

Guerrilla Marketing For Coaches Six Steps To Building Your Million Dollar Coaching Practice

Million Dollar Coach The Art of Executive Coaching The Business and Practice of Coaching Profitable Dental Practice Value-Based Fees Social eCommerce Information Marketing Business Bright Triumphs From Dark Hours Becoming a Coach Guidebook Coaching: Women's Athletics The Men of March Coaching Review The New Yorker Baseball Coach's Survival Guide Coaching Science Update 7-Figure Coach Directory of High School Coaches Guide to Effective Coaching Lessons from the Coaches Athletic Training Taki Moore Nadine Greiner Wendy Allen Philip Newsome Alan Weiss Stephan Spencer David Heenan Sandy Vilas Brian Curtis Jerry Weinstein Tara Mullarkey Billie Jo Jones Rita McKenzie Fisher

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million dollar coach is the must have resource for coaches increase the income you earn work when and how you want watch your clients get incredible results and become empowered to live a life of massive personal freedom million dollar coach is designed to shift these issues you may be experiencing such as too many coaches hit an income ceiling and never make the kind of money or the kind of impact that they are capable of they get stuck at one of the 3 plateaus survival stability or even success most coaches blame themselves and try to work on their mindset but nothing changes because it s not your mindset that s the problem it s the model that needs to change the model that you bought into when you started your coaching business is completely unscalable manual prospecting to get a few leads followed by one to one selling and dealing with objections excuses and stalls and time for money coaching so there s never any time for you for the last 5 years the author has been working with a select group of coaches

taking them from stability to success and scale taki moore has a very new approach and he shares the very best of what is working for them to become a million dollar coach this book is essential reading for coaches of all types and experience levels and is of particular value for anyone looking to start a coaching business to short cut growing pains and quickly rise to become a million dollar coach

embrace the power of executive coaching as businesses become more complex they tend to lean on their high performers to fend off competitors innovate and pivot to unexplored markets but who do these executives and leaders turn to when they need to refine their own skills executive coaches in the art of executive coaching dr nadine greiner takes you behind the scenes with nine stories of executive coach alice well and her clients follow along as she lets you in on the secrets tips and tricks to unlocking the transformative performance results leaders need with alice s help these individuals learn to adapt their personal leadership styles illuminate their blind spots and adopt new ways of relating and managing to benefit their teams and organizations but it s not all smooth sailing dr greiner shares alice s bumps along the way too with this book aspiring executive coaches will understand why coaching works so well why certain techniques enable leaders in sales tech healthcare and more to achieve dramatic results in a relatively short time there is no one size fits all approach to executive coaching as these stories show you must adapt your approach to meet the unique needs traits and habits of each leader that s part of what makes the business of executive coaching thrilling and increasingly in demand no executive is perfect there s always room for improvement the skilled executive coach helps make this possible

building a thriving coaching business is a challenge an estimated 30 000 coaches have entered the coaching profession during the past five years unfortunately the majority report they are unable to earn a living wage from their coaching services competition is high and the knowledge of how to succeed in the business is often lacking to survive today coaches must match their enthusiasm with strong business and marketing expertise lynn grodzki and wendy allen are veteran business coaches who understand how to strategically approach the business and the practice of coaching as well as how to mentor new coaches entering the profession the business and practice of coaching is the first text to combine a coaching approach step by step exercises direct suggestions insider s tips and motivational plans with solid business information and ideas in order to give new and experienced coaches exactly what they need to prosper in the competitive business of coaching grodzki and allen help coaches succeed by giving them the right information showing them how to develop an entrepreneurial mind set and demonstrating how to customize a business plan that can spell the difference between accomplishment and collapse grodzki and allen gives each reader the ability to build a coaching business that has relevance to the larger community around it and be

aligned with the new realities of the coaching profession refine your coaching skill set to incorporate the five coaching competencies that signal to the public that you are a masterful coach define your innate coaching specialty and target a profitable niche market so you can make a bigger impact as a coach implement the eight best marketing strategies to attract coaching clients and know the marketing ideas that coaches do best to avoid set and raise your fees the right way develop multiple streams of coaching income and build a six figure business that you can own and sell institute risk management policies that ensure your practice is legally safe ethically sound and trouble free covering all of the territory from positioning your coaching business differentiating it from the competition acquiring basic entrepreneurial skills and learning from profiles of master coaches the business and practice of coaching offers a wealth of information and accessible yet expert guidance readers will discover how to take advantage of current trends and avoid distracting hype within the quickly changing coaching profession so that the coaching business they build today will be viable tomorrow

with useful and practical tips to create and sustain a successful dental practice this resource highlights the changing face of dental practice and shows how applying better management of time finances staff and marketing can have dramatic results

the latest edition of the leading guide to consulting engagement pricing from the rock star of consulting alan weiss in the newly revised third edition of value based fees how to charge and get what you re worth best selling author speaker and renowned consultant dr alan weiss delivers a thoroughly updated guide to proposing and receiving consistently high fees that are based on the value you deliver to each client you serve the author walks you through the many reasons that time and materials pricing models are outdated and inadequate and how to convert existing clients to your new value based fee model he also discusses fundamental new developments in consulting including the remote delivery of services the waning market power of the consulting giants economic globalization and the shift from project work to advisory work among the step by step techniques and strategies provided in the book you ll find how to establish value based fees including determining your unique value and creating a good deal dynamic how to create capitalize on and market to trusted advisor relationships how to implement fee increases immediately prevent and rebut fee objections create consulting products and explore lucrative new fields perfect for newcomers to the consulting field as well as time tested veterans value based fees is an indispensable guide for every solo consultant entrepreneur and small consulting firm

want to make money online then ignore social media at your own risk social media is vital if you want to your business to thrive and though you can t control the conversations you can influence them this book will teach you how if mismanaged social media

can create more noise than signal it can be a time and energy suck for you and your audience or worse still it can become an echo chamber for negative pr if done well guerrilla social media marketing can help you persuade command attention establish dialogue differentiate yourself capture new markets and outmaneuver the competition all on a shoestring budget whether you re selling digital goods and services physical goods or local services this book has the answers strategize and optimize your social presence in ways you didn t know were possible drive more clicks and sales with better performing facebook ads develop remarkable content with viral potential manage your online reputation instead of letting it manage you integrate social media into your seo strategy and vice versa leverage online influencers to promote your brand and become an influencer yourself

a six figure income from information yes it sounds easy because it is you ve got information that millions of others are looking for and now you can learn how to package price and sell it the experts at entrepreneur take you step by step jumpstarting your thinking about your area of expertise and showing you how to convert it into a high demand information product following the example set by today s most successful information marketers you learn the ins and outs of running your own information marketing business using proven strategies and effective marketing techniques whether looking for a side business or a full time venture information marketing is a flexible lucrative business that you can start any time and everything you need is right here choose from a wide range of information products or discover what information you already have to sell capture the perfect market one that is looking for your product determine your selling price learn from real life success stories get started right away with a listing of dozens of information marketing resources and vendors everything you need to know to create your own information product is already inside you now let entrepreneur help you turn it into big profits the first three years in addition to industry specific information you ll also tap into entrepreneur s more than 30 years of small business expertise via the 2nd section of the guide start your own business syob offers critical startup essentials and a current comprehensive view of what it takes to survive the crucial first three years giving you exactly what you need to survive and succeed plus you ll get advice and insight from experts and practicing entrepreneurs all offering common sense approaches and solutions to a wide range of challenges pin point your target market uncover creative financing for startup and growth use online resources to streamline your business plan learn the secrets of successful marketing discover digital and social media tools and how to use them take advantage of hundreds of resources receive vital forms worksheets and checklists from startup to retirement millions of entrepreneurs and small business owners have trusted entrepreneur to point them in the right direction we ll teach you the secrets of the winners and give you exactly what you need to lay the groundwork for success bonus entrepreneur s startup resource kit every small business is unique therefore it s essential to have tools that are customizable depending on your business s needs that s why with entrepreneur is also offering you access to our startup resource kit get instant access to thousands of business letters sales

letters sample documents and more all at your fingertips you'll find the following the small business legal toolkit when your business dreams go from idea to reality you're suddenly faced with laws and regulations governing nearly every move you make learn how to stay in compliance and protect your business from legal action in this essential toolkit you'll get answers to the how do i get started questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business sample business letters 1000 customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers suppliers employees and others plus a complete guide to business communication that covers every question you may have about developing your own business communication style sample sales letters the experts at entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions prospecting setting up appointments cover letters proposal letters the all important follow up letter and letters covering all aspects of sales operations to help you make the sale generate new customers and huge profits

the dark hours they occur when we find things spiraling out of control when we feel most vulnerable and incapable of finding a solution in a world often turned dark and cold more and more people seem to be trapped in nightmarish circumstances americans the world's optimists when faced with an intractable situation are taught to believe that through hardwork and will power they can beat the odds yet according to david heenan keeping one's nose to the grindstone may actually make things worse bright triumphs from dark hours examines the lives of ten extraordinary people who overcame great adversity in their personal or professional lives by applying winning strategies that guided them out of the darkness of near defeat and into the light of success from new york city school chancellor joel klein taking on the monumental task of overhauling the city's embattled public school system to renowned scientist shirley ann jackson breaking down barriers to become the first african american woman to receive a doctorate from mit and head a major research university to retired u.s. navy commander scott waddle reshaping his life after the ehime maru disaster in these inspiring stories heenan identifies key strategies that helped each person stay upbeat in the swirling vortex of tough times the final chapter outlines these practices in greater detail and explains how they can be used to create personal roadmaps to negotiate life's darkest hours from which come its greatest successes its brightest triumphs

this book takes a one of a kind look at what it means and what it takes to be a head coach in the college arena of the new millennium

here is a comprehensive practical resource that makes building a successful baseball program considerably easier for both the new and the experienced coach included are proven techniques and ready to use materials for virtually every aspect of the coach

s job from recruiting to training talent for each position for easy use the guide is printed in a handy spiral bound format that folds flat and is organized into 15 sections focusing on 15 different coaching concerns getting started recruiting and tryouts game control from start to finish pitching the pitches catching general infield play outfield play defensive strategy and positioning team defense hitting the short game base running offensive strategy and techniques scholarships and professional baseball each section is packed with inside tips drills for skill development and winning strategies for a variety of game situations and for dealing effectively with a wide range of problems here are just a few examples of the ready to use help you ll find guidelines for setting team goals establishing standards and maintaining positive relationships with players and parents pitching mechanics and skills including the pitching sequence form starting position to landing special issues with right and left handers and insights into various pitches tested ways to prevent and treat arm soreness 39 defensive play diagrams for cutoffs and relays bunt defense first and third defense and more techniques and drills to help players improve their hitting in all situations guidelines for stealing against left and right handed pitchers tips for helping outfielders establish the proper psyche state of readiness and way to react to the ball and that s not all baseball coach s survival guide includes nearly 140 photos showing stance position and technique plus 85 reproducible forms checklists and charts for recording progress and performance that can be photocopied for immediate use to help even the most veteran coach save time

few women dare to start their own online business and even fewer ever get the results they envisioned what they re lacking is a blueprint for packaging their expertise story education and certifications into a premium high ticket offer and scaling it online simply and profitably 7 figure coach lays out the step by step process to help any determined woman have it all

rita mckenzie fisher scores her own triple double with riveting stories thrilling statistics and solid life lessons this book doesn t exclude any group but rather in 30 stories focuses on the joy that players give fans and vice versa

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