

DREAM TEAM COACH Launch Partner Invitation

Our BIG WHY

We believe that great coaching will transform our world, our organizations, our relationships and our lives! For the first time we are packaging our acclaimed coach training program - the Center for Coaching Mastery - into a gamified, self-paced learning program for entrepreneurs, leaders, managers, service professionals, coaches, teachers and parents... **ANYONE with a Dream and a Team.**

In addition to making a life-changing difference in the lives of the people you introduce to our program, you have an opportunity to create a “long tail” passive revenue stream for yourself through our generous Partner Program AND make a life-changing contribution to the Life is Good Kids Foundation!

Here are a few key themes of “The Launch” content and the program itself so that you can ensure that it is a match with your core values and the desires of your colleagues, customers, followers and friends.



There is a massive transformation happening in the way things get done in the world...a new approach to Human Achievement.

From: managers with workers completing tasks

To: coaches with players creating results

DREAM - TEAM - COACH - The Message

“If you have a DREAM to do something BIG in the world, you need TEAM that shares your dream. If you want your team to win, they need a great COACH... and it needs to be YOU!”

DREAM: Dream is our keyword for a life-affirming purpose to do something BIG in the world that makes a contribution to the lives of others.

Coach Approach: In the past, purpose was the exclusive domain of the elite. But we believe that in the emerging “Connected Age”, EVERYONE has a dream to participate in a purpose-filled life. The tribes of this new era are transforming into communities of shared purpose. **The Coach Approach provides a toolkit for leaders to co-create a life of purpose with everyone around them. This is the next level!**

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TEAM: Truly, anyone who shares your dream and plays a part in its fulfillment is ON YOUR TEAM; your customers, colleagues, advocates, partners, employees, community, friends and family ARE YOUR TEAM.

Coach Approach: The Industrial Age “Do It Yourself” mindset and the feeling of isolation is the fundamental challenge of our time; even in a hyper-connected world we feel “alone.” The ability to create an experience of belonging – being a part of a TEAM - is essential for leaders today. The Coach Approach provides relational tools you can use to co-create the Winning TEAM experience that people – especially highly talented players - yearn for.

COACH: “Coaching is a profound personal relationship in pursuit of life-changing results.” A big aim of our launch is to introduce this powerful new understanding about coaching as a gateway to greater and more fulfilling human accomplishment.

Coach Approach: The challenge is to understand the pervasive nature of Management Science conditioning that occurred while growing up in the Industrial Age. Even if we don’t want it to, the three C’s - Command, Control and Compliance - dominate our approach to our endeavors and each other. We aim to create an environment where **the new leaders of the world can experience and create transformation through the Coach Approach of Belonging, Awareness and Results.**

For additional insights about these ideas visit the www.coachville.com home page.

Coaching ... the possibility vs. the “tainted perception”

While we honor and promote the professional coaching “service”, we will introduce the idea that an **IDEAL scenario for a high impact coaching relationship is when there is regular contact between Coach and “Player”.**

As such, we believe that entrepreneurs, managers and leaders with their team members, high impact individuals with their colleagues, teachers with their students, athletic coaches with their players and parents with their families (again, any group of people with a shared purpose is a TEAM) provides an ideal environment for transformational coaching relationships.

In addition we will assert that **any helping professional in the field of health care, fitness, financial, career success, business growth, personal growth and artistic performance, will co-create better results with their clients by becoming a great coach and forming a TEAM around the purpose they share.**

A BIG aim of our Launch communications is to **clear the commonly *tainted perception* that coaching is “an intervention for people with problems”;** that coaching is a remedial fix for people who can’t get the job done the right way. We will establish a strong message that **coaching is an investment in people and the possibility of Human Greatness.**



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WHO

The big idea for our Launch is to introduce the power of the “Coach Approach” to entrepreneurs, leaders, managers, helping professionals, teachers and parents... **Anyone with a dream and a team.**

We believe that anyone with a dream can elevate their relationships to profound new possibilities by learning how to “Life Coach” the CoachVille way.

Lifelong learners and personal growth advocates are also key members of our tribe. We will emphasize that **when you step up to be a coach for others; you step into the most rigorous personal growth program ever created because every person you coach is a mirror into your own mind, heart and soul.**

If you have folks like this on your list, among your followers or within your inner circle of personal friends they will love the “DREAM TEAM COACH” Launch content AND Program.

Got Millennials? Got Boomers?

If you know ANYONE who needs to engage Millennials as team members or clients, they MUST do this program; **Millennials demand purpose; they yearn to be coached in a winnable game worth playing.** Boomers are especially frustrated because almost everything they learned about success with people does not work anymore. They will LOVE this program because we will show them exactly what to do.



A “Jeff Walker Style” Launch

The idea is that we will provide a sequence of high value, intriguing and informative communications in the form of video, audio, graphics and text for you to share with your tribe through email, social media and conversations. These content pieces will include an invitation to join CoachVille to access the “next step” of the content. After a two week period, those who have “joined CoachVille” to explore the content will be invited to purchase the DREAM – TEAM – COACH product. You will also be encouraged to share the product offer with your tribe. You can choose your level of engagement with The Launch; anything from a few posts to full engagement in the Launch process.

DREAM – TEAM – COACH – The Product

Hey, we know that there are a LOT of great information products in the world so we feel it is important to share with you how our “experiential product” is unique.

The product, priced at \$1990, will consist of the following elements:

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- The Center for Coaching Mastery gamified Self-Study Curriculum; (over 100 hours)
- \$1,000 coupon to upgrade to a live teleclass of their choosing.
- 1 Year Membership in the DREAM TEAM COACH Mastermind Group
- 2 Tickets to the DREAM TEAM COACH live event in June 2016

The Center for Coaching Mastery

There are two elements of our school that we think are important for you to know before you partner with CoachVille and the Launch: the WAY we teach coaching and WHAT we teach.

The WAY we teach:

1) Method Based: every module provides the participant with a step-by-step method and coaching conversation outlines. These outlines provide the coach with a fast track to great results with their players. Then they learn how to make the method their own.


2) Gamification: every module contains a written playbook and a sequence of missions and challenges hosted on our game platform. The game keeps the students engaged with earning points and recognition for applying what they are learning with their REAL team. But even more important is how it provides constant connection with their colleagues – fellow Coach Approach Leaders. While the program is self-paced, they will NEVER be alone. In addition, each game is hosted by a CV Certified Coach, who will interact with the players via the game platform. Support is always available.

3) Recorded content: the program content is delivered in mp3 recordings of live class dialogues, Coach Dave teaching monologues and extensive real coaching sessions. We encourage our students to load their mp3 players and take the program with them everywhere they go; listening to coaching conversations and coaching sessions is an awesome and immersive way to learn how to coach.




4) Emphasis on practice: we create safe spaces for exploration. We will encourage the students to connect with each other for practice coaching sessions and our platform facilitates this. AND the twice monthly mastermind calls using our “Maestroconference Social Webinar” technology will enable each participant to develop a personal network of DREAM TEAM COACH Colleagues for practice and support.

WHAT we teach

Our Center for Coaching Mastery includes four modules. Each one facilitates a specific transformation.

Game Badge	Brief Description
	<p>Coaching Super Powers (36 hours) From: Managing workers, your life and situations through Command, Control and Compliance. To: Coaching players and opportunities through Belonging, Awareness and Results. Features: the RACE Model for Coaching conversations, 6 Coaching Masteries, 6 Essential Life Skills, 10 Coaching Super Powers and 16 Coaching Power Patterns.</p>

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	<p>Play Two Win Method (24 hours) From: Control workers to complete tasks correctly and on time. To: Influence players to play better with a team to create winning results on their own terms. Features: 3 Power Patterns for Life Changing conversations, Extended RACE Conversation Model, 9 Step Play 2 Win Method: Game Design is the Super Secret Power for 21st Century businesses, coaches, leaders and teachers! In other words, instead of task lists and job descriptions, you have challenges and game plans. WAAAY more effective and more compelling to the game changers you want on your team!</p>
	<p>Inner Freedom Method (24 hours) From: Fear and emotions are something you power through; the non-conscious mind is dark and mysterious and must be avoided. To: You can play with fear and emotions; the non-conscious mind is a vast resource of wisdom and power. Features: A 9-Step Method for coaching the “Inner Game” of feelings, emotions and thoughts to expand Body, Emotional and Spiritual Wisdom. It is a true breakthrough to have a compelling way to talk about feelings, emotions and fears where most often they are left unspoken.</p>
	<p>World Power Method (24 hours) From: The world around you is an obstacle to be overcome or tolerated. To: You can play with your world and design a Personal Success Academy that ENSURES your sustainable success by encouraging the pursuit of mastery and upgrading your non-conscious mind with new patterns for success. Features: A 9-Step method for designing a Winning Environment for each person you coach and your TEAM as a whole. The 9 Environments of YOU model. THE MOST important thing every leader must do is create a Winning Environment for their players; Sustainable winning depends on this.</p>

The Long Tail Passive Revenue Model

The CoachVille Partner Program is relational rather than transactional. This means that anyone who joins CV as a result of your communications – during or after the Launch – will be **tagged to your Partner Account for life**. We will pay a 40% commission for the self-study Launch product (\$796), AND we pay 20% for all of our live Teleclasses and Coaching programs. So if any of your folks purchase any of our programs, EVER, you will receive a check from us! So **your participation in the launch will pay dividends for a lifetime; this is what we mean by “long tail” passive revenue.**

The Life is Good Kids Foundation: You are making a difference!

CoachVille donates 1% of all revenue to the Life is Good Kids Foundation. So as you support the Launch and provide a great value to your tribe you are also making a contribution to a super worthwhile cause to positively impact the quality of care delivered to the most vulnerable children. You can learn more about the Kids Foundation here: <http://content.lifeisgood.com/kidsfoundation/>

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Our Bonus Gift for you... Life is Good!

As a “Thank You” for participating in our Launch in a big way, the top 100 Partners will receive a **ticket to an exclusive 2-Day “Super Power School” event at the Life is Good Headquarters** in Boston in April 2016. There will be great speakers, high-impact networking and **awesome t-shirts!**

The Launch Schedule

Monday, November 2nd: DREAM TEAM COACH Free Content Launch

This will be a great day to invite your tribe to download the DREAM TEAM COACH ebook.

For 10 business days from November 2nd – 13th we will share an audio or video going deeper into the themes of the eBook and sharing real world stories of Coach Approach Leaders. We will also highlight comments from folks engaging with the free content. You can share about any of these themes that your tribe will resonate with to build momentum for the product launch.

Monday, November 16th: DREAM TEAM COACH Program Launch

This will be a great day to invite your tribe to purchase the product; and invite them to take advantage of a few “fast mover” bonus items.

For 5 business days from November 16-20 we will share Coach Approach Leadership success stories, program benefits and news to build momentum for the product. You are welcome to participate in any of these communications.

Friday, November 20th: DREAM TEAM COACH “Last Chance”

This will be a great day to invite your tribe one last time especially if they are “wait until the last minute” types; which many people are.

Tuesday, November 24th: DREAM TEAM COACH “Cart Re-open”

This opportunity is for you if you have participated in all phases of the launch and want to give your tribe one last chance to register; just in case they missed the registration week for some reason.

It's Your Call!

You are invited to participate with the DREAM TEAM COACH Launch in whatever way works best for you and your tribe. You can participate by sending just one email at the start of the Launch to invite your tribe to download the free eBook. You can participate by sending email or by sharing or re-sharing our social media posts or both. Or you can get more actively involved if you choose to by making several communications; we would love that! Most groups need at least 3 communications to realize that something BIG is going on and that you are supporting it.

This Launch is a big deal for us! We really appreciate your participation in whatever form that takes.

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Want to get on board as a Launch Partner OR find out more?

Yeah!!! Click here: <http://blog.coachville.com/dreamteamcoachpartnerinvitation/>