



**Invitation to co-create the CoachVille Coaching Agency
affectionately known as: “The Firm”.**

The invitation of a life time!

Awesome!! Thanks so much for reading this.

This document is my personal invitation to you:

To join me in a movement to bring Game Changing Life Coaching to the World

**I am inviting YOU to be a part of the “Founder Team”
that creates the best coaching company the world has ever experienced**

This is going to be a life-changing, extremely challenging, rewarding, and fun game for us to play together. These next few years could be one of the times you remember most when you look back on your life. I know it will be for me.

**This document is a
DRAFT**

Please DO NOT SHARE this document with anyone!

**The CoachVille Coaching Agency is a Global Coaching Firm
based on the CoachVille Coaching Methodologies**

My purpose for this document:

To share enough about the BIG IDEAS of the CoachVille Coaching Agency – and the Game Changing Life Coaching Movement - to spark your desire to want to know more and click the link that tells me you want to know more. And maybe share enough for you to think: “Oh Yeah, I am going to be a part of this!”

ps. **This may be the most amazing thing I have ever done.**

The Message

CoachVille Coaching Agency

A Global Life Coaching Firm

You have a dental firm to take care of your teeth.

You have a medical firm to take care of your health.

You have an accounting firm to take care of your taxes.

You have a financial firm to take care of your investments.

You have a law firm to take care of your estate and legal disputes.

What does a Life Coaching Firm take care of?...

Your Purpose

Your Aliveness

Your Personal Growth

Your Business & Career Growth

Your Creativity

Your Contribution

Your Effectiveness

Your Legacy

Your Success!

(Oh yeah... that stuff)

All Coaching is Life Coaching.

Our Signature Message = Be A Game Changer

1) **Life is a game.** Personal growth, career, business, leadership... All Games

2) To change your life, you have to change your game.

3) To change your game, you need a great coach.

4) To change the lives of others, you need to **BECOME** a great coach.

5) **YOU** Can Be a Game Changer as a player AND as a Coach for others.

The CoachVille Coaching Firm has 3 types of Coaches:

Personal Growth Life Coach

Business Growth Life Coach

Leadership Growth Life Coach

Find the perfect Game Changing Life Coach for you and start winning the Games of Your Life!

There are 3 big steps to the games of life: Be Yourself, Build Relationships and Add Value.

We have 3 methods that our coaches employ: Play Two Win, Inner Freedom & World Power

The Game of Life	Express Your Spirit of Play	Expand Your Comfort Zone	Engage Your Environments	Transformation
Be Yourself	Recover who you were BORN to be Super Powers Your Hearts Desire	Uncover who you LEARNED to be Your Fears Your Patterns	Discover who you CHOSE to be Your Experience Your Knowledge	Confused Self -> Created Self
Build Relationships	Initiate Find Your Voice Own Your Value YOUUnique Value	Interact Share; Be Vulnerable Requests & Offers	Influence Participate in the right tribes for you	Alone -> A Leader
Add Value	Play Your Game RACE Coach Approach Business Model	Express Yourself Be creative Share your truth	Co-Create Results Make things happen with your Tribe; Contribution	On the bench -> In the game
CV Coaching Methods	Play Two Win Game Design, Game plan, practice, play	Inner Freedom Play on the edge of your comfort zone (FEARS!)	World Power Design winning environments Success Academy	WINNING!

We can transform the life of an individual or an entire organization using this model!



Our Shared Purpose in the World

Our BIG WHY

The Compelling thing that informs and inspires everything we do as a Firm...

- 1) Make the world safe for PLAY!
- 2) Fuel the global transformation of the established path to Human Achievement from Management Science to Coach Approach Leadership,
- 3) Overhaul the Coaching Profession: Make it **just as possible** to thrive in the world as a Professional Life Coach as it is for Medical Doctors, Lawyers and Financial Professionals.
- 4) Make CoachVille a globally recognized brand for Game Changing Life Coaching

Our Shared Values

We are all in HOT pursuit of Human Greatness.

We all endeavor to live awesome lives of contribution. We choose to be a source of inspiration to our tribes. We each live the worthy quest to express the ONE THING we are here to do.

We are all in pursuit of Mastery

We all want to be the best coach ever for our tribe; we keep learning; we co-create new solutions to emerging challenges; we keep discovering new insights and patterns that help everyone live more fully and play their games better.

We all embrace the Spirit of Play

We are all creative, collaborative, resourceful and resilient people. We find the fun in everything we do. We pursue challenges! We accept support. We seek those moments when we are most alive!

We all live Judgment-Free Awareness

We find the perfection in every situation. We relish truth. We devour feedback. We love life.

Note: We will have fun refining and co-creating this in the early days of the Firm!

The Situation...

The Solo-Preneur Model does not work for most professional coaches.

The numbers tell a sad tale: only 5% of well-intentioned folks who set out to become a professional coach ever reach \$60,000 in annual income. That's bad. On top of that, countless marketing guru's with the "ultimate marketing program for coaches" have cost the participants \$100's of Millions in fees for programs and power days and have not moved the needle even 1%!

Even the coaches who "make it" find it very difficult – **and incredibly isolating** - to create a sustainable leveraged business.

And truly passive revenue... a pipe dream for most!

Think of this: in almost no professional endeavor does an individual complete their training and then go off into the world **alone** to seek their fortune! Lawyers, Accountants, Financial Planners all start with a firm. Doctors do a "Residency Program". Real Estate agents start out with a firm. Why do we think coaches can just go out and do it alone?

It is time for a better way, the CoachVille Coaching Agency is the way for new and experienced coaches to thrive!

10 BIG IDEAS at the foundation of "The Firm"

1) Independent AND Part of a Winning Team vs. Solo-preneurship: The Unwinnable Game

The Solo-preneur Business Model does not WORK for sustainable success

Overwhelmed trying to do it all

vs.

Loving life on a winning team

The Solo-preneur Model

You do it all!

You might be good at and enjoy some of these, but probably not all of them

- Figuring out your branding
- ALL Visibility effort (most of which goes down the drain!)
- Enrollment
- Coaching your clients
- Content creation
- Administration & Billing
- Finding and selecting tools



- Credibility building
- Choosing among business building programs & education

Join the Firm!

Together We Play Better

- You focus on: Enrollment and Coaching
- You do some Visibility AND receive lots of Visibility
- You earn extra money by creating visibility for other members of the firm!
- CV creates the branding for you AND helps you focus in on YOUR Tribe
- CV gives a BOOST to your credibility – especially with organizations
- You customize our content for your tribe... You don't need to create it
Remember: People who learn how to coach are more likely to hire a coach!
- You are part of a team sharing insights and ideas that you can share with your tribe
- CV takes care of the administration and billing for you!

You are still an independent professional!

- You choose your ideal tribe and how you describe it
- You choose your packaging and pricing (we will make recommendations)
- You choose 1-1 coaching, group coaching, training or hybrid offerings
- You choose who you want to coach
- You choose when you are available to your players / clients
- You choose the Visibility plan that is right for you

We will provide you with templates and guidelines but ultimately you will make your own choices.

2) Shared Risk / Shared Revenue Model

The truth is that you need a lot more coaching and training than you might realize to build a successful business. A LOT more.

At the same time...

The GURU Business Building Program Model does not work for anyone but the Guru!

The typical GURU based business building program encourages you to max out your credit cards to pay \$50,000 - \$100,000 for 1 year of training and coaching to build your business. Or you can pay \$12,000 for the typical large group version of the program which is a complete waste of your money. You need individual attention and 1-1 coaching to create the clarity needed to build your business and play every day on the edge of your comfort zone.

In the Guru model, YOU TAKE 100% of the risk. And very rarely reap the rewards.



We have a much better idea!

As a member of “The Firm” you will receive coaching and training that would cost \$75,000 / year. BUT... instead of maxing out your credit cards you will “pay” for it by sharing approximately \$150,000 of the first \$500,000 in coaching revenue that you generate as part of the Firm. In our environment we predict that most coaches will reach the \$500,000 milestone in 2-3 years.

So we share the risk with you because you only “pay” for the coaching and training as it produces results in your business!

The fee to join the Firm is only **\$2,500.00. (\$1,500.00 for Center for Coaching Mastery Students)**

The coaching and training for new coaches will focus on business development.

The coaching and training for more senior coaches will focus on coach-approach business leadership and then community leadership.

Training & Coaching Program includes the following on an Annual Basis

- 3 2-day Game Changer Intensives (Tentative Locations: Near New York, Chicago, San Diego)
* 1st year team members have an additional Intensive PRE-conference Day
- 3 2-day Game Changer Playshops – ALL CLIENTS INVITED (Same Venue. After Intensives)
- 4-Hour “Reclaim Your Leadership Super Powers” Coaching with Coach Dave
- 24-hours 1-1 Coaching with PCC Level Business Growth Life Coach
- 24 Group Calls with your team with MP3 & Transcript
- 12 BIG TEAM calls with Coach Dave with MP3 & Transcript
- 12 BIG TEAM + ALL CLIENTS calls with Coach Dave with MP3 & Transcript
- CV Coaching Studio : including coaching practice and MASTERY Calls
- Exclusive Transformational Business Growth Game Card for Team Members
- Exclusive Facebook Group for Team Members

An initial game plan of business training accomplishments

- Create stunning clarity about the tribe you serve
- Define your primary insight to WOW and attract the BEST of your tribe to coach with you
- Clarify your personal version of the CV Coaching Method as applied to the game you coach
- Craft your Visibility game plan to play to your strengths and recruit your ideal players
- Perfect your WOW Exploratory Experience for potential players and advocates
- Develop your personal version of the “Be a Game Changer” Keynote with your stories
- Design your coaching programs and packages and pricing including an appropriate mix CV “Value Adds”
- Develop your referral plan and approach for strategic partners
- How to package and deliver coaching and coach training programs for organizations (if it fits your tribe)

- AND MUCH MORE

3) Down the Drain vs. Making Rain

Visibility is HARD! Why pour 97% of your effort down the drain.

We will craft **with** you YOUR ideal visibility plan to define your tribe and find/attract your ideal clients. This may include: speaking, writing, networking, social media, strategic partnerships etc.

While you are playing your visibility game, you will create awareness about Game Changing Life Coaching with people who should hire you. AND LOTS MORE awareness with people who are not ideal for you – probably 97% of the people you meet. Right now, this effort goes “down the drain” because you meet them but they are not a good fit for what you offer..

However, as part of the firm, you WILL have something awesome to offer the 97% that are not a fit for you... **the other members in the firm!** YOU will get paid for this by earning a % of revenue for the clients who come to the firm through your visibility efforts, but then hire another coach in the firm.

YOU will ALSO be a Rain Catcher!

At the same time, everyone else in the firm is creating visibility that may find many ideal clients for you. This is a very powerful possibility for being part of a firm: **referrals from trusted colleagues.**

You will be closely connected to a great team of professionals who share a Purpose and a Methodology. You know that everyone who finds our firm through your efforts will be well taken care of by a great coach!

And YOU will be on the receiving end of these referrals as well.

Experience the POWER OF TEAM!

4) A Massive Stream of Lifetime Passive Revenue

Creating passive revenue is one of the most desired but most difficult aspects of running a private coaching practice. When you join the firm, as you bring clients into the firm through your visibility efforts, they are “tagged” to your account. Any time they hire another CV Coach, Sign up for CV Training, bring CV into their organizations etc. YOU earn a share of the revenue... FOR LIFE! Even if you leave the firm, you will still get paid.

When you are a solo coach operating on your own, when you finish your coaching agreement with someone, they leave and that’s it. When you are a member of the Firm, when they complete with you, it is just the beginning of the story!

Ok, so your visibility efforts will lead to:

- 1) People hiring YOU for coaching
- 2) People hiring another CV Coach for coaching

- 3) Organizations hiring CV for coaching and coach training programs
- 4) People coming to CV for Coach Training
- 5) People coming to CV for a wide variety of training and growth oriented programs and products
- 6) People becoming CV Coaching Team Members and generating revenue

YOU get paid a % of all of these income producing events by your people...

for the rest of your life!

(and that is a really long time)

WOW!!!!!!

5) Brand Clarity and Shared Credibility

Creating a unique “Brand Identity” to distinguish yourself from all of the other coaches is an enormous waste of time and energy. As a member of the CV Coaching Agency **you will leverage the power of a Global Brand while operating as an independent professional.**

You can also benefit from the shared success stories of other coaches in the firm because you are representing “Game Changing Life Coaching”, not just YOU as an independent coach.

The CoachVille Coaching Brand will be focused on the powerful theme: Be a Game Changer. This includes being a game changer by playing big in life to make the world a better place; AND learning Coach Approach Leadership where you LITERALLY create personal or organizational transformation by “Changing the Game” they are playing in life / business / career. We call it: **Game Changing Life Coaching.**

Our coaching brand is designed to attract and serve the most interesting, compelling, high achieving players in the world; the people with the desire to Play BIG and make the world a better place for everyone; we are NOT focused on coaching as an intervention for people with problems. For many people in the world we will rekindle their dream to PLAY BIG and then help them LIVE THEIR DREAM!

This is not to say that our Game Changing Life Coaching is only for “The Elite”; FAR FROM IT. It is my belief that nearly every human alive has the desire and ability to play big and make a contribution in the world. With the right support from a great Life Coach they can do it. **Our aim is to serve a broad spectrum of humanity by appealing to the very best that Humans can be, in the Life Games that matter most!**

My point is that we are NOT going to “Market” to problems and pain. We are going to “Attract” with Purpose and Possibility!

It is also very important to acknowledge, that when you are “out in the world” creating visibility, it is much easier to promote and advocate the “power of game changing life coaching/ and The Firm” than it

is to promote and sell yourself as an individual Coach. AND, when you are at ease promoting and advocating the ideas and the firm, you will be very attractive to your ideal clients. MAGIC!!!!

6) Licensed Programs Included

Creating programs and content is another major challenge for professional coaches. Even if you are good at it – which most coaches are not – it takes a tremendous amount of time to put a great training program together. As a member of the firm you will have the ability to deliver ANY AND ALL CV programs to organizations or individuals as face-to-face training, teleclasses, webinars etc. You can choose the delivery that is best for you and your tribe.

You can deliver complete programs or create custom programs using: Play Two Win, Inner Freedom, World Power, Basic Coaching Skills, Coaching Proficiencies, Advanced Communication Skills, 28 Principles of Attraction, A Perfect Life and Personal Evolution.

We will also develop “signature talks” around the theme of Game Changing Life Coaching that you can use to inform and entertain audiences in all walks of life!

7) Business administration included

As a member of the CV Coaching Agency we will manage all of the administration of your business. Including: setting up your coaching packages in the shopping cart, billing, credit card processing, recurring payment processing, tracking down customers when their credit cards expire, setting up your strategic partners as affiliates, online scheduling tools, creating templates for printed collateral etc.

We also set up a web page for you on the CV site.

You will get one check for everything at the end of the month. EASY PEASY!

8) Massive “Value Adds” that make it easier to sign paying clients

This is a BIG DEAL. As a firm we can offer some very compelling “Value-Adds” to every customer that you would not have access to as an individual coach. **Expanding your Value Proposition makes it a LOT easier to sign your ideal clients to long term coaching contracts!**

Here are a few of the ideas:

1. Invitation to 3 Live Event Game Changer Playshops each year. Potential Game Changer themes include: Be Yourself, Build Relationships, Add Value
2. GAME CARDS: Personal Growth Game, Business Growth Game, Leadership Growth Game! That all coaches can use with their players for powerful community, interaction and tracking.
3. The ability to include CV coach training classes for your clients in long term coaching contracts.
4. Monthly group calls with Coach Dave and other Game Changing thought leaders.

Here is one possible example:

Let’s say your Business Growth Life Coaching Package is \$20,000 / year or \$2,000 / month for a 1-year contract.



Now what if INCLUDED in the price of the package is 2 tickets to each of the 3 Game Changing Playshops that the Firm hosts each year. Let's say the retail value for this is \$3,000 (\$500 for each ticket)

Now what if INCLUDED in the price of the package is 2 FULL Scholarships to the Center for Coaching Mastery for their two key managers that work for your new client. Valued at \$15,000.

Now the value of the coaching (\$20,000) is nearly equaled by these awesome "value add's" that the Firm Delivers for you (\$18,000) making your coaching offer very compelling.

You can say: I am going to Coach you to build your business. AND we are going to teach your 2 top managers in Coach Approach Leadership. AND we are going to provide you with tickets to our game changing Playshop events that you can give to key employees (or use them yourself). I am going to provide you with a complete program to create a thriving team environment for your business.

No other Coach can offer anything like that.

That is AWESOME!

And when the 2 managers get into CV Coach Training, that will open doors for you to bring additional training into the company as well to supplement the Coaching that you are providing.

9) The Money

So you have come this far in reading about the CV Coaching Company and now your big question should be: How is the money going to work? OK. You need to know this. AND **I have made a strategic decision to be transparent about our revenue sharing methodology.** Here goes...

The System

The CoachVille eCommerce system has been programmed with an elaborate revenue sharing model that is essential to the CoachVille business model. When a client purchases a program the revenue generated from that purchase is shared on a percentage basis with several parties based on the role they play in the transaction and/or delivery of the program.

The Concept of "Levels"

A key component of the revenue sharing model is that the revenue share that goes to the coach on a given transaction increases as they accumulate financial results.

Each level 1 through 5 is based on \$100,000 in coaching revenue earned. After \$500,000 is earned the Coach has reached "Leader Level" and at that point the revenue shares are fixed for their lifetime in the firm.

Also, there are several different ways that a Coach can earn revenue within the firm, however, only coaching revenue counts toward moving up levels.



New coaches coming into the firm will start at Level 1. Coaches with substantial experience can join the firm at a higher level. This will probably be based on their history of coaching revenue.

For example, an experienced coach who has already earned \$250,000 in coaching revenues before joining the firm could join at Level 3. This would mean that they would earn a higher percentage of the revenue from their first transaction. However, they still need to coach the full \$300,000 within the firm before moving up to Level 4.

Bringing existing clients into the Firm when you join

We want to incentivize you to bring your existing clients into the firm when you join. We will discuss ways to make this beneficial for everyone involved.

The Money Charts

Coaching Revenue

"Role" / Level	1	2	3	4	5	6
Revenue Earned	0->100 K	->200 K	->300K	->400K	->500K	"Leader"
Play Foundation – Life is Good	1%	1%	1%	1%	1%	1%
Merchant Fees	4%	4%	4%	4%	4%	4%
CoachVille	25.0%	20.0%	16.0%	11.0%	8.0%	5%
Training / Event Fund	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Mentor	5.0%	5.0%	4.0%	4.0%	3.0%	0
Referrer	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Connector	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Enroller (exploratory)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Coach	45.0%	50.0%	55.0%	60.0%	64.0%	70.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Coach Training Revenue

When an individual purchases a Coach Training program, the numbers are allocated as follows:

Role	%
Play Foundation – Life is Good	1%
Merchant Fees	4%
CoachVille	67.0%
Connector	3.0%
Referrer	20.0%
Enroller	5.0%
Total	100.0%



**Note: Instructors are paid a flat fee
per class not a revenue share**

An example:

If a Level 1 Coach finds a potential client, conducts the exploratory session and then signs the client to coach with them for 1 year for \$3,000. They would earn 60% of the revenue / \$1,800. (Referrer 10% + Enroller 5% + Coach 45%)

On that same transaction the Mentor of the Coach would earn 5% of the revenue. (\$150)

If a Leader Level Coach is contacted by an existing CV Client and conducts an exploratory session and signs the client to a 1 year coaching contract for \$10,000, the Coach would earn 75% of the revenue which is \$7,500. (Enroller 5% + Coach 70%)

Whoever introduced that client to CoachVille would earn 10% equaling \$1,000 of passive revenue. **Nice!**

The “Roles” Defined

Playmaker Foundation – Life is Good

We have negotiated a powerful strategic alliance partnership with the Life is Good Playmaker Foundation. The Playmakers Foundation will be “The Cause” behind “the Movement” to make the world safe for Play.

The Life is good Playmakers is an accredited 501(c)(3) public charity. Its vision is a world where all children grow up feeling safe, loved and joyful.

CoachVille will donate 1% of top line revenues to the foundation and receive many benefits in return including good will and great visibility.

Merchant Fees

Merchant fees are paid to the bank for every credit card transaction. The fees vary based on the credit card used by the client. Our average fees will probably be less than 4% and the difference will flow into the CV account to cover operating expenses.

CoachVille

The revenue percentage allocated to CoachVille will cover general operating expenses, investments in systems, payroll for staff and profit!

Training / Event Fund

Our plan is to host 3 wonderful training events each year for our team and clients. This revenue stream will be set aside to cover the expenses of the event.

Mentor

In levels 1-5 each team member will have a coach mentor assigned to them to provide 1-1 coaching using the CoachVille Coaching methodology. Typically the mentor will be 2 or more levels ahead of the team member that they are assigned to.

Referrer

This is the person who brings the client to CoachVille when they become a “Member”. A common term for this role is: “affiliate”. A key concept in the business model is that the Referrer is a “Lifetime” association. In other words, the Referrer on a clients’ first transaction will be the referrer on every subsequent transaction with that client.

Connector

This is the person who brought the Referrer to CoachVille. This creates a 2 tier referral compensation model. When you bring a client “A” to CoachVille, YOU will be the Referrer on their transactions. When THEY bring a client “B” to CoachVille, YOU will be the Connector on client “B’s” transactions. The Connector is also a “Lifetime” association. In other words, the Connector on a clients first transaction will be the Connector on every subsequent transaction.

The purpose of the 2-tier referral set up is to create an incentive for you to enroll highly influential people into CoachVille programs.

Enroller

This is the person who conducts the exploratory session(s) and does the necessary follow up required to “shepherd” the signed contract. Typically this will be the coach. But as the firm grows we will probably have a team of people that do exploratory sessions and then help the client select a CV Coach.

Coach

The person who provides the coaching service to the client!

10) The Secret Sauces

The ultimate “thing” that makes a group of people a “Professional Services Firm” is a shared methodology. Here the CV Coaching Methods (along with the Game Card system in some cases) provide a structure and language patterns we can all share. This way anyone with a CoachVille Game Changing Life Coach will have a similar experience. While at the same time the methods provide enough open space for each coach to craft their own unique coaching style.

There are a few additional Secret Sauce elements that we are preparing for you that I cannot yet disclose.



AND we will continue to create new and compelling “Secret Sauce” ideas as our awesome team of coaches with great players co-create solutions to the worlds biggest opportunities!

Easy Logistics

1) Use this link to join a CoachVille Community dedicated to educating, exploring and co-creating the CoachVille Coaching Agency (aka “The Firm”). The CoachVille Community Name is called:
The Firm – Updates.

After you click through on this link you will have a new listing on under your CoachVille Groups icon.

Clicking this link is an expression of interest... NOT a commitment!

<http://www.coachville.com/dotlrn/8860923/d940f5e487c822da2acbfaa29cb4fcda>

This is where I will post more detailed information and invitations to conversations designed for coaches serious about joining the firm for the launch.

THANKS!

IT is GAME ON! (Big time)

Coach Dave, MCC, MBA
"The Mad Scientist of Coaching!"
mobile #: 973-479-8364
coachdave@coachville.com