


# Slides Handout for Notes

*You're on a quest to discover who you are - and uncover the unique business that works for you.*

Slide 1

What does it REALLY take to Grow a Successful Coaching Business?



Your Coaching Biz Inc.

Emma-Louise Elsey  
Thursday March 26, 2020

THE COACHING  
TOOLS COMPANY.COM

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Slide 2

During Our Time Together: 2

Welcome Coaches! Today we will look at:

1. Why Building a Coaching Biz is so Challenging!
2. My Story, the Hero's Journey - and You!
3. The Top 10 Lessons I've learned about creating a successful coaching business.
4. And a wrap-up with freebies - of course!

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Slide 3



So, how many of you thought this would be Your Coaching Biz?

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But this is how your days really feel!

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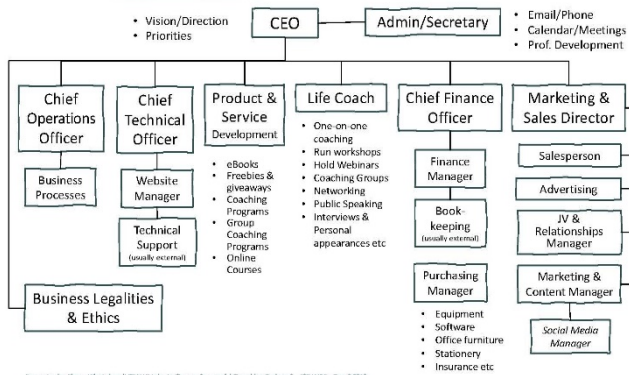
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Slide 5

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## The Coaching Biz Organization Chart




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Slide 6

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## Part 2: The Hero's Journey... ...and why it's so relevant to Coaches



The Hero must go on a journey where they struggle to find their true selves and achieve their goals



Along the journey, the Hero:

- ✚ Makes mistakes & overcomes temptations and difficulty
- ☺ Finds Mentors and Allies
- Gets deceived, trusts the wrong person/s & learns a big and important lesson



There's usually one big turning point where they ALMOST give up BUT THEY DON'T!



Eventually they return to their lives transformed, with valuable knowledge gained (the Elixir or Treasure)

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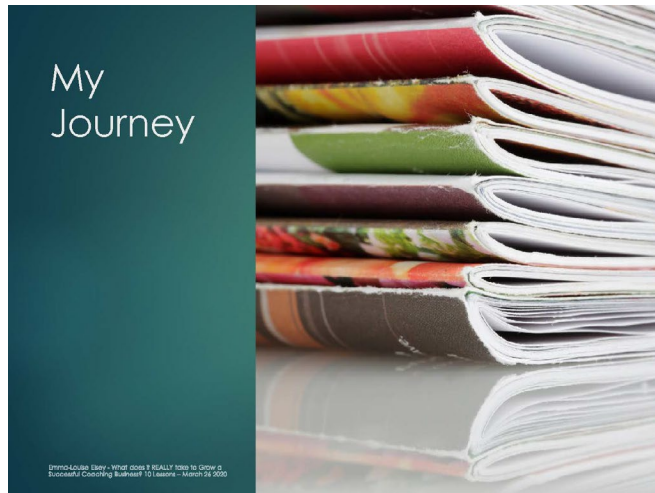
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Slide 8



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Slide 9



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What does this mean for you?

- ▶ What have you taken away from this session so far?

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Slide 11

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Part 3

The 10 Biggest Lessons I've Learned

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Slide 12

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1. Face REALITY!



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2. EMBRACE Sales & Marketing! 13



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Slide 14

3. Get Yourself ORGANIZED... 14



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Slide 15

... and FOCUSED! 15



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4. BUILD & MAINTAIN Your Relationships!

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Slide 17

5. Keep COACHING - No Matter What!

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Slide 18

6. Keep Growing YOU!

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7. Make MISTAKES!

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Slide 20

8. Be FINANCIALLY Responsible

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Slide 21

9. Build a SUPPORT Network

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10. Be Patient, Courageous & Fiercely KIND!



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Slide 23

YOUR Hero's Journey...

Go on your quest and discover the unique business that works for you!



*"I never dreamt of success. I worked for it." Estee Lauder*

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Slide 24

Where do you need to grow?



[www.thecoachingtoolscompany.com/10lessons](http://www.thecoachingtoolscompany.com/10lessons)

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Get Your **10 Lessons Summary Handout** and Exercise!



Sign Up For The Coaching Tools Company **Launchpad Newsletter**



Get Your **Personal 2020 Goal-selling Workbook** from Fierce Kindness!  
[fiercekindness.com](http://fiercekindness.com)

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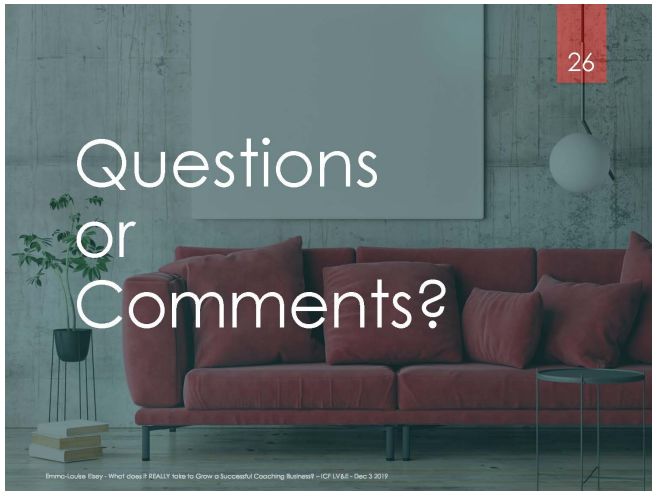
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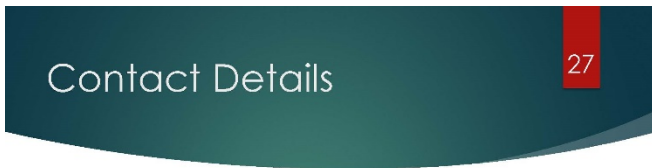
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**Websites:**  
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<https://thecoachingtoolscompany.com/>

**Say Hello on Social Media:**  
<https://www.facebook.com/CoachingTools/>  
<https://www.instagram.com/coachingtools/>  
<https://www.linkedin.com/in/emmalouiseelsey/>



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