



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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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



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The Elements of the Momentum Suite Of Programmes

(Each Element is described in detail later in the brochure)

PROGRAMME COMPARISONS

| | TARGET CLIENT | LIVE MENTORING | ONLINE ASYNCHRONOUS MENTORING | ICF MARKETING DIPLOMA | ACTIVE LEARNING SETS | ASSOCIATION OF BUSINESS SUCCESS | THE IN CROWD | THE VAULT | PRICE (INC VAT) |
|--|-----------------------------------|----------------|-------------------------------|-----------------------|----------------------|---------------------------------|--------------|-----------|-----------------|
| | PRIVATE CLIENTS | ✓ 1:1 | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | £5750 |
| | PRIVATE CLIENTS | ✓ 1:6 | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | £3600 |
| | PRIVATE CLIENTS | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | £2900 |
| | ORGANISATIONS AND PRIVATE CLIENTS | ✓ 1:1 | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | £5750 |
| | ORGANISATIONS AND PRIVATE CLIENTS | ✓ 1:4 | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | £4200 |
| | ORGANISATIONS AND PRIVATE CLIENTS | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | £3200 |

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Any questions? >>



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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 1:4. 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.



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Mentoring Element

MENTORING SESSIONS

delivered in 3 ways - 1:1, 1:6 or self-paced

Session One

- What do you want from your coaching business?
- An introduction to the concept of an Ideal Client Avatar (ICA).
- An introduction to LinkedIn.

Session Two

- Who is your ICA and what are they struggling with that your coaching can help them to resolve?
- How do we articulate that?

Session Three

- What does this kind of potential client need to hear?
- A deep dive into writing a marketing message.

Session Four

- Finalising your marketing message.

Session Five

- Using your marketing message to create content – forever!

Session Six

- Optimising your LinkedIn profile.



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Mentoring Element continued

Session Seven

- Where else will you find your client - online and offline?
- Which of those places suits you?

Session Eight

- Creating and sharing helpful information with potential clients.
- Lead magnets and mailing lists.

Session Nine

- Tracking, measuring and evaluating your marketing.

Session Ten

- Review and reflect.
- Maintaining visibility into the future.

All our Momentum programmes lead to an ICF-accredited Marketing Diploma For Coaches

*“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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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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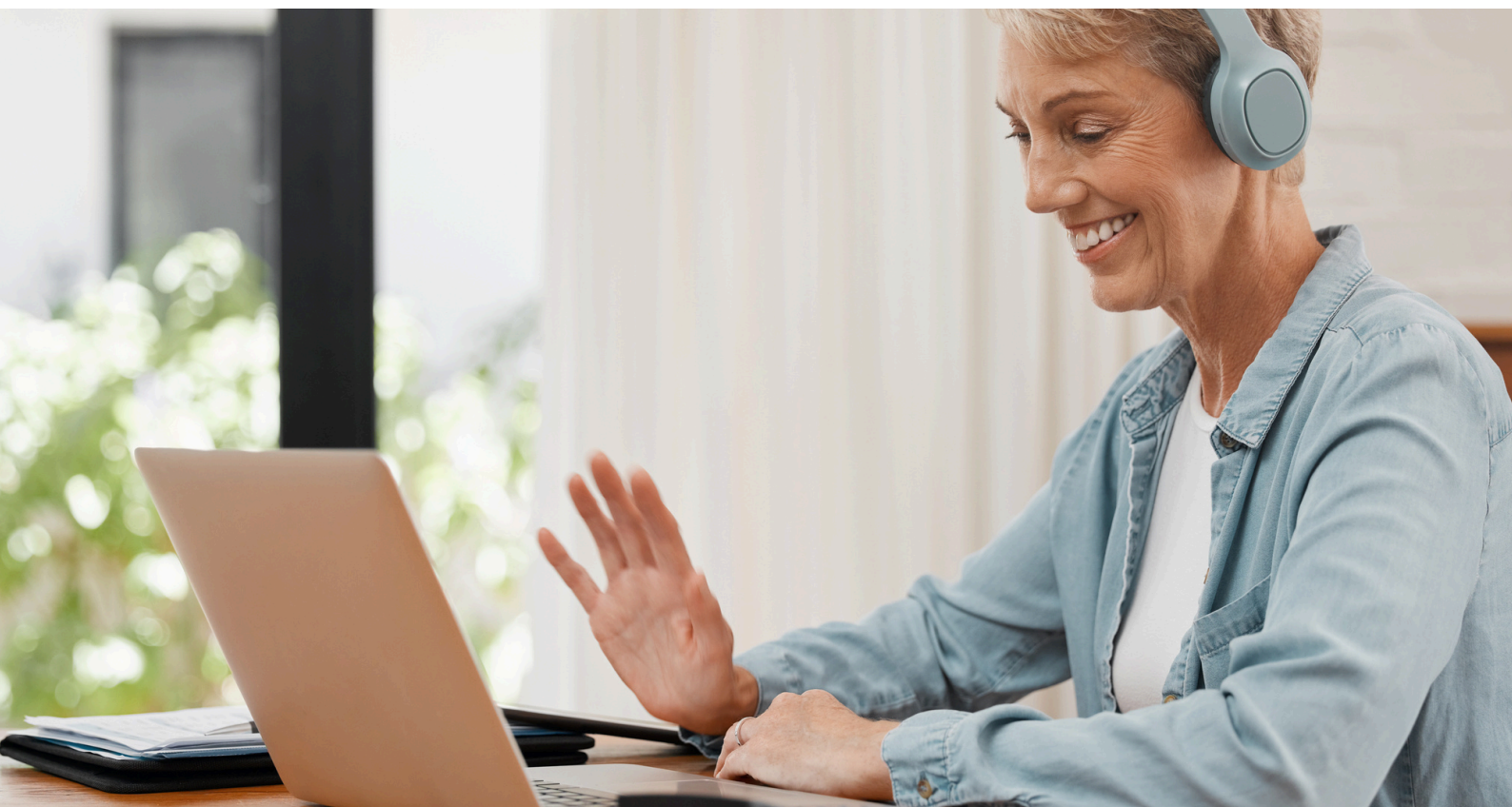
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Action Learning Sets Element

As you reach each of four progress milestones, you will be invited to attend an 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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Foundations For Business Success Element



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)



Becoming Visible



How To Build Authority In Your Niche



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InCrowd Element



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.

“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!”



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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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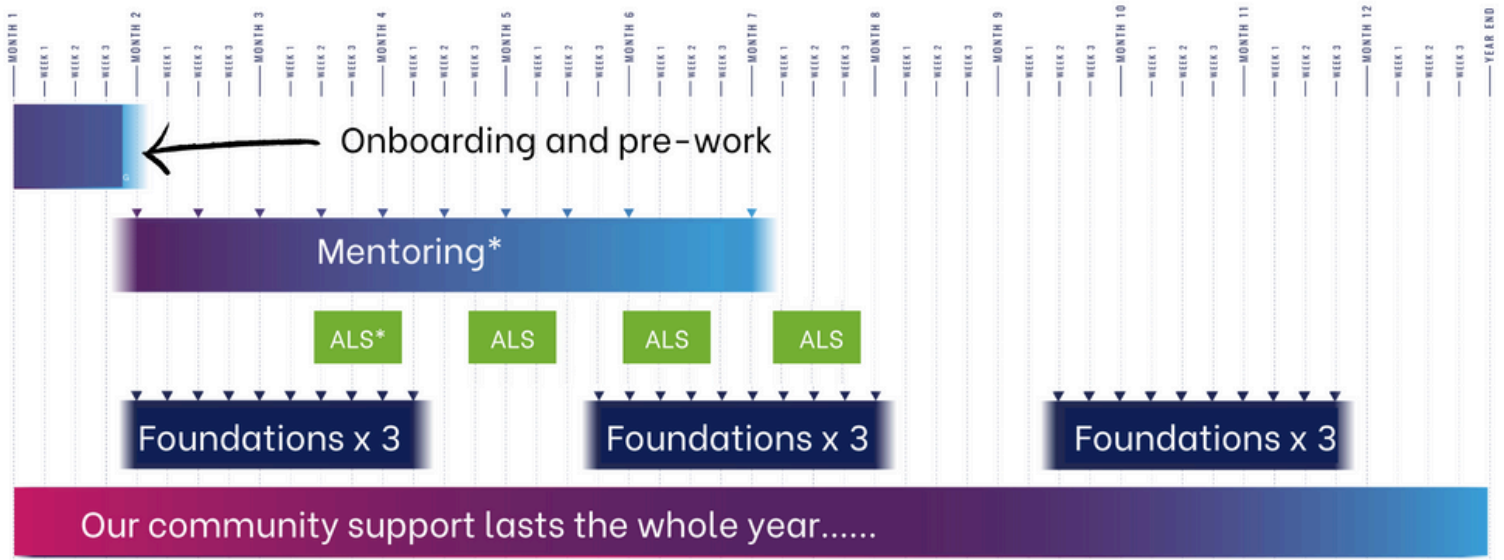
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How It All Fits Together

The Foundations sessions are delivered 3 times in any 12 month period. The day/time changes for each occurrence to allow for people in different timezones to attend.



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.

Any other questions? >>



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If you are serious about setting up your coaching business this is the community to join. Sarah is passionate about what she does and has done all the ground work for you. She knows and understands coaches fears and challenges in getting started.

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

YOUR INVESTMENT

Momentum Premium £5750
(or 10 monthly payments of £575)

[Enroll Now](#)



Momentum Collective £3600
(or 10 monthly payments of £360)

[Enroll Now](#)



Momentum Collective is our most popular programme

Momentum Flex £2900
(or 10 monthly payments of £290)

[Enroll Now](#)



Note - these prices include 20% VAT.
Coaches outside the UK do not pay VAT

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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