



THE COACHING REVOLUTION

Turning Qualified Coaches Into Well-Paid Professionals



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Our bespoke, accredited mentoring programmes are for coaches who want to accelerate their coaching business success!

Our clients have their coaching qualifications, now they want clients.

Our mentoring programmes have supported hundreds of coaches to build financially viable coaching businesses by teaching a comfortable, effective and pragmatic marketing process that works.



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Introduction

What is The Coaching Revolution, and why should you care?

02

Our Vision

We only work with qualified coaches – and there’s a very good reason for that. We want to get coaches working and to change the world!

03

What To Expect From Us

What you can expect from us, and what we expect from you.

04

Our Suite Of Programmes

We offer synchronous and asynchronous programmes. We offer 1:1, 1: small group and 1:many programmes too. We have something for every coach and every budget.

05

Our Typical Year

An illustration of how the elements of our programme fit together across a year.



06

Our Pricing – UK

From £1900 to £5750 – payment plans available.
(Outside the UK pricing is minus VAT – see overleaf for details)

07

Our Pricing – Outside UK

Those outside the UK pay 20% less, because they don't pay VAT (sales tax).

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Our Mentoring Sessions

What do we teach in the mentoring sessions.

09

Foundations For Business Success

Business topics for entrepreneurs.

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InCrowd – Our Fabulous Community

Support, community and training.



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Join Us - Live Classes

Join Momentum, Accelerate or Advance

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Join Us - Asynchronous Classes

Video mentoring sessions, live bi-weekly (Zoom) Q&A



THE COACHING REVOLUTION

What Is The Coaching Revolution

The Coaching Revolution is a movement to get the world coached. Coaching is a transformational superpower. Sadly, it's also a best-kept secret.

Coaches have a challenge when it comes to marketing their businesses and it's this - no one knows what we do, but they think they do and they're wrong. Add in the fact that coaches are notoriously bad at talking about the benefits of coaching and you've got confusion.

This confusion is what's stopping the world getting coached.

The Coaching Revolution exists to teach coaches comfortable, effective ways to market their coaching businesses so that they can attract clients who can and will pay a professional rate for their coaching.

Once our financial bases are covered, we can focus on pro bono work (if we want to) and change the world.

“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”





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Our Vision - Designed For Coaches

There's a pervasive belief amongst the coaching profession that one's coaching skills will speak for themselves. This leads to the belief that all you need to build a fabulous coaching business are your coaching skills.

Spoiler alert - this is not true and this belief is responsible for the high attrition rate of coaches.

Every single business in the world must have a robust client acquisition process, because without one, the business will fail.

Our coaching skills are our **delivery** skills. Coaches also need **creating the opportunity to do the delivery** skills. These are client acquisition skills, and they are a full 50% of the skillsets required to build a financially viable coaching business.

The Coaching Revolution only works with qualified coaches (or those who are becoming qualified) and we have developed a comfortable and effective process for building a steady pipeline of potential coaching clients. Ones who will recognise themselves in your words and your writing and who will want to speak with you about becoming a client.

Isn't that a welcome relief?

“I haven't enjoyed a piece of work so much in a very long time. Working with experts, and meeting my tribe is fantastic. I look forward to every single event. They are all very high on my joy scale”





What To Expect From Us, and What We Expect From You

We Will:

- Provide tuition and support throughout the year
- Provide a vibrant community for you to belong to
- Provide ongoing and up-to-date training (in addition to the mentoring sessions)

You Will:

- Have a recognised coaching qualification (or be working towards one - classroom hours finished). If you're not sure, ask. Recognised qualifications include ICF, EMCC, AC, ILM, degree, masters degree, PhD.
- Commit to taking the actions you agree with your mentor after every session

*“I knew how to coach and I knew who I wanted to help, but I didn't know how to make that happen. Working with the amazing team at The Coaching Revolution has made my vision a reality.
100% recommend!”*





Our Suite of Programmes

OFFER COMPARISONS

	LIVE DELIVERY	MENTORING	MARKETING DIPLOMA	GROUP COACHING	FOUNDATIONS FOR BUSINESS SUCCESS	IN THE CROWD	THE 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	✗	✗	✓	✓	✓	✓	✓	✓



Mentoring Session Length - per programme



Momentum 1:6 Group mentoring - private client

10 x 2 hour sessions every 2 weeks at at time/day agreed with the cohort



Advance 1:4 Group mentoring - corporate and private client

10 x 90 minute sessions every 2 weeks at at time/day agreed with the cohort



Accelerate 1:1 mentoring - corporate and/or private client

10 x 1 hour sessions at your convenience, but no closer together than 2 weeks.



Ignite Standard and Plus

Video tutorials drip-fed every two weeks. A live Q&A every 2 weeks.



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A Typical Year



12 MONTH PLAN



This gives you an idea of how a Coaching Revolution year fits together.

The first mentoring session isn't the beginning of your journey with us, your onboarding session is - because we set your first 'homework' at that point.



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Content - 10 x Mentoring Sessions

All our programmes teach the same thing - how to market, comfortably and effectively.

The sessions cover the following:

- Choosing a target audience (or niche - the same thing)
- Creating an Ideal Client
- Building a comprehensive marketing message
- Understanding know/like/trust and why it matters
- Curating an audience of potential clients
- Creating content to encourage them into your diary
- Positioning yourself as an expert
- Using social media and other platforms
- Understanding what the data is telling you
- lots more.....

All our mentoring is delivered by coaches who have taken our programmes and who are actively marketing their own, successful coaching businesses. Our clients are being taught from knowledge and experience, not just theory.

“Joining The Coaching Revolution has been one of the best decisions I have ever made. The quantity and quality of resources available ensure that you have information on any marketing topic at your fingertips - all honed for coaches”





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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



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THE
THIN
CROWD

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Monday Night Live



Facebook group



Zoom Cafes



Coaching Circle



Accountability Call



Co-Working Space



Pricing - UK with VAT

Momentum - £3400 (or 10 x £340)

(for coaches who want to market to private clients)

Advance - £4200 (or 10 x £420)

(for coaches who want to market to organisations and private clients)

Accelerate - £5750 (or 10 x £575)

(1:1 - so you choose)

Asynchronous learning:

(for coaches who want to market to private clients)

Ignite Plus - £2500 (or 10 x £250)

Ignite Standard - £1900 (or 10 x £190)



Pricing - Outside the UK without VAT

Momentum - £2834 (or 10 x £283)

(for coaches who want to market to private clients)

Advance - £3500 (or 10 x £350)

(for coaches who want to market to organisations and private clients)

Accelerate - £4792 (or 10 x £479)

(1:1 - so you choose)

Asynchronous learning:

(for coaches who want to market to private clients)

Ignite Plus - £2083 (or 10 x £208)

Ignite Standard - £1584 (or 10 x £158)



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Join Us! Click the logo

Synchronous programmes (live classes)

1:1 Programme - bespoke



ACCELERATE
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1:4 Programme - Corporate
(includes private client)



ADVANCE
WITH THE COACHING REVOLUTION

1:6 Programme - Private client



MOMENTUM
WITH THE COACHING REVOLUTION

“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 join The Coaching Revolution!”





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Asynchronous programmes (video classes - live Q&A on Zoom)



Ignite Standard doesn't contain Foundations for Business Success, or Group Coaching. This programme does not lead to the ICF-accredited diploma.

*“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.”*

