach with a busy practice.

This course is always led by a senior Results Coach who has a highly successful coaching practice.

## Objectives:

1. Participants have established a clear vision for their business
2. Participants have set explicit short & medium term goals for their business
3. Participants have clearly identified the resources and tools they need to run a successful business
4. Participants have identified ways to promote themselves as coaches and find clients

## Format:

8 x 90 minute teleconference classes

Sessions may include theory, discussion, tools, role-plays, group work, case studies and readings.

## What you get:

- Building Your Practice participant notes
- Operational tools to support you in running your practice
- Resources and new ideas for marketing yourself as a coach
- Network of other like-minded people
- 12 hours of coach specific training

## Participant feedback:

*"Having now done the course I feel much better equipped to step forward confidently knowing I have this wealth of knowledge to lean into"*

*"Thank you Results for changing my life, I'm proud to take the Results Coaching Methodology and tools to the rest of Africa. This is the best well kept secret in the coaching world"*

*"Excellent course and good follow on from the ICT. Very motivating and practical"*

*"Thanks for an amazing, supportive course and trainer"*

*"Thanks for a great eight weeks of learning! Powerful sharing of appropriate lessons lead to passionate performance"*

*"The value I got out of this course and the confidence to build my business is immeasurable. It gave me ideas and materials that I have already applied with good result"*

## Topics include:

- Your unique selling points and target market
- Writing your business plan
- Your top marketing tools as a coach
- Speaking about coaching powerfully
- Establishing your sales & marketing strategy
- Secrets of successful coaches
- Creating your budget and establishing a financial plan
- Working with the media
- Strategic alliances
- Creating your image and brand
- Client referrals and references