

# THE SUSTAINABLE COACH

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Free support to establish and grow  
your coaching business



# Once you know how to coach, it's easy to set up a successful business, right? NO!

✓ **FREE support to turn your coaching skills into a sustainable business**

✓ **All the main areas to grow a coaching business**

✓ **Self study with documents, templates, case studies**

**Only a small proportion of qualified coaches create long term, sustainable income. Many others struggle with too few clients, or return to their day jobs**

**The gap often isn't in their coaching skills, but in their business skills**

**This can be avoided. Learn with us all that you need to know to run your successful, sustainable coaching business. And for free!**



# KEY FEATURES



Comprehensive programme designed by successful coaches and business growth experts



17 modules, delivered fortnightly to your email inbox



Additional 1:1 support is available to fast track your growth

## Why a free programme for coaches?

Most coaches have already spent plenty of money on their coach training

The coaching industry doesn't promote enough the "it's hard to grow your business" message to new coaches

The main coaching industry bodies offer little in the way of business development support

There are lots of "millionaire maker" courses out there that offer plenty and deliver little, but still entice coaches to them

The business growth skills that coaches need are within their reach, but are often presented as mystical or semi- magical

*Charlie Warshawski, author of The Sustainable Coach, says "It frustrates and saddens me to see so many coaches struggle. Great coaches who just need a leg up with the business support aspect..*

*The Sustainable Coach delivers everything that a coach needs for their business, and I'm delighted to offer it for free to any coach!"*



# WHAT DOES THE PROGRAMME CONTAIN?

This programme has been in the making since 2008, when Charlie started his first coaching business. He says " I have been involved in 4 different coaching businesses, and have had plenty of failures along the way. At the same time, I have become fascinated by what works, and what doesn't."

The research that Charlie has undertaken, including collaboration with successful coaches, marketers and business owners, has allowed this programme to be developed.

- ★ Design and price effective coaching programmes
- ★ Create a brand style that fits with your values
- ★ Work out how to differentiate yourself from other coaches
- ★ Develop a marketing strategy that works for you
- ★ Understand your routes to market and your sales messages

"This is a rigorous and practical framework to help and support newly qualified, and established coaches develop their own business or platform for their coaching practice. Filled with hints, tips, exercises, structured guidance and invaluable resources, it is well paced. I would highly recommend The Sustainable Coach to all coaches who wish to develop their career as a coach."

*Paul Bulos, Orion Books*



# Who is this for and when to start?

Typically, it takes between 1 and 2 years to establish a coaching business from a standing start. The first step is to learn your coaching skills and earn a qualification.

Then comes the time to set up your business and attract your clients. This is the recommended order!



## If one of these describes you, then TSC is for you



You are thinking of leaving your role in HR, training, education, or another sector, and setting up on your own



You are skilled as a coach but haven't turned your coaching skills into a sustainable form of income



You have tried various routes to grow your coaching business, via franchises or associate work, but still haven't hit all your targets

The Sustainable Coach is designed to add value to all coaches - those who are new to coaching, and those who have been coaching for many years. All are **welcome!**

# And all for free?!

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We have all had the experience of signing up for something that is "free", but then to find out that we get sold to all the time! That is absolutely not our style. **Free means free.**

We are confident that The Sustainable Coach covers all of the practical elements that you need, to set up and develop your coaching business.

We also know that there are elements that a paper based programme can't cover as well. The nurture of being in a group or having 1:1 guidance. And the exploration of obstacles and barriers, fears and beliefs.

For people who want to have more tailored support, we do have a paid The Sustainable Coach – fast track programme. As well as all of the resources of this programme, 1:1 and group support is available. See our separate flyer for details of this programme.



"Charlie shares resources and knowledge with such great openness and generosity on this business development programme. I am grateful for this sharing of process, skills, contacts and ideas that cover all bases for developing a coaching business."

*Clare Joghee, Director at Clare Joghee, Organisation Development Ltd*



# Course content structure

The programme is in 17 modules, focussed on the specific needs of *coaching* business owners. There are between 3 and 6 documents for each module, with a rich set of materials and resources

## MODULE CONTENTS LIST - TO APPEAR FORTNIGHTLY BY EMAIL

1. Vision and values
2. Choices of business models
3. Naming coaching and naming my organisation
4. Product and packaging
5. Positioning
6. Branding
7. Be ready - personally
8. Finding coachees
9. Sales conversations
10. Marketing strategy
11. LinkedIn
12. Website and SEO
13. Blogging
14. Other social media
15. Financial planning
16. Making admin fun!
17. Templates for coaching

## EACH MODULE CONTAINS

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Word documents to read

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Activities to complete

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Templates and resources to use for your own coaching business

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# Our company values and what they mean for you

At Love Your Coaching, we have three values that are important to us. Values are only relevant if they have an impact on your experience:



## **TAKING CARE OF YOU**

Personalising the experience to your needs  
Predicting and smoothing out possible challenges  
Providing ongoing support and encouragement



## **TAKING CARE OF THE PROGRAMME**

Having a good understanding of exactly what is needed for you to develop your coaching business  
Providing all the resources  
Giving useful feedback if you request it  
Simplifying the process as far as possible



## **NURTURING YOUR GROWTH**

Acknowledging that growing a coaching business is a commitment and a challenge, which requires a stretch. We'll help you stretch as far as you want to, and encourage you to stretch a bit more!



"I'm delighted to recommend The Sustainable Coach as a really helpful programme for aspiring or established coaches. Charlie and his team have designed a very practical and accessible course that is an invaluable resource for coaches old and new. I particularly appreciated the on-line community and support available. The content encouraged me to re-focus my coaching business and for that I am very grateful."

*Nick Allsopp, Crescat Coaching*



# FAQs for the programme

## **Do I work with any other coaches?**

We do encourage you to sign on with someone else at the same time. You can then carry out the activities as pairs discussions as an alternative to solo writing. There is an active Whatsapp group where you can also connect with fellow coaches who are going through the programme.

## **Will the course cover coaching skills?**

The focus of this course is not coaching skills, but business growth. We encourage you to only sign up for it once you are happy with your level of coaching. If you are still working on your coaching skills (as we all are!), then we can offer other programmes, including our qualification courses and our coaching supervision programmes.

## **I hate sales - can I still do the course?**

The biggest obstacle to growing a coaching business is the lack of a sales process and strategy. So you won't be on your own here! We share not only strategies, but systems and skills to get you best prepared for those sales conversations. Not the old school, foot in the door type of sales, but something sustainable, based on relationships, that the reluctant salesperson will feel comfortable with.

## **Will I definitely get clients from doing this course?**

This is your best way to get clients! The coaching industry is full of promises, hype and false guarantees. No one can give you a 100% assurance that you will get clients. Our experience and history shows that engaging in our comprehensive process puts you in the best place to earn a living from coaching.

## **Do I have to earn all my living from coaching?**

Many successful coaches have hybrid careers, earning some of their income from coaching and some from other sources. We advocate this hybrid approach, and offer guidelines and even contacts to help develop a portfolio career.

## **Do you have any case studies of people who have grown their coaching business?**

We have carried out extensive research to see what successful coaches are doing, as well as having case studies of people who have learnt with us and are now running successful coaching businesses. We will share these.

## **How much work will I have to do between sessions?**

There are tasks to complete. Some take a few minutes, and some a few hours. But this is self paced, so it's up to you how fast you go. If you fall "behind" you can simply wait until you have finished one module before opening the next one.

## **Are there opportunities to discuss things we don't understand?**

If there is something on the programme that is unclear to you, then do drop us a note at [team@loveyourcoaching.com](mailto:team@loveyourcoaching.com) and we'll help you out. We're always interested in having a chat and hearing how you are getting on.

# This programme has been complied by:

## 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

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!



# Join The Sustainable Coach

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When you have read this flyer, and are ready to **sign up**, get in touch with us.

If you are ready to book on, then send us an email with "*The Sustainable Coach - sign me up!*" and we'll do the rest.

If you have questions, then book in a time to call or have a Zoom chat.

**Email:**

**[team@loveyourcoaching.com](mailto:team@loveyourcoaching.com)**

**Phone:**

**01306 264026**

**Scheduling a call:**

**[10to8.com/loveyourcoaching](https://10to8.com/loveyourcoaching)**



LOVE YOUR  
**COACHING**  
more than just talking

**To your coaching business's success**