



Nature Care College

Basic Marketing for Coaches

DESCRIPTION

In order to launch a successful coaching business, trainee coaches will learn how to access and release their inner entrepreneurial spirit. Engaging the principles of flow, manifestation and spiritual marketing, students will create a vision for their business, explore proven strategies for getting clients, and address the practicalities including insurance, business structure and pricing.

DURATION

24 hours

LEARNING OUTCOMES

By the conclusion of the module, students should:

1. Have a basic understanding of the principles of spiritual marketing, and begin to practice these principles.
2. Have a clear vision of their coaching business, and of its higher purpose.
3. Connect with their natural and authentic way to market their business.
4. Be able to articulate clearly and succinctly what they do, as well as what coaching is and how it works.
5. Develop their own authentic strategies for connecting with potential clients.
6. Develop an authentic strategy for attracting and signing up coaching clients.
7. Identify the strengths and beliefs that support them in building their business.
8. Begin to identify any beliefs that may get in the way, and develop strategies for transforming these beliefs into ones that are more empowering.
9. Have an understanding of basic business requirements as well as how to access further information and learning.

KEY ICF COMPETENCIES

1. Meeting Ethical Guidelines and Professional Standards
2. Establishing the Coaching Agreement
3. Establishing Trust and Intimacy with the Client
4. Coaching Presence
10. Planning and Goal Setting

TEACHING METHOD

Written course material
 Class discussions
 Practical exercises
 Experiential learning.

1. Satisfactory participation in class.
2. Assignment – see separate Assessment Information and Guidelines document. 500 -1,000 words. Due no later than 1 week after the final class.

Results: Competent / Not Yet Competent

This is in accordance with competency based guidelines.

Each assessable component must achieve an assessment of 'competent' in order to gain an overall result of 'Competent'. No grades available.

Note: To facilitate the return of your assignment you will need to provide a stamped addressed envelope. If no envelope is provided, assignments will be destroyed after results are recorded. Please also ensure you have a copy of your assignment before submission for your own records.

ATTENDANCE 80% minimum.

PRE-REQUISITES Introduction to Transpersonal Psychology, Core Skills for Transformation, Coaching Presence, Creating Awareness and Transformation.

CO-REQUISITES Transformational Coaching in Practice.

MATERIALS REQUIRED Notebook, pen.

TEXTBOOKS **Required:**
Whitworth L, Klmsey-House K, Klmsey-House H, Sandahl P, *Co-Active Coaching: New Skills for Coaching People Towards Success in Work and Life*. Davies-Black, California (latest edition).

Recommended Reading / References: Nil.

INTENSIVE OUTLINE

DAY 1 An introduction to Spiritual Marketing.
Connecting to your entrepreneurial spirit.
Getting clear on what you want and developing a compelling vision of your coaching business.
Starting to identify your current beliefs around creating a successful business.
Exploring strategies for getting your first coaching clients.
Articulating what you do, and what coaching is.

DAY 2 Ways to source clients - your natural way to meet potential clients.
The initial coaching session as a marketing tool.
Making an offer and agreeing on the fee.
What to charge, and beliefs around asking for money.

DAY 3 Business logistics – insurance, professional memberships, business resources, etc.
Review of spiritual marketing and getting clients.
Questions
Intentions, actions to take, commitments and visions.

Please be respectful of your fellow students and arrive on time for classes. Please ensure all mobile phones are turned off prior to the commencement of class.

Nature Care College Pty Ltd ABN 77 105 282 264

46 Nicholson Street, St Leonards NSW 2065

Tel: +61 (0)2 8423 8333 Fax: +61 (0)2 9436 0503

email: info@naturecare.com.au website: www.naturecare.com.au