



IMMERSIVE

WITH THE COACHING REVOLUTION

In-Person Marketing Training
For Qualified Coaches



THE COACHING REVOLUTION



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Immersive Programme Overview

Purpose

The Immersive Programme is a transformative, in-person experience designed for coaches who are ready to build a financially viable private practice. Through three intensive days with Sarah Short in person in London, followed by twelve months of comprehensive support, participants gain the practical tools, strategies, and confidence to attract clients who pay professional rates.

Key Objectives

1. Provide an intensive, hands-on learning environment to create a complete marketing toolkit within three days.
2. Equip coaches with a 90-day action plan to begin finding clients immediately.
3. Offer ongoing support to ensure successful implementation, helping participants overcome challenges and refine strategies.
4. Build coaches' confidence in essential business skills, from pricing and packaging to having professional sales conversations.





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Key Features

- **Small Group Setting:** Limited to 15 participants to ensure personalised attention and direct feedback from mentors.
- **Practical Focus:** Coaches leave with a complete marketing toolkit, ready for immediate implementation.
- **Comprehensive Support:** A year-long programme of training, resources, and accountability to bridge the gap between knowledge and action.
- **Central London Location:** The in-person element provides an immersive, focused experience with opportunities for networking and collaboration.

Outcomes

Participants will leave the live element of the Immersive Programme with:

- A clearly defined ICA and tailored marketing message.
- A complete marketing toolkit, including a professional LinkedIn profile and rate card.
- Confidence in pricing, packaging, and sales conversations.
- A 90-day action plan to start attracting clients immediately.
- Long-term support to ensure successful implementation and business growth.

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Alignment With Our Mission

The Immersive Programme aligns with The Coaching Revolution's broader mission to get the world coached by teaching coaches how to market comfortably, effectively and ethically. By focusing on immediate implementation and long-term support, it empowers coaches to achieve financial sustainability and make a lasting impact.





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The Five Elements

1 - Mentoring

Sarah Short runs the Immersive programme personally. She is joined in London by some of the Coaching Revolution mentors. They each joined us as clients, learned how to market, implemented and built great businesses. They all continue to actively market and build their businesses.

2 - Foundations For Business Success

10 topics for ensuring that your success is comfortable and achievable.

3 - InCrowd

Our vibrant, supportive community. This is where you'll find coaches to collaborate with, and celebrate with. They will become your colleagues and your daily points of contact.

4 - The Vault

Our online repository of more than 450+ hours of recordings of the best of the additional classes we've delivered over the last 7 years. There are also AI prompts, contracts, Canva templates and much, much more.

5 - Action Learning Sets

When you have reached a predetermined milestone in your journey with us, you'll be invited to join a closed group for 4 x Action Learning Sets to help you maintain momentum.

ICF-accredited diploma in marketing for coaches

There are no written essays or formal assignments to complete in our programmes. Instead, evidence of learning is demonstrated by implementation of what's taught. This means you demonstrate learning by actively marketing.



How It All Fits Together

Mentoring Element

Three-Day Intensive in London:

Day 1 - Getting Clear:

- Develop a detailed Ideal Client Avatar (ICA).
- Identify the coachee's "3am worries" and where to find them online and offline.
- Begin crafting a marketing message that resonates.

Day 2 - Building Your Marketing Toolkit:

- Finalise a complete marketing message.
- Generate a library of content ideas.
- Optimise LinkedIn profiles to attract ideal clients.
- Learn what to say, where to say it, and why.

Day 3 - Making It Happen:

- Create a professional rate card and coaching packages.
- Develop a practical 90-day action plan.
- Gain confidence in conducting sales conversations.

**The Immersive Programme combines
in-person training with long-term
support**



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Twelve Months of Support

Bi-weekly Live Training:

Ongoing sessions to build on the in-person training.

Daily Support:

Access to support and community via a vibrant Facebook community, daily Zoom cafes, and co-working sessions.

Implementation Reviews:

Quarterly Mastermind sessions to refine strategies and maintain progress.

Business Foundations Training:

Ten video training sessions covering time management, authority-building and more.

Resource Library:

Access to over 450 hours of training material, templates etc in The Vault.

Ready to build a coaching business that works?

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“The attention to detail and breadth of scope of the materials within the programme is phenomenal. Anything you might have thought about is covered...”



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In a noisy market full of emperors' new clothes salespeople, The Coaching Revolution is refreshing.

“Sarah is a passionate, no-bullshit, 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.”



“There’s so much that stands out about what Sarah offers. She has a huge passion for putting a dent in her often quoted statistic of how many coaching businesses fail. The attention to detail and breadth of scope of the materials within the programme is phenomenal. Finally, the structure of the ongoing support is immensely valuable. She knows what it takes to create an effective eco-system.”



“I have encountered many business mentors who promise what feel like almost impossible outcomes. Sarah’s approach cuts through the noise because it’s honest and it works.

If you are looking for a no-bs approach to building a a sustainable coaching business, Sarah is the one you are looking for!”



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Foundations For Business Success Element



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 bi-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.

“The Coaching Revolution has helped me with the knowledge, skills and attitude to market my business in a way that is authentic, clear and comfortable for me. This has been one of the best investments of time, cash and energy that I have made in my business.”



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The Vault Element



Recordings Of The Best Live Training We've Delivered Over 7 Years!



Monday Night Live

Bi-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 **everything** from contracts, proposals and social media graphics - and much more.

“Building a sustainable, financially viable business is a challenging task, doing it on your own is daunting. With The Coaching Revolution, you always know that you're not on your own, no matter which stage they're at, there are always others sharing the challenges with you. That makes all the difference.”



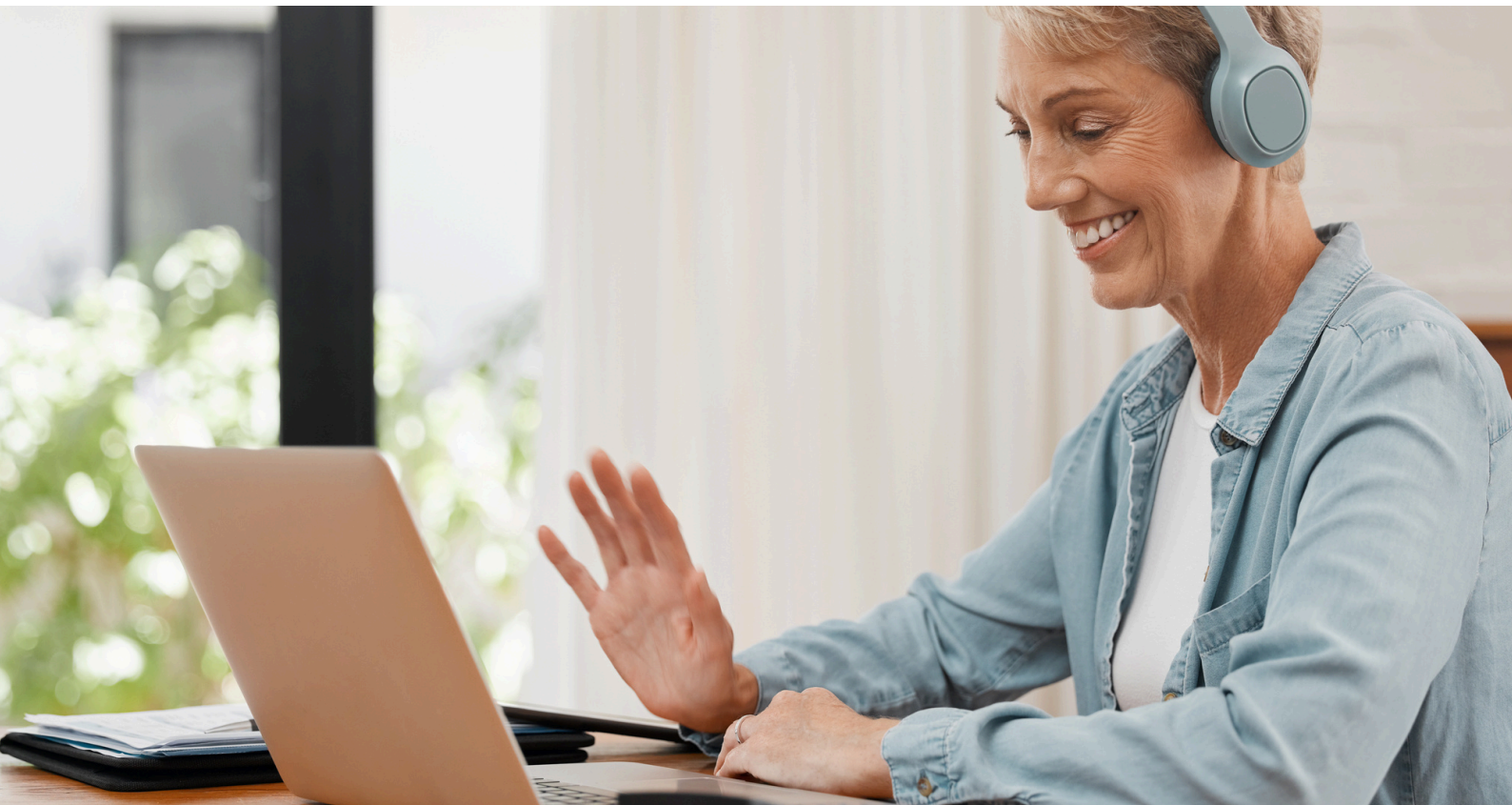
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Action Learning Sets Element

As you reach progress milestones, you will be invited to attend 4 x 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.



“If you’ve ever wished you could find THAT place where you can build your business with help and advice that’s specific to you, then The Coaching Revolution is the place for you.”



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FAQs

Q: Do I need to have my target audience sorted before I join?

A: No. That's part of what we'll work on together.

Q: Where exactly in London does this take place?

A: Central London, with excellent transport links. Exact venue details provided upon registration.

Q: What are the training hours?

A: 9am-5pm each day. We recommend staying nearby to maximise networking opportunities.

Q: What if I can't attend some of the ongoing support sessions?

A: Everything is recorded and stored in The Vault for you to access at your convenience.

Q: Do I need any special technology?

A: Just your laptop, an open mind and a willingness to learn.

Q: What makes this different from your other programmes?

A: The intensive, in-person nature of the core training. You'll create your entire marketing toolkit in three focused days, with direct input from me and some of my mentor team..

Q: I'm worried about the investment...

A: That's sensible - it's significant. Let's talk about it properly. Apply for the programme and if you're a good fit, we can have a call to discuss whether this makes financial sense for your situation.

Fill in the form >

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YOUR INVESTMENT

Let's Talk About Money

Immersive is £9,000 + VAT*

*VAT at 20% applies to UK coaches only. Coaches outside the UK do not pay VAT.

Is it a significant investment? Yes.

Is it worth it? Absolutely! Let's look at what you're investing in:

Core Programme:

- Three in-person intensive days of focused work (£4,000)
- 52 weeks of live training (£2,600)
- Four (quarterly) implementation reviews (£1,000)
- Daily support via our community for a whole year (£2,600)
- Access to 450+ hours of online training (£3,000)
- Business foundations programme (£1,000)

Total value: £14,200

But this isn't really about programme value. It's about the value of having a coaching business that actually works.

Consider this: Just four clients paying a professional rate for coaching would cover this investment. We'll show you how to find many more than that.

Payment Options:

Full payment: £9,000 + VAT

Payment plan: 2 x £4500 + VAT

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What Happens Next?

1. Fill In The Application Form

If we think you're a good fit for the programme, we'll send you a link to book a call, where we can discuss whether Immersive is right for you. This isn't a sales call - it's a practical discussion about your goals and whether this programme will help you achieve them, or whether a different programme might suit you better.

2. If We Both Agree This Is Right for You

You'll receive:

- Programme dates
- Venue details
- Pre-work materials
- Access to the online community

3. Before We Meet You'll Also Receive

Immediate access to:

- The online community
- Our extensive resource library
- Bi-weekly live training
- Daily support

4. The Programme Begins

From day one, you'll be part of a supportive community of coaches who understand exactly what you're trying to achieve. No more figuring it out alone.

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