

THE SUSTAINABLE COACH – FAST TRACK

Give your coaching business the best
chance of success



Give your coaching business the best chance of success

✓ 6 x 1:1 mentoring sessions, working on your coaching business

✓ Up to 10 group sessions, focussing on coaching business essential topics

✓ High support, challenge and accountability

- Work through all the essential elements of growing your coaching business
- Receive feedback on your plans, approaches and strategies
- Support to identify and overcome obstacles to your business growth

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“After the Sustainable Coach programme, Charlie provided me with some mentoring sessions to help me move forward in my coaching business. He helped me to reflect on some of my barriers and the impact of my coaching on others to provide me with more clarity and confidence. I really appreciated his blend of listening, insights, encouragement and gentle challenge. Charlie’s integrity, honesty and outlook is refreshing.”

Nicola Butcher, Psychology

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The Sustainable Coach – fast track: how does it work?

We want you to have the best chance of success with your coaching business. So we offer support in three different, and complementary ways:

6 hours of 1:1 mentoring, working on business growth topics of your choice

10 x 1 hour group workshops, focussing on business planning essentials

All of the resources of our successful The Sustainable Coach programme, in one bundle

The challenge for coaches when establishing a business

Becoming a business owner is different from learning to be a coach. There are skills to learn, information to process, and obstacles to overcome. Many coaches thrive, but many more struggle.

Our comprehensive programme is designed to give you and your coaching business the best chance of success. And to provide all of the support you need.



Mindset is essential – coaches often report that working on their beliefs, their obstacles and their motivations is hugely important when setting up a coaching business. We dedicate as much time as you like to this in your 1:1 sessions.

But mindset isn't everything – even with a really positive and focussed approach, there are still practical areas to learn about. And that is why we have a comprehensive set of group training sessions, and the Sustainable Coach resource pack. So that you are also fully informed on the things that you'll need to do.



The three elements of the programme – in detail

6 hours of 1:1 mentoring

- Monthly sessions, to fast track your progress
- Before starting, complete a skills, attitudes and beliefs questionnaire, to help identify the topics to bring to your mentoring
- Choose the topics that you want to work on during the mentoring sessions
- Decide whether to focus on practical activities, beliefs and obstacles, or both

Mentoring is the perfect opportunity to work through both the practical and emotional aspects of your coaching business. Often these two elements combine.

Example – pricing our coaching package. This could be straightforward – review what other coaches charge in your sector, decide your prices, and then add them to your leaflets. In reality, many coaches worry about this, and it can trigger fears and doubts. These two elements make it an ideal topic for your mentoring.

10 group sessions focussing on key elements of your coaching business

These 60 minute sessions run monthly (apart from August and December), and cover a range of essential topics.

There are two aspects to each session:

- Sharing best practice, resources and ideas
- 1:1 support and guidance

The topics to be covered are:

Choice of business models
Your coaching package
Pricing your coaching
Identifying your ideal client
Routes to market
Having sales conversations
Having a marketing strategy
Using LinkedIn well
Other social media channels
Admin and finances

You can attend as many or as few as you want, and there is the option to watch recordings of webinars if you can't make the live sessions.

All of the resources of our successful The Sustainable Coach programme, in one bundle

In our free The Sustainable Coach programme, the 17 modules are provided one at a time, fortnightly, over a 8 month period.

To fast track your coaching business success, in this programme **you receive the whole Sustainable Coach** Programme in one bundle.

That way you will have all the resources at your fingertips, to work through at the same time as you have your mentoring and attend the group sessions.

A value for money approach

And a money back guarantee

Our programme includes:

- The 6 x 1:1 mentoring sessions
- The 10 x group sessions
- The Sustainable Coach resource pack in one bundle
- And support between sessions, reviewing documents and discussing opportunities

Three pricing options:

- The full programme is £1,495 + VAT
- The 6 x 1:1 mentoring sessions, plus TSC resources is £995 + VAT
- The 10 x group sessions, plus TSC resources is £995 + VAT



These options give you the flexibility to have the mentoring, the group sessions, or both.

And a money back guarantee

We want you to earn at least as much from coaching as this programme costs. If you haven't hit that figure 6 months after your final coaching session, we will refund your programme costs, in full. No quibbles.

Why a money back guarantee?

There are a number of reasons that we are happy to offer a money back guarantee, including:

-  Our belief that coaches, with the right focus and information, are capable of developing a business
-  And that if a coach doesn't manage to earn this amount of money, then they don't need to be out of pocket. We want to take the risk out of this investment

We have real concerns that coaches are being sold to incessantly. Every day one of the team receives an email with an offer of a foolproof system, a guaranteed lead generation approach, a way to get you "quickly to a six figure salary". We don't like this at all, and feel that it is damaging the coaching sector, and it's not fair on coaches.

So we wanted to find a way of being able to offer a high quality level of support, but not to be seen in the same category as described above. And that is one of the main reasons for offering this money back guarantee.

Practicalities

Your support team



Charlie Warshawski

Charlie is the director of Love Your Coaching, a successful coach training organisation, offering a range of coaching qualifications to leaders. He has been coaching since 2007, and has been involved in a number of coaching businesses, either alone or with partners. His track record of growing businesses to a successful level is impressive, and he is keen to share his knowledge.

Charlie holds coaching qualifications including the ICF PCC certification, representing 750 hours of coaching, and an ILM level 7 certificate in executive coaching. As well as running the coach training business, he supports organisations, including schools, on Growth Mindset, and has been lucky enough to work alongside Professor Carol Dweck for this work. He brings his belief that all coaches can develop their businesses well to this programme and is keen to see every coach succeed.

Daniel Mitev

Daniel has just completed his MSC in Marketing Management at Surrey University. In 2019 he was selected as the outstanding student of his course and was invited to undertake an internship with J.P Morgan for 12 months, which he has recently completed. Daniel's interest in marketing started as a teenager, when he supported his father's family retail business. Some of his successes include:



- Establishing a Facebook and Instagram account and attracting 60,000 followers and developing new product lines and increasing sales from by over 300%
- Daniel has worked with Love Your Coaching since 2018 and he handles all of our marketing activities. We have greatly benefited from this and have gained clients, credibility and followers through Daniel's efforts. He has contributed greatly to the development of this programme and is the perfect example of a reverse mentor for Charlie!

Timings

Timings for the group sessions

These will run every month from January to July, and September to November. You can start at any time of the year, and attend the following 10 sessions. Each session is a stand alone topic, so it doesn't matter when you start.

Timings for 1:1 mentoring

We recommend that you have your six sessions with 2-4 week gaps between them. This will give you enough time to complete any actions, but not too much time to let things drift.

Support between sessions

You can email or call between sessions, and if you want us to review documents, website drafts or plans, we are more than happy to do so.

For more information or an informal discussion, get in touch with me



We're looking forward to working with you and helping you make your coaching business be successful.

**To book in for a chat our online diary is at
<https://loveyourcoaching.10to8.com>**

Or email: team@loveyourcoaching.com

Or call: 01306 264026



**LOVE YOUR
COACHING**
more than just talking

To your coaching business's success

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