



# COACHES' COACH

ROCKET FUEL FOR BUSINESS COACHES

## Welcome!

Please Stand By...

# How to Start & Grow an Ultra-Profitable Business Coaching Practice, Even if You Don't Have a Business Degree or Coaching Experience...

*Simon Meadows, Certified Coaches' Coach*



Simon Meadows

## The Objective Of Today's Webinar

- Whether you're an accomplished business coach with years of experience OR you've never graduated from university, have no business coaching certification and no business coaching experience and you're just getting started...
- I'm going to show you every step you need to start and grow your own business coaching practice beginning **THIS WEEK!**
- In other words, I'm going to show you how to “cut in line or jump the queue.”
- By watching this presentation you can literally cut a decade off the path to having your own profitable business coaching practice...



Simon Meadows

# What I am Going To Cover

- Why business coaching practices are one of the BEST and most PROFITABLE small businesses you can start, according to many leading publications.
- The 3 biggest FEARS that hold people back from starting their own business coaching practice and how to deal with them.
- The MATH & TIMELINE to get started and reach \$250,000 per year before hiring another coach and working 100% remotely from your home office.
- How to pick an industry NICHE, get APPOINTMENTS, and sign high-value business coaching clients in just a few weeks.
- Q&A session for everyone who stays to the end of the webinar.
- \$497 gift at the end of the webinar.



Simon Meadows

## Who Is This For?

- Anyone who is employed in any job, who wants a better life helping small businesses owners manage their TIME, TEAM, and MONEY.
- Entrepreneurs with existing businesses looking to start a more profitable and sustainable business that can be sold down the road.
- Solopreneurs ready to stop chasing over-hyped, glitzy business opportunities.
- Employees with careers in accounting and finance looking to finally quit their jobs and become an entrepreneur by starting their own home-based business coaching practice.
- Existing business coaches, consultants, business advisors, and business growth experts looking to grow their practice even further.



Simon Meadows

## Rules For Today's Webinar

- You have to be ready to work hard and take massive action. There are no handouts here.
- This is not a “get rich quick” scheme. We're doing the kind of real work that makes us the most trusted advisor to our clients. We are building businesses that will flourish for years, even decades to come!
- Our business coaching practice results may not be typical. We've put in a ton of effort as hardworking entrepreneurs to achieve our massive results.
- The results you'll get are entirely up to you!



Simon Meadows

# My Promise To You & Permission Request



- ✓ I am going to give you all that I can in the time that we have, then show you how to get more help...

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

# Cash & Clients Strategy Session Plus...

**APPLY NOW**

Have One Month  
Free On Me  
(worth \$497)

**GROUP  
COACHING  
PROGRAM**  
FOR COACHES



<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

ROCKET FUEL FOR BUSINESS COACHES



So what is a business coach? A business coach is a person who comes into the life of a business owner and mentors the entrepreneur in growing their business so that the incremental cash flow more than pays for their customized education.



Simon Meadows

# So why business coaching?



Simon Meadows

# Why Business Coaching?

- The profession has been around for centuries!
- Literally every single business needs coaching.
- Unlike law, marketing, and other services business, the average coaching client pays \$1,000's every single month for 3+ years!
- You can sell your business coaching practice from 1 times revenue or 3 to 5 times earnings!
- The reality is that, business coaches are the most trusted advisors and confidants to their clients in almost any industry! Why?
- You are helping people fix one of the most confounding and usually the most painful aspect of their lives – their business!
- Malfunctioning businesses create awful amounts of pain in the areas of TIME, TEAM & MONEY. And these are the areas of their lives and businesses that create some of the most profound and joyful transformations you can imagine!



Simon Meadows

Entrepreneurship is thriving around the world. As a result, the business coaching industry is booming!



Simon Meadows

In U.S. alone, 7.2 million  
businesses  
98% < 100 FTE  
90% will fail in 10 years



Simon Meadows

78% lack a solid business plan

73% overly optimistic about ability to sell

77% not pricing products, services properly

70% don't recognize weakness or seek help



Simon Meadows

The good news is that business coaches can reverse this trend! The struggle of entrepreneurs creates a valley of golden opportunity for you.



Simon Meadows

According to an October 2017 article on [www.entrepreneur.com](http://www.entrepreneur.com), “Business coaching is a lucrative business that can tap into the massive market of entrepreneurs and business owners trying to find their way in the world of commerce. If you're an expert in business or have a deep understanding of the market forces of what drive purchases, then becoming a business coach could mean financial freedom.”



Simon Meadows



# Effective Billable Rate

## Ordinary

- 10 clients
- \$1,000 per month
- 1 hour of coaching/week
- \$10,000/month in cash flow
- 1.5 hours/week total
- 6 hours/month total
- \$1,000/6 hours
- **EBR: \$167**

## Exemplary

- 15 clients
- \$3,000 per month
- 1 hour of coaching/week
- \$45,000/month in cash flow
- 1.5 hours/week total
- 6 hours/month total
- \$3,000/6 hours
- **EBR: \$500**



Simon Meadows

And with the way business coaching practices now operate in our virtual, internet-based world, business coaching has become a hyper-profitable business that you can run anywhere in the world.



Simon Meadows

Even if you have no degree in business, no business coaching certification, and no business coaching experience, you can get started and learn the skills you need to start your own business coaching practice in just a few weeks!



Simon Meadows

If you DO have a business degree, business coaching certification, or coaching experience you're not in danger... But you **DESPERATELY** need more if you're going to succeed as an business coach in today's economy.



Simon Meadows

# Falsehoods About Business Coaching

- You need to have a university degree in business to start your own business coaching practice. FALSE!
- You need to have a coaching certification to start your own business coaching practice. FALSE!
- You need to have owned your own business before starting your own business coaching practice – FALSE!
- You have to meet clients in person, so you can't work from your home office – FALSE!
- Business coaching is very complicated and only corporate executives or entrepreneurs with 20+ years of experience can be successful in their own business coaching practice – FALSE!



Simon Meadows

You may be saying, “but I’m not a people person!” Or...  
“I’m not sure if I want to make coaching my life’s work!”



Simon Meadows

The reality is, business coaching isn't about being an experienced coach or an amazing people-person. It's more about a business coaching **SYSTEM**. The role of the business coach is to offer awareness, education, and accountability.



Simon Meadows

And, if you don't want to do the business coaching yourself forever, you can build a coaching firm of associate business coaches who can do it for you.



Simon Meadows



Then you can become a business coaching firm owner and charge 2 to 3 times more than what you pay ANY of your associate coaches. Then you spend your time being the entrepreneur and managing client relationships!



Simon Meadows

# My Story And How I Got Started

- I was a building contractor in the UK.
- I started working with a business coach and over the years of being coached, I built and successfully exited four businesses, building great teams, making huge margins and releasing time to do amazing things.
- In 2006 I was listed in the Who's Who of business professionals.
- Eventually, I started to envision becoming a business coach and in \_\_\_ I put my other ventures on the back burner and became a coach.
- But, despite years of experience in business as a successful business owner, and having a diploma in performance coaching, when I exited my last business and set out as a business coach, I still struggled to get my coaching practice going.



Simon Meadows

# Why Should You Listen To Me?

- In 2009, I met Eric Dombach, a world-renowned business coaching guru, author of the Amazon best-seller The Million Dollar Coaching Firm, and the founder of Coaches' Coach. I asked him to coach me in his methods.
- In just one year, I used the Coaches' Coach system to build a business coaching practice generating in excess of \$300,000 per year.
- Several years ago, I became a certified Coaches' Coach and, since then, have mentored 150+ business coaches in 9 countries. The coaches I've coached have ranged from those just starting out to other doing more than \$1M in annual sales.
- Since starting out as a business coach, working 6+ days per week, I have now scaled my practice to generate all the income I need in just 3 days, giving me the work-life balance I've dreamed of.



Simon Meadows

# Why Should You Listen To Me?

- Having worked with 100+ of people starting business coaching practices and 50+ in the last 12 months alone...there's probably not anyone else that has a pulse on what's working in the market like me and the team at Coaches' Coach.
- We know exactly what is working and what isn't working in today's business coaching market place today.
- I've watched people with no experience get started and completely dominate experienced business coaches and I know EXACTLY why!
- I have compiled dozens of best-practices into this presentation and I'm about to show you the exact steps to follow to separate yourself from struggling business coaches and embark on a clear path to an ultra- profitable business coaching practice, even if you're starting from scratch.
- Here are a few of the people we have helped here at Coaches' Coach.



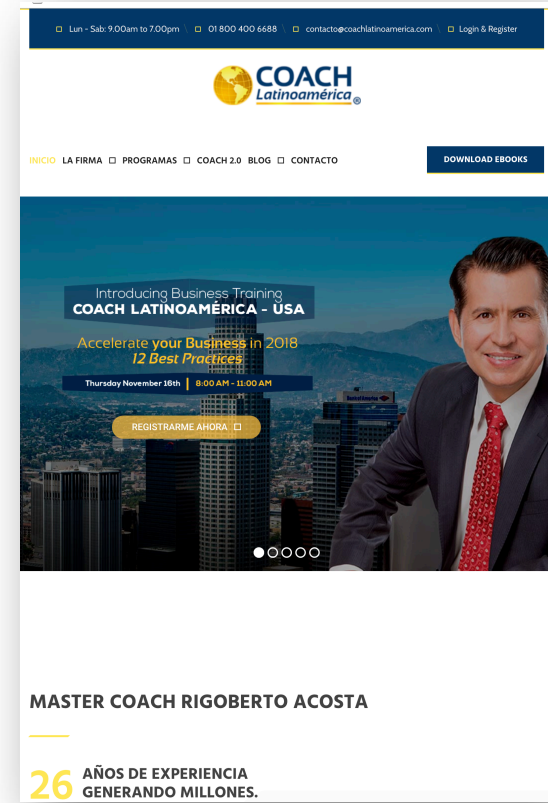
Simon Meadows

# Rigoberto Acosta

- Rigoberto Acosta is the founder of Coach Latino America, based in Leon, Mexico. <https://coachlatinoamerica.com/>
- Using the Coaches' Coach system and with the help of one of our certified coaches, Rigoberto has grown his practice into the most successful business coaching firm in all of Central America.
- Rigoberto and his team of 6 business coaches have coached more than 8500 business of all kinds throughout Mexico and Central America.
- CLA generates more than \$85,000 USD per month in coaching revenue.



Simon Meadows



The screenshot shows the website for Coach Latino America. At the top, there is a dark blue navigation bar with links for 'Lun - Sab: 9:00am to 7:00pm', '01 800 400 6688', 'contacto@coachlatinoamerica.com', and 'Login & Register'. Below this is the 'COACH Latinoamérica' logo. A secondary navigation bar includes 'INICIO', 'LA FIRMA', 'PROGRAMAS', 'COACH 2.0', 'BLOG', and 'CONTACTO', along with a 'DOWNLOAD EBOOKS' button. The main content area features a promotional banner for 'Introducing Business Training COACH LATINOAMÉRICA - USA' with the text 'Accelerate your Business in 2018 12 Best Practices' and a date 'Thursday November 16th | 9:00 AM - 11:00 AM'. A 'REGISTRARME AHORA' button is prominently displayed. A portrait of Rigoberto Acosta is on the right side of the banner. Below the banner, the text reads 'MASTER COACH RIGOBERTO ACOSTA' and '26 AÑOS DE EXPERIENCIA GENERANDO MILLONES.'

# Matthias Block

- Matthias Block is the founder of Unternehmermeister in Germany. <https://www.unternehmermeister.de/>
- Using the Coaches' Coach system and with the help of one of our certified coaches, Matthias has built a business coaching practice focused on firms in the engineering and manufacturing sector, which is his professional background.
- Matthias generates more than €10,000 per month in business coaching revenue.



Simon Meadows

The screenshot shows a website for 'Ihr technisches Unternehmen: Erfolg steigern, Freiräume gewinnen'. The page features a header with a sun icon and a navigation menu. Below the header, there are four main sections, each with a title and a brief description:

- Unternehmensziele aufgeben:** Wir sind über die Jahre, die wir haben... (text partially obscured)
- Das Fundament aus guten Mitarbeitern:** Wir zeigen Ihnen, wie Sie... (text partially obscured)
- Die passenden operativen Mittel:** Wir helfen Ihnen dabei, die... (text partially obscured)
- Personliche Freiräume gewinnen:** Wenn Ihre Firma... (text partially obscured)

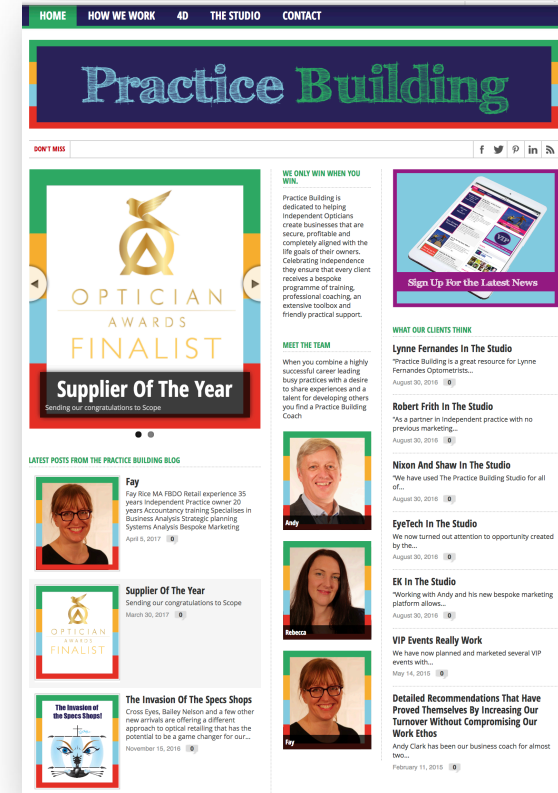
At the bottom of the page, there are two more sections:

- Das Beratungsangebot für Unternehmen:** Kooperations- und... (text partially obscured)
- Wie wir Unternehmen helfen können:** (text partially obscured)

The page also includes a video player showing a man speaking and a 'Kontakt' button at the bottom right.

# Andy Clark

- Andy Clark is the founder of Practice Building, based in Rotherham, UK. <http://practicebuilding.co.uk/>
- Using the Coaches' Coach system and with the help of one of our certified coaches, Andy and his team of coaches have become the most respected business coaching firm in the UK for the optical niche.
- Practice Building generates more than £30,000 per month in revenue in coaching fees and in other £10,000 services.



Simon Meadows

# Graham Mitchel

- Graham Mitchell is the founder of GROW, a business coaching firm based in Johannesburg, South Africa. <http://grow.za.com/>
- Using the Coaches' Coach system and with the help of one of our certified coaches, Graham has built his business coaching firm into the most successful business coaching firm in all of South Africa.
- Graham and his team of 6 business coaches have coached hundreds of business of all kinds.
- GROW now generates more than 1,300,000 Rand per month in business coaching revenue.

The screenshot shows the GROW website homepage. At the top is a navigation bar with the GROW logo and links for HOME, ABOUT, SERVICES, LEARN, and CONTACT. Below the navigation bar are six feature cards arranged in a 2x3 grid. Each card has a green icon, a title, and a brief description. The first row includes 'ESTABLISHED BUSINESS' (founded in 2009), 'TRUSTED ADVISOR' (over 70 businesses in South Africa), and 'BEST PRACTICE' (certified by Gazelles International). The second row includes 'RIGHT STRATEGY' (helps clients develop strategy), 'HUMAN POTENTIAL' (combines best practice with coaching), and 'ACCELERATE LEARNING' (training to accelerate effectiveness). Below the feature cards is a 'MEET THE TEAM' section with three team members: Graham Mitchell, James Hughes, and Julie Humphreys, each with a photo and title.



Simon Meadows

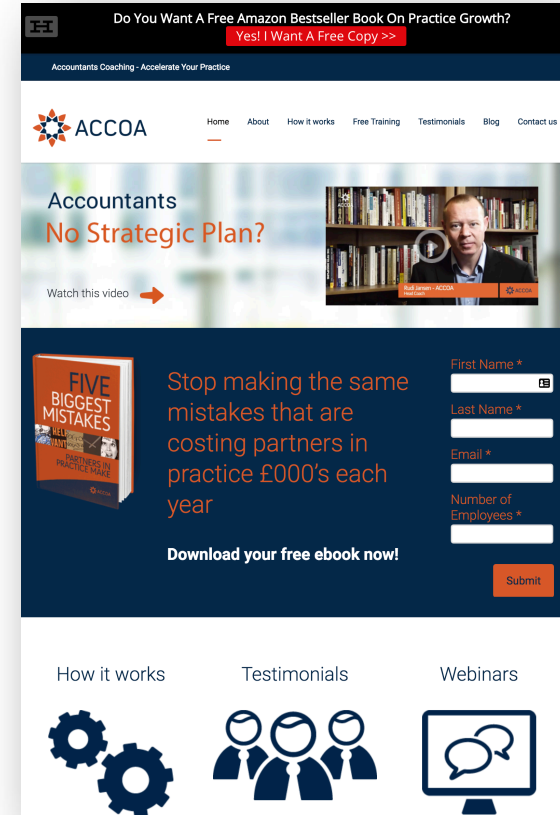


# Rudy Jansen

- Rudy Jansen is a registered accountant and the founder of Accoa Accountants Coaching, based in Chesterfield, UK. <http://accoa.co.uk/>
- Rudy founded Kando Business Coaching in 2006. Using the Coaches' Coach system and with the help of one of our certified coaches, Rudy coached more than 220 small to medium sized businesses and generated more than £16,000 per month.
- In 2012, Rudy rebranded as Accoa and focused exclusively on coaching accountants. He now generates more than £40,000 per month in coaching revenue.



Simon Meadows



The screenshot shows the ACCOA website with a dark blue header and a white main content area. At the top, there is a promotional banner for a free Amazon bestseller book on practice growth. Below the header, the ACCOA logo is displayed alongside navigation links for Home, About, How it works, Free Training, Testimonials, Blog, and Contact us. The main content area features a video player with the title 'Accountants No Strategic Plan?' and a 'Watch this video' button. To the right of the video player is a video thumbnail showing Rudy Jansen. Below the video player, there is a section for a free ebook titled 'FIVE BIGGEST MISTAKES' with a 'Download your free ebook now!' button. To the right of the ebook section is a form with fields for First Name, Last Name, Email, and Number of Employees, and a 'Submit' button. At the bottom of the page, there are three icons representing 'How it works' (gears), 'Testimonials' (three people), and 'Webinars' (a computer monitor with a speech bubble).

The #1 thing you need to get started...



Simon Meadows

## Can You Get To The Zoo?

- If you had to make it to the Zoo in Baton Rouge, Louisiana in 48 hours, could you do it?
- Your life depends on it.



Simon Meadows

## How Were You Able To Make That Decision

- Do you even know if there's a zoo there?
- Did you check flights?
- What if it's open or close for renovation?



Simon Meadows

## The Reality Of The Situation Is...

- You **MUST** make that decision **FIRST** before the path is clear...
- Once you have committed every fibre of your being to achieve the goal, it tends to happen.
- Even if you get people to help you and it doesn't work, you **MAKE** it work.
- The decision is mandatory!



Simon Meadows

Decide. Commit. Act.



Simon Meadows

# Facing the "3 Great Fears"



Simon Meadows

## The 3 Great FEARS

- Service delivery
- Sales
- Lead generation



Simon Meadows



## The 3 Great FEARS

- Service delivery – is what I'm offering valuable?
- Sales – will I be able to clearly articulate the value of my service in a sales consultation and establish the right expectations for the right price?
- Lead generation – will I be able to consistently generate a list of people interested in my service who want to talk to me and learn more about how can I help them?



Simon Meadows

## 1. Service Delivery – What To Offer?

- Coaching, Mentoring, Consulting, or a Mix?
- GREAT products or services are everything.
- Without it, and without confidence in it, you will NEVER have the courage to do what it takes to succeed.
- Once we define our service, we have to sit down and get crystal clear on what our value is, and how we're going to define it to our clients.



Simon Meadows

## 1. Service Delivery – Clearly Defining Your Value

- How much TIME is working with you going to SAVE them?
- How much MONEY will they MAKE or SAVE by working with you?
- How much MONEY have they ALREADY LOST by not working with you?
- What EMOTIONAL ANXIETY will be overcome if they move forward to work with you?



Simon Meadows

# 1. Service Delivery – Clearly Defining Your Value

- The reality of it is that the fundamentals are more important than the trophies.
- I see people who don't even have degrees in business hire coaches to do the work as their advisor – because they “get it”
- You don't need a license, degree, or even a certification to nail down your value – you just need the right guidance and proper training which can happen in just a few short weeks...



Simon Meadows

# THE 5 STEPS TO FREEDOM



Simon Meadows

## Our 21 Silver Bullets

**Silver Bullet:**  
a metaphor for a  
simple, seemingly  
magical, solution  
for a difficult  
problem



# Our 21 Silver Bullets



1. Apprenticeship Plan
2. Operations & Training Manual
3. Time Management Plan
4. Comprehensive Exit Strategy



1. Employee Acquisition Plan
2. Psychometric Profiling Process
3. Key Performance Indicator System
4. Lean Program
5. Performance Incentive Plan
6. Strategic Plan
7. Leadership Development Plan
8. Team Meeting Rhythm
9. Organizational Plan
10. Team Building System



1. Current Business Plan
2. Break-Even Plan
3. Revenue & Profit Budget
4. Cash Gap Plan
5. USP & Guarantee
6. Sales Management System
7. Tactical Marketing Plan



Simon Meadows



# Research | Model | Launch

- **Unique Selling Proposition & Guarantee**  
A persuasive value proposition that removes risk and compels your ideal customers to do business with you, instead of your competitors, because you're different than all the rest.
- **Current Business Plan**  
A credible, written plan that forecasts your cash-flow, identifies your working capital requirement, and demonstrates your ability to repay debt and make a profit for your investors.
- **Revenue & Profit Budget**  
**A detailed budget spreadsheet that clarifies the revenue required each month** to cover your variable and fixed costs, as well as your personal drawings, while delivering a healthy profit.
- **Strategic Plan**  
An evolving plan that sets forth the vision, mission, and values of your company and your long and short-range goals so that your team is on the same page and moving together as one.





2  
CHAOS

## Invest | Drive | Grow

- **Break-Even Plan**  
A multi-faceted plan to cut expenses just enough to stop the bleeding of cash, while relentlessly selling enough to cover your essential costs, including personal drawings and debt service.
- **Tactical Marketing Plan**  
An aggressive, measurable plan to increase your leads, improve your sales conversion rates, and increase your average spend per customer per year so your profits begin to increase exponentially.
- **Sales Management System**  
A practical system for building a top-performing sales force by scripting their approach, coordinating their activity with a CRM (customer relationship management) solution, measuring their performance, and tying their paychecks to results.
- **Team Building System**  
A reliable system for placing your team members in roles best suited to their strengths and building them into a powerfully cohesive and committed team that delivers business results.



## Organize | Measure | Adjust

- **Cash Gap Plan**  
An efficient plan to quickly collect your outstanding receivables, get your customers to pay faster, and negotiate better terms with your vendors so your bank account always has plenty of cash in it.
- **Employee Acquisition Plan**  
**A practical plan to win the battle for top talent by consistently generating more than enough leads, screening out non-performers, and using a skills-based test-drive process and psychometrics to choose team members that deliver results.**
- **Psychometric Profiling Process**  
A proven process for avoiding mis-hires by using psychometric profiling tools to evaluate and de-select candidates based on position-specific benchmarks.
- **Key Performance Indicator System**  
An elegant system for measuring and reporting the critical numbers in your business so everyone knows how their efforts are either making or breaking your business.
- **Performance Incentive Plan**  
An effective plan for rewarding your team members with incentives that motivate them to work as hard in your business as you do and care about it like it was their own.



## Economize | Invest | Repay

- **Time Management Plan**  
An intentional plan for investing your time in the highest value activities by blocking tasks into your calendar as appointments and making yourself accountable for executing tasks on time.
- **Operations & Training Manual**  
An evolving "How-to" guide that describes in great detail everything a team member must know to fulfill the duties of their position and guides them through a complete training process.
- **Team Meeting Rhythm**  
A disciplined rhythm of recurring team meetings focused on reporting, accountability, alignment, and goal-setting that occur on an annual, quarterly, weekly, and daily basis.
- **Lean Program**  
An ongoing program for rallying your team around a commitment to eliminate wasted time, material, and movement so you can dramatically improve operational efficiencies, cut production costs, and compete more effectively.



# Reproduce | Acquire | Harvest

- **Organizational Plan**  
A detailed plan for clarifying reporting relationships by building an organizational chart and creating position descriptions so your business can sustain long-term growth.
- **Apprenticeship Plan**  
A plan to identify the lower value tasks in your schedule and train team members to do them for you so you can focus on the tasks that add more value to your business.
- **Leadership Development Plan**  
A proven process for intentionally developing emerging leaders in your business, incentivizing their long-term commitment with profit-sharing, and laying the groundwork for your eventual succession.
- **Comprehensive Exit Strategy**  
A detailed strategy for identifying the current value of your business, quickly enhancing its value, and developing a marketing plan to identify the best internal or external prospective buyer to pay the best price for your business.

You need to sit across from another human being, clearly define your value and ask for a lot of money in a way that's a no brainer!



Simon Meadows

## 2. Sales – The Greatest Skill In Business

- The most valuable skill in business is learning how to clearly articulate your value in the form of a 30-40 minute consultation with a potential client
- This is generally the area where people have the most anxiety – but I promise you, mastering this skill will change your entire life.
- What's the difference between a business that does \$50k/year and \$1M? SALES!



Simon Meadows

# BUSINESS COACHING FLIGHT MAP

**VISION QUESTION 1**  
**SELF ASSESSMENT**  
**WHERE AM I?**  
 Above Break-even?

YES →

**ABOVE BREAK-EVEN**  
 YES (100%+ Current Revenue)  
 2000\$+ Current (100+ High)  
 Profit (Current Profit)  
 Revenue (Current Revenue)  
 Cash Flow

NO →

**BELOW BREAK-EVEN**  
 NO (100%+ Current Revenue)  
 2500\$+ Current (100+ High)  
 Profit (Current Profit)  
 Revenue (Current Revenue)  
 Cash Flow

**VISION QUESTION 2**  
**TARGET MARKET**  
**WHO DO I WANT TO SERVE?**  
 Region or Niche?

**VISION QUESTION 3**  
**BUSINESS PLAN**  
**WHAT AM I BUILDING?**  
 Practitioner Firm?

**PRACTICE**  
 Effective (able to be profitable) business

NO → **COURSE 7 COACHING CLIENTS**

YES ↓

**FIRM**  
 Monthly Revenue 50k+ (100k+)

YES → **COURSE 8 BUILDING A FIRM**

Marketing Budget 100K+ (100K+)  
 YES

NO

Marketing Budget 100K+ (100K+)  
 YES

NO

**COURSE 6 ONBOARDING CLIENTS**

**COURSE 5 WINNING CLIENTS**

**COURSE 4 BOOKING APPOINTMENTS**

**COURSE 1 GENERATING LEADS**

- 1.1 - Boarding your Coaching Business
- 1.2 - Creating your Tech Presence (Crucial Step)
- 1.3 - Webinars
- 1.4 - Networking
- 1.5 - Social Media Marketing 101
- 1.7 - Direct Mail (High volume)
- 1.8 - Customized Direct Marketing (High volume)
- 1.9 - Strategic Partners

**COURSE 3 LEADING SEMINARS**

- 3.1 - Webinars
- 3.2 - Local Speaking Engagements
- 3.3 - Live Seminars (20 per year)

**COURSE 2 GENERATING LEADS**

- 2.1 - Branding Your Coaching Business
- 2.2 - Creating Your Web Presence (Speed Over)
- 2.3 - Webinars
- 2.4 - Networking
- 2.5 - Social Media Marketing 101
- 2.6 - Live Shows
- 2.7 - Strategic Partners

**COURSE 3 LEADING SEMINARS**

- 3.1 - Webinars
- 3.2 - Local Speaking Engagements

**COURSE 2 GENERATING LEADS**

- 2.1 - Branding Your Coaching Business
- 2.2 - Creating Your Web Presence (Luxury/Profit)
- 2.3 - Webinars
- 2.4 - Social Media Marketing 101
- 2.5 - Live Shows
- 2.6 - Direct Mail (High volume)
- 2.7 - Customized Direct Marketing (High volume)
- 2.8 - Strategic Partners

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**COURSE 3 LEADING SEMINARS**

- 3.1 - Webinars
- 3.2 - Local Speaking Engagements



**BUSINESS GROWTH SYSTEM****THE BIG 8 LEAD GENERATION STRATEGIES**

1. REFERRALS



2. NETWORKING



3. SOCIAL MEDIA

4. CONTENT  
MARKETING

5. DIRECT MAIL

6. OUTSOURCED  
TELEMARKETING

7. BOLD WALKING

8. STRATEGIC  
PARTNERS

50 Leads/Month

 $400 \text{ Dials/Month} \times 10\% = 40 \text{ SBC's/Month}$ **SILVER BULLET CALL (30 MIN)** $40 \text{ SBC's/Month} \times 20\% = 8 \text{ CCS's/Month}$ **COMPLIMENTARY COACHING SESSION****SEMINARS/WEBINARS** $8 \text{ CCS's/Month} \times 25\% = 2 \text{ New Clients/Month}$ **NEW CLIENTS (PLATINUM, GOLD, SILVER, BRONZE, BLOCK)**

2 New Clients/Month

**STRATEGIC PLAN & TEAM DAY****WEEKLY COACHING SESSIONS**  
(Focus on Free Cash Flow & Free Time)



**SALES PROCESS SYSTEM****THE BIG 8 LEAD GENERATION STRATEGIES**

1. REFERRALS
2. NETWORKING
3. SOCIAL MEDIA
4. CONTENT MARKETING
5. DIRECT MAIL
6. OUTFSOURCED TELEMARKETING
7. BOLD WALKING
8. STRATEGIC PARTNERS

Time Trade  
Silver Bullet Script

**SILVER BULLET CALL (30 MIN)**

5-Step Follow-up System  
Sizzling Hot Bio  
Silver Bullet Scorecard  
Financial Scorecard

**COMPLIMENTARY COACHING SESSION**

17 P's  
Sales Binder  
Coaching Agreement  
Profit Equation Worksheet

**NEW CLIENTS (PLATINUM, GOLD, SILVER, BRONZE, BLOCK)****STRATEGIC PLAN & TEAM DAY****SEMINARS/WEBINARS**

5 Steps to Freedom

**Coaching Agenda**

**WEEKLY COACHING SESSIONS**  
(Focus on Free Cash Flow & Free Time)

## Focus On Calls & Get Better At Them

- Can you meet with 5-6 potential clients per week driving around to meet them?
- Can you take 5-6 phone calls a week?
- Doing your consultation over the phone or online is a HUGE advantage and will change your business completely.
- The key is to focus on YOUR CLIENTS and THEIR PROBLEMS
- NOT your experience, certifications, degrees, testimonials, they just don't matter...



Simon Meadows

## The Truth Of The Matter Is...

- If you show your potential client that you can save them...
- Dozens of hours per month
- Tens of thousands of dollars
- Gut wrenching emotional anxiety
- They literally wouldn't care if you're a baby... I wouldn't!



Simon Meadows

Sales is about PROBLEM SOLVING –  
Not your story, testimonials, websites,  
business cards, or ANY of that rubbish!  
I got my first \$10,000/month in sales  
with a simple slide deck, no fancy  
brochures or website...



Simon Meadows

When trying to get appointments with potential clients, you have to pick a niche



Simon Meadows

The truth is, it CAN be done...



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## You Have To Pick An Industry Niche...

- Surgeons vs General Surgeons
- How can you possibly reduce service delivery and be more profitable if you're never actually learning an industry inside and out
- Good luck trying to talk to everyone...
- You're not going to be the best business coach, but it's really not that hard to be the number 1 business coach for construction companies.



Simon Meadows

## Focused ROI Marketing

- 1-2 Methods MAX that you're an expert at
- And you MUST measure how many meetings have been booked on the calendar, and how many clients did we get
- Best question for any method, "Exactly how many meetings and clients will I get from this investment?"
- We focus mainly on CONTENT MARKETING & SOCIAL MEDIA as they've been proven to be the highest ROI methods in the coaching industry today, but the key is focus.



Simon Meadows



# Focused ROI Marketing

- No more “branding”, general advertising, or random social media postings you can’t track and tie back to your calendar directly.
- No more Google Adwords unless you can exactly how much you’re spending per form submission and per consultation
- No more relying on blog posts or “Hope” marketing
- Only focus on directly reaching out to targeted clients AND advertising that you can track to the dollar to determine “exactly” how much you’re paying for every strategy session on the calendar



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Because the truth is in coaching firms...



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## The Foundations Of Lead Generations...

- Niche
- Focused ROI Marketing
- Measuring Your Results – “Accounting Of Sales”



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## Conquering the 3 Great Fears

- If you conquer these 3 great fears, you will have a successful business coaching practice – PERIOD!
- See how having a certification – while it doesn't hurt... Really has NOTHING to do with the fundamentals?
- I can show you how to master every single one of these steps, service delivery, sales, lead generation, even if you don't have a certification, degree, or even business experience! Seriously!



Simon Meadows

1000's of people will start & grow their own business coaching practices and achieve massive growth in the next 12 months... Why not you?



Simon Meadows

Believe me there is a shortcut and an easier way. It's coaching from someone with a proven system and client results.



Simon Meadows

You basically have 2 options at this point...



Simon Meadows

1.) Go at it alone, spend thousands if not ten thousands of dollars trying to figure this stuff out. Get frustrated, and wasting literally years of your life...



Simon Meadows



2.) Learn the proven system from someone who has helped 150+ people start and grow a business coaching practice. These are people in your exact situation... Making the exact transformation you want to make.



Simon Meadows

# Cash & Clients Strategy Session

<https://my.timetrade.com/book/Z4W8N>

100 people on the webinar and I can only take about a dozen calls in the next two weeks so you must apply now.



Simon Meadows

So if you want to explode your business in the next few months adding \$25-50,000+ or more in just a few weeks and finally become a REAL business owner... Over the next few days, I've set aside some time to talk with you and see if I can help.

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

We'll talk for about 45 minutes and I'll map out an exact action plan for you to follow so you can reach at least \$100,000 more in sales this year than you previously planned. This could honestly be the most valuable 45 minutes you've spent in your business this year...

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

## Invest In Coaches Coach Coaching

- You might be able to make it on your own after a few years. But, I've already been working 1-on-1 or in groups with hundreds of people starting an business coaching practice just like you, in the same situation, with the exact same goals
- We've got the proven methods that drive results, and we know exactly how much time, energy, effort, and money is required to get the results you are looking for. The reality is that what holds people back are the 3 Great Fears AND the fear of the unknown
- But if you decide to work with someone who is doing this every day, and a community of other people in the same exact situation, that major fear starts to subside, and you can begin to take action.

<https://my.timetrade.com/book/Z4W8N>



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## Who Is This For?

- People who truly value their clients and really want to help them
- People that are willing to invest in their business
- People who are willing to do whatever it takes to try new things and do what it takes to succeed even if you're just getting started and don't have a certification, degree, or even business experience...

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

## Who Is This Not For?

- People who make excuses and complain
- People who aren't ready to learn sales and start talking with prospects on a weekly basis
- People not serious about taking things to next level and pushing things further than they ever have before

<https://my.timetrade.com/book/Z4W8N>



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If we decide to work together...What does this program look like?

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows



# Coaches Coach Group Program

**APPLY NOW**

**GROUP  
COACHING  
PROGRAM**  
FOR COACHES



Get Paid,

Get Results.

Stay Retained.

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

ROCKET FUEL FOR BUSINESS COACHES

## Coaches Success Circle - Group Coaching

- ✓ World class Coaches Coach Rocket Fuel For Coaches program, with hundreds of hours of recorded materials, worksheets, within proven frameworks for step by step implementation
- ✓ 1 year access to weekly group coaching sessions, monthly masterclasses, critique and mastermind sessions, all held via private webinar
- ✓ 1 Year access to the Private Facebook group
- ✓ 1 year access to 1-on-1 support
- ✓ One Month of 1-2-1 On-boarding sessions to rocket your start on the program
- ✓ Access to all group session recordings and all of my own tools and templates

<https://my.timetrade.com/book/Z4W8N>



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Even though the overall program just keeps going, we'll start getting strategy sessions and clients after just 4 weeks! Even if you've never done coaching for small business in your life!

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

Meeting 5-6 potential clients a week,  
you can get to \$250k a year in less than  
6 months. Just do the math!

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

## Coaches Coach Program Materials

The most up to date and cutting edge marketing and sales tactics in the entire accounting industry. Each week, you are given videos, worksheets and direct action steps to complete for the training. Modules include training for picking a niche, how to run consultations with potential clients, how to generate leads, and much more.

<https://my.timetrade.com/book/Z4W8N>



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**Course 2:  
Generating Leads**

How to build a low-cost lead generation machine and an unlimited marketing budget.

[Begin Course](#)



**Course 3:  
Leading Seminars**

How to lead live and virtual seminars that convert your prospects into paying clients.

[Begin Course](#)



**Course 4:  
Booking Appointments**

How to book sales appointments with your coaching prospects without anxiety or stress.

[Begin Course](#)



**Course 5:  
Winning Clients**

How to win clients by demonstrating the overwhelming value of business coaching.

[Begin Course](#)



**Course 6:  
Onboarding Clients**

How to skillfully onboard new clients to maximize the longevity of your coaching engagements.

[Begin Course](#)



**Course 7:  
Coaching Clients**

How to coach your clients and grow their businesses into profitable, lifestyle-enhancing investments.

[Begin Course](#)



**Course 8:  
Building A Firm**

How to transform your coaching practice into a million-dollar professional firm of associate coaches.

[Begin Course](#)



**Bonus  
Resource Library**

A collection of bonus resources including webinar recordings and training materials.

[Begin Course](#)

<https://my.timetrade.com/book/Z4W8N>



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ROCKET FUEL FOR BUSINESS COACHES

Private FB Group  
 Every day of the week,  
 members of the group post  
 updates on client wins, pricing  
 questions, program questions,  
 and general support and  
 motivation.

Members have access to the  
 programs for one year.

<https://my.timetrade.com/book/Z4W8N>



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## Group Calls

Twice a week, members have access to 2hour group Action & Accountability Sessions to assist in implementing the program. These sessions take place via webinar.



<https://my.timetrade.com/book/Z4W8N>



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## 1-on-1 Support

As needed, members of Coaches Coach Group Program have access to Simon or other Expert Coaches on a 1-on-1 basis mostly via email and online.



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## GROUP COACHING PROGRAM



### Welcome To Your Group Program Member's Area

In this area you will be able to watch audio recordings, download templates and other resources, report on your membership. This area will also include webinars, recordings and new resources as it opens and more will be added over time.

If you are a business coach, this program will allow you to share your own ideas and experiences. You will be able to access this area as well.

- 
**Success Stories**  
 Hear from other members who have achieved their goals.
- 
**Client Testimonials**  
 Hear from clients who have worked with you.
- 
**Business Solutions**  
 Get ideas and inspiration for your business.
- 
**Training and Tools**  
 Access to all the resources you need to succeed.

**Welcome**  
 Welcome to the Success Circle Group Coaching Program. This is a place where you can share your ideas and experiences with other business coaches. You will be able to access this area as well.

**Success Stories**  
 Hear from other members who have achieved their goals.

**Client Testimonials**  
 Hear from clients who have worked with you.

**Business Solutions**  
 Get ideas and inspiration for your business.

**Training and Tools**  
 Access to all the resources you need to succeed.

Success Circle Members of Coaches Coach Group Program have access to recordings of all sessions and the tools and templates discussed in each session



Simon Meadows

<https://my.timetrade.com/book/Z4W8N>

# Your Road Map to Start & Grow An Ultra-Profitable Business Coaching Practice!

<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

Choose Option 2 & Have One Month  
Free On Me (worth \$497)...



<https://my.timetrade.com/book/Z4W8N>



Simon Meadows

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or reproduced without the consent of the author.



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