



MOMENTUM

WITH **THE COACHING REVOLUTION**



ICF Accredited Diploma In Marketing For Coaches



For professional coaches who want to succeed



THE COACHING REVOLUTION

BOOK A CALL >>



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Our Momentum mentoring programme is delivered in small groups. It is designed for coaches who want to attract private clients. With just six in each group, the mentoring element of Momentum is 10 sessions run over 20 weeks.

What we teach works.

The Momentum Programme includes:

-  10 x 120 minute sessions of mentoring
-  12 months membership of INCROWD, our fantastic, supportive coaches community
-  10 x business sessions (covering admin, business technology, mindset, time management etc)
-  12 months x weekly Monday Night Live – additional marketing training on top of mentoring sessions
-  Maximum support in between from our community
-  Co-working sessions
-  Access to hundreds of hours of online training



Complete the whole programme to receive an ICF-accredited Diploma in Marketing For Coaches (19 CCEs)



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Our suite of programmes

OFFER COMPARISONS

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



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

*“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!”*



COURSE CONTENTS

Session One

Introductions, your perfect client, and introduction to the concept of an Ideal Client Avatar (ICA).

Session Two

ICA – Who is your ICA and digging deep into them.

Session Three

What do they need to hear? A deep dive into writing a marketing message.

Session Four

Finalising your marketing message.



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COURSE CONTENTS

Session Five

Using your marketing message to create content – forever!

Session Six

LinkedIn for professional coaches

Session Seven

Where else is your client – online and offline?

Session Eight

Sharing your knowledge via a lead magnet

Session Nine

Tracking and measuring your marketing.

Session Ten

Maintaining visibility into the future.

*“The benefit of learning new, relevant, usable skills with a group who have got your back is **incredible**. The group is a **source of support**, additional ideas, and holds you to account, which helps to move forward.”*





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The Momentum Programme includes full access to:



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.

*“This is **so great!** The mentoring programme is so amazing, to offer a group is **genius!**”*





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FOUNDATIONS
FOR BUSINESS
SUCCESS

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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

*“This is **so great!** The mentoring programme is so amazing, to offer a group is **genius!**”*





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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.

*"This is **so great!** The mentoring programme is so amazing, to offer a group is **genius!**"*





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Our Momentum programme provides coaches with the strength and knowledge to move forward. It allows your coaching business to grow stronger and faster!

Are you ready to gain momentum in your coaching business?

YOUR INVESTMENT

10 x monthly payments of £340 (inc VAT)

or

One payment of £3400

[BOOK A CALL](#) >>

*"I spent 13 months convinced I couldn't afford to work with The Coaching Revolution. Once I joined it, it **transformed my coaching business**. I just wish I'd joined sooner!"*

