



ADVANCE

WITH THE COACHING REVOLUTION



ICF Accredited Diploma In Marketing For Coaches



For professional corporate coaches who want to succeed



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Advance

the suite of programmes for coaches who
want to engage corporate and
private clients.

Our **Advance** 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 to organisations and individuals, comfortably, confidently and competently

The difference between the three **Advance** programmes lies in **how** the **mentoring** element is delivered – the taught material is the same for each.

- **Advance Premium** with 1:1 Mentoring
- **Advance Collective** with 1:4 group mentoring
- **Advance 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 Advance 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				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

 THE COACHING REVOLUTION



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

Advance 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

Advance Collective has the mentoring element of the programme delivered 1:4. There are **10 x 90-minute 1:4 sessions delivered every 2 weeks for 20 weeks**.

The day/time of the sessions is chosen by the cohort.

Flex

Advance Flex has the mentoring element of the programme delivered by **video module**. The modules are drip fed on a bi-weekly basis.

The live part of this element consists of 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, 1:4 or self-paced (asynchronous)

Session One

- 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 who they are, what they're struggling with and how your coaching can help them.

Session Three

- Becoming visible.
- What does your ICA needs to hear?
- Building a marketing message.

Session Four

- How to describe what you do in a way that people understand.
- Using your Golden Sentence.

Session Five

- Finding clients - the different routes to finding corporate clients.



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Mentoring Element continued

Session Six

- Generating new business opportunities,
- Understanding procurement from the *other side* of the process
- Writing coaching programme proposals that hit the mark.

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 – from a supplier perspective.

Session Nine

- The difference between the client and the decision maker,
- What does each need to hear?
- Providing ‘comfort’ to other stakeholders.

Session Ten

- Repeat business,
- Navigating HR,
- Understanding ROI, measurement and value.

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



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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. The mentors 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.”



“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.”



“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 this is for you!”



Any questions? >>



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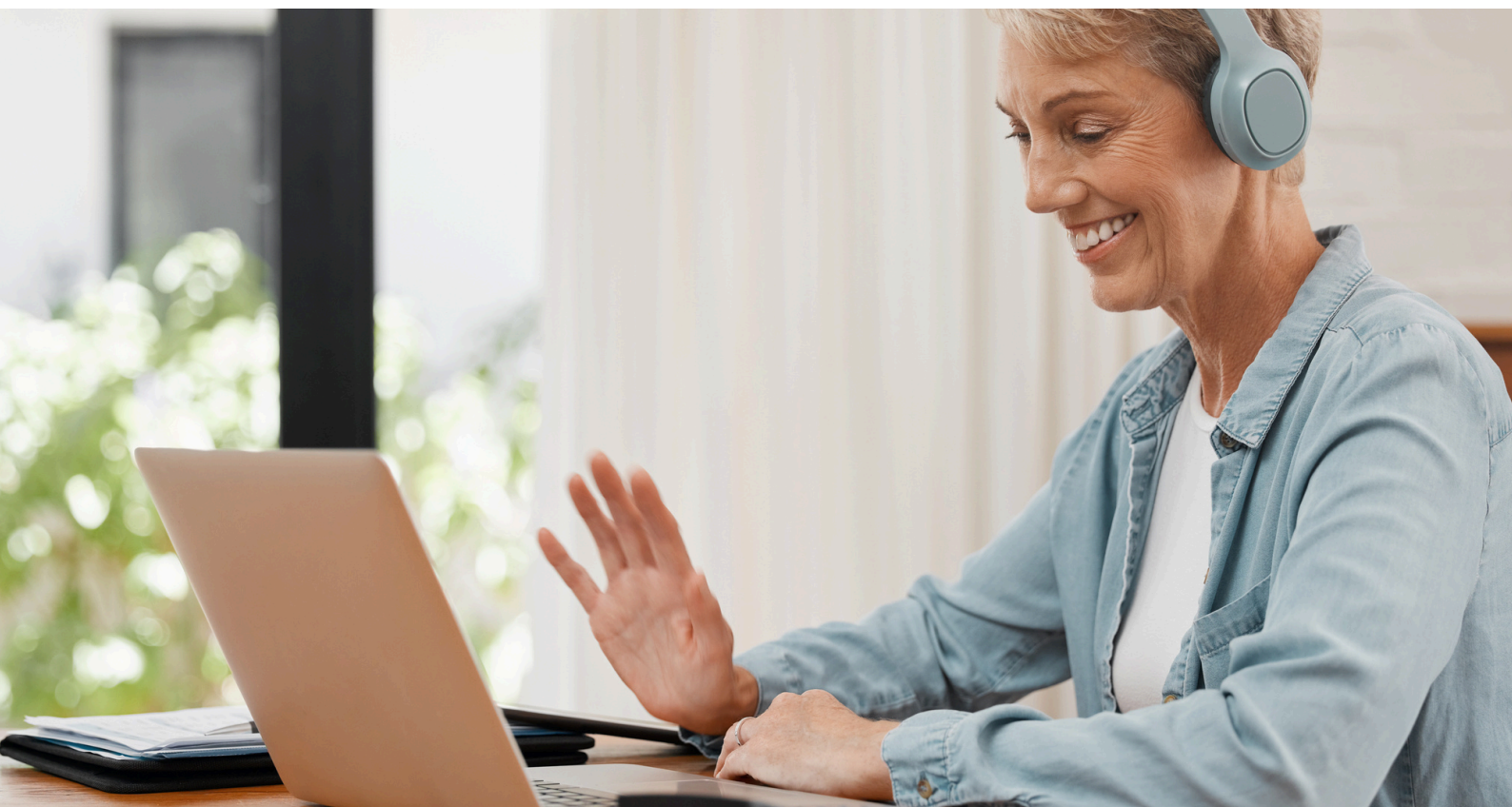
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Action Learning Sets Element

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. Watch all 10 as part of the ICF qualification.



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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How It All Fits Together

NB: Mentoring session 1 isn't the start of the programme. The start is your onboarding.



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 Advance Courses 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 too?

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 and take action.

Q: Why do the programmes 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.

Q: Are there any hidden costs?

A: We teach low-cost and no-cost marketing techniques. The low costs might include networking (if relevant) and one or two important bits of software, the most expensive of which is a Canva pro account.

Any other questions? >>>



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“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.”



YOUR INVESTMENT

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

[Enroll Now](#)



Advance Collective £4200
(or 10 monthly payments of £420)

[Enroll Now](#)



Advance Collective is our most popular programme

Advance Flex £3200
(or 10 monthly payments of £320)

[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 – I got this and so much more! Within six months, I had a clear message and more work than I could fit in.

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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