



LIFE MASTERY INSTITUTE

The Premier Training Center for Transformational Coaching

How to Grow A Six-Figure Coaching Business





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Welcome! Congratulations on downloading your coaching success kit! There has never been a more important time in human history for people to live their purpose and become transformational coaches. Coaching is currently the fastest growing six-figure industry the United States, and the demand for life coaches who can help someone build their dreams has never been higher.

At the Life Mastery Institute our mission is to train and certify heart-centered people as Dream Builder Coaches, so that together we make a global impact helping people live a life that's in harmony with their Soul's purpose.

Throughout the following pages, you'll find the formula for how to grow a six-figure coaching business. With the right tools and support being successful is much easier than people think. However, as the following pages offer a blueprint for success, they not a guarantee for the amount of money you will earn. Your results are entirely up to you, your level of awareness, expertise, skill-sets, and the action you take.

The following information is high valuable and effective when put into action, and we hope that it serves you well in growing your successful coaching business!



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Three Simple Steps To Building A Successful Coaching Business



Building a thriving coaching business simply requires mastering three important steps.

1. Learning how to attract the right clients.
2. Knowing how to enroll those clients into your coaching programs.
3. Effectively coaching your clients to achieve their dreams and goals.



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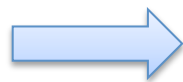
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The Six Figure Formula...

1. Attract
Clients



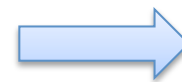
Workshops



2. Enroll
Clients



Strategy
Sessions



3. Coach
Clients



A Proven
Coaching
Program



You



Your
Client





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1. Attract Clients



Workshops



There are many strategies for attracting the right client, but by far the most immediate and effective strategy to attract your perfect clients is by leading workshops.

Why it works: Workshops gives your potential client an experience of what it would be like to work with you. Your client gets to know, like, and trust you. Which makes the decision to invest in coaching with you easier.

What you need: Having a proven workshop that inspires people, teaches them proven principles, and motivates them to take action in their life is essential for attracting new clients.



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2. Enroll Clients



Strategy Sessions

You

Your Client



The most effective way to enroll clients into your coaching programs is to offer them a complimentary strategy session. This free strategic session is designed to help your client get clear on what they really want, understand where they currently are in the goal achieving process, and the next best step they can take that will move them in the direction of their dream.

It's critical that you have the right formula during this strategy session so you can give the proper amount of coaching value as well as help your potential client see the benefits of investing in your coaching services.

With the right sequence of questions, your potential client will not only say “thank you for helping me”; but they will also ask how they can get involved in your coaching programs.



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3. Coach Clients



A Proven Coaching Program



Many new coaches make the mistake of selling their time by the hour. For example, they will charge \$150 for a one-hour coaching session. This formula does a disservice to your client and to your coaching practice because your client will not be able to make the sustainable change they desire in a one-hour session.

Instead, enroll your client in a proven program of transformation. A coaching program that is the right length, delivers transformative content, and contains the correct steps in the proper order will empower your client to achieve tremendous results – again and again.

As your client enjoys achieving their dreams, they will continue coaching with you year after year; AND they will refer their friends and colleagues to you!



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Here is a simple formula for how you can earn
over 6-figures as a coach



NOTE: These are not guaranteed numbers. This is simply an example to show you what's possible and how coaches build a six-figure income.



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Example of A Six-Figure Business



Step 1: Workshop Offer

The more people you have in your workshops, the more potential clients you are serving.

Your goal is to use the right language during your workshop to enroll your attendees into a complimentary strategy session with you.

Let's imagine that you deliver a workshop with 100 attendees. When you have the right words and call to action you can have over 30% of your audience enroll in a complimentary strategy session. **100 people x 30% = 30 strategy sessions.**

Now, let's move to step 2...

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Example of A Six-Figure Business

Step 2: Strategy Sessions



Again, it's critical that you have the right formula during this strategy session so you can give the proper amount of coaching value as well as help your potential client see the benefits of investing in your coaching services.

When you use the right strategy session formula, it's possible that 1/3 or more of your strategy sessions will result in new coaching clients.

30 strategy sessions x 33% = 10 new clients!

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Example of A Six-Figure Business

Coaching Programs



Step 3: Coaching Programs

Again, you'll want to enroll your client in a proven program of transformation. Offer your clients coaching “vehicle” that takes them to their desired destination. Most clients don't care how they will get to their goal – they just want to get there.

When your coaching program is the right length, delivers transformative content, and contains the correct steps in the proper order you will see your clients achieving bigger and bigger dreams.

Now, let's look at how you can use this formula to create a six figure income...

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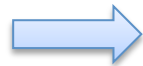


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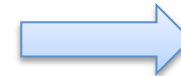
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The Six Figure Formula...

Workshops



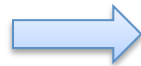
Strategy
Sessions



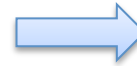
Coaching
Programs



**100 people in
the workshop**



**30 people sign up for a
free strategy session**



**10 people sign up for
your \$2,000 coaching
program = \$20,000**

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KEY: Replicate Your Success



100 people in
the workshop

X6

You



Your
Client

30 people sign up for a
free strategy session



10 people sign up for
your \$2,000 (90-day
coaching program) =
\$20,000

**If you delivered 6 workshops a year
x 10 new clients per workshop = 60 clients x \$2,000 each = \$120,000!**

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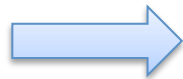
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Two additional sources of income...

You



Your
Client



1. Client Upgrades



2. Client Referrals



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Two additional sources of income...

You



Your
Client

1. Client Upgrades: As your client finishes her 90-day coaching program she will ask “What’s next?” and will want to enroll in your next coaching program!

When you are guiding people through a proven transformational program, it’s possible that 50% or more of your clients will upgrade into your next coaching program.

Client Upgrades



60 clients x 50% = 30 returning clients x \$2,000 = \$60,000 in upgrades!

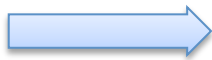
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Two additional sources of income...



2. Client Referrals: As your clients enjoy success they will refer their friends and colleagues to you.

As an example, 20% of your clients will refer you to at least one new coaching client during their coaching program with you.

60 clients x 20% = 12 new clients x \$2,000 = \$24,000 in referrals!

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The Six-Figure Plus Formula...

1. Original Sign Ups



2. Client Upgrades



3. Client Referrals =



6-Figure Plus Business!



60 clients = \$120,000 + 30 clients = \$60,000 + 12 clients = \$24,000 = \$204,000!!

All through 6 strategic and powerful workshops a year.

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As you can see...

Becoming a successful life coach can be simple when you have the right training, tools, and support. At the Life Mastery Institute we are proud to say that many of our coaches are thriving as full time Dream Builder Coaches by using these three simple steps

If you're interested in getting trained and certified as a Dream Builder Coach, which includes receiving a proven workshop, transformational coaching curriculum, and how to enroll clients through strategy sessions, simply visit the webpage below...

Click here: <http://lifemasteryinstitute.com/dream-builder-coaching-training/>

We believe you ARE a difference-maker! This is YOUR time.

We are here to support you in living your DREAM.

To Your Success,
The Life Mastery Institute Faculty