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# Foreword

Most people would eventually aspire to turn their various expertise into a revenue-earning tool. This is a goal which is not impossible to achieve, if the correct guidelines are followed carefully. Get all the info you need here.



## ***Start-ups For Coach***

Setting Yourself Up For A Successful Coaching Empire

# Chapter 1:

## *Transition From A Coach To An Entrepreneur*

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### Synopsis

The following are some guidelines to follow if the individual is interested in making the transition from coach to entrepreneur and effective and monetarily beneficial endeavor.



## **The Basics**

Being sufficiently excited and enthusiastic about the idea, would help in getting the individual to consider the transition in a positive light. Once this becomes an interesting and enticing option to consider, the coach can then be made to explore the various ways this can be made into a reality.

The very important ingredient of optimism is a very important element to have as this will help to fuel the excitement and energy required to stick to creating the circumstances whereby the coach will eventually become a successful entrepreneur. However, some caution should be exercise here, so that the enthusiasm and excitement does not cause the coach to have unreasonable and unrealistic expectations.

This is rather unrealistic view, could eventually lead to the probable deflation in the excitement and energy that was initially very much the focal point of the entire idea behind the expansion exercise.

With the excited mindset, the coach can then set about embarking on the various exercises such as being a part of as many networking opportunities as possible to promote the business angle of the coaching expertise, getting other like minded individual's to form a joint venture program, make presentations when ever invited to do so, or actually initialing the invitation to make a presentation, getting interested parties to put the word out about the services currently

enjoyed thus effectively becoming a good advertising tool for the coach, and many other activities that would help to expand the actual coaching sessions in to a successful business opportunity.





# Chapter 2:

## *Ways To Raise Capital For Your Business*

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### Synopsis

There are a lot of ways to explore for the exercise of raising adequate amounts of money for business capital purposes. However with the wide array of possibilities available, comes the confusion in knowing which style would be considered suitable and thus should be adopted by the individual.





## **Your Options**

Launching a new business, expanding an existing business or simply getting the current business running smoothly, all require the assistance of adequate capital, and this is often a point of contention and difficulty for those who lack finances. The following are some ideas on how to raise capital for the business:

- The most popular source to look towards would be that of family and friends. Creating an impacting presentation and then presenting it with confidence and energetic enthusiasm will help to entice and attract the attention and interest of the listening audience, thus hopefully be enough to get them to invest enthusiastically.
- If the individual wants to take a more professional approach to garnering some capital, more formal sources can be sought, such as lending houses which would include banks, capital investors, finance houses and other legitimate sources. However, getting financial help from such sources would require the individual to present a very official and feasible working paper on the business venture intended. This is to ensure the financial assistance will be considered in a positive light. The working paper should be done in a very professional manner, befitting to the platform it is to be presented at.
- Other ways of raising capital for the business may include taking on partners. With the formation of the partnership, there would be an added source of financing possibilities and also the additional

expertise to form a stronger product package to be presented to the eventual client. The addition of the other party into the partnership will ideally come with enough capital investment, to ensure the expansion of the business would be made possible.



# Chapter 3:

## *Design A Successful Business Model*

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### Synopsis

Good business models are usually the initial defining point of a successful approach to the business exposure. Without a good model in place it would be rather difficult to present the business professionally, to the intended target clients thus causing the possibility of good business content and opportunities to go unnoticed. Ideally, business models should include elements such as customer loyalty and strong branding exercises.



## **Be A Success**

The following are some tips on how to design a successful business model to ensure the desired attention, recognition and revenue is gained:

- Designing the business model to ensure that it stands out from the normal and commonly featured styles is the first step to consider. Being able to grab and keep the attention of the client is very important in the quest to stay competitive and relevant. Ensuring that the information structured in the business model is presented in the most positive and beneficial light from the client's perspective and not the individual's is the way to get the client committed as the advantages would be obvious at this point to them.
- Designing a business model that is simple and to the point is also another important feature to consider. As most potential clients are already weary of any sales pitch, thus being able to catch their attention as quickly as possible would be an advantage worth aiming for. Avoid using jargon and statements that would cause confusion rather than being enlightening. Also being careful to include material in concise point forms would be better than giving long-winded presentation. It would be prudent to remember that the window of opportunity to make an impressive and impactful presentation is usually very small, thus the focus of the business model should be to create instant excitement and interest on the part of the client.

# Chapter 4:

## *Things You Need To Know About Setting Up A Company*

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### Synopsis

There are a lot of reasons why people decide to go into business for themselves and take the chance on starting up their own respective companies. However, all of them share one common goal, and that is to make money. This of course is a very powerful motivating factor and if used well, a successful business can be forth coming.



## **For Your Information**

The following are some tips on things an individual would need to know in order to go about setting up a company and ensuring it stays successful from the get go:

- Having a clear picture of the overall concept of the business will help the individual use the appropriate tools to set up the company. It should be noted that different companies require different set ups, and not all are clear and simple to set up. Therefore, the exercise of identifying the general outline for the business is very important. All the details of the actual setting up exercise would require the guidance of this very significant choice.
- Funding or finances, for the business to be set up effectively, should also be considered as it is another important part of the setting up phase. Without the required funds in place, it would be rather hard to get things done exactly according to the desired plans, thus requiring the individual to settle for less and often disappointing results. Funding is also important as it will dictate the quality of the material used to create the awareness in the market place for the business. Without this funding aspect, the tools used to create awareness for the business, may not be of the best choice, thus dampening the prospects of getting the business to the forefront of the client's attention.

# Chapter 5:

## *Build A Remarkable Brand*

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### Synopsis

Branding building is very important as it is supposed to be the clear representation of the company or the business endeavor being promoted. Effective brand building will help to bring the items being promoted to the forefront of the clients' attention, thus creating the opportunity for both the merchant and the client to come to a mutual and beneficial partnership.





## **Make Something Great**

The following are some points on how to build a remarkable brand:

- Image is very important to the brand building concept. The right image used will ensure the desired attraction and interest to the material being promoted. This is important, as the target audience is usually overwhelmed with choices, that it would be hard to choose the individual's brand, if it is not marketed in a style that is able to capture the attention of the client immediately.
- Accessibility is also another important point to consider when addressing the brand building exercise. Often the promotions for the brand building exercise, takes up the entire focus of all involved, that the easy accessibility to the material or product being promoted is over looked. This is very frustrating for the client, who would like to commit to the brand, but has no recourse to do so, thus forcing the client to look elsewhere.
- In the actual designing phase of the brand building, it would be wise to explore all the various tools available in the market place today to ensure the best are used to create an attention grabbing campaign. This would include identifying the best colors, designs, captions, characters and anything else that should ideally be included in the end promotional campaign. Consistency in making the promotional

campaign a memorable one is important as this will work as the ideal pulling factor to ensure the overall success of the end results.



# Chapter 6:

## *Develop Effective Marketing Strategies*

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### Synopsis

Every business endeavor requires a certain amount of market planning, and each step requires the undivided attention of the individual in order to ensure all the correct decisions are made to strategically position the business for success.



## **Create Strategies**

The following are some tips on how to develop effective marketing strategies to ensure the success of the business endeavor:

Taking the time to identify and suitably describe the company's unique selling point will help when it comes to promoting the company's services to the potential client.

The promotional material used can focus heavily on this selling point to ensure the client is sufficiently impressed and thus be more inclined to make a commitment. Being able to create the adequate amount of awareness will be a helpful marketing strategy.

Defining and identifying the target audience, should also be another marketing strategy that could be explored. This will help to design the other connective parts of the presentation material to entice and gain the client's attention.

If the marketing strategy is well planned around this information, it would be easy to encourage the client to commit, as the material being promoted would ideally be what the client needs or wants.

This will ultimately be the defining factor of exactly how good the strategy being used, will eventually ensure the supporting information is designed to create the ideal package for the client.

Defining the marketing tools to be used is also another way of creating suitable marketing strategies for the business. With the

relevant amount of research done, the individual should be able to identify the suitable tools for the advertising platform that will eventually be use to launch the business entity and reach the prospective clients effectively.

These strategies could include the use of the internet, advertising campaigns, direct marketing, public relations and any other ways that would create awareness for the business.



# Chapter 7:

## *Advertising Is Important To Get Noticed*

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### Synopsis

Creating awareness is one of the most effective ways of getting the client's attention and consequential commitment towards any endeavor. Therefore, in the quest to create this very important awareness aspect, the individual would explore the opportunities provided for, by the advertising angles available.



## **Put Your Name Out**

Advertising is a great tool to use when there is a need to connect the prospective client to the source producing the product, service or materials needed. Being the ideal platform for informing the client of the various positive points that can be enjoyed with the use of the said product, service or material, the individual would effectively be able to make a success of the business endeavor, without actually having to physically sell to the client. Advertising creates the ideal opportunity for the company to reach a larger target audience with relative ease.

Advertising is also beneficial in keeping the current customers and clients still interested in the product, service or material being advertised.

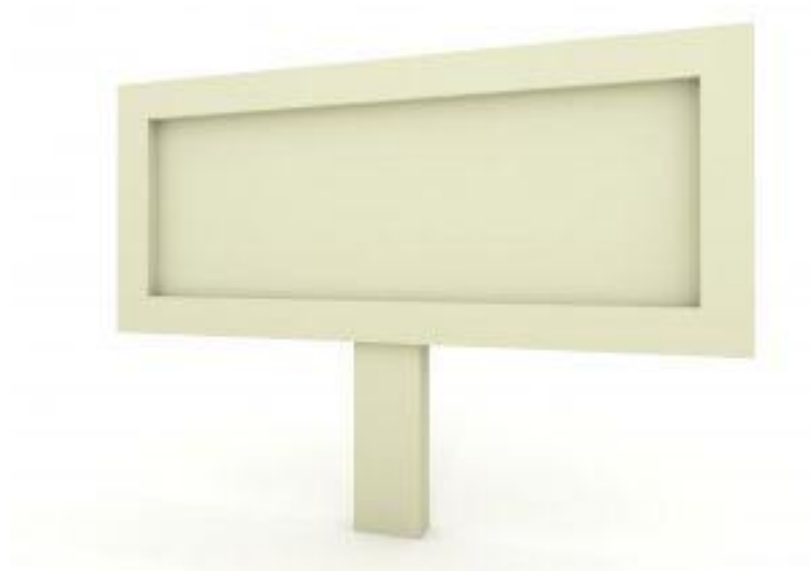
A lot of businesses, seem to forget to tap into the already existing market as they wrongly assume, that once the customer signs on to the commitment, there is no further need to promote the qualities of the business any longer, wrongly thinking the customer is already well informed and impressed with the results the business entity offers.

However changing this mindset is important, to the survival of the business, as advertising can also be used to refocus the possible waning attention and interest of the client back to its original enthusiasm. At some point loyal customers would also like to be



wooded and considered special enough to be privy to the advertising campaign being promoted.

There is a lot of competition in the market place, to garner the attention of clients; therefore, equal focus would be given to the advertising part of the business to encourage the awareness factor, so that the eventual positive results can be garnered for the furtherance of the business entity.



# Chapter 8:

## *Expand Your Business To Cyberspace*

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### Synopsis

A lot of business entities today are exploring the possibility of expanding their business and getting the attention needed for this through the cyberspace platform. There is a lot of interest in this particular way of getting the business entity recognized, as it is done on a much larger scale than any other more conventional method.

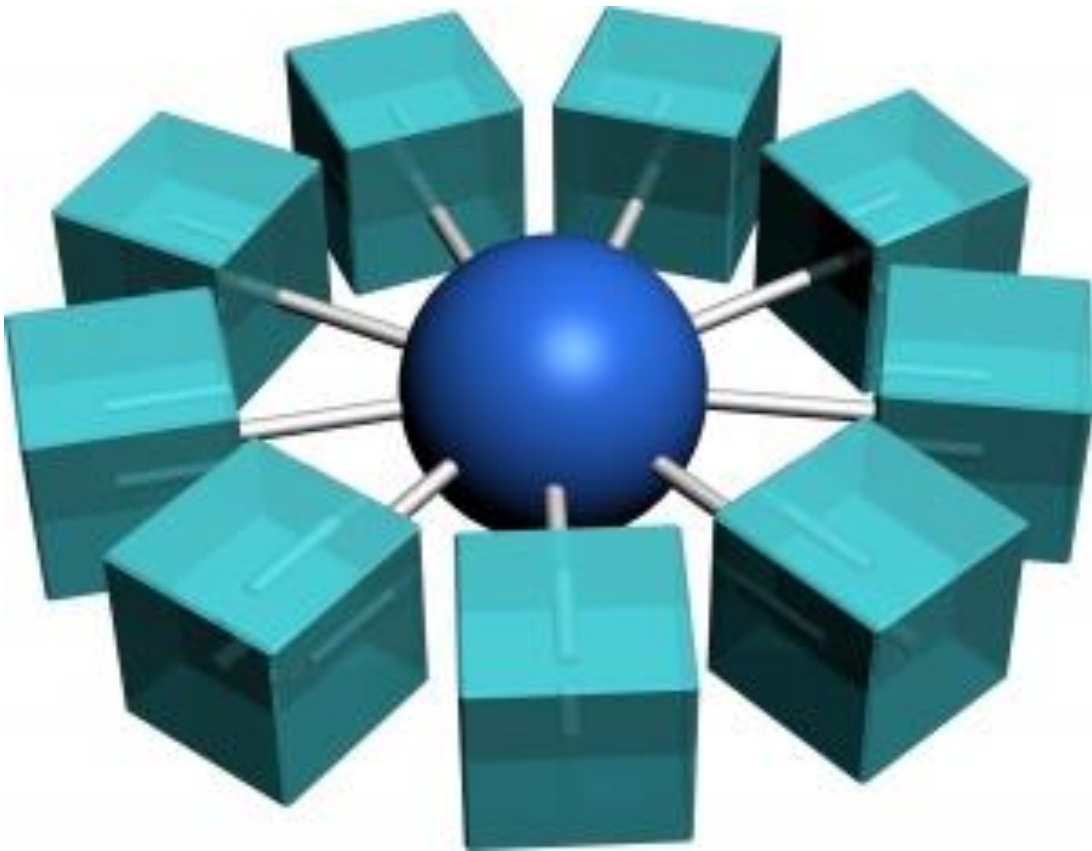


## **Use The Web**

The following are some of the contributing factors that are currently encouraging businesses to seek the cyberspace exposure, as a suitable platform for creating effective awareness:

- Perhaps the most obvious reason for this option being explored is the main advantage of being able to reach a wider target audience. With the use of the cyberspace platform, the infinite possibilities of being able to reach anyone with an internet connection is rivaled by no other advertising tool. Such advertising possibilities are hard to be able to guarantee but with the cyberspace tool, this is no longer an issue.
- There is also the cost factor when it comes to advertising, which is almost always expensive. With the use of the cyberspace tool, this cost factor will no longer be a negative element that curbs the ability of the business to reach the target audience. Comparatively, using the cyberspace platform as the ideal advertising tool, is definitely a lot cheaper and easier to explore and implement.
- Another attractive reason to use the cyberspace as a business expansion tool would be manpower or lack of it. In considering any business expansion, the individual would have to factor in the need to have all the supporting equipment and the work force in place, to handle all the additional work. With the cyberspace tool, this is not only not necessary but it may also allow the individual to

give up the current workforce already in service, as the cyberspace tools will be able to adequately create and handle any incoming business for the individual.



# Chapter 9:

## *Joint Venture With Reputable Coach*

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### Synopsis

Teaming up with other people can have value added benefits that both parties can enjoy and grow from. However choosing the ideal individual to team up with requires a little careful thought and consideration.



## **Join Someone**

The following are some reasons why it would be beneficial to form a joint venture with a reputable coach:

- Looking out for new advantages, to help give the extra edge to the individual, when it comes to expanding or getting recognition for the business can be done with the possibility of forming a joint venture with a reputable coach. By simply being linked to such an individual who has already worked at building and establishing his or her reputation as a formidable coach, the potential client will be suitably impressed. To be able to engage the services of such a partnership, particularly based on the fact that the commitment would include getting the services of the reputable coach, would be something worth exploring on the part of the client.
- With the joint venture established with a reputable coach, would come the benefit of having access to a larger market share, where the business endeavor can be introduced. Such a strategic alliance will allow the individual to tap into a larger customer base and bigger geographical markets. This expanded reach could eventually bring better revenue prospects into the current business position.
- Teaming up with a reputable coach would also mean, the individual is now privy to technology and resources used by the coach. These added benefits will allow the individual to further expand his or her

own contributions to the partnership with the use of these new tools. This is a better option to being able to have more up to date tools and techniques as opposed to having to take out a loan to make such purchases.





# Chapter 10:

## *Franchise Your Coaching Program*

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### Synopsis

Another viable option to explore in the quest to make the best out of coaching programs is to franchise them. Those who are able to do so successfully have been careful in the designing of the program, to ensure its salability.



# **Franchising**

The following are some of the elements that should be featured prominently in the coaching programs in order for it to be a viable product for franchising:

- People, who would be interested in purchasing the franchise, would want to ensure the availability of the database and its strengths. Providing the client with a strong database of information such as clients' names, people who have participated or enrolled in seminars, reports, tele seminars and any other information that would be deemed vital to the purchaser.
- Having a good coaching system that is both easy to follow and consists of unusually interesting and beneficial features, would be something the purchaser would be interested in investing as a franchise option. With the various systems available within the coaching programs, the individual purchasing the franchise would be able to immediately use the material to start his or her own coaching sessions, thereby garnering revenue quickly and effectively. This is especially if the franchised coaching system already has an established reputation.
- Having all the supporting video, audio, live seminar material would also be an attractive feature offered within the franchising package thereby relieving the purchaser from actually having to source for such tool separately. This will help to create a better franchising proposition.

# Wrapping Up

For many other coaching programs, the relevant material used may not be as impactful as the ones provided from within the franchising coaching programs. Thus the attraction to purchase the particular franchising coaching program for its obvious benefits.

Setting up an effective coaching system can seem like a daunting task. As long as you follow these guidelines you are sure to succeed and to make a name for yourself. Keep focused and go accomplish your goals!

