

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
- 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 Profession = Insanity

- This is my 20th Year as a Professional Life Coach!
I am in the 2%.
- I have seen THOUSANDS of people come to professional coaching only to drop out because of financial struggle! **But they loved the coaching.**
- **What I am playing for...**

Anyone with a strong desire to be a Professional Coach and the commitment to PLAY BIG

Can thrive financially and joyfully

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!

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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)**