

DOWN TO BUSINESS COURSE CURRICULUM

MODULE 1. THE ENTREPRENEUR

You'll learn how to shift your mindset from 'I'm a coach' to 'I'm even more than that, I'm an entrepreneur'.

We're helping you to build a business, to grow something that will become larger than you, something that can impact the world on another level.

Changing the way you identify yourself is the first step on this journey, and also the one that will allow you to tap into abundance and feel comfortable charging your true worth.

MODULE 2. THE 5 PRINCIPLES TO SUCCESS

Learn the universal success principles that place businesses on a winning path right from the very start.

During this module you'll discover how to:

- Get people to know you and your business
- Build trust in your brand
- Leverage that trust to make people buy from you
- Deliver value and get referrals

MODULE 3. WHAT'S THE BIG IDEA?

We'll help you find your Big Idea.

This is the centre-piece of your business. It's what lies at the centre of your entire activity, and what you build around.

Without a Big Idea, you won't be able to create irresistible offers, you won't be able to stand out or leave a mark.

MODULE 4. YOUR TARGET MARKET

Before jumping with both your feet into doing marketing, finding clients and closing sales, you need to know who your ideal client is.

During this module you will uncover who you want to serve and this will help you define an effective marketing plan, while also helping you establish a more personal connection with your audience based on their needs, problems and desires.

There's another upside to this - You get to choose who you work with. It might seem like a 'no brainer', but a lot of coaches deal with stubborn and stressful clients. You'll be able to dodge that bullet if you know very well who you're dealing with.

MODULE 5. DIFFERENTIATE AND DOMINATE

Learn how to use uniqueness to your advantage in the market.

When looking at the coaching industry, we see a lot of copycats. The same messaging, the same branding, the same marketing strategies. During this module, with our help you'll understand how to make the most out of your personality, and branding to stand out and grab the attention of your audience. There is only one you and you'll discover how completely valuable that is.

MODULE 6. BRANDING

How to build a brand that gets stuck in your client's minds.

That's our goal for you in this module, and we'll make it as simple as possible for you to understand how that can be achieved. You are your brand and you'll take further steps to learn how to fully capitalise on owning you.

As a coach, you will be the face of your business. We're going to teach you how to use that to your advantage so you can create long-lasting relationships with your clients.

Once that happens, selling your services becomes easy.

MODULE 7. YOUR STORY

Stories grab people's attention.

Stories make people take action, whether that action is to like something, follow someone or buy a service / product. Storytelling is wired in us, and it will always be effective. You'll learn how to tell your story in a compelling and relatable way that will make people trust you, and of course, want to buy from you - not just one time, but over and over again.

MODULE 8. PACKAGING YOUR OFFERS IRRESISTIBLY

How to sell what you do

You'll learn about the multiple ways of selling your coaching services and you'll be able to identify the one that works best for your clients.

With the perfect type of offer, you just need to wrap a bow around it and your potential clients won't be able to say no.

MODULE 9 MARKETING AND PR

In this module you'll learn the best tactics successful coaching and training companies use to:

- Awake awareness around their brand
- Educate people on what they need so they will be more receptive to your offers
- Create the right marketing materials to sell more and easier
- You don't need to be a marketing expert, because we'll give you everything you need to create a solid marketing base for your business.

MODULE 10. FUNNEL SYSTEMS

A marketing funnel makes the difference between waiting around for business to come to you, and consistent, predictable revenue.

This module gives you a closer look at the makeup of funnels so you can stop relying on factors that are outside of your control, and start generating new clients on autopilot.

MODULE 11. WEBINARS

Webinars make it easy to position your services in the minds of your audience and drive leads into your sales funnel.

There's close to no risks, and the upsides are more than worthwhile. During this module you will understand how webinars work and why you should use them in your marketing efforts.

MODULE 12. TESTIMONIALS AND REFERRAL SYSTEMS

Having a good referral system in place allows you to have a stable stream of income without having to lift a finger.

That's where testimonials come into play. They are extremely effective when it comes to creating trust. This module teaches you what makes a good testimonial, how to ask for it, and where to use it.

MODULE 13. CLOSING A SALE

Sales are at the heart of any business.

Or better said, without sales there's no business at all. You can do as much coaching as you want for free, but if you're not selling your services for money, you're not doing business. Plus, doing sales is what puts food on your table, so it should be a main focus of your energy. But don't worry, just like you don't have to be a marketing expert, you don't have to be a sales expert either. You'll get proven templates and scripts that you can use immediately to handle objections and persuade people into buying your coaching services.

COURSE OUTCOMES

By the end of this course you will know:

- Who your ideal client is
- How to create an irresistible offer that your audience is more than happy to say 'YES' to
- Where to find your clients and how to grab their attention
- How to handle objections, address scepticism and close sales on a consistent basis

In addition, we have recently added modules including:

- Complete Social Media Marketing Course
- Google Ads Course