



Opening Your Own Training Business in Under 30 Days

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30 Days to Owning and Operating Your Own Coach Training Business

Please note: This is the transcript from a video I made for the Open Your Own Academy Program, thus, the grammar may not be perfect.

First of all, welcome! I am thrilled you're here.

I know that I have a big task ahead of me and that is getting you all the information you need to set up your coach training company.

I will cover EVERY step I used to start my business almost 15 years ago.

But first! Let me introduce myself. My name is Coach Mackenzie. I have been training people since 2005 through my company Coaching Academy of North America. That company changed names since I became incorporated and was renamed again when I made a permanent move from Canada to the US and is now known as IICS (International Instruction of Coaching Studies). What has stayed the same since 2015 is my domain name: CoachTrainingAcademy.com.

I have a BA in psychology, studied at CoachU, studied marketing at the Internet Marketing Center and I have a diploma in the Psychology of Sales.

All that training and schooling is what I've used for the last almost 15 years to run my business. My business which trains others as coaches, life coaches for example, and gives the rights to use that material to others so they can train their students and have a school of their own.

Okay, let's get the steps. As I mentioned, these are the steps I used to open my company.

1. Name Your Business

- Your website/domain name and your company doesn't have to be the same but it can be.
- Choose a name that can grow with you.(Coaching America allows for more growth than Coaching With Jana.)
- Choose a name that your ideal client will like.

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Gain all the materials, accrediting and lessons you need to start training others as coaches.

- Do not spell it awkwardly just to be different. (Cat's Complete Coaching Company should be spelled with a "C" not a "K" otherwise when a person is trying to find you online they will have some difficulty.)
- Choose three names or just use your domain name when registering your business.

Coach Training Company Name Ideas

Top Class Coaching & Training
 Executive Coach Training
 Masterclass Coaching and Consulting
 MasterMind Coach Training
 EGAT - Empowerment Goal Attainment Training
 The Top Coach Training
 At the Top
 Transformation Coach Training

Brainstorming Words

Academy, Business, Company, Institute, Graduation, Best

2. Register Your Business

Nothing special here, you are providing mostly information products to others.

3. Reserve Your Domain Name

-.com

Use "-"

.business

.master

.coach

Just remember most people check out .com first before they try other endings.

4. Get Your Accrediting and Certificates in Order

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Personal Accrediting

From the photo above, you can see that through IICS I am certified. I will also certify you as well.

MASTER COACH TRAINER, LIFE COACH TRAINER, RELATIONSHIP COACH TRAINER, CHRISTIAN FINANCIAL COACH TRAINER those are what you receive through IICS. You choose the name of your certification based on what type of training you want to provide.

Remember that we provide a few different curriculums, lessons, manuals, resources for you to use to train your students and we teach you how to create your own.

ICF

You can also apply to the ICF to be personally accredited through them, but it's not necessary. They have three levels of personal accrediting.

You can also get your training approved by them and become an ICF Approved provider. We show you how to do that in more detail but essentially you can download the applications from the ICF website. We really do go into detail about how to do this through the course.

IMPORTANT!! Whether or not you have ICF accrediting or your company does, your students will get credit from your training they can use to apply to the ICF - if they even want to apply. Most coaches do not see the need to apply. You don't need it to coach others. The exception to this is if you are working for a company as their coach. The HR department will look to hire ICF coaches.

So, your student comes to you to be trained as a life coach. Your student decides they want ICF accreditation as a PCC or MCC. All they need from you is a transcript.

5. Choose Your Instruction Style

Instruction Style Options

- Home Study (notice I did not say SELF study)
- Phone is how I started. Freeconferencecall.com

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- Web live, Zoom, Uberconference
- In person, once a week or seminars
- In person in libraries, board rooms, office rooms, church rooms

Tip! Whatever route you decide to go be sure to record it as this gives you a homestudy version as well.

6. Decide on Program Details

Let's talk about your program details.

What program do you want to instruct? Through the program you get the following programs that are ready to teach: life coach program, weight loss program and health and wellness program. You also get smaller mini courses as well: youth coaching bundle, christain coaching bundle and career coaching bundle.

(You even get a home study version already to go) in an online center all ready for your students, but you can also create one yourself.

What certifications do you give your students upon graduating (aka completing the program)?

The most popular certifications students ask for are: Life Coaching, Goal Attainment Coaching and Empowerment Coaching - which can be given and attained by completing the life coaching program you get access to for your students. You could also award the transformational coach certification. (Transformational coaching is very similar to a goal setting coach but after the goal setting process the coach questions the client as sessions progress to discover or challenge any values, beliefs and assumptions that are not working for them.)

Now, when I say you "own the rights" to these teachable programs (life coach, weight loss and health and wellness) what that means is you can edit them, change them, add in content, leave out content, whatever works for your program and school. And you add your business info to them as well. You own these materials. THEY ARE YOURS.

Further details you need to decide:

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Start date - give yourself at least 30 days from the start of this program to begin instructing.

Duration - I suggest a 6 week course, a class a week, which is two lessons during that class if you follow the life coaching program layout as is.

Program title - I recommend leading with certifications they will receive. Yes, you can give more than one out. Or charge a small fee for any additional certifications they wish to purchase after they complete the program.

7. Build Your Student Center

Host lectures (lessons) and store bonus items (additional helpful materials coaches need like marketing materials, website materials and more). Through our program for you, the academy owner, you get a pre set up center for your student that has a zillion items they may find useful as a new or even seasoned coach.

This includes my favorite lecture which is how I explain how I got 14 clients in one weekend - without paying for adwords or marketing materials. These are free for your students. Any students you register. And we have many, many more. Including programs and assessments they can use with their clients to help them gauge where they are at.

You can build your own online center though:

- Website using wordpress, using a plug in or just using the password protected privacy option. Again, through the program I can walk you through this by phone if you need help. Wix also has this option. I also have a link for \$3.95 a month for your whole website.
- Clickfunnels also has a membership center.
- Box.com, online hosting which is free. And you can just email out the link to those who register with you.
- Coursites also free but this where you'll want to host your whole program.

5. Set Up Your Website

You need two parts: front end and back end. So the place where people register is the front end, and thus the backend is where people pick up your product (also known as a student center).

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Do you want your website to sell or just be a place holder allowing you to do the sales? If you excel at sales then use your website as a way to get people to phone you.

If you prefer your website to sell for you then you need a sales copy commonly known as ad copy.

Generally you need to hire someone or you need to learn how to do good sales copy/ ad copy. Sales copy is the text that sells your products. We have a copy you can add to your website along with graphics that will assist in the sale. If you don't have this, this is the longest part of your set up process. You can do it, it just takes longer.

Let's back up a bit. The front end is what a new potential student sees. It convinces them that they have to purchase your program. And after they have put in their credit card info into PayPal or Amazon wallet, you get a notification saying you have a new student.

You then send out your welcome email and from there you send the access info to your back end, box.com link or coursites or the website link you get from us that has all these bonuses for them. (And using our link doesn't cost you. You only pay from the open your own academy tuition and that's it. One time. Lifetime access.)

6. General Sales Advice

So I teach you how to apply the art/ skill of selling to your business.

And I do give you products that have sold for me that will sell for you. You can put your spin on them.

- Change the covers
- Add or change the content based on your clients

General Sales Advice

If someone bought from you once, it is almost a guarantee they will buy from you again. Capitalize on this. The more money you make the better you will be able to grow your business, which is fuel for your purpose.

Additional items and upgrades besides your lessons and trainings that your students can buy:

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Gain all the materials, accrediting and lessons you need to start training others as coaches.

Personal mentoring - which is just like coaching only more practical
Additional certifications
Assistance with their ICF application
Transcript of their training
Additional training in another area
Additional bonus items you got from IICS or that you created
eBooks

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