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# Table Of Contents

Foreword

Chapter 1:

***Coaching Basics***

Chapter 2:

***Build Your Own Confidence First***

Chapter 3:

***Choosing A Niche***

Chapter 4:

***Do You Need Certification***

Chapter 5:

***Setting Fees***

Chapter 6:

***Getting Clients***

Chapter 7:

***Using A Trial Session***

Chapter 8:

***Teaching Others To Be A Coach***

Wrapping Up

# Foreword

The coaching platform is predominantly used as an effective tool in teaching other how to impart certain specifically designed knowledge to an audience. This form of coaching can be done in a casual or formal setting, and this is usually dictated by the client's requirements for the intended audience. Get all the info you need [here](#).



## ***Coaching The Coach***

Tips For Wildly Successful Coaching Business

# Chapter 1:

## *Coaching Basics*

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### Synopsis

There are several benefits to using this style to impart information to others and some are listed below:



## **The Basics**

The coaching exercise may be used to provide for the enhancement of certain specified skills that would otherwise not be available to the masses. This skill can be imparted to the audience through a series of coaching exercises.

Coaching exercises can also tap into the abilities that the individual may not know was within their capacity. The resourcefulness that can be displayed during a coaching exercise can be quite amazing as most of these are done in a need to do basis thus requiring the alertness of the individual hosting the coaching exercise.

Through coaching sessions most participants come away with better confidence levels, more openness in approaching customers and clients alike, more commitment to the tasks at hand, more clarity of the thinking and planning process and a host of other positive traits that can be cultivated through the said coaching experience.

Coaching also helps to enhance the communication skills of the presenter. Through constant practice the communication skills become more finely tuned thus creating a more confident and effective communicator. This is beneficial when the individual eventually has to approach customers and clients to introduce the coaching services to benefit others.

Coaching also helps to empower organizations to be better and more productive in their endeavors. It encourages the participants to work

as a team to bring the company to the successes it was designed for. Most companies today engage the services of coaching experts to help motivate the staff periodically.



# Chapter 2:

## *Build Your Own Confidence First*

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### Synopsis

Although coaching is a very profitable business to venture into, it has to be able to generate certain levels of credibility in both its presentation as well as in its content in order to be recognized as a business entity worth hiring.





## **Build It**

Having an undisputed or unshakeable confidence level is very important when it comes to making headway in the coaching arena.

In order to adequately hold and keep the attention of the target audience, the coach has to have the presence and confidence to create the aura that is required for garnering the attention of the audience.

The following are some tips on how to build the confidence levels for the eventual purpose of coaching effectively:

Before the actual coaching assignment, working on the material and practicing the presentation will help the individual be more confident in both the material content and also into presentation style.

This practice run will allow the individual to be aware of what the entire coaching programs is about and thus be ready for any elements that may arise during the said session.

Dressing the part will also help to build the confidence levels in an individual. When others look upon the individual with admiration and respect based on the outward “package” presented, the visible

acceptance and compliments will help create the automatic confidence stimulation within the individual.

Training to constantly focus on the positive rather than on the negative will also help to build the confidence levels of an individual.

Most people like being around positive minded individual and having this kind of following will be a natural confidence booster which can be tapped into for other needs too.

Making the effort to participate in situations that are not always the individual's forte is another way to build confidence levels, this is especially so when the resulting outcome brings about a positive experience.



# Chapter 3:

## *Choosing A Niche*

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### Synopsis

For most people venturing into the business arena, some research exercises are usually conducted to ensure its success probability rates are high. Part of this exercise would normally include the identification of the type of business endeavor most suited to the times and expertise of the said individual. This information would then contribute to the decision made regarding the niche market chosen for the individual's business to cater to.



## **Choose**

The following are some tips on how to choose suitable niche markets that can contribute positively to the revenue earning projections of the intended business endeavor:

The obvious way of identifying a suitable niche would be connected to the capabilities and knowledge of the business owner.

Choosing to venture into something that is familiar will give the business owner a better chance of achieving success simply due to the information already known about the said niche market.

Being enthusiastic about the niche chosen will also contribute positively to the business owner, sticking to the choice made. The enthusiasm levels evident will be one of the factors that will enable the individual to face any negatively that might unfold during the business exercise.

Conducting comprehensive market research exercises will also help the business owner make informed choices regarding identifying suitable niche markets to venture into.

The current buying and selling trends factor in very highly in any new business endeavor, therefore careful research should be done to ensure the right choice is made. Failing which would result in a

niche chosen that is not only not suitable and sustainable, but will possibly create losses for the business owner.

For those intending to cater to a niche market simply based on the love of a particular product, there is the danger of not being able to look upon the business entity objectively, thus perhaps contributing to a lot of clouded judgments calls.



# Chapter 4:

## *Do You Need Certification*

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### Synopsis

Although most coaching establishments are certified in some form or another, it is not always a pre requisite for those intending to acquire the services of the coaching expertise for their staff.



## **What Do You Need**

The coaching business covers a very diverse area thus being competitive and staying on top of the completion is more likely to get the bulk of the coaching business entity rather than pursuing accreditation and certifications.

Most coaching platform relies on the visibility its content creates and also on the positive feedback given from satisfied clients. This will also create to desired advertising angle for the coaching business, as satisfied customers make the best advertisers.

However, having the relevant certification does help when one is intending to cater to the more intellectually savvy platform. Those in this caliber expect to be on the receiving end of information, based on the presenter having the relevant credentials to back up or support the material being presented.

This can also be used for advertising purposes where the target audience is enticed to attend the coaching session based on the perceived expertise to be gained by the accredited speaker.

When it comes to getting the relevant licensed for the business there is also the need to have the proper certification to show the legitimacy of the material being offered through the coaching experience.

Most endorsing committees will only give their approvals based on the certifications the business entity can produce.

This certification also ensures the general public or would be clients, that all the services being offered by the business entity is done so

from acquired training skills form reputable sources. This will also assure the client that the material being used is both legally endorsed by the relevant governing agencies and also by the bodies that monitor such material.





# Chapter 5:

## *Setting Fees*

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### Synopsis

There are several factors that govern the fees setting structure for coaching. These are usually dictated to be the current market trends and the materials being offered. In order to be able to set a fairly competitive and acceptable fees structure there is a need to first evaluate the current market trends.



## **What To Charge**

The following are some tips on how to decide on the fees setting structure:

The expertise and experience of the presenter or coach makes a big difference in the charges that can be imposed. If the individual giving the coaching session is well known and an accepted authority in the field being presented than the fees charged can and usually is considerably higher to others making the same of similar presentations.

The area being explored at the coaching session also has some bearing on the fees that can be charged. If the topic is considered popular for the current market trends, then the fees charged would also reflect this, and it is commonly accepted to be also higher when compared to other topics.

This is also true when it comes to charging higher fees for niche areas where the materials and the experienced presenters are quite limited.

The length of the coaching agreements is also another point taken into consideration when fees are being decided.

If there is a contract in place to provide coaching services over a lengthy period of time, then the fees charged will reflect the continuous commitment on the client's behalf.

Fees are also decided based on the need to have any other added services that may complement the existing coaching exercise.

These may include personalized attention of a smaller group, further in depth coaching needs and any other modules that the client may deem fit for the company's overall optimum progress.

Any or all of these fees does really follow any rigid structure and is usually open for discussion, to best accommodate both coaching establishments and prospective clients.



# Chapter 6:

## *Getting Clients*

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### Synopsis

In every business there is the ever present challenge of getting and keeping clients. There are several contributing factor that ensure both scenarios are acquired however some effort has to be exercised in doing so.



## **Customers**

The following are some of the areas worth exploring if the business entity is looking to widen the client base and expand the company:

Visibility – this is the most important element that deserves a lot of effort and thought. Without this visibility element it is very hard for the business entity to be able to attract the customer base desired.

Therefore all means has to be explored diligently to ensure the best tools are used to create this visibility effectively and easily. There are both online and offline tools that can be used to effectively promote the business and some of these are quite cost effective is not altogether free.

Advertising the capabilities of the coaching establishment without actually stating its limitations if any is an effective way to get the target customer base interested enough to make the initial contact.

There is no real need to divulge all information especially when it is less than attractive as a selling point. Clients are more inclined to focus on their needs and whether these needs can be provided for by the coaching entity hired.

Therefore hard selling these, to get the client convinced of the potential services provided will be a better idea than simply listing all the coaching featured capabilities.

Taking the trouble to understand the market needs and the client's needs will help the coaching business design packages to appear more attractive and applicable to the customer base.

This is an effective way to garner the attention of the prospective clients as they will be assured to hiring a coaching entity that specifically suits their needs.



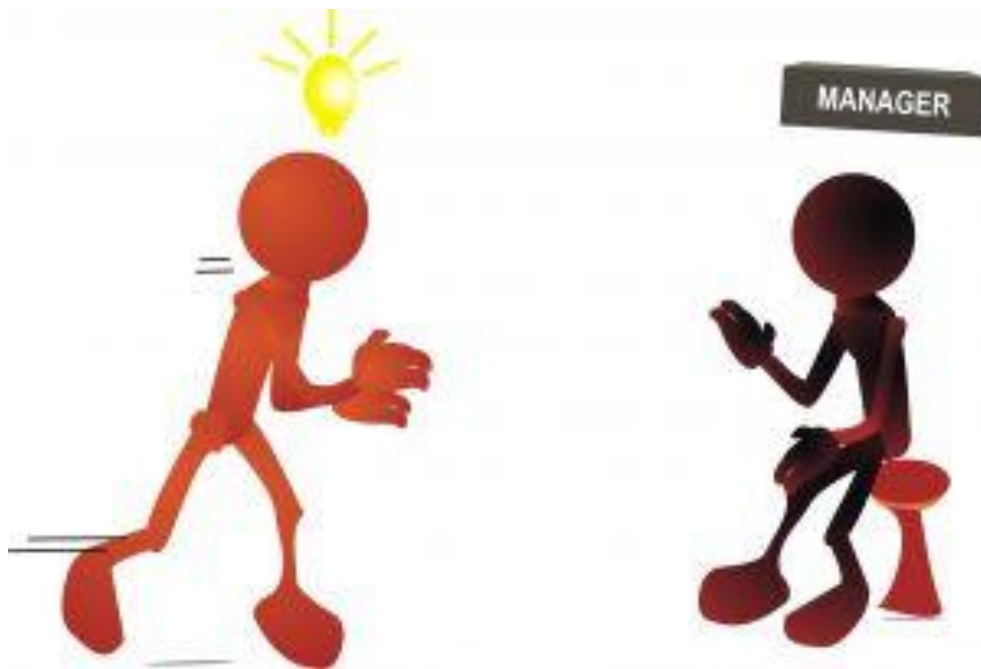
# Chapter 7:

## *Using A Trial Session*

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### Synopsis

This is a relatively new style of “advertising”, but is none the less very effective; as the client is able to view firsthand the quality of the work the coaching company is capable of extending.



## **Trail**

There are a lot of businesses today that go the extra step in providing free samples of their products in the hope that a fraction of the intended customer base can be made to commit to an eventual purchase based on the trial offered.

This same method is being adopted by companies that are in the service providing business, where free trials are offered so that companies can actually have the opportunity to try out the services and then make better and more informed decisions as to the merits of the service offered and its corresponding costs.

Bearing in mind that this system only works when the intended product or service extended has the positive qualities that will ensure and even guarantee a commitment from the free trial extended.

The coaching free trials should also be able to deliver optimally designed product content to ensure the same positive commitment from the potential client.

The trial session extended is usually designed to take on the form as a teaser to the actual full module used in the training sessions.

These teasers if designed well should have all the features that are attention grabbing and technically beneficial to the participants in



order to ensure they will be more than willing to commit to attending future paid sessions.

These trial sessions are also a good way to get the company through the preliminary stage of getting the client's attention.

When it comes to promoting a business, most people are not savvy enough to lock in the prospect interest from the very onset of the meet, therefore providing “free” trials will comfortably create the leverage needed to make the first meeting potentially beneficial to both parties.



# Chapter 8:

## *Teaching Others To Be A Coach*

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### Synopsis

When the coaching business does well there may be a need to extend the coaching staff to accommodate such expansions. Such expansions may need the expertise of having to coach others to take on the responsibilities.



## **Helping Others**

The first thing to ensure is that the proper tools are in place to help the teaching session go smoothly so that the intended material to be imparted to the new coach, will be absorbed as it is being taught. Such tools should also be available to show the “students” how to teach using these tools.

Besides the actual material being imparted, there is also a need to ensure the chosen individual has the charisma and confidence needed to be an effective coach. Providing them with motivational material and constantly reassuring the “students” with positive reinforcement will allow the individual too slowly and surely develop the confidence needed to portray a well adjusted coach.

Part of learning how to be a good coach is also the ability to observe and relate to the audience during the coaching sessions. This is an important observation to make as it will give the coach an idea of how well received the presentation is.

It will also allow the coach to make the necessary adjustments to ensure that the time spent at the coaching session is beneficial to both the coach and the participants.

# Wrapping Up

Emphasizing the need to be prepared for every coaching session is also something that should be taught and learnt. Teaching the individual how to plan the coaching session and also how to pick the corresponding tools that will easily facilitate the material being presented is also just as important. Preparation is an important element to ensure becomes a habit, as this will prepare the coach both on the presentation and also any possible unexpected occurrences that may come up at the last minute.

