

Coaching For Profits

Complete Guide To Profitable Coaching!

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Coaching For Profit

If you've ever wanted to maximize your online income, by either taking an existing business or creating a new one and transforming it into a high paid coaching program, this ebook will show you exactly how to do it.

Let's talk numbers for a moment:

If you have 75 customers paying \$25 for a digital product of any kind, you'd earn \$1,875.00 from all sales.

If you took those same 75 customers and offered a coaching or mentoring class at \$500 each, you'd earn **\$37,500 from the same customer base.**

And yet, there's another way to look at the bigger picture.

If only 5 of those customers purchased access to your coaching program at \$500 each, you'd earn \$2,500.00, double what you would if you sold a \$25 product to 75 customers.

Smaller pool of buyers yet a greater level of income.

Thinking about these numbers and the possibilities that are

within your grasp, it's no wonder why so many people have decided to implement coaching into their existing business model.

Even if only a handful of your existing customers took you up on your offer, you'd still make more money than you currently are able to earn.

And it gets even better.

Would you rather deal with the support issues of 75 customers than spending less time offering personal support to 5 or 10 when it pays you far more for less work?

No matter which way you look at it, setting up a coaching program far outweighs many of the other business models out there.

For only a few hours of your time, you could generate an extra \$5,000, even \$10,000 in pure profit, quickly and easily.

If you have specialized knowledge on particular subjects, or you know something, anything that people would gladly pay for you can set up a profitable coaching business with very little resources and investment costs.

In fact, coaching programs can be created with less time and effort than the digital products that you are currently selling, and regardless of your niche market or overall business structure, it's likely that there is still an existing demand for personal mentoring or coaching.

Think about the emails that you receive regularly from customers.

- ❖ What questions are they asking?
- ❖ What do they need help with?
- ❖ What recurring questions or problems have you seen within your market?

You simply evaluate the support requests that you already receive, and use them as a fast track method of structuring your coaching program.

People are already telling you what they need help with, or are seeking information on.

All you need to do is use this ready made research to build a highly targeted coaching program for those already interested in receiving help or personal support.

People are willing to pay for private access to resources and personal help with the issues and problems that they have.

These people are eager to learn, to solve their problems, to expand their knowledge.

You'd be shocked at just how easily it will be to convert these buyers into coaching students when you offer them exactly what they are already asking you for: personal help.

So, how can you begin to construct your own coaching program and maximize your income while placing a higher value on your time?

In the first chapter, we'll take a closer look at the different coaching models that are commonly used and determine which one will work best for your existing customer base.

Coaching Platforms

In order to set up your coaching program, you need to evaluate the different platforms in which you can offer support in exchange for a recurring or one time fee.

The initial planning phase is a critical part of the process, so that you are able to structure your coaching program and tailor it towards what your current market would be interested in, without having to make any major changes down the road.

This is one step that many people go through too quickly, without spending the time evaluating each model to determine both overall profitability, as well as what will work best based on your overall focus.

For example, are you currently selling access to recurring membership sites, or are you primarily selling one-time payment products to your existing customer base?

If your customer base is happily paying for monthly access to a membership site, adding in an extended option to purchase coaching based on a monthly or recurring subscription payment would likely blend easily into your existing model.

However, even if your existing business is primarily focused on one-time payment options, you can still work through any level of resistance from within you customer base, it will simply require a bit more work.

Apart from whether you are considering charging a one-time fee or a recurring one, you also need to evaluate the actual methods of delivery that are available.

Question And Answer Model

By far, this is one of the easiest coaching programs to set up, because not only do you need very little (if any) existing material, you can literally launch your coaching program in a matter of a couple of days.

All that's involved in a Q&A coaching program is providing your customers with the ability to submit questions that you personally answer.

You can choose to answer them individually, or as a group unit, where you host live sessions and answer questions to the entire community.

When it comes to a Q&A coaching style platform, the only requirement is that you answer questions regularly and determine, early on, exactly how many questions each student is permitted to ask each week.

You would need to clarify the terms of your coaching program so that those participating are aware of exactly what they will receive in exchange for their registration cost.

Q&A style coaching programs allow you to cater to a larger client base as well, since you aren't required to invest a lot of time into the business, apart from consistently answering the questions you receive.

In order to manage a coaching platform based on the Q&A format, you'd need to implement a members center that would help you effectively manage questions, place limitations on the number of questions that any one member is allowed to ask, and keep track of your overall progress.

Another great aspect of a Q & A coaching program is that even those who are uncomfortable or inexperienced in organizing calls, hosting chat sessions or speaking live to your audience are still able to benefit from expanding their business by integrating a text-based Q & A coaching program.

This style of coaching also works with any niche market, and can be easily customized to communicate directly with the demands and expectations of your existing customer base.

Consider the price structure of a Q & A coaching program, and you'll begin to see just how profitable these models really are.

If you only accepted 75 members into your coaching program,

and allowed them to ask one question each week while charging them \$97 per month to gain personal assistance from you, you'd generate \$7,275.00 each month on a recurring basis.

If you think that answering 75 questions a week would be a time consuming endeavor, you should also take into consideration that it's very unlikely that all students will use up their allocated 'credits' with many of them failing to ask a question each week, and some of them failing to ask questions altogether.

It's like anything else in online business.

Few people actually take action with the tools and resources that they are given, so when setting up your coaching program and evaluating the level that you should cap it at, make sure to take this into consideration and don't undercut yourself.

You should also remember that it's likely that many of the questions will be repetitive, and in that case, you could set up a canned response system where you can easily generate an auto-reply whenever a question is asked that you have already answered.

By creating a "swipe file" of answers to commonly asked questions, you can save an incredible amount of time while still

being able to consistently address questions from your group of students.

If you have an hour to dedicate to answering questions each night, you could easily set up a Q & A coaching program for your existing customer base.

You could also take it one step further and minimize your workload long before your coaching program launches by compiling a list of questions and answers that you are already being asked from existing customers.

That way, when your coaching program goes live, you will be prepared to answer recurring questions just by using your swipe file, while only spending time answering new questions that are sent in.

Each time you answer a question that hasn't been asked before, add it to your swipe file so that you are building an ever-growing database of questions and answers that you can use again and again.

In order to set up a Q & A style coaching program, you simply need a website, hosting account, domain name and a solid sales page.

Your sales copy needs to highlight the benefits of your coaching program as well as indicate the terms, restrictions, and overall process.

You should create a 'getting started' guide that can be downloaded in PDF format once a visitor becomes a coaching student so that they are given a clear-cut instruction guide on how your coaching program works, and how they can begin to receive the benefits of their subscription.

If you have the time, I suggest creating a "Resource Center" for your coaching students as a way of minimizing your workload even more.

By offering existing resources such as documents containing common questions, free downloads that are relevant to your niche or perhaps bonus packages that are available exclusively to your students, you are able to add value to your coaching program while giving students instant access to tools and resources the moment that they sign up.

You should also create a "Terms" file that outlines when you are available, how your members are required to submit their questions as well as any additional information you need to be

able to properly address their questions (such as a full name, email address, or a username if you use a script or software to power your coaching membership).

Make sure that you indicate whether you are available on weekends, and consider implementing a calendar script into your coaching members center so that in the event you aren't available at a certain time, members are aware of your absence and won't be upset when they don't receive an immediate response to their questions.

One of the key ingredients to success with any coaching program you create is in keeping in direct communication with your students.

You need to make sure they are always aware of any changes, so that you are able to retain the subscribers that you have, while working towards building your program.

Even the smallest change can wreak havoc within a community if you don't personally take actions in ensuring that they are prepared for any modifications to the program.

If you decide to terminate the program, always do your best to provide your students with a 30-day notice, so that they can

cancel their subscriptions before they are renewed.

Extended Training Platform

When it comes to creating an extended training coaching program, it requires taking existing content and offering personal support in understanding and applying the material or content.

For example, let's say that you are currently selling an ebook on creating membership websites.

Your customers pay \$67 for this guide that offers a step-by-step blueprint to developing profitable continuity websites.

You could easily set up a coaching program that offers to dissect this information and personally help each student apply the strategies to their own business, such as in helping them with the technical aspects and/or launch elements to building a profitable membership site.

While this coaching style requires a lot more time and effort on your part, it also can yield a higher return, as extensive coaching programs can run as recurring platforms (as much as \$500 or more a month per student) or as one time payments of \$1,500 - \$4,000 or more) that provide each student with specific access to your services.

These coaching programs run a bit differently than the Q & A style because rather than run on a credit basis (eg; a number of questions allowed each month), you'd have to place a lot more emphasis on evaluating all that will be offered, as well as exactly what will not be part of your program.

Further, each student's needs and requests will vary so there's no help from an existing swipe file, for the most part, you'd have to be willing to put in a lot more time with each student.

It can become quite overwhelming if you're not prepared, however if you have the ability to bring in a few team members who are responsible for specific tasks (technical support, etc), it can be a very profitable business in any niche.

You can also simplify this type of program by modeling it after the Q & A sessions but with a slight twist.

Rather than students sending in questions each week, you could consider hosting online discussion sessions, tele-conferences, or webinars where your students could receive answers to their questions, where you could also offer a customized help guide to each student who needs it.

This document would simply offer a detailed version of your

answer, so that the student can take initiative to follow on his or her own, but with your added support.

Think about how lucrative this type of program is from a personal perspective.

If you read a guide on a new topic that you aren't familiar with, wouldn't you gladly pay to have a personal guide help you understand the information so that you can then apply it to your business quickly, without having to go through any costly, time-consuming trial and error process?

It's a very profitable model to base on your coaching business on, because regardless of what you are teaching, if people are already paying for information on that topic (in the form of audios, videos, ebooks, etc), taking it one step further and offering to break it down for them on a personal level, eliminating any learning curve they'd otherwise have to go through, you'll have an instant success.

I've seen this coaching style used in countless businesses online, from advanced coaching programs where students are assigned individual help guides and coaches, to simple set ups where people could submit their websites for review as a method of receiving help with improving conversion rates, or in building the

actual websites.

There is a lot of flexibility with this kind of coaching program, and you can customize it for your niche market in a dozen different ways.

Best of all, you aren't required to create or product any new content, you can use existing material as the basis of your coaching program.

Even products that aren't yours!

I've seen people set up coaching style programs for customers who are using third party products and services, very successfully over the years.

For example, consider existing script or software that people use regularly in your business.

In my line of work, (creating membership websites), I've seen a lot of people experience problems using membership software like Amember, Launch Formula Marketing and Butterfly marketing.

These scripts aren't cheap, some of them cost up to as much as

\$2,000. Once someone buys this software, they want to know exactly how to use it.

This is where we come in, as coaches.

Customers who buy these scripts feel that they need extra help, personal support, someone who will guide them through the process one step at a time.

Not everyone is able to read an installation guide and figure it out on their own, in fact, I'm willing to bet that a large percentage of your niche market finds it extremely difficult to move ahead based on limited documentation and resources that may be available.

Even in markets where there is an incredible amount of existing material, people are STILL willing to pay for personal support and help in using this material to their advantage.

They know they aren't likely going to get this level of support from the developers, and so, by setting up a personal coaching program that offers to help them with the set up, integration or overall product itself, I can absolutely guarantee that my coaching program will be a success.

Why?

Because people are already actively searching for help with these products, AND the developer of these products has already created an existing demand for the product I am offering coaching on!

It's a win-win situation.

You are relieving the developers of ever having to handhold customers, while generating an instant profit from their existing customer base.

Think about the types of products or services in your market where a developer might not be able to offer personal support in a way that customers want.

Where can you fill the gaps?

How can you create a bridge between the frazzled, confused customer, and the product they have purchased?

Just by taking an existing customer base that is struggling to use someone else's product and offering to break the information down, to guide them, instruct them, help them, or even motivate

them, you can create a coaching program that is guaranteed to sell out quickly and easily.

You can also set up a coaching program based on rights that you purchase to third party products or services including private label, resell rights and master resell rights, or individual licenses that you purchase to software or scripts that allow you to distribute this material to your customer base.

The possibilities are limitless in setting up a coaching program using this format, all it takes it a bit of research and creativity to get it going.

Just take the time to evaluate what would work best for both your lifestyle and your students and begin to draft an outline of how you believe your coaching program should run, and go from there.

Don't take on more than you can handle. It's easier to grow a coaching program than to have to minimize it down once it's already active.

If you have absolutely no experience in coaching, it's always best to start off smaller, and build up your student base as you become more accustomed to dealing with a community, than to

set it up so that it's very difficult for you to manage.

Customized Lesson Platform

This is one of my personal favorite platforms in which I've built successful coaching programs on.

For starters, it's dead simple to set up, and takes only a couple of hours to create, even if you've never done it before. Total no-brainer.

Here's how it works:

You choose a topic that your existing customer base is interested in, and you offer weekly lessons that are delivered via email, much like you would a traditional autoresponder sequence.

The only difference (and it's a big difference hence being able to charge top dollar for this coaching style) is that you personally review and respond to questions asked by coaching students who have read the weekly lesson.

This is very similar to the Q & A style of coaching, but with one major difference:

You provide a weekly lesson that instructs your students on how

to complete a specific objective, then after the week is over, students can email you with questions regarding each lesson.

Example: In my experience using this platform, I set up a coaching program that taught new bloggers how to build and monetize high traffic blogs, covering any niche market or topic they chose.

Each week, I released one module, or lesson, that would teach them how to complete one process at a time.

This step-by-step format broke down the information, and gave students a clear-cut instruction guide on what to do each week, so that they wouldn't get overwhelmed by a lengthy ebook.

After each lesson, students were instructed to email me any questions that they had before the next weeks course began, where I would release a new module instructing them on what to do next.

There are many benefits to setting up your coaching program using this style including:

You don't have to have all of the content or material available right away, and can create it as you go, allowing you to start

making money instantly without having to dedicate a lot of time in setting it up.

By breaking down the information and offering students with a step by step weekly lesson plan, you can place time limits on when they are able to ask questions, helping you better manage your time.

By offering coaching based on a weekly planning basis, you are able to consistently expand the lessons, continuing your coaching offer for as long as you wish (if your topic is a broad one, there will be no limit to how many topics and sub topics you cover each week).

Since the bulk of the value comes not only from the lessons themselves, but from personal access to you, you can combine exclusive content with existing private label material, saving yourself time in developing lessons each week.

You can price your coaching up to as much as your customer base is willing to pay. The longer your coaching plan is, the more you will be able to charge for your service.

You could also integrate a private community forum where each week, after the lesson has been sent out, students can post

questions via the forum rather than sending them to you directly, which will help you manage your time and cater to your entire student base faster and easier than via individual responses.

You can also offer additional material apart from the weekly lesson itself, to add additional value to your coaching sessions including:

Supplemental articles, guides, reports including video tutorials, audio/narrative guides or presentations.

Flow charts, visual guides (including worksheets, check lists, etc)

One weekly "live" web conference where you host a one hour Q & A session where members can ask questions or type in responses.

The possibilities are limitless, and even better depending on your topic, you could also offer upsell packages or upgraded coaching sessions.

In my example, I set up a coaching program for new bloggers and created packages containing blog themes as one time offers or exclusive deals.

This instantly doubled my income just by offering optional upgrades based on my existing coaching sessions.

(Just make sure these resources or add-ons are NOT required in order to complete the course, and are merely optional upgrades).

Exclusive Direct Coaching

This is the high-end, cream of the crop as far as coaching goes. With this platform, you are creating exclusive material and lessons for your students that cannot be found anywhere else.

You are also offering direct access to your own personal coaching where you will work individually with students, in private sessions, rather than in-group oriented discussions.

With this model, you need to make sure that your content and materials are exclusive to your program, and that you are able to commit a lot of time in pursuing this venture, because there is a lot more work involved (and a lot more profit).

I've created four coaching programs in the last three years using this model, each one generating over \$100,000 in pure profit, but the work involved can be quite extensive and time consuming.

In my situation, I was offering coaching based on info product development. Each week, I would dedicate time to a small group of students, where I would set up a schedule and literally pencil in private time with each.

I would then communicate with them via Skype, as well as through the phone for those that preferred this option.

Apart from personal coaching and mentoring, I also created custom tutorials and mind maps for each student based on their individual goals, and would personally evaluate their product during specific stages, from start to finish.

I only accepted a very small number of people, due to the time involved, however each one paid over \$5,000 for direct access to me for a 60 day period.

With only 20 students, I generated \$100,000 in profit for two months of work.

This is a very lucrative model, there's no doubt about it, but you need to be prepared to roll up your sleeves and do the work. Some students will be more experienced and able to do the bulk of the work on their own, but you'll always get a couple that require a lot of time and personal attention.

With this model, you can set it up relatively quickly however, because you aren't required to create more than a one week curriculum and depending on your focus, this might not even be required at all.

For example, you could offer to evaluate students info products, while helping them tweak and improve their material prior to publishing (as in my example), and when set up this way, you wouldn't be required to create any specific material or documentation to set up your coaching program.

You would however, need to be prepared to manage each project within a database or system that will allow you to keep on top of your progress, stay in consistent communication with each student and be able to access their project quickly, each time you review it and provide feedback.

When working with a smaller group, this is quite simple and you don't even need a third party software or script to set it up. All you really need is a direct channel to communicate with each student (Skype sessions, etc), and a private email address, available only to students, where they can sent you their product for evaluation.

When it comes to this coaching model, you need to make sure you set a price on your time, and aren't afraid to charge the prices that you are truly worth.

Since you'll ultimately be dedicating a lot of your time to these

students, and might not be able to do anything else outside of the coaching as long as its running, you need to make sure that you attach a price to your coaching that will justify the time and effort you are willing to spend with each student.

Coaching programs that run on this platform, where you are offering direct consulting and access to you, as an expert, can begin at \$997 per student, while running upwards to \$5,000 (as in my case) or higher.

Your price structure will depend on your level of experience; whether you are already known or have developed a reputation in your market, and the actual content or length of your coaching program itself.

Choosing Your Topic

Not only is coaching a profitable venture, but it also opens up the doors to additional opportunities, including networking and joint venture partnerships.

If you want to brand yourself as an expert in your niche market, there's no better way to jump-start your campaign than by creating a coaching program focusing on your market.

As long as you have the ability to teach your students, and provide comprehensive information and material, there is no reason why your coaching program can't be incredibly successful.

There is a very important step however, that you need to spend time on, and that's initially choosing your topic, the overall focus of your coaching program.

If you have an existing customer base, this step of the process is relatively easy.

Dissect the information and data that is already available to you from the emails and support requests that you receive from customers each week, determine recurring questions or concerns that could fundamentally be the center point of a coaching

program.

But what if you don't have an existing customer base, and aren't sure what topic to base your coaching program around that is likely to be successful?

Here is a swipe file of potential ideas for a profitable coaching program, based on my own personal experiences in coaching as well as the types of programs set up by my partners and peers:

- ✓ Weight Loss / Diet Programs
- ✓ Leadership
- ✓ Management
- ✓ Relationships
- ✓ Online Business (spanning hundreds of specific topics)
- ✓ Self Improvement (Mind power, confidence, time management, etc)

One thing to keep in mind regardless what topic you decide to base your program around, you NEED to make sure that your coaching program has a very specific focus.

This doesn't mean that you can't branch off and cover sub topics that are still relevant to your main topic, it just means that you need to be able to develop a coaching program based around a

primary topic.

For example, in my coaching program, my **primary topic was “profitable blogging”**.

My sessions however, focused on many sub topics as well including setting up a blog, as well as optimizing it, customizing it and monetizing it, with my MAIN focus being on “profitable blogging”.

You can go as deep with your lessons or as wide-scope as you wish, provided that you clearly outline what your coaching program is about and do your best to stay on track.

Each lesson should directly address a specific part of the process, and help your students **systematically apply the information** you provide to completing the process (eg; setting up a profitable blog by the end of my course).

And this brings me to yet another very important point; your coaching program **NEEDS to come to an end**.

You want people to feel as through they are consistently progressing towards their objectives, and that your coaching program is helping them along, every step of the way. You need

to keep them excited about the information they are gaining access to, and how well they are progressing.

If your coaching programs runs too long, it's likely that your students will become overwhelmed at never seeming to reach the 'end result', so you need to structure your coaching program so that it clearly defines a beginning, middle and end, right from the beginning of your course.

You then, provide this time-line to your students so that they know what to expect, and will be able to follow along, knowing they are progressing towards their overall objective.

The more you clearly identify their progress, the more likely that your students will stay enrolled and loyal to your teachings.

This is very important, and you might be surprised at just how many coaching programs never seem to provide an end result, with students dropping out after the coaching continues on for so long that it feels as if they are truly no longer benefiting or moving ahead.

When choosing your market, make sure you survey existing demand as well as the level of competition in your market who are also offering coaching programs.

Evaluate what they are offering, how long their coaching programs run, what is involved, and make sure that you structure yours so that it addresses any key points that are not being recognized or covered by your competitors.

You will also want to take the time to evaluate price structures, primarily based on what other coaches are charging for similar information, as well as the overall market demand.

If you are involved in a competitive market, your price point might need be relatively similar to other programs out there, however the more specialized your program is, and the more exclusive the information is, the more valuable your coaching will be, and with this perceived value, comes a higher price tag.

Becoming An Authority/Expert

There's one thing about online business that offers the opportunity to turn knowledge and natural skills into profitable businesses, quickly and easily.

It's all about perception.

Are you an existing expert in your niche? Do people consider you an authority? If so, you can price up your coaching accordingly.

If you are yet to be discovered as someone with genuine skill or knowledge in your niche market, you might consider holding off on setting up your coaching program until you have been able to further develop your brand and online presence.

Remember, people are willing to pay for help from experts, but they need to be reassured that you are able to provide them with resources, tools and training that they can't just get on their own.

The more you brand yourself as an authority in your market by demonstrating your knowledge and ability, the more valuable you become.

One way to begin building your brand and establishing yourself in your market is by participating in community forums. Regardless of your niche, there are bound to be active communities that consist of both buyers and competitors.

Spending time actively answering questions and helping forum members is a fast and easy method of sending the message that you are knowledgeable, experienced and have something to offer.

Consider creating a series of reports of an info product of your own focusing on your niche market, and then either selling access to the product or giving it away in order to build a list and build your online presence.

By offering free information in exchange for a visitor subscribing to your newsletter, not only will you be able to solidify your place as an expert in your market, but you'll also be able to build a customer base of active subscribers who are likely to be interested in joining your coaching program when you have decided to launch it.

(Very easy to launch a coaching program when you have a ready-made customer base of subscribers interested in your topic).

It can take a bit of time building an online reputation as an authority in your market, but it's an exceptionally worthwhile venture.

Launching Your Program

When you have chosen your market, and have taken steps to brand yourself as an authority in your niche, you're ready to begin constructing your coaching program.

To start, decide on a platform that works best for you, based on the time you can allocate to offering support and assistance to your students, as well as the scope of your coaching (how extensive it will be, the length, etc).

You want to be as organized as possible so that your students are never left confused or overwhelmed.

If you decide to set up a Q & A coaching platform, prepare your swipe file of questions and answers, or if you decide to try out the Lesson planning platform, be sure to create your curriculum and all training materials prior to launching your coaching program.

The more prepared you are, the easier it will be for both your students and yourself.

When it comes to constructing your website, you will want to hire a professional copy writer and ensure that your message is clear.

Highlight benefits of your coaching program, describe in detail, exactly what your students will receive, as well as any extended features, bonuses or offers that will be available exclusively to those participating in the coaching sessions.

You also need to explain how the orders will be processed, as well as the limit (cap) placed on the number of spots available to potential students.

And finally, make sure to clearly outline how the coaching will be conducted (schedules, communication channels, overall delivery), so that your students (and customers) know exactly what to expect after signing up.

(Very important, you do not want to leave people confused. Provide a detailed summary guide that students can either read online or download that thoroughly explains the entire process).

You should only need 3 pages on your website including:

- ❖ Sales Page
- ❖ Thank you page (outlining delivery/fulfillment)
- ❖ Terms (outlining and conditions, terms, restrictions, etc)

You also need to consider your options for communication and

what the best delivery channel will be based on your target audience.

Also take into consideration computer systems, and make sure that the channels you decide to use can be accessed by both PC and Mac computers.

For example, the popular software for hosting conferences (Web Conference) is available only in EXE formats, not able to be run on various Macintosh computers.

When it comes to any documentation or assignments that you create, try to provide them in PDF format only, which is viewable on any operating system.

You can create PDF files from existing doc files by using free PDF creators such as <http://www.PrimoPDF.com> or by downloading a copy of Adobe Acrobat.

If choosing to communicate via email, take into consideration that there's no guarantee that your messages will always be delivered properly to your students, especially if you email out broadcasts or mass-mailings.

With spam filters in place and delivery rates down, you always

need a back-up plan that guarantees that your students will be able to receive important notices, lessons or updates.

The best way to set up your personalized coaching program would be to make use of a desktop communication software, so that you can manage your entire group within one location.

It's easy to set up and integrate, and exceptionally cost effective. And it also ensures your messages are delivered straight to your coaching students desktop which boosts the value they receive.

If you decide to implement a message board into your coaching program, be sure to effectively categorize threads, and keep it well managed and organized.

There is free forum software options available, including www.phpbb.com that will help you quickly set up a private meeting place for your students.

By creating an interactive community, you will also better manage your time by allowing students to help one another, while being able to post updates quickly, ensuring all members are able to receive your messages.

When marketing your coaching program, consider contacting

potential joint venture partners in your market, whose existing customers may benefit from your coaching services. Offer JV partners with a percentage of the income generated from each new enrollment sent to you as a result of their recommendations.

You should also consider creating viral reports and give-aways that will help spread the word and invite new customers to your coaching program, as well as becoming a subscriber of your personal newsletter.

The more you focus on building your list, and growing a relationship with your subscriber base, the easier it will be to market your coaching program, as well as other products and services that you launch in the future.

You could also set up advertisement campaigns using PPC marketplaces like www.Google.com/Adwords where you can instantly jump-start your website by funneling in targeted traffic based on your course's topic.

Once your coaching program has launched, continue to promote it until you have filled all of your spots. One thing to consider is to efficiently time the start day of your coaching by allowing yourself to initially promote the coaching program for at least a week prior to starting the training.

That way, you can make sure to fill all spots before your coaching kicks off, which will help you stay organized and on track.

Always keep an eye out on your bottom line, and potential future programs that you can run by bundling your coaching transcripts and information into additional packages, later on. If you host a teleseminar or webinar, record the conversations so that you can sell these individually once the course has ended.

Make sure that you establish, early on, what your students can and cannot do with the information you provide.

For example, if you intend on offering transcripts or MP3's of conferences or online meetings that you host, you will want to make it clear that students are not allowed to record or sell this information to external sources.

Include this within your websites terms of use, disclaimer as well as a clearly written copy within your members center (or training center) itself.

Make sure to protect your resources and the amount of time and effort that you put into helping your students. You can leverage these resources later on to continue maximizing your income if

you take action in ensuring that you are the only one entitled to the material once the coaching program has ended.

Final Words: Conclusion

Setting up a profitable coaching program can be a very lucrative endeavor and a very rewarding one.

As long as you have a clear outline of what your goals are, as well as how you can efficiently execute your program so that it's well managed and organized, you will be able to enjoy both the benefits from a monetary standpoint, as well as being able to develop a brand for quality, commitment and authority.

Setting up your coaching program doesn't have to be a difficult, time consuming process. If it's the first time you are considering developing a training program, try to keep it simple.

You can always launch a more extensive training program later on, as you become more familiar and experienced in group management, presentation and training.

Research potential topics, and make sure to spend time evaluating existing coaching options so that you are able to construct yours to be able to compete in your market.

Take your time setting it up, paying attention to even the smallest details. As you go through the learning curve yourself,

and gain hands-on experience personally training and consulting with a small group of students, you will be able to expand your outreach, while systematically replicating the process many times over.

I've had a lot of fun, met a lot of interesting people and skyrocketed my income while pushing out my brand further than I ever thought possible simply by offering personal coaching to those who needed it most.

If you commit yourself to those who put their faith in you, and you do your best to provide them with the help and reassurance that they need, you will find that the initial monetary rewards are nothing in comparison to the end result.

I wish you the very best with your online coaching career.

Sincerely,

David Mangoro

[Click Here to Check Out This Desktop Communication Software to Kickstart Your Coaching Program!](#)