



ADVANCE

WITH **THE COACHING REVOLUTION**



ICF Accredited Diploma In Marketing For Coaches



For qualified coaches who want to succeed



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Purpose

The Advance Programme is designed to equip coaches with the tools, knowledge, and strategies to engage organisational clients effectively. It focuses on marketing directly to the coachee—the individual beneficiaries of coaching—while providing tangible resources to reassure stakeholders involved in the decision-making process. This dual approach ensures coaches can confidently navigate the complexities of organisational engagement.

Key Objectives

1. **Teach coaches** how to market while aligning with organisational priorities.
2. **Provide tools** to address stakeholder concerns, such as ROI, cost, and internal alternatives.
3. **Help coaches establish themselves** as the perfect solution to a coachees' challenges.
4. **Equip coaches with strategies** to access professional development budgets within organisations.
5. **Build coaches' confidence** in navigating procurement processes, writing proposals, and establishing long-term partnerships.





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Key Features

- **Coachee-Centric Approach** Focuses on engaging coachees while providing confidence-boosting resources for stakeholders.
- **Tangible Tools and Resources** Includes proposal templates, ROI frameworks, and procurement guidance.
- **Scaffolded Learning** Breaks down complex processes into manageable steps.
- **Unlimited Support and Accountability** Continuous guidance ensures participants stay on track and overcome challenges.
- **Real-World Application** Emphasises practical tasks and immediate implementation for measurable results.

Outcomes

Participants will leave the Advance Programme with:

- A clearly defined strategy for engaging organisational clients.
- Tangible tools to address stakeholder concerns and secure buy-in.
- Confidence in navigating procurement processes and tendering opportunities.
- A sustainable business model for long-term organisational engagement.
- Practical skills to turn one-time engagements into repeat clients.



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Alignment With Our Mission

The Advance Programme aligns with The Coaching Revolution's broader mission to get the world coached by teaching coaches how to market comfortably, effectively and ethically.





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Advance

the suite of programmes for coaches who
want to engage corporate and
private clients.

Our **Advance** suite of programmes consists of 5 separate **Elements**, which together create a marketing programme that has been developed especially for professional coaches.

You will learn a marketing blueprint that empowers you to market to organisations and individuals, comfortably, confidently and competently

The difference between the three **Advance** programmes lies in **how** the **mentoring** element is delivered – the taught material is the same for each.

- **Advance Premium** with 1:1 Mentoring
- **Advance Collective** with 1:4 group mentoring
- **Advance Flex** with asynchronous (self-paced) mentoring



Plus, complete the whole programme to
receive your ICF accredited Diploma in
Marketing For Coaches



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The Difference Between Premium, Collective and Flex

The content of the mentoring modules is the same no matter which programme you choose. The difference is in how it is delivered.

Premium

Advance Premium has the mentoring element of the programme delivered in **10 x 1:1 sessions of 60 minutes**.

You can choose when to have your sessions and you may have the option of sessions with different mentors.

Collective

Advance Collective has the mentoring element of the programme delivered 1:4. There are **10 x 90-minute 1:4 sessions delivered every 2 weeks for 20 weeks**.

The day/time of the sessions is chosen by the cohort.

Flex

Advance Flex has the mentoring element of the programme delivered by **video module**. The modules are drip fed on a bi-weekly basis.

The live part of Flex consists of a bi-weekly Q&A for you to have input from a mentor.



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The Five Elements

1 - Mentoring

Our programmes are all taught by coaches who are alumni. They joined us, learned how to market, implemented and built great businesses. They all continue to actively market and build their businesses.

2 - Foundations For Business Success

10 topics for ensuring that your success is comfortable and achievable.

3 - InCrowd

Our vibrant, supportive community. This is where you'll find coaches to collaborate with, and celebrate with. They will become your colleagues and your daily points of contact.

4 - The Vault

Our online repository of more than 450+ hours of recordings of all the additional classes we've delivered over the last 7 years. There are also AI prompts, contracts, Canva templates and much, much more.

5 - Action Learning Sets

When you have reached a predetermined milestone in your journey with us, you'll be invited to join a closed group for 4 x Action Learning Sets to help you maintain momentum.

ICF-accredited diploma in marketing for coaches

There are no written essays or formal assignments to complete in our programmes. Instead, evidence of learning is demonstrated by implementation of what's taught. This means you demonstrate learning by actively marketing.



Mentoring Element

The Advance Programme consists of 10 structured mentoring sessions that progressively build participants' skills:

1. **Who is Your Ideal Client?** Define the Ideal Client Avatar (ICA) for organisational contexts.
2. **Understanding Your Client.** Deepen insight into coachees' "3am problems" and challenges.
3. **Becoming Visible.** Craft messaging that resonates with coachees and introduces the Keynote Presentation (KNP).
4. **Getting Your Message Right.** Refine the KNP, create the "Golden Sentence," and ensure clarity in marketing communication.
5. **Finding Clients.** Explore diverse routes to clients, including referrals, thought leadership, and speaking engagements.
6. **Generating New Opportunities.** Master procurement processes and proposal writing with tailored templates.
7. **Finding Existing Opportunities.** Leverage tender portals and supplier lists effectively.
8. **Keeping Hold of the Ball.** Build and maintain warm relationships with coachees and stakeholders.
9. **Giving the Right Information to the Right People** Understand and address the distinct needs of coachees and decision-makers.
10. **Turning a One-Time Client into a Repeat Client.** Overcome objections and establish long-term partnerships.



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There is **NOTHING** like this anywhere else!

“The thought of marketing my coaching services to corporates felt daunting. Advance has provided me with all that I need to market to corporates. And more”



“I have been taught exactly what I need to do. You start implementing what you learn from week one and are supported as you go. The mentors know what works and what doesn't, saving you time from making unnecessary mistakes and ensuring that you focus on what works. Their knowledge and experience are second to none.”



“Sarah is a passionate, driven, no bullshit or platitudes, heart of gold kind of person who works her ass off to make sure that you squeeze every last inch out of the investment that you make. She is determined to make sure that you succeed and genuinely wants you to be the best that you can be”

“In a noisy market full of emperors new clothes salespeople, The Coaching Revolution and Sarah in particular, are refreshing”



“If you want to stop going it alone with a scattergun strategy and start getting focused on making a difference in the world, with a supportive team around you, then this is for you!”



Any questions? >>



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Foundations For Business Success Element



FOUNDATIONS
FOR BUSINESS
SUCCESS
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Foundations For Business Success

10 x 1 hour classes covering related business topics. Watch all 10 as part of the ICF qualification.



Resilience, Patience, Persistence and Curiosity



Entrepreneur -v- Employee Mindset



Getting Started With Canva.com



Time Management



The Structure Of A Sales Call



Pricing & Packages
(developing and pricing coaching packages – part 1)



Pricing & Packages (part 2)



The Money's in the List
(the basics of email marketing)



Becoming Visible



How To Build Authority In Your Niche



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InCrowd Element



InCrowd

Our vibrant, supportive community, which includes the following:



Monday Night Live

An online bi-weekly class – always related to growing your coaching business.



Weekly Accountability Call

Does what it says on the tin. Accountability makes the difference.



Daily Zoom Cafes

Informal cafe every weekday – it's like having colleagues again.



Co-Working Spaces

Two, 2-hour co-working sessions on Zoom. Improve your focus and get stuff done!



Peer-to-Peer Coaching Circle

Build your hours and get coached.

“There was always someone available in the community to answer my questions, providing timely support and insights that have been crucial to my growth.

It was such a relief to have knowledgeable people to ask!”



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The Vault Element



Recordings Of The Best Live Training We've Delivered Over 7 Years!



Monday Night Live

Bi-weekly on a Monday since 2017 – all recorded and stored in The Vault.



450+ Hours

Of coach-specific marketing training.



Available 24/7

Access The Vault from wherever you are, on whatever device is most convenient for you.



Additional Resources

From one-hour deep-dive webinars, to micro 'how-to' video lessons, to templates for **everything** from contracts, proposals and social media graphics – and much more.

“Sarah is absolutely committed to seeing her mentees succeed, keeping an oversight on their progress, balancing compassion with forthright wisdom, while at the same time giving her mentors everything they need to do their jobs to the best of their ability.”



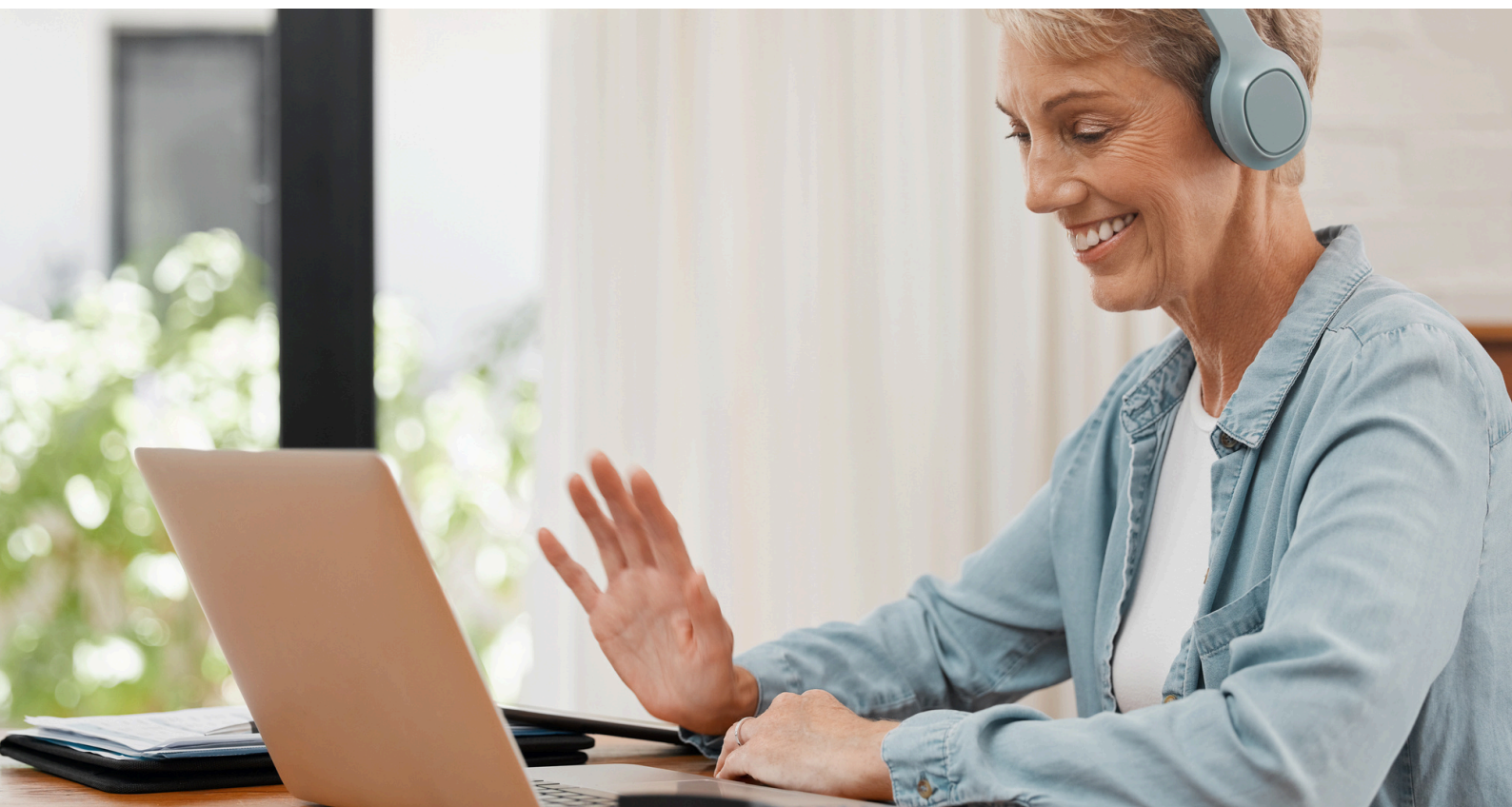
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Action Learning Sets Element

As you reach progress milestones, you will be invited to attend 4 x online 90-minute Action Learning Set (ALS) with other coaches from across the entire suite of programmes.

Each ALS is specifically designed to keep you focused on your goal and to help you to overcome the challenges that arise as you market your coaching business.



“Not only have I learned how to run a successful coaching business, I’m now part of a brilliant coaching community where the other coaches are not my competition but my peers. Sarah’s straight talking is a breath of fresh air in a world of get rich quick schemes for coaches”



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How It All Fits Together

NB: Mentoring session 1 isn't the start of the programme. The start is your onboarding.



12 MONTH PLAN



*1:1 mentoring is more flexible in the timing of delivery

*ALS - Action Learning Sets

Any Questions? >>>



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FAQs

Q: Are all versions of the Advance programme ICF-accredited?

A: Yes, all The Coaching Revolution programmes are ICF-accredited to ensure the high quality of our programmes.

Q: Will you teach me how to use LinkedIn and other social media platforms too?

A: Yes, we teach everything that's required to market and build a coaching business.

Q: Do I need to have my target audience/niche sorted before I can join you?

A: No, you need nothing in place other than the willingness to learn and take action.

Q: Why do the programmes last for a year?

A: We want to keep an eye on what you're doing with your marketing, and support you to take action so that you become a confident, effective marketer.

Q: What happens after the year?

A: We have an annual membership, which means you can stay in our community for as long as you want to.

Q: Are there any hidden costs?

A: We teach low-cost and no-cost marketing techniques. The low costs might include networking (if relevant) and one or two important bits of software.

Any other questions? >>



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“Joining The Coaching Revolution gang has been one of the best decisions I have ever made. Sarah is superbly skilled at teaching the very specific marketing skills required to grow a successful coaching business.”



UK-based coaches

Advance Premium £7400 (inc VAT)
(or 10 monthly payments of £740)

[Enroll Now](#)



Advance Collective £4500 (inc VAT)
(or 10 monthly payments of £450)

[Enroll Now](#)



Advance Flex £3400 (inc VAT)
(or 10 monthly payments of £340)

[Enroll Now](#)



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“Sarah has a group of excellent mentors, and other experts around her, supporting you through the programme. The quantity and quality of resources available ensure that you always have information on any marketing topic at your fingertips.”



non UK-based coaches (ex VAT)

Advance Premium £6167
(or 10 monthly payments of £617)

[Enroll Now](#)



Advance Collective £3750
(or 10 monthly payments of £375)

[Enroll Now](#)



Advance Flex £2833
(or 10 monthly payments of £283)

[Enroll Now](#)



Any Questions? >>



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*“The marketing programmes from The Coaching Revolution are excellent. Straightforward concepts, none of the bullshit promises of earning 6 figures in 2 minutes that you get from some other providers and lots of support along the way. **You get out what you put in**, and if you follow all the steps, you will get inbound enquiries and clients. **It works!**”*



“When I joined The Coaching Revolution, I’d already tried a few things but I wanted more focused support targeted at my business – I got this and so much more! Within six months, I had a clear message and more work than I could fit in.

The Coaching Revolution has given me business development skills. It’s helped me grow in confidence and as a bonus I have a supportive community of coaches all going through the same.”



“Sarah is a subject matter expert and someone who will push you outside of your comfort zone to achieve things you didn’t think YOU could do. I would wholeheartedly recommend her. The Coaching Revolution community is special and not to be missed.”



Any Questions? >>



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