



*The Coaching Revolution*

# **Bonuses for Coaching Revolution Mentoring Packages**

*(Value £11,735)*



# Bonuses for Coaching Revolution Mentoring Packages



Coaches say...

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“I’ve never run a business before and I’m worried I’ll miss something important...”

We understand that many coaches may not have run their own business before and that’s why we provide our **Foundations for Business Success** series as a bonus (*value £1500*).



These are 10 sessions which cover many aspects of starting and running a coaching business. They include:

### **Resilience, Patience, Persistence and Curiosity**

Why these are essential qualities for the owner of a coaching business.

### **LinkedIn**

How to optimise your LinkedIn profile for comfortable, effective marketing.

### **Entrepreneur -v- Employee Mindset**

How to transition from one to the other with a minimum of fuss.

### **Using Canva**

How to create beautiful marketing assets simply and quickly.

### **Time Management**

Making the best use of the time you have available.



## **The Structure Of A Sales Call**

The most effective structure to ensure maximum conversions from enquiries to clients.

## **Business Administration**

How to make sure that you have the administration basics covered.

## **Pricing & Packaging**

How to package your coaching offering and price it attractively.

## **The Money's In The List**

An audience on social media is owned by the social media platform. In this session we look at how to take your audience from social media to an email list – which will become a business asset.

## **How To Build Authority In Your Niche**

What to do when you have the basics covered with your marketing.



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Coaches say...



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“I don’t know what to say in my marketing...”

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We understand that knowing what to say, and being consistent with your message is something that coaches find challenging. That’s why we’ve created our **Daily Post Challenge** for every day of the year *(value £350)*.

As soon as you’ve identified your ideal client, and the 3am problem that they’re grappling with, you can join in.

Each prompt will provide a framework for a post and will combine to create the ‘know, like and trust’ strategy that’s essential to implement when finding clients who can – and will – pay a professional rate for your coaching.

Every day, we provide the structure for a post and all our mentees share the link to their version of that post in the comments.

What that means is that new mentees can see how others have used the framework and are able to use these examples to craft their own posts.

These prompts have transformed the quality and consistency of posting for everyone, leading to more inbound enquiries and therefore more paying clients.



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Coaches say...



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“Marketing seems to be a fast-paced environment, how can I keep up-to-date with it?”

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We understand that keeping abreast of what’s happening in the world of marketing and in particular how that relates to your ideal client is challenge.

That’s why we have **Monday Night Live (MNL)** 42 weeks of the year (*value £2100*).

MNL happens at 10am and 8pm (UK) on most Mondays (not UK bank holidays) to allow all time zones to attend. Each week we explore a different facet of marketing and specifically how it relates to you and your prospective clients. As we have a wide range of in-house expertise, either Sarah or one of our mentors usually delivers the weekly sessions, and occasionally we bring in external experts to fill any gaps that exist.

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Coaches say...



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“I can’t attend every Monday, but I don’t want to miss the MNL sessions...”

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We understand that life gets busy and that it’s not possible to attend as many MNLs as we want to. That’s why we have created **The Vault**, our online repository of recordings of all the MNLs going back to September 2017 – more than 300 hours (*value £4995*)!

The Vault is divided into categories and is easy to manoeuvre to find exactly what you need, when you need it. Our clients have described The Vault as an absolute goldmine of knowledge and information.





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Coaches say...



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“I love learning, but I’m not so great at implementing what I’ve learned...”

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We understand that there can be all kinds of barriers to implementing everything you learn with us. We’re all coaches and so we understand the ‘mind monkeys’ that prevent us from taking action. That’s why we give **6 x 90-minute sessions** of group coaching to everyone on our programmes\* (*value £750*).

These sessions not only support us in overcoming mental barriers to growing our businesses, but they also model excellent group coaching techniques for us to implement in our own practice.



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Coaches say...



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“It’s lonely being self-employed...”

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Coaches are ‘people-people’ and so it’s ironic that we end up in a position of being self-employed spending our working day alone when we’re not coaching. Having colleagues (who actually understand what we do for a living!) is an important part of our working lives. That’s why we have our **Zoom Cafes (value £1200)**.

From Monday to Friday we have a one hour drop-in Zoom Cafe. Bring a cuppa and come to ask a question you’re grappling with regarding your marketing, or just have a chat, hang out and listen to the conversation. This is 5 x 60 minutes of access per week to a community of coaches and mentors who can help you to resolve burning issues.

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Coaches say...

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“I find it difficult to stay focused when creating marketing material...”

We understand that it can be hard to remain focused when you're working from home and there are SO many distractions.

That's why we have 2 x 2-hour **co-working sessions** a week (*value £840*).

These are hosted on Zoom and are amazingly successful at keeping us focused.



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Coaches say...

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“I need to build my coaching hours for my credential...”

We understand the coaching profession well and so we offer our clients the opportunity to join our **Coaching Circle**.

The Coaching Circle offers coaches the opportunity to build their coaching hours through reciprocal coaching (**Priceless!**).

*\*Accelerate, Momentum and Advance clients only*

