



A **RADICAL** New Way  
to Build Your Coaching Business

# The Game

Build a THRIVING,  
SUSTAINABLE business  
that creates MASSIVE VALUE  
for your community  
AND  
is SUPER FUN to run.

# Two Audiences

ONLY for Professional Coaches with the DESIRE  
to be a Community Leader!  
Not for “wallflower” coaches.

- 1) A thriving professional coach who is ready to  
PLAY REALLY BIG
- 2) A professional coach who is doing “OK” but is  
struggling to figure out how to THRIVE.

Part 1)

The Situation

I am at a major  
decision point in  
my life.

# The Story...2000

- **Thomas**  
The founding father of Life Coaching  
Founder of CoachVille in 2000
- **Dave**  
Started Pro Coaching in '97  
One of the first to reach \$250K/year  
Founding Member of Transformational Leadership Council with Jack Canfield
- **Coaching Industry**  
The next BIG Thing!
- **CoachVille**  
Born to be a Force in the World for Good  
One of the first "Membership sites" on the web  
The Biggest... The "BADEST"
- **CoachVille was Bad ASS!**

# The Situation... 2013

- **Thomas**  
Died in 2003
- **Dave**  
Inherits CoachVille  
Closes personal coaching business
- **Coaching Industry**  
STAGNANT! The Big thing never happened!
- **CoachVille**  
Has become a Coach Training “Boutique”  
The same REVENUE size as Dave’s Coaching Business.  
But with a full time staff + instructors! **YIKES!**
- **CoachVille is a quirky, fun little business**

When someone is in your life...

- They are in your life forever
- The only time I EVER saw Thomas back down...



# The Decision

A) Keep CV as a Boutique and go back to Coaching Full time

OR

B) Do something **RADICAL**  
To make CV BAD ASS Again,  
Revive the promise of the Coaching Industry,  
Dramatically expand my wealth-consciousness

# Why the Coaching Industry is Stagnant

- 20,000 “Pro” Coaches, only 1,000 earn a living
- “People” don’t really understand what coaching is...
- “People” buy results... NOT Coaching  
    You say “Coach” they hear “Manager”
- Coaches writing eBooks... UGH!
- The “Guru” Coaches don’t really coach
- “Coaching” is a joke in Reality TV

# What is possible...

1. YOU will be positioned as a leader in your community. You will be KNOWN as...  
“The Coach”
2. YOU will be a magnet for coaching and coach training opportunities.
3. YOU will deliver programs that people LOVE AND produce AMAZING results.
4. What you do will be EASY to explain!

I choose **B**!

That is why I  
invited you here  
today!

Part 2)

The Solution

# You say “Coach”

- They HEAR Manager
- We were all trained in Management Mindset
- Management Science was the prevailing philosophy of Human Achievement in the 20<sup>th</sup> Century
- We try to manage ourselves!
- MOST people have NEVER had a GREAT Coach!

I was at the World Domination Summit

People HATE to be managed,

But the LOVE to be coached!

I teach people  
how to Coach

“Give me your card!”

# Manage vs. Coach

- Manage  
Command – Control – Compliance

- **Coach**

Co-Create the game plan

Play for Results... Play Better!

Evaluate results and progress... Pursue Mastery

**What “People” Want**

Engaged, Autonomous, Creative



# Google Rules!

Google Management Principle #1...

**Be a GREAT COACH**

<http://solutionfocusedchange.blogspot.com/2011/03/googles-project-oxygen-eight-good.html>

# Being a great coach...

- Is not as easy as it looks!!
- Coach Training Makes a HUGE Difference!

# The Cooking Analogy

- Anyone can improve their quality of life by learning how to be a BETTER cook.
- Not everyone wants to be a CHEF
- People who learn how to cook, better appreciate the mastery of the CHEF
- IT is EXACTLY the same with Coaching!

# Who benefits from Coaching Methods and Skills

- Entrepreneurs
- Managers
- Professionals
- Teachers
- Parents
- **ALMOST EVERYONE in a position to be a positive influence in the lives of others.**

Thomas' Vision

**Everyone is a  
Coach**

Part 3)

The Invitation

# CV Certified Coach Trainer

Your mission should you choose to accept it...

**Teach 1,000 people  
how to Coach  
in your life time!**

# The Program

- Revised CV Curriculum
- 12 Week; 2-hour per week format + Practicum
- 30+30+20+20+20
- Face-to-Face
- Ideal class size = 10
- Local Training + Global Community
- IMPORTANT! We are teaching people how to coach in 15-minute conversations like a manager or entrepreneur would. Not 30-60 minute sessions like a professional coach!



# The Classes You Can License to Teach

- Each class is 12 weeks;  
Complete program is a 1-year
- Play Two Win
- Coaching Proficiencies  
(combining basic coaching skills and  
15 Coaching Proficiencies)
- World Power Method
- Inner Freedom Method

# The Money Opportunity

- You can charge whatever you feel is appropriate for the classes!
- Pricing will depend on the community and the participants. Eg. 10 school teachers in a small town might pay \$25 for a 12 week class. 10 IBM Managers in a big city might pay \$500.
- Teaching people how to coach will lead to paid coaching opportunities. So... do not let the price be a stop for anyone who wants to learn how to coach from you!
- The intention is that your investment in the program will pay for itself VERY quickly.

# Requirements to Teach a Class

- Complete the class at CV as a student
- Complete a Coaching Practicum at PCC level
- Complete the train the trainer for that class (\$500)
- Pay Annual License fee of \$500

# Train the Trainer Classes

- A complete review of the class
- 6 weeks \* 2 hours per week
- YOU will LEAD one 1-hour session to demonstrate your understanding of the concepts AND your ability to facilitate learning
- YOU will do a 15-minute coaching demonstration as part of your 1-hour.
- \$500 / class

# My Invitation to YOU!

- **Interview process**
- First group of 30 Starts on 2013-09-18
- 3 classes with 10 people each.
- SMALL GROUPS!
- [Email: coachdave@coachville.com](mailto:coachdave@coachville.com)  
to request an interview
- Initial investment \$1,500  
\$500 For License + Play Two Win & Coaching  
Proficiencies Train the Trainer programs.