



ADVANCE

WITH THE COACHING REVOLUTION



ICF Accredited Diploma In Marketing For Coaches



For professional corporate coaches who want to succeed



BOOK A CALL >>>



ADVANCE

WITH THE COACHING REVOLUTION

Marketing for coaches who want to work in the corporate space

With a maximum of four in each group, ADVANCE consists of 10 mentoring sessions run over 20 weeks – and support for a whole year.

You will discover a specialist blueprint for coaches so that you can market to corporates, comfortably, confidently and competently

- 10 x 90 minute sessions delivered every 2 weeks for 20 weeks (at a time agreed by each cohort)
- 10 x additional business sessions (covering business admin, business technology, mindset, time management etc)
- 6 x group coaching sessions to keep you on track



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



ADVANCE

WITH THE COACHING REVOLUTION

Our suite of programmes

OFFER COMPARISONS

	LIVE DELIVERY	MENTORING	MARKETING DIPLOMA	GROUP COACHING	FOUNDATIONS FOR BUSINESS SUCCESS	IN CROWD	VAULT	IGNITE MODULES
ACCELERATE	✓	1:1	✓	✓	✓	✓	✓	✗
ADVANCE	✓	1:4	✓	✓	✓	✓	✓	✗
MOMENTUM	✓	1:6	✓	✓	✓	✓	✓	✗
IGNITE STANDARD	✗	✗	✗	✗	✗	✓	✓	✓
IGNITE PLUS	✗	✗	✓	✓	✓	✓	✓	✓



ADVANCE

WITH THE COACHING REVOLUTION

PROGRAMME CONTENTS

MENTORING SESSIONS

Session One

Introductions, understanding why an Ideal Client Avatar (ICA) is important in the corporate space, exploring who your ideal client might be.

Session Two

ICA - Who is your ICA? Digging deep into them, so that you know them as well as you know yourself!

Session Three

Becoming visible and knowing what your ICA needs to hear to want to work with you, introducing the Keynote Presentation.

Session Four

Speaking in your ICA's language so that they can hear you, using your Golden Sentence.

Session Five

Finding clients, what are the different routes to finding corporate clients?



ADVANCE

WITH THE COACHING REVOLUTION

MENTORING SESSIONS

Session Six

Generating new business opportunities, understanding procurement processes, learning how to write proposals.

Session Seven

Finding existing opportunities, using tender and purchasing portals, navigating preferred supplier lists.

Session Eight

Keeping hold of the ball, building relationships and keeping them warm, mastering corporate communication.

Session Nine

Understanding the difference between the client and the decision maker, knowing what each need to hear.

Session Ten

Getting repeat business, navigating HR, understanding ROI, measurement and value.



ADVANCE

WITH THE COACHING REVOLUTION

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. Liz and Sarah 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.”

★★★★★

“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 sign up!”

★★★★★



ADVANCE

WITH THE COACHING REVOLUTION

PROGRAMME CONTENTS



Incrowd

Our vibrant, supportive community, which includes the following:



Monday Night Live

An online 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.



ADVANCE

WITH THE COACHING REVOLUTION

PROGRAMME CONTENTS



FOUNDATIONS
FOR BUSINESS
SUCCESS

WITH THE COACHING REVOLUTION

Foundations For Business Success

10 x 1 hour classes covering related business topics. Attend all ten as part of the diploma.



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 part 1)



The Money's in the List (part 2)



How To Build Authority In Your Niche



ADVANCE

WITH THE COACHING REVOLUTION

FAQs

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 for £450 (or £45pm) which means you can stay in our community for as long as you want to.



ADVANCE

WITH THE COACHING REVOLUTION



ADVANCE

WITH THE COACHING REVOLUTION

“For coaches tired of stabbing in the dark, Advance offers traction. Traction in that your spinning wheels stop spinning and start moving you towards your goal.”

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



ADVANCE Corporate Group programme provides coaches who want to work with corporate (B2B) clients with the knowledge to move forwards in a purposeful way. It develops and improves their business so that they can rise in rank, position and importance - with confidence.

YOUR INVESTMENT

10 x monthly payments of £420 (inc VAT)

or

One payment of £4200

[BOOK A CALL](#) 