

## **Build Your Successful Coaching Practice Spring 2014 Syllabus**

### **Class Schedule**

Wednesdays from 12:00 – 1:15 pm ET  
February 26, March 5, 26, April 2, 9, 16

### **Accessing Live Class Sessions**

Login information will stay the same every week.

To join by webinar (audio and video): [www.anymeeting.com/lyndawallace](http://www.anymeeting.com/lyndawallace) 22

To join by phone (audio only): Dial 323-920-0091, Access Code 323 7614

### **Class Sessions**

#### **Class 1, February 26: Coaching Business Basics**

The essential steps of establishing and running a profitable coaching practice and a framework for making key business decisions; plus the benefits and practicalities of creating a presence as a local business, not just a virtual one.

#### **Class 2, March 5: Services and Pricing**

Identifying your ideal clients and how you can best serve them, then getting comfortable boldly offering great services, figuring out their value, and confidently charging what they -- and you -- are really worth.

#### **Class 3, March 26: Optimizing Your Website, Part One – Design & Copy**

Designing (or re-designing) your website so it leads visitors through a process intended to result in a confirmed consultation appointment; plus writing benefits-focused copy that clearly describes what people will gain from working with you.

## **Class 4, April 2: Optimizing Your Website, Part Two – SEO & Analytics**

Using Search Engine Optimization to get your website in front of the right people at the right time without advertising; plus using simple website analytics to further optimize your site's design, copy, and search results.

## **Class 5, April 9, Getting Social**

Blogging, email marketing, and social media, including how I gained 39,950 facebook followers even though I'm not a reality TV star or a pop singer; plus the practicalities of email marketing and writing articles that will attract a steady stream of new clients.

## **Class 6, April 16: Converting Clients and Managing Your Busy Practice**

Converting curious prospects into great clients without selling, including a simple process for making discussions about fees and packages quick, painless, and effective; plus policies and tools to efficiently manage the business side of your busy practice so you can spend your time doing the coaching that you love.

## **Options for Extra Feedback and Support**

### **Weekly Partner Coaching Sessions**

You'll have the opportunity to speak weekly with a classmate so you can help each other apply the course material and plan the steps you'll take to make your coaching practice a success. You can opt in or out of these sessions following the first class session.

### **Community Forum**

We'll have a private online forum just for our class where you can choose to share ideas, questions, and links, plus get feedback on your website, programs, and other material. I'll share details about this in our first class session.

### **Discounts on One-On-One Coaching**

If you choose, we can schedule one-on-one coaching sessions at a 8ujnnujjudiscounted rate where we'll focus just on your individual coaching practice. I'll send out more information about this option once the course is underway.