

Business Development Program



Congratulations! You've chosen the field of coaching as a vehicle to contribute to the world. You might be wondering: "How can I make this work, so that I have a flourishing business and do what I love?" Our program is designed to help you reach your goal in your own way, time, and style.

Building Your Coaching Business One Inspired Step at a Time...

You're unique and you want a program tailored to your own individual needs and style. That's what we've created for you: a modularized, personalized program that allows you to take the classes

- > in the order you need
- > when you need them
- > when you're ready

We're committed to making the process accessible and clear, bringing ease and enjoyment into your business.

"It was exciting to learn that I can do the business end of my coaching practice my own unique way, and now my heart is in my business AND my clients, and both are fun and flourishing!"
— Nancy Slocum, CPCC

"I knew that the only thing that would stop me from succeeding as coach would be the dreaded 'sales' function of promoting my own business. Today, *nothing holds me back*. I have learned the skills of enrollment and the 'dreaded' has become fun and exciting for me."
— Marsha Wehrenberg, CPCC

■ Who benefits from the Program?

- > Beginning and experienced coaches who want to build a practice that sustains them.
- > Coaches with business expertise who are longing for a business more grounded in their personal values and beliefs.

■ How will this impact my business?

- > You will learn how to be a successful entrepreneur. You will learn how to generate, sustain, and communicate clear and precise value to the hiring company or client.
- > You will develop a clear sense of your unique self in your business. Your focus will center on the foundation of your own vision, passions, values and strengths.
- > You will learn how to move beyond fears and doubts. Whether conscious or unconscious, fears and doubts stand in the way of success. By exposing and healing them, they will lose their power to hinder you and your business.
- > You will learn to embrace essential elements of business with ease and curiosity. Topics such as client enrollment, transitioning to the entrepreneur life, marketing, finances and budgeting, handling legal issues, networking are all handled in a clear, accessible and low-mystery manner.

■ What are the Program components?

There are several categories of courses in the Business Development Program:

Quick Start Classes

In these teleclasses you'll get key tips, resources and information for a great start in building your business.

- > Your Authentic Approach to Attracting Clients
- > Becoming a Successful Entrepreneur
- > Crafting your Transition Plan
- > Defining your Niche

Exploration & Action Classes

Dive more deeply into action — with focused team and leader support — in these teleclasses.

- > Financial Transformation
- > Developing Multiple Income Streams
- > Crafting Your Unique Brand
- > Your Personalized Marketing Plan
- > Awesome Marketing Materials
- > Professional Peace of Mind

Business Catalyst Intensives

This series of focused intensives builds upon the previous classes and serves as an inspirational and rigorous catalyst for moving your business forward with speed and efficiency.

For more information, call 1-800-691-6008 ext. 655,
email BDPInfo@thecoaches.com or visit www.thecoaches.com/business.