

# MOMENTUM

WITH **THE COACHING REVOLUTION**



## ICF Accredited Diploma In Marketing For Coaches



For professional coaches who want to succeed



**THE COACHING REVOLUTION**

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## Programme Overview

### Purpose

The Momentum programme is designed to equip coaches with the tools, knowledge, and support they need to build an effective client acquisition process. By focusing on practical implementation and mindset shifts, the programme enables coaches to create a financially viable and sustainable business targeting private clients.

### Key Features

1. **Outcome-Focused Approach:** Coaches learn to articulate the benefits of coaching without relying on jargon or overly technical explanations, focusing on solving clients' tangible problems rather than describing coaching processes.
2. **Addressing Misconceptions About Coaching:** The programme helps coaches attract clients who may not understand coaching but are grappling with challenges that coaching can resolve. It teaches coaches to shift from explaining coaching to showcasing its transformative outcomes.
3. **Practical Tools and Strategies:** Coaches gain access to resources like the Ideal Client Avatar (ICA) workbook, marketing templates, and LinkedIn strategies to create effective, client-focused messaging and consistent marketing habits.
4. **Unlimited Support and Accountability:** Momentum provides comprehensive wrap-around support, including unlimited access to mentors, to ensure participants implement what they learn effectively. Every step is scaffolded for ease of understanding and application.



## Key Features

- **Outcome-Focused Approach:** Coaches learn to articulate the benefits of coaching without relying on jargon or describing coaching processes.
- **Addressing Misconceptions About Coaching:** The programme teaches coaches attract clients who don't understand what coaching is but are grappling with challenges that coaching can resolve.
- **Tangible Tools and Resources:** Includes all templates necessary including for social media graphics, contracts, rate cards etc.
- **Unlimited Support and Accountability:** Continuous guidance and support ensures participants stay on track and overcome challenges.

## Outcomes

Participants who complete the Momentum programme will:

- Have a clear Ideal Client Avatar (ICA), marketing message and targeted strategy.
- Build consistent habits for creating visibility and generating inbound enquiries.
- Reframe marketing as an ethical, client-focused activity.
- Develop confidence and skill in articulating the value of coaching.
- Create a financially viable coaching business.





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## Alignment With Our Mission

The Momentum 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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# Momentum

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

Our **Momentum** 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 comfortably, confidently and competently

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

- **Momentum Premium** with 1:1 Mentoring
- **Momentum Collective** with 1:6 group mentoring
- **Momentum Flex** with asynchronous (self-paced) mentoring



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



## 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

**Momentum 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

**Momentum Collective** has the mentoring element of the programme delivered 1:6. There are **10 x 120-minute 1:6 sessions delivered every 2 weeks for 20 weeks**.

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

### Flex

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

There is live element to this programme too; a bi-weekly Q&A for you to have input from a mentor.



## 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 Momentum programme consists of 10 progressive sessions, each building on the last to guide coaches from foundational knowledge to advanced marketing and sales skills:

1. **Foundations:** Defining niches and creating an Ideal Client Avatar (ICA).
2. **Deepening Focus:** Exploring the ICA's "3am problems" and initiating consistent LinkedIn activity.
3. **Creating the marketing narrative:** Developing the marketing message aligned with the ICA's needs.
4. **Presentation and Feedback:** Delivering and refining the Keynote Presentation (KNP) for clarity and impact.
5. **Content Development:** Creating posts, refining marketing messages, and updating LinkedIn profiles.
6. **Expanding Presence:** Exploring other platforms and addressing discomforts with visibility.
7. **Advanced Tools:** Blogging, podcasts, videos, and offline networking.
8. **Sales and Scaling:** Creating lead magnets, rate cards, and handling sales calls confidently.
9. **Evaluation:** Reviewing progress and identifying effective strategies.
10. **Forward Planning:** Reflecting on growth and planning next steps for sustained success.



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

*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.***



*Sarah has a huge passion about putting a dent in her often quoted statistic of how many coaching businesses fail. She really is in it for you and her enthusiasm for the process is infectious.*

*The attention to detail and breadth of scope of the materials within the programme is phenomenal. Anything you might have thought about is covered, along with a very large number of topics you may not have done.*



*The Coaching Revolution is the missing link that helps you turn all the thinking you're doing and frustration your feeling melt away into focused step by step action. It does this by deeply understanding the process coaches go through on the course and putting support mechanisms in place so that you don't fall off the wagon!*



Any questions? >>













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## Foundations For Business Success Element



### **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



## 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!”*



## The Vault Element



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



### **Monday Night Live**

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 contracts, proposals – 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.”*





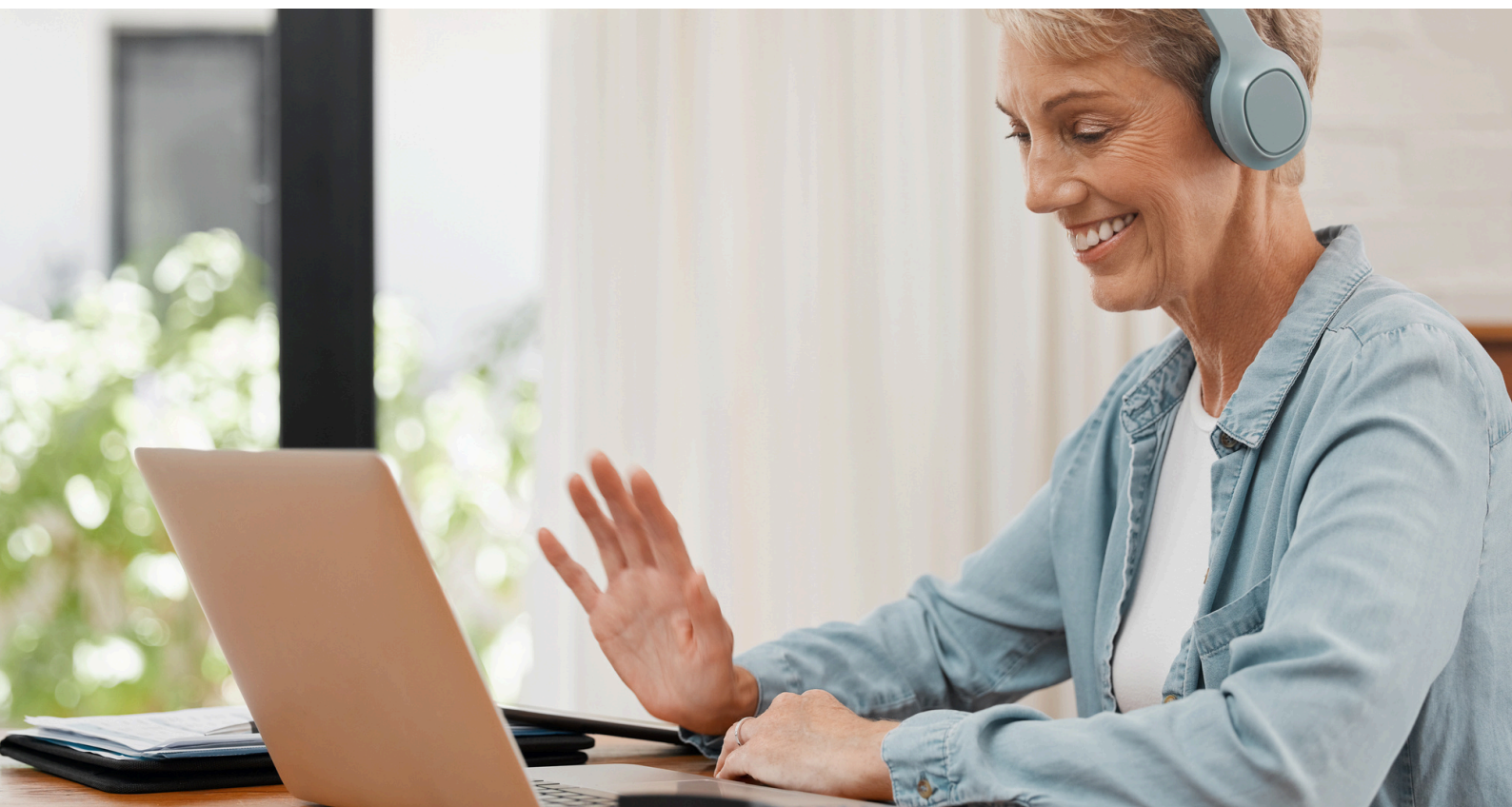
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## Action Learning Sets Element

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 the Momentum programmes 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?

**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

**Q:** Why does the programme last for a year?

**A:** We want to keep an eye on what you're doing with your marketing 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, the most expensive of which is a Canva pro account.

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 (inc VAT)

**Momentum Premium £7400**  
(or 10 monthly payments of £740)

[Enroll Now](#)



**Momentum Collective £3900**  
(or 10 monthly payments of £390)

[Enroll Now](#)



**Momentum Flex £3100**  
(or 10 monthly payments of £310)

[Enroll Now](#)



Any Questions? >>>



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*“Sarah is a dynamo: always there, always improving the offering, always acting on feedback, and what she models actually works. It just works.”*



## Non-UK-based coaches (ex VAT)

**Momentum Premium £6167**  
(or 10 monthly payments of £618)

[Enroll Now](#)



**Momentum Collective £3250**  
(or 10 monthly payments of £325)

[Enroll Now](#)



**Momentum Flex £2584**  
(or 10 monthly payments of £258)

[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 . 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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