

LIFE. FUN. PURPOSE.
COACHING & LEADERSHIP



Coach
TRAINING
+
BIZ DEV 101
With Coach Fawn

OVERVIEW

- THE “WHAT” AND “WHY” OF COACHING (p.3)
- THE “HOW” OF COACHING (p.4)
- THE BUSINESS OF COACHING (p.10)
- COACHING BUSINESS SETUP+STARTER KIT (p.14)
- MENTORSHIP / TRAINING (p. 16)
- Q&A (p.17)

POINTS TO CONSIDER:

- Is becoming a Coach “right” for me?
- How long does it take to actually gain traction?
- What can I do with Coaching?
- Do I need a Certification?
- (Where) Should I do my training?
- How do I know if I’m doing it right / ready?
 - Results, Feedback
 - Mentor/Advisor
- Do I need to choose a “Niche”? How? When?
- Can I realistically make a living? How? When?
- How do I find Clients?
- How do I create a business out of Coaching?
- How long does it take to generate revenue? When can I quit my job? :)

THE “WHAT” AND “WHY” OF COACHING

ICF Definition of Coaching:

(aka, the mission statement and objective of a Coaching Session and Coaching Journey)

“Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations.

Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life. In each meeting, the client chooses the focus of conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the client into action.

Coaching accelerates the client's progress by providing greater focus and awareness of choice. Coaching concentrates on where clients are now and what they are willing to do to get where they want to be in the future. ICF member coaches recognize that results are a matter of the client's intentions, choices and actions, supported by the coach's efforts and application of the coaching process.”

– International Coach Federation (www.coachfederation.org)

MY “WHY”

Viral Awakening, Global Flourishing

I believe that by empowering others to wake up, break free, take responsibility, thrive, and make a positive impact, there will be a viral, global shift toward prosperity + flourishing for all beings.

When I Thrive, Others Thrive.

THE “HOW” OF COACHING

(FOUNDATIONS)

1. SKILLS + KNOWLEDGE + COMPETENCE
2. PRACTICUM + EXPERIENCE
3. SPECIALIZATION + “NICHE”
4. PROCESSES, SYSTEMS, + AUTOMATION

1. SKILLS + KNOWLEDGE + COMPETENCE

- ICF Standard Model + Core Competencies
 - Recommended Foundation
 - [Core Competencies Workbook](#)
- Powerful Questions
 - Study + Create a Reference List (link)
- Coach's "Inner Game" + Personal Development
 - Managing expectations on all sides
 - Letting Go of EGO:
 - Being OK with being a "Baby Coach"
 - Accepting the Journey – Non-attachment to outcome (super important and paradoxical)
 - Identifying and handling fears, Gremlins, "Imposter Syndrome" Performance anxiety, etc.
 - Aligning with your Value + Role

2. PRACTICUM + EXPERIENCE

- “Coach Your Ass Off!”
- Mentor/Supervisor/Coach Colleague
 - Find who resonates with you, follow them
 - Don’t put them on a pedestal, put them under a *microscope*
- Peers/Colleagues/Friends/Family/Volunteer
- Beware the Echo Chamber – Feedback + Constructive Criticism are IMPORTANT (Let Go of Ego)
 - *Is the Coachee experiencing insights? Answers? Shifts? Results?*
- Learning TOOLS and how to implement them your***self***, and then how to teach and help others implement.

3. SPECIALIZATION + “NICHE”

- Niche-ing is **IMPERATIVE**
- The more specific your Niche, the more intimately and deeply you can learn their *specific* ways of thinking, backgrounds, emotions, fears, motivators, challenges, dreams, “blind spots” and “gaps” and **THUS** the more powerfully you can serve them!
 - Psychographics
 - Common Denominators
 - Research Researching existing, effective solutions and tools that solve / address these pain points and challenges
 - Reverse engineer their challenges and solutions
- **Your business and your marketing will THRIVE when you:** have a specific Niche, deeply understand their pain points and desires, pay attention to how they communicate those pain points and desires, know what motivates them to take action, and place yourself in front of them.
 - Your Brand is the “Light” that attracts your Ideal Clients – it “speaks to them” in all aspects
- **YOU *are* your “Niche”** – A great way to Niche is to focus on helping others who are *where you were* X long ago, when you were struggling with X and desperately needed a solution/change. This is a “Niche” that you will know inside and out from personal experience.

SPECIALIZATION PART #2

- You can use/create Tools + Systems + Processes to help your Clients go from A → Z (and beyond)
 - Specific Tools (NVC, Mindfulness)
 - Entire Processes (LFP)

- You can also specialize in “High Impact Laser” Coaching:
 - No “Process” necessarily
 - More ‘Session by Session’ format
 - Powerful focus on whatever is “Alive” for the Client

4. AUTOMATION

No More Trading Time for \$\$\$!!!

THIS IS WHERE THE SCALABLE IMPACT AND REVENUE IS

- PROGRAMS + COURSES: Systems + Processes
 - “Evergreen” or “Live”
- Info Products:
 - “Masterclass” / Webinar
 - Ebooks
 - Video Trainings
- Licensing!
 - Licensing your Signature Program/Process /Materials to companies, other Coaches, Institutions
- JV’s (Joint Ventures) and Affiliate Marketing

THE BUSINESS OF COACHING

- **What are your Intentions? Motivations? Visions?**
 - WHY do you want to become a Coach?
 - What impact do you want to make? Why is this important to you?
 - How “Hands On” or “Hands Off” do you want to be?
 - How “Visible” do you want to be?
- **Total Creative Flexibility! As long as you effectively help your Clients get RESULTS, you can “shape” your business and the “How” of your however you want!**
 - **Highly recommended:** Packages vs. “1-Off” Hourly Sessions
 - *Please don't do hourly sessions, lol*
 - CONSISTENCY, COMMITMENT, PROCESS
- **WORK ON YOUR MONEY STORY**
 - Don't let your Money Story sabotage your BUSINESS or your IMPACT
 - What is the VALUE that your Client/Customer receives? REALLY put this in perspective! What is it worth to them?
 - SWSWSWSW
- **Individual Coaching:**
 - 1-Month to 1-Year Packages
 - VIP Day Packages
 - “High Ticket”
- **Group Coaching:**
 - Workshops
 - Programs + Trainings (“Evergreen” or Live)
 - Masterminds
 - Online or In-Person (3-4x Year)

- What is your Value Ladder / Product Suite?
- The importance of providing “Extreme Value”
- Creating a successful / organized “back end” system for your business
 - Software:
 - Google Drive
 - Calendly
 - Google Calendar
 - Mailchimp, Get Response, AWeber, KEAP (Advanced)
 - Website – Kajabi or Squarespace, wordpress
 - Thumbtack
 - Gmail – dedicated business account/email address
 - Paypal, Stripe, Thrive Cart, Etc.
 - Amazon for Business
 - CRM – Client organization, management, and tracking

COACHING BUSINESS MARKETING

- **YOUR BRAND:**
 - Niche Centric + Authentic
- **DEFINE YOUR OBJECTIVE:**
 - 1-on-1 Clients?
 - Sell Evergreen Products?
 - Group Coaching?
- **FUNNELS:** How people find out about you → Purchase
 - Gain trust, authority, deliver value, nurture, sell, nurture
 - FREE CONSULTATIONS
 - Landing Pages / Opt-Ins
 - Live Speaking Events
 - Deliver VALUE
 - Nurture list
 - SELL
- **MARKETING CHANNELS:**
 - Website – SEO
 - Blog – Esp if syndicated, guest contributor
 - Social Media
 - Youtube
 - JV AFFILIATE MARKETING
 - The “Prosperous Coach” approach – Serve! Serve! Serve! Have powerful conversations!
- **Lead Magnets:** Valuable Freebie
 - Webinars
 - Video Series
 - Recorded Audio
 - Ebooks or Workbooks
 - Tools

- GROWTH METRICS... *How will you know if you're growing?*
 - # of Clients?
 - Group Size?
 - List size + Engagement?
 - Revenue?
 - Followers?

- SCALING AND GROWTH STRATEGY
 - What are your objectives?
 - Quality? Quantity? Both?
 - Get specific

COACHING BUSINESS SETUP+STARTER KIT

1. Learn the Coaching Modality + Core Competencies
2. Do YOUR Inner Work (Money Mindset, Ego, Fear, Gremlins)
 - a. Embrace your VALUE and the Value others will receive
3. Training, Mentor, or Experienced Peer Group
4. Set Up Calendly
5. Get Basic Contracts + Policies in Place
6. Have *at least* an outline of the Pain Points and Solutions (even if general at first) and really understand what people are yearning for...
7. Practice! Coach Your ASS Off!
 - a. Establish the GOAL/FOCUS of the Coaching Session + Journey
 - b. Powerful questions, Actively Listening
 - c. Make them Stretch, Dig Deep
 - d. Uncover Gremlins
 - e. Action Steps + Accountability!
8. Explore Your Niche
9. Research Your Niche – Needs, Pain Points, Solutions, Psychographics
10. Market Research + Competitive Analysis (Who else is out there? How are they serving your niche?)
11. Simple Website/Landing Page
 - a. Kajabi or Squarespace (Template, great for beginners)
 - b. Wordpress (advanced)

12. Payment System (Paypal, Stripe, Etc.)
13. Find Your People! Help Them Find YOU!
 - a. LinkedIn?
 - b. Facebook?
 - c. Yelp
 - d. Thumbtack
 - e. Lead Magnet → Website or Blog → CTA “Call to Action”
14. Learn how to successfully lead a Consultation Call + Sign a Client on the Spot!
15. Systems, Maintenance, and Follow-Up

MENTORSHIP/TRAINING

- There are 1000s of Coaching Schools, it’s important to research and look into several, hold the line for GREAT fit and credibility.
- There are also GREAT, inexpensive ONLINE programs:
 - Udemy – I recommend *Transformation Academy*
 - Google Search
- As of 2/2020 I currently have 1 opening for the new ***Life. Fun. Purpose. Coach Training + Certification Program!*** I am also considering offering a small Group Program beginning in July (depending on interest)

RECOMMENDED RESOURCES SHORTLIST

- [*“Co-Active Coaching”*](#)
- [*“Supercoach: 10 Secrets to Transform Anyone’s Life Forever”*](#) by Michael Neill [added 2020)
- [*“Total Life Coaching”*](#)
- [*“The Prosperous Coach”*](#)
- [*“A Shift in Being: the Art and Practices of Transformational Coaching”*](#) by Leon Vanderpool [added 2021]
- [*“Becoming A Professional Life Coach”*](#)
- Any Trainings offered by “Evercoach” or “Mindvalley”
- “Transformation Academy” Trainings on Udemy

NOTES