



How to Make Money From Business Coaching

Bob Evans CEO Freedom Business Coaching UK



Unlocking Potential | Creating Wealth | Delivering Freedom

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How to Make Money from Business Coaching

By Bob Evans – CEO Freedom Business Coaching Ltd

Who are we to tell you how to make money from business coaching?

With a background of successfully growing and building our own businesses and achieving some degree of financial freedom, our passion is to share our learning experiences with other business coaches and mentors. We work with clients, identifying ways for them to unlock their potential, create real wealth in their business that delivers freedom, what ever that means to them.

Over the past few years we have developed our Rapid Growth Mentoring System, a world class mentoring and coaching program, together with lots of simple but highly effective tools.

Our mission now is to help you as a Business Coach to Make More Money from Business Coaching by building a high value proposition for your customers.

Before we show you how to do that, let me introduce myself and the rest of the FREEDOM team:

Bob Evans Founder & CEO UK



Bob started his own construction business in 1990 and grew it from the original idea into a multi-million pound business, became financially free and now helps others do the same. Business is Bob's hobby as well as his career. Bob is a global and concept thinker and knows how to develop and communicate with teams.

Bob's strengths are leadership, marketing, innovation, creativity, problem solving and making things happen.

He has coached and mentored over 100 clients to date, many who have been with him for over 3 years as his advice, experience and support has doubled, and then doubled again the size of his clients businesses.

Bob's approach to business is to make it simple, and systematize it so it creates more for less effort, eventually delivering financial freedom - the whole concept of Bob's dream when the business was conceived.

Bob has written a book '**Let's Go Business Class**' it tells his story, and includes three business mentoring and coaching sessions, so prospects can find out what business coaching is all about.

David Hilton, MBA, M.Ed. CEO USA



David is president of Strategic Vision Business Development Corp and our United States managing partner.

David works with firms in a variety of industries (including computer software, technical training, photography, sports academies, building materials, business marketing, medical professions, and florists). He has experience guiding owners sell their companies at full asking price and has helped several family businesses to successfully transition ownership to the next generation.

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For more than 10 years David has been a Senior E-Myth Coach (Michael Gerber's E-Myth Revisited); he has taught Dale Carnegie's Management Program and is currently an Independent Business Advisor with Glazer-Kennedy's Insider's Circle.

David also practices what he preaches, as president of a profitable manufacturing / sales / retail company which he recently successfully sold. In that role he grew and managed multiple location and recruited, hired and trained over 500 people. He has developed this company to thrive without his day to day involvement.

David holds a BS degree from Rochester Institute of Technology, a Masters degree in Education from Worcester State College and a Master of Business Administration degree from Boston College.

David has co written with Dan Kennedy called "The Ultimate Success Secrete Revisited" and is currently writing a second one about our system.

John Curwen - Operations Director



John comes from the world of Corporate IT. He has great knowledge of systems and automating a business. Having gained his experience in the Private Sector, He successfully created and developed his own IT Management Consultancy and provided services into both Public and Private Sector organisations, from Programme Management to Business Transformation.

John is a Mechanical Engineer and is a process and systems thinker. Business automation for growth is his specialism.

John designed and built our state of the art Business Tool Kit "The FREEDOM Dashboard". He has also just completed a book co-authored with Bob titled "Drive Your Business To More Profits"

Making Money from Business Coaching – What we know

To make a reasonable living from business coaching you have to add real value to the lives of your clients. The first question is who are the best clients?

Your Target Audience

Let's begin with identifying our worst clients and making sure we avoid them. The worst clients are those who have no money, don't listen, think they are god's gift to the business world, and are small minded. There are thousands of them out there and if you meet them at any of the many networking events you will recognise them because they will be trying the hard sell on you. Talking about themselves and what they can do for you; in short, they will sap your energy and kill your time.

Your ideal target customer will have been in business for more than 5 years, may have gained a few battle scars on the journey, but have survived, perhaps even thrived. But their business has reached a level they can't seem to get above. They are stuck, they want to take it to the next level, but don't know how. They read business and marketing books, self development books, may even go to a few motivational seminars. They have a positive attitude and are hungry for success; they listen and, more importantly they take action. In a nutshell they have the right mindset.

We estimate that in every 100 business owners, there are about 20% who want to grow their business, 10% who want to grow their business and read books on how to do it but only about 5% who want to grow, read books and *have the right mindset*. These are the business owners who will engage your services to help them, because they have realised they can't do it by themselves. They also know that they want someone who has been there and done it, who has already achieved success and is willing to help them achieve the same.

Niche and market sectors

Finding a niche or a market sector works very well especially niches who already understand coaching and mentoring. Niches could include:

- Dentists
- Solicitors
- Martial arts
- Web designers

Market sectors could include

- Construction
- Retail
- Manufacture

To get a better understanding of how niching can help you grow your own business, read the Strategic Marketing Module within "The Rapid Growth Mentoring System". We use this with most of our clients and it really works. In summary the process is:

1. Demographics – Which niche or sector do you want to operate in? Who are they, where are they?
2. Psychographics – How do you communicate to them effectively within their world?
3. Positioning and differentiation – Why should they buy from you?
4. Look and feel – How do you attract them to you?
5. The plan – Putting the plan together for each individual niche or sector. Each one will be different.

Strategic marketing is one of the keys to your success; most people create one brochure and market it to everyone, attracting nobody because it's reach is too wide. Strategic marketing focuses on a specific target, delivers a message they want to hear and attracts the right people; it also ensures the marketing process works in a sustainable and predictable way.

Target Audience Needs

What is your Target Audience looking for? Our experience tells us that coaching clients are seeking out the following:

1. How to breakthrough to the next level
2. An edge
3. Clarity and direction
4. Lead generation
5. Lead conversion
6. Cash control
7. Team and people development
8. Processes and systems to allow them to grow the business without them working in it
9. Sales skills and knowledge

What does your Target Audience Want from you? In our experience the ideal target audience want:

1. Someone who has done it before
2. Your connections
3. Your skills and experience
4. A sounding board to debate ideas
5. Stress relief by helping them look at issues in different ways and perspectives
6. Done for you solutions
7. A step by step simple process and system to go through to educate them about business

The final and largest needs and wants from the target audience are:

1. Financial Freedom - To do want they want to do
2. Time Freedom - The time to do what they want to do. (Some of them are all ready wealthy but they are chained to their business)
- 3.

How do you sell to the Target Audience at a price that you can make a reasonable living and they see as an important investment for them to make?

Adding Value

To add value to your proposition we recommend you sell coaching with a system. The system is a product and means you don't have to sell you, which some people find difficult. Potential clients see value in the product and understand the principle of a step by step approach.

The FREEDOM “Rapid Growth Mentoring System” provides you with the product you are looking for. It has taken over 20 years of personal experience of growing businesses and a combined 25 years experience mentoring and coaching business owners both in the UK and USA to develop and write this program.

We have proved it's success with over 100 clients and know it works. Consisting of eight modules with over 50 workbooks, it is a series of business tools that, once implemented, will take your clients business to the next level; each module is a business tool in it's own right and provides a sound basis for a number of coaching sessions.

The Rapid Growth Mentoring System

This world class system has been developed to encompass not only what clients want, but what they really need. It is easy to follow and provides a step by step approach to building business knowledge and acumen whilst allowing the flexibility to move in and out of modules depending on the specific business need at the time.



1. Leadership



2. Planning



3. Strategic Marketing



4. Process & Systems



5. Winning Teams



6. Finance



7. Marketing Communication



8. Sales

Each workbook starts with the following:

- What you will learn
- Why you should learn this
- The results you can expect from learning this

We then go into the detail of how to achieve the aims of the workbook, providing the information and knowledge clients need to achieve each level of business acumen. The workbooks provide the groundwork, they do not include a full explanation of how best to implement the ideas and knowledge, this is the job of the coach/mentor.

How does it work?

The effectiveness of this system lies in the combination of the business mentor/coach and the structured business development programme.

Eight modules provide a framework for a highly effective business; each module is a business tool in it's own right and, if used effectively, can raise the operation to a higher level. By guiding the business owner through the programme, the professional mentor/coach brings structure to the coaching process whilst maintaining the flexibility to work on any aspect of any module at any time.

The program allows business owners to develop their business skills and knowledge in a very rapid way; information, concepts and knowledge are transferred through completion of the workbooks, while their coach/mentor guides them through the best means of effecting the change driven through the programme. The business owner is therefore developing new systems, processes and skills within the business and driving them at a pace that will achieve their business goals.

Content

The eight modules have been designed on a customer centric basis; using over 25 years experience of working with business owners, mentoring and coaching them through the good, the bad and the ugly of the business journey, from start up to realisation of wealth. The following is a summary of the content of each Module:

Leadership – Clarity and Focus

- 1.1.1 Introduction to Leadership – *What's leadership?*
- 1.1.2 Personal Goals – *Getting into goal setting mode*
- 1.1.3 Personal Purpose and values – *What's it all about?*
- 1.1.4 Business Purpose – *Why am I in business?*
- 1.1.5 Entrepreneurial Mindset – *Have I got what it takes to be successful?*
- 1.1.6 Personal Effectiveness – *What should I be doing to be effective?*
- 1.1.7 Prioritising – *What should I focus on to achieve successful in business?*



Planning – Where are we going?

- 1.2.1 Business Audit – *Where are we right now?*
- 1.2.2 Clarity and Focus – *What's our vision and mission?*
- 1.2.3 Setting Objectives – *What do we need to do to achieve our vision?*
- 1.2.4 The Five Step Business Plan – *A simple plan that works!*
- 1.2.5 Objective Achievement – *Achieving objectives when everyone is busy*
- 1.2.6 SWOT Analysis – *Playing to strengths*
- 1.2.7 The Elevator Pitch – *Making the marketing message easy to tell*



Strategic Marketing – Focused marketing is a winning strategy

- 1.3.1 Introduction to Marketing Strategy – *How to farm rather than hunt*
- 1.3.2 Demographics – *Who are our target audience?*
- 1.3.3 Psychographics – *How we communicate with our target audience*
- 1.3.4 Positioning & Differentiation – *Why should clients buy from us?*
- 1.3.5 Look & Feel – *How we attract the right people and clients*
- 1.3.6 Your Strategic Marketing Plan – *Putting it all together*
- 1.3.7 Branding & Identity – *Who are we?*



Process and Systems – Growth and sustainability

- 1.4.1 Introduction to Business Systems – *What's it all about?*
- 1.4.2 Problem Solving – *The positive approach to business problems*
- 1.4.3 Systems Inventory – *Know your business*
- 1.4.4 Visualising Order – *Let's make it simple*
- 1.4.5 System Creation & Documentation – *Your communications toolbox*
- 1.4.6 Touch Points – *Customer focused processes and systems deliver more profit*



Winning Teams – You can't do it by yourself

- 1.5.1 Team Leadership – *Are you a team leader?*
- 1.5.2 Organisation – *Let's get organised*
- 1.5.3 Motivation – *How to motivate your team*
- 1.5.4 Behaviour – *Create positive behaviour in team members*
- 1.5.5 Personality Profiling – *Finding out how individuals tick*
- 1.5.6 Brilliant Teams – *Build a winning team that delivers for you*
- 1.5.7 Top Grading Recruitment – *Recruit only the best people*
- 1.5.8 Coaching – *How to coach for performance*



Finance – Business by numbers

- 1.6.1 Overview – *What's it all about*
- 1.6.2 Simple Financial Plan – *Keeping it simple is the key*
- 1.6.3 Financial System – *What is it? How does it work?*
- 1.6.4 Profit – *Let's make more profit*
- 1.6.5 Cash Flow – *Cash is king, long live the king*



Marketing Communication – Telling the world you exist

- 1.7.1 Internal & External Audit – *What's going on?*
- 1.7.2 Customer Pain – *Know your customer's pain, and solve it*
- 1.7.3 Key Phrases – *What do people want? Google, the ultimate marketing research tool*
- 1.7.4 Benefits – *Understanding benefits makes marketing simple*
- 1.7.5 Aida & Writing Copy That Sells – *The copy-writing formula*
- 1.7.6 Simple Marketing Communication Plan – *A simple plan that delivers results*



Sales – Winning that pitch

- 1.8.1 Customer Mindset – *How does a customer decide on a purchase?*
- 1.8.2 The Ultimate Sales Plan – *How to manage your sales pipeline*
- 1.8.3 Sales Pitch and Presentation – *Win that pitch every time*
- 1.8.4 The Ultimate Sales Strategies – *Making selling easy*
- 1.8.5 The Close – *Simple closing techniques*



Potential

The Rapid Growth Mentoring System can take between 12 and 18 months to complete depending upon how quickly your client can effectively implement the strategies and systems it will introduce.

Your earnings per client should be somewhere in the range of £5,000 to £10,000 per annum depending on what you do for them. Although coaching is strictly about giving the skills to do things themselves, in our experience, most clients want some “done for you” activity and so this is well within scope for a business mentor and coach and means that, providing you give them the ability to take on board the new skills, you can still do some of the work for them. The added benefit of this is that you can add massive value to your relationship, deliver more to your client and earn more in the process.

Some of the work the Rapid Growth Mentoring System will enable you to undertake is:

- Business processes and systems documentation
- Developing their people
- Creation of strategic business and marketing plans
- Leadership
- Marketing communications
- And lots more

With a system like ours behind you getting and retaining ten clients should not be difficult and this will enable you to earn in the region of £50k to £100k per year.

This can easily be increased by introducing cost effective delivery like group coaching to access more clients for standard sessions and deliver bespoke one-to-one sessions to build upon these. This can easily take your hourly rate up to £500 or £1000 per coaching hour.

The Way Forward

If you are interested in knowing more about how you can purchase a **White Labelled Version** of the “Rapid Growth Mentoring System” to help you add value to your proposition, just give me a call and I will explain the process and prices for the printing, my contact details are on the next page.

We have provided you with a Example Work Book on the download page, have a look at it, it will give you a feel about the program and what you can expect within each work book.

All work books are results orientated, we feel it’s very important that the clients receives immediate gratification from the knowledge transfer.

Our mission is to help you and your clients make more money.



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Lead Generation and Lead Conversion

We have tested and know how to create an automated process for Lead generation and Conversion, if this is a subject you would like to know more about, then we can help you create your own process and system, it's all part of our service.

Contact Information

For more information, how to purchase, and how we can coach you to use the Rapid Growth Mentoring System, just call, email or text me, my details are:

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***Bob Evans - Founder and UK CEO of FREEDOM Business Coaching Ltd
Providing Resources to Business Coaches and Mentors***