

Conversation about the Firm

Date: 2014-09-18

1) Brief Overview! What the CV Coaching Agency is all about.

Dave: **The vision: Every coaching conversation is a life changing experience.**

We aim to set a very high bar for mastery within the Firm and set the standard for the profession of coaching.

2) Recruiting the Initial Team

Dave: A BIG concept with the Firm is that every coach in the firm has a Coach within the firm that is ahead of them in Coaching Business Results.

So my FIRST GOAL is to bring 10-30 experienced coaches into The Agency; many that I will coach personally.

Definition of Experienced: Over \$200K in coaching/training revenue in the past 4 years.

Then a month later bring in 50-150 coaches with less than \$200K in the past 4 years who will be coached by the first group using the Firm's business methods.

If you join in with either the experienced coach group or the "less experienced coach" group you are considered a founding member!

I will be training everyone simultaneously in the new business building methods, but it is important to get the 1-1 coaching needed to transform the training into real world results. My theory is that folks with over \$200K in coaching revenues will be able to learn these methods and coach them at the same time.

3) FREEDOM + Play on a TEAM

I want to clarify a few important points about what it means to join "The Firm" because there are many possible misconceptions.

My aim is to make this something that you really want to do because it will serve your purpose without asking you to give up your freedom as a Professional Coach.

1. You can use the CV Coaching Agency Brand.

If you already have a brand, you still can use it!

Just add something somewhere that says: Member of the CV Coaching Agency

2. You will have a page on the CV Coaching Website.
If you already have a website, you can still use it!
3. You can use CV Programs
If you already have your own programs you can still use them!
You can enhance them with CV content if you want to
4. You will have a CV Signature Talk on being a Game Changer
If you already have a Signature talk, you can keep using it.
You may want to weave in references that spark coaching referrals
5. You can charge what you want to charge.
We will aim for a minimum of \$100/hour;
We will encourage you to own your value and raise your fees
6. You can structure your coaching time however you want.
We will aim for a minimum of 2 hours/month/player.
We will encourage 3 hours/month/player
7. You can dedicate as much time to your coaching business as you want.
We will aim for a minimum of 25 hours/week for the early adopters.
Then we will open the doors to part-time coaches.
8. You can simply participate in the training program and use the agency as a referral partner
AND as your billing service. (so we can orchestrate the revenue sharing)
Lots of professionals using billing services so this will not seem strange to your clients.

4) What is your vision for your coaching business?

How can you leverage the resources of the Firm to reach your vision easier with the Firm than alone.

5) The Multiplier Effect = how to get a LOT more exploratory sessions

How to create the conditions where your colleagues WANT to refer clients to you

Invitation

If you are serious about joining the firm, get on my calendar for a 1-hour Exploratory Coaching Session with me. If the Firm is a great fit for you, then I will make you a BOLD PROPOSAL.

<https://www.timetrade.com/book/VHH76>

In the purpose write in: Explore The Firm