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POWERED BY **ICF** Coaching Education

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Best Practices to Fill Your Coach Training Cohorts Consistently

with Karen Cappello, MCC

Growing Markets

- ✓ **Coaching Industry: second fastest growing sector in the world - more opportunities due to the Great Resignation**

“Coaching is no longer a stigmatized profession but one where it’s adding to the status of the leader - to be someone the organization is willing to invest in; time, effort and energy... I see that trend accelerating.”

-Mark Thompson, CEO coach



Learn

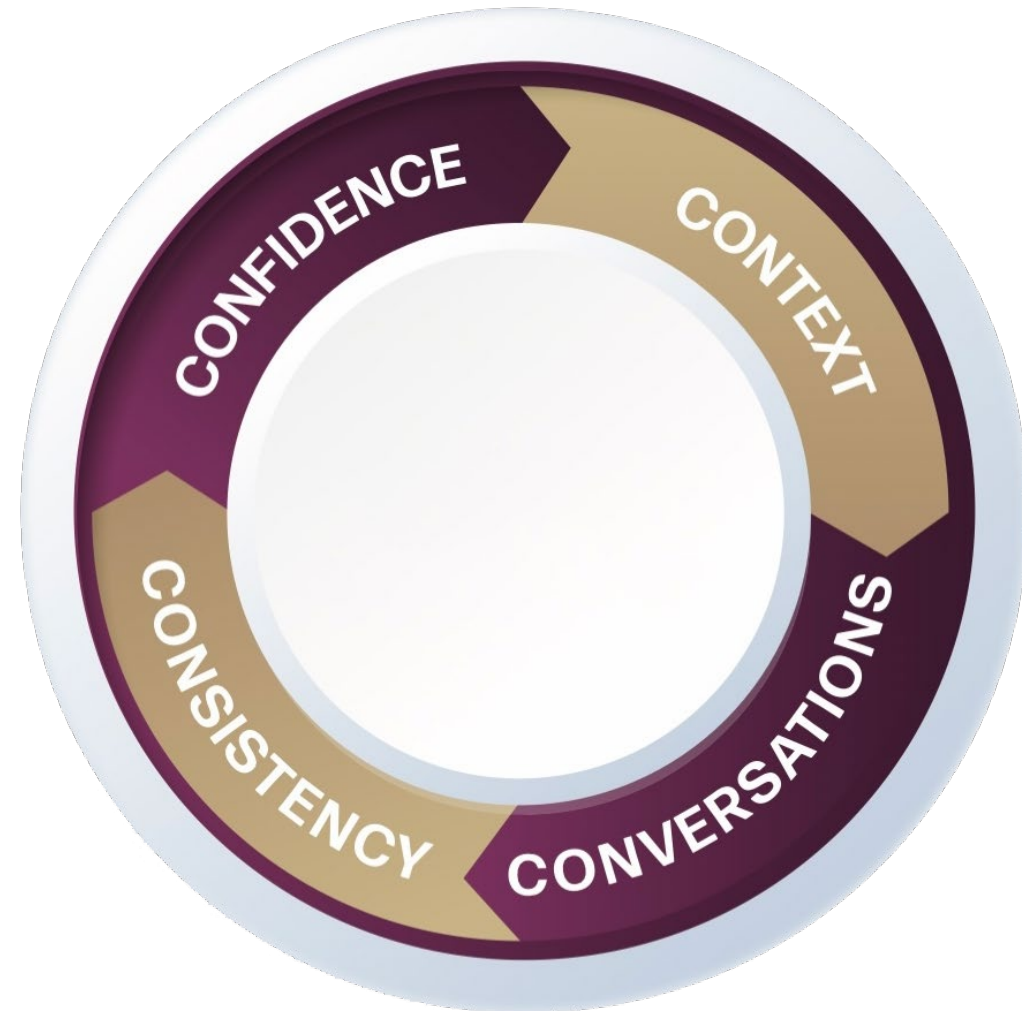
- ✓ **How to market/sell your business to prospective students**
- ✓ **Recruiting and retaining participants in coaching education programs**
- ✓ **How to remain competitive while keeping the program quality high**



Market and Sell

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Marketing Model





Market & Sell: Context



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Context

- **Specialize**
- **Power of ONE**
- **Show ROI**
 - **Time**
 - **Financial**
 - **Fulfillment**



**Market & Sell:
Context**

One Ideal Client

- **Market Segment**
- **Description**
 - **Qualities**
 - **Qualifications**



**Market & Sell:
Context**

One Main Challenge

- **What's at stake?**
- **What's costing them time/money/stress?**



**Market & Sell:
Context**

One Desired Result

- **What do they really want?**
- **What do they want that they think that they can't have?**



Market & Sell: Conversations



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Conversations

- **Student Success Interviews**
- **Market Research**
- **Enrollment**



Market & Sell: Conversations

Success Interviews

- **What prompted you to enroll in our program?**
- **What did you see that we could offer you that you had a hard time finding somewhere else?**
- **What did you enjoy most about the program?**
- **What would you say to someone considering joining?**



Market & Sell: Conversations

Market Research

- **What are some of your goals that being a coach could help you reach?**
- **What challenges have you been facing that being a coach would help solve?**
- **What are you missing out on by not getting this going now?**
- **What time/money/stress could you save if you were trained as a coach?**



Market & Sell: Conversations

Enrollment

- **What made you decide to look into coach training?**
- **What time/resources are you willing to dedicate to your coach training?**
- **What would keep you from enrolling now?**



Market & Sell: Consistency



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Consistency

- **Track Results**
- **Repetition Creates Recognition**
- **Alumni Program**



Market & Sell: Consistency

Tracking

- **What are the measures of success for your program?**
- **What results-type questions are your potential clients asking?**
- **What statistics would you be proud to share?**



Market & Sell: Consistency

Repetition

Topics

- **Content that's compelling to your ideal client**
 - **Articles**
 - **Videos**
 - **Quotes**
 - **Podcasts**
- **Student spotlights**
- **Screenshots of acknowledgments**



**Market & Sell:
Consistency**

Referrals

Alumni Ambassadors

- **Exclusive group**
- **Welcome gift**
- **Commissions**
- **Online group supporting each other**



Market & Sell: Confidence



Confidence

- **Release Tolerations**
- **Increase Your Capacity to Receive**
- **Invest in Support**



Market & Sell: Confidence

Clear Blockers

RESOURCES

- **Clean Sweep by Thomas Leonard**
- **Scribbling by Allie Duzett**
- **How to Get Money for Anything Fast by Stuart Lichtman**
- **Radical Forgiveness**



Market & Sell: Confidence

Receive

RESOURCES

- **Happy Pocket Full of Money by David Cameron Gikandi**
- **Super-Charged Affirmations: Money Pours Into My Life**
- **Getting into the Vortex by Abraham-Hicks**



**Market & Sell:
Confidence**

Support

RESOURCES

- **Tech assistance**
- **Virtual assistance**
- **Your own coach**



**Recruit and
Retain**

Inside the Program

- **Enhancements**
- **Results**



**Recruit and
Retain**

Enhancements

- **24/7 Customer Service**
- **Online groups**
- **Study Buddies**
- **Ambassadors**
- **Gamification - Contests**
- **Progress Reports**



**Recruit and
Retain**

Results

- **Determine Main Desired Result**
- **Track and Share Statistics**
- **Offer Business Development as well as Coaching Competency Training**

Remain Competitive

- ✓ **Specialize**
- ✓ **Find out why your students chose your program**
- ✓ **Utilize your alumni to promote the program**
- ✓ **Invest in assistance**
- ✓ **Add in program enhancements**
- ✓ **Offer business development support**

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