

# The Coaching Revolution!

A New Business Model  
for Professional Coaches

With Coach Dave Buck



# Together!

- Please multi-task during this podcast!
- Start an email to: [coachdave@coachville.com](mailto:coachdave@coachville.com)
- While I am sharing please write me a note with your thoughts, insights, agitations...
- ANYTHING that you would like to share with me about this presentation.
- THANK YOU!

# Our Coaching Profession

We need a new  
**FRAMEWORK!!!**

- 1) We need to know what **Coaching is / is not**
- 2) We need a **Relational** business model

# Issue #1:

## Confusing Coaching Definitions

**ICF:** The Socratic Method (only questions) is “Pure Coaching” / the definition of coaching.

**Information Marketers:** Coaching is a high end revenue stream where you tell people how to implement your ideas.

# Issue #2:

## The Industrial / Transactional Model

1. Define your Niche / Target Market
2. Pound on their Pain/Problem
3. Demonstrate Expertise at solving “their problem”
4. Pitch Free “Consultations”
5. Deliver Consultation = amplify pain/create hope of solution
6. Offer your “High Priced Package”
7. They have no time/money = Use manipulation story
8. Follow up with prospects... Keep selling
9. Deliver Contracted Coaching Sessions

# The Transformation Zone



# Send me the email!

- Please send me the email that you started!
- To [coachdave@coachville.com](mailto:coachdave@coachville.com)

# THANK YOU!

# THRIVE as a Professional Coach...

**Imagine you are dropped into a real life adventure game...**

- YOU are the main character / hero... **A Coach!**
- You have **Coaching Super Powers**
- You have a variety of abilities and resources
- You have a backstory of “Trauma”
- You find yourself in a wondrous world of interesting characters and difficult challenges
- You have a “mission” to use your super powers to gather 10 players who will **pay you** to be a part of your team to fulfill a **world-impacting purpose!**
- You know that you **MUST transform yourself AND your players** in order to **THRIVE!**
- **Let's PLAY! (coming soon)**