

DREAM TEAM COACH – Master Mind + Master Class

Exclusive Coach Dave Visibility Experience for Coach Approach Transformational Leaders

Transformational: The ability to guide another person to a place of sustainable expanded awareness that leads to joyful expression and deep fulfillment;
In other words... They have a WAY BETTER LIFE!

Hey there! Coach Dave here with you.

I am delighted to share this information and invitation to apply for a place in my DREAM TEAM COACH Master Mind + Master Class for Coach Approach Transformational Leaders... LIKE YOU!

Highlight: The primary purpose of our year together is to create MASSIVE Visibility for the transformational experiences that you co-create as a Professional Coach or Coach Approach Leader. This will make you a magnet for the best clients, colleagues and team members. It will enable you to generate expanded cash flow (increased demand increases the price) AND create a vacuum for new programs, products and services that you (and your team) can provide.

Bonus: Your Coach Approach Leadership Abilities will SOAR!



WHO

Here is a quick picture of the qualities of you and your colleagues in this program...

- You LOVE to coach.
- You have a BIG heart and you LOVE to be a catalyst for transformation in the lives of clients and colleagues.
- You have some coach training; at CV or any other reputable coaching school.
- You have a successful business OR a leadership position in a successful organization
- You are READY to become WELL KNOWN, WELL RESPECTED and IN DEMAND as a Transformational Coach and Leader.

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- You are an investor in yourself and in your winning environment.
- You are a “learner” more than a “knower”; you embrace steps out of your comfort zone!
- Even if you were born and indoctrinated into the Industrial Age of Work, you embrace the global shift into the Connected Age of Purpose and Play! You LOVE to Play BIG; you are not addicted to working hard (or at least you are prepared to let it go and step into the flow of fun challenges).



WHY

Why do YOU want to participate in this program with me?

- You deserve to be well known for the transformation you co-create with your clients and colleagues!
- You want to take your coaching to the next level of mastery.
- You want to take your leadership to the next level of inspiring.
- You want to take your BUSINESS Aka Cash FLOW to the next level of abundance.
- You want to take your LIFE to the next level of awesome!
- You have a goal to grow from solo to coaching your own small business team by the end of the year.
- Why? Because NOW is your time. You are READY.
(even if you are a little - or a LOT - doubtful on some days)

My WHY

It is TIME for Coach Approach Transformational Leaders like YOU and ME to be recognized for the amazing things we do in the lives of others.

Back Story: I am a founding member of the Transformational Leadership Council started by Jack Canfield in 2005. I was invited because Jack came to a CoachVille Annual Conference and saw me coach players

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LIVE on the stage several times during the weekend. He was blown away by the profound coaching that we were doing at CoachVille. Most of my TLC colleagues are well know because of their bestselling books and large events. I am one of the FEW who is not a published author OR a big time event leader. But here is the thing, while books and events are great... I believe that MOST transformation happens in the powerful, deep, personal coaching that you and I do.

I believe that building a transformational enterprise that is a force for good in a community is the most important thing any of us can do right now. The game of business needs a serious up level!

We need to take our coaching ability and mindset to the game of building a solid business. To foster sustainable transformation we have to win the business game, the visibility game AND the money game.

It's time for each of us to become widely known for the powerful transformation we co-create in the lives of individuals EVEN if we only serve a relatively small number of people each year! WE need to start "taking credit" for the powerful ripple effect we have in the world!

If you want to add books and events to your business model this year - like an old-school transformational leader – awesome, this program will help you do that. Everything you do will be built upon your foundation as a transformational personal coach!



HOW

Here is HOW we are going to co-create this powerful experience...

Let's start with these three foundational ideas

A) We Humans are always adapting to the expectations of our environment; especially our primary social group. So we are going to co-create a fun social experience for ourselves with high expectations for success. AKA a profound experience of belonging AND a winning environment!

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B) To go BIGGER out into the world, you must go DEEPER into yourself. AKA expanded awareness of the REAL YOU.

C) An Individual AND TEAM focus on playing for and tracking RESULTS every month on a community game card visible to everyone in the group! AKA a group that plays better together... WINS together.

A few practical details...

1) The Master Mind Experience

We will have organized virtual gatherings where we explore important ideas and strategies for success. Being around coach approach transformational leaders like yourself will keep you in a place of belonging and exposure to winning ideas.

We will meet this way twice each month via the Maestro Bridge AND

We will have a gathering in New York City (probably in May) for master mind AND FUN! Face-to-Face time is essential to success in a group like this!

2) The Master Class Experience

A Master Class is basically 1-1 coaching in a public forum. Twice each month we will gather for a Master Class on a specific topic like: Your Personal Brand, Coach Approach Marketing or Game Design. (see a preliminary list in the next section) In a 2-hour masterclass, for example, 6 different participants will be coached 1-1 by me for 20 minutes each while everyone else in the group observes.

When you are the one being coached amazing breakthroughs are possible! When you are observing you often have big insights into your own game. And your coaching mastery expands FAST just by BEING a part of the experience.

3) CoachVille Game Card

We will have a CV Game Card specifically for sharing and tracking insights, actions and results. The visible score card will keep us all in game mode!

4) Social sharing tools and Apps

We will have a private FB Group for exploring ideas, sharing resources and requesting support. We will also use a powerful team connecting and messaging app called SLACK to stay deeply connected.

5) Player Card = The Raw Power of the REAL You

This incredible system is going to revolutionize your life and your business by revealing the YOU “that you were BORN to be”; including: your Super Powers, Gifts, Pathway to Purpose, your Questions for the world, Life Strategy, Areas of Influence, Areas of Vulnerability and where you may have repressed or rebellious energy that is detracting from your natural powers of attraction.

You are going to be blown away by this.

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6) YOUR TEAM = Your sustainable success lives here!

First we are going to greatly expand how you think of TEAM.

Your TEAM is anyone who shares your DREAM to create better world.

You TEAM = customers, colleagues, employees, partners, advocates... AND your family.

You thrive by BEING a great coach for the players on your winning team.

While our group will be your personal growth team, we will put a lot of attention on you growing your cash flow so that you can GROW your own fulfillment team before the end of the year!

This is where you will practice Game Design and Coach Approach Leadership, build your team and greatly expand the transformation that you co-create in the world! By articulating your methods and designing the games of your business, you will have a fun way to recruit great players to your team!

AND you will be set up to COACH them rather than MANAGE them.

This is important because great players HATE to be managed, but they LOVE to be coached!



WHAT

Here are just a few of the details of WHAT we are going to do together!

The game is something like this...

1) Visibility – Visibility – Visibility!

Create MUCH greater demand for your transformational coaching or business.

AND for the REAL YOU!!! Scary... but essential for sustainable success.

This will increase your CASH FLOW!

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2) Become a more masterful transformational coach...

By participating with me and fellow transformational coaches AND diving deeply into Transformational Coaching Methods your abilities will expand. This will serve your clients, your team members... EVERYONE.

3) With your expanded CASH FLOW you can build your team.

By the end of our year together, you will be using Coach Approach Leadership to recruit players for your fulfillment team. Transform everything you do into a winnable game. Create a business that is transformational, fulfilling AND FUN!

Quarterly Press Release = A Vacuum for Success

THIS is a BIG ONE! **Each quarter someone on my team (sometimes ME) will call you to co-create a success story that we can share with the world...** and specifically our communities. These stories will be posted in several media outlets, social sites as well as the CoachVille Blog.

The power of this quarterly practice is that it will create a vacuum for you and your players to CO-CREATE great stories of achievement and transformation. **You know we are going to call you... so you will begin to see opportunities to create winning stories.** THIS is a BIG WOW.

AND THIS... is the essence of Coach Approach Marketing: You go to market by sharing the success stories of your players / clients; And SOMETIMES by sharing valuable ideas and opportunities.

You will become a MASTER of co-creating and sharing transformational success stories in a way that draws your ideal clients and team members to you!

Your Chief of Staff

One of the most important attributes of a great leader is the ability to recruit and cultivate a world class Chief of Staff. Leadership is NOT a solo game, you need at least one great partner. A Chief of Staff is someone who cultivates the greatness of your team while you are out changing the world. A Chief of Staff is coachable AND also has the guts to Coach YOU... or at the very least tell you the truth.

If you know CV then you know Deanna! Deanna is my Chief of Staff. I am super blessed to have her leading the CV team and she is a world class coach. But here is the thing... she was not a world class coach when I hired her. She was a super talented individual for sure, but she BECAME a world class coach along the way. A) from having me as her coach and B) from being a student at CoachVille!!!

No, you don't get Deanna when you join the program! ;-) BUT we are going to help you create one!

Included in your participation is a FULL SCHOLARSHIP to the CV Center for Coaching Mastery Starter Program for YOUR Chief of Staff. You may already know who this person is for you. Or you may need to

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find them during the course of the year. As soon as you know, we will get them into our School and this will be AWESOME for you.

HINT: This is a \$3,500 value; almost the same value as your investment in the program.

Imagine a leadership partner who can:

- Create profound belonging in relationships with life-changing conversations
- See the game in everything and help everyone play better in pursuit of greatness

Oh yeah... That is EXACTLY the Chief of Staff you will need to build a fulfillment team for your business.

Trust me. I know this one from experience.

Social Media... Naturally!

Social Media is an essential element of Coach Approach Marketing! We are going to explore and experiment with LOTS of ideas here. There is so much possibility, so much to learn and it keeps evolving all the time. By exploring together we can learn faster and better.

The ONE big thing I know is that all of us need to create an environment where our clients are frequently and naturally sharing about their successes and linking gratitude (AKA “Thanks Coach”) back to us. This will absolutely change the game for Coach Approach Transformational Leaders like us.

Master Class & Master Mind Topics = Let the FUN Begin!

We are going to play with some really powerful methods and co-create awesome experiences together. Here are the elements I know so far...

Coach Approach Marketing

Become a master of co-creating, sharing and publicizing your player success stories!

The monthly press release that we are doing with you is just one example. Together we will experiment with various forms of social sharing to get the word out about your awesome clients (aka players). AND we will get your clients engaged in social sharing about you as well!

BIG DEAL = Using your Player Card we are going to tune up your personal brand to the REAL YOU. This is a real specialty of mine! ;-)

Coach Approach Selling

Selling is a relationship that results in commitment. You will become a master of recruiting great players by engaging in life-changing commitment conversations. The KEY: you are always recruiting great players; especially when you have no space available to serve them or hire them!

BIG DEAL = Using your Player Card we are going to create a selling method FOR YOU that is based on THE REAL YOU.

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Coach Approach Fulfillment: The HOW behind your WOW

Transform everything you do to WOW your clients into a reliable method! AND a winnable game. The more WOW's you and your team co-create with your clients the more fulfilling your life becomes! This is the key to building a team to grow your enterprise... and make your DREAM of transformation a reality for more people!

Coach Approach Business Model

Starting with your exclusive 1-1 / high-end service or product at the CORE, we will build a satellite system of gateway products, experiences and services that create an aspirational path to the CORE. We will co-create the collection of offers that are perfect for you and your team to deliver with excellence.

Master Game Design

Life is a game; not a job! Game design is the master leadership skill of the 21st Century! Together we master the art of “finding the game” in EVERYTHING that must be done to fulfill your dream and grow your enterprise. We will start with everything you do and then spread out to everything that others will do as a part of your team.

Master World Power

Building a transformational enterprise requires a world class environment. We will create the Power Patterns that best express the Purpose of your Enterprise, then we will use them as a “style guide” to upgrade the people, places, things and ideas around you, your team and your clients. Your environment becomes a sustainable success academy for YOU and your DREAM.

We will put a big focus on your Network Environment aka Your TRIBE. This is how the most compelling opportunities will find you!

Master Inner Freedom

Visibility and Leadership are BOTH catalysts for a LOT of FEAR. There are at least 100 restrictions in your mind – what you don't think you can say or do – that are limiting your ability PLAY BIG in the Visibility and Leadership games.

In these Inner Freedom Master Class sessions we are going to dive deep in a joyful life-affirming way. When you are the player you will expand your ability to CHOOSE actions out of your comfort zone. When you are an observer you will be enriched with new insights that you can use to create freedom with your clients and team members!

Together we will bravely play with the fears that keep us safe and small and transform the energy into fuel and fun.

RACE: Results – Actions - Challenges - Evaluation

This is good old fashioned coaching! We will look at and evaluate your most recent results and figure out how to play better! It is always fun and refreshing to dive into your business and life and learn from everything!

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What is the investment?

\$400 / month OR \$4,000 if you invest up front (Save \$800!)

Quarterly Press Release, Coach Training for your Chief of Staff, Super Awesome content and community.

A Year “All IN” with Coach Dave

Super Affordable.

What is my plan to finance this operation?

Yes, this price is SUPER INEXPENSIVE for this type of program. Compare it to what my colleagues are doing and you will see that with them you get WAY LESS personal attention and spend WAY more money; typically \$25,000 - \$100,000.

Co-creating this with you is one of my big games for 2016. I am ALL-IN for us to win together.

Here are a few ideas for how this will serve me and CoachVille that you should know about...

A) Many of the MasterClass sessions will be open to observers; some paid, some free. Remember, I attend acting and singing coach masterclasses here in NYC as an observer for a small fee... it is SO profound to watch; We are going to create the same thing for coaches and leaders.

So in some cases this creates revenue for us at CV. It also creates a powerful introduction to our coach training.

For YOU... If someone is observing YOU being coached for example on how to tell your best coaching success stories... or transform your WOW into HOW, they may be inspired to explore your coaching or other offers! This happens for me all the time! I see someone being coached in a Master Class, then I go to their show.

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B) Our shared visibility effort (the quarterly press release and social media et al) will be great for both of us!

You will gain visibility for YOU and your offers; we will gain visibility for our school!

How this experience can become a revenue stream... FOR YOU!

AND here is maybe the best part. All of our co-created visibility efforts will be tagged with your CV Partner ID! AS we build visibility for YOU we will also build visibility for CV and our Coach Training, SOME of these folks will become CV Students! AS a CV Partner, you will receive 20% of everything they purchase. So imagine that just 3 people learn about CV because of you and sign on for our complete coach training program for \$7,500... you will receive \$4,500 in partner fees! And cover your investment!

The Math... A student invests in our school for \$7,500; You get 20% which is \$1,500. 3 of these = \$4,500. Of course there are MANY other possibilities of them buying into various programs!

ALL you need to do is
BE AN AWESOME COACH,
BE a courageous player in our VISIBILITY GAME...

and this experience will become a revenue stream for you!

Remember, this is in addition to all of the business expanding awesomeness that is going to happen for you AND your Chief of Staff becoming a great coach!

But wait... there's more!

LOL. Do you remember those late night infomercials?

A Lifetime Passive Revenue Stream!

One additional point is that our CV Partner Program is a lifetime relationship. So the folks that find CV because of YOU could become customers any time now or in the future. Whenever they register for something, you will get a check from us.

You might find that referencing and acknowledging CV is a good business model for you even AFTER our year together is complete! I hope so!

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How to apply for a position...

It's time for Coach Approach Transformational Leaders to play together!

If you want to apply, then here is what you need to do...

Write me a short note (to coachdave@coachville.com)

1) What is your big game for 2016? (in 200 words or less)
(Be sure to mention your BIG WHY)

2) Which elements of this experience are most compelling for you? (100 words or less)

3) What are your areas for growth as a Coach Approach Leader? (100 words or less)

If you would like to talk with me privately before registering, tell me this in your application and we will set up some time to talk.

Within a few days of receiving your “Application” or our conversation, I will let you know if you have been chosen for the team. At that point I will send you a payment link to sort out the money.

The program will begin in the second week of February.