



## Elite Coach Training Program

# ELITE COACH TRAINING PROGRAM



Learn the knowledge and skills of the Elite Coach.

Learn how to reach out that helping hand.

Learn how to draw clients to you.

Learn how to grow businesses.

Learn how to make a difference to people's lives.



## **Elite Coach Training Program**

No matter where you live or what you presently do...anyone can learn how to develop a thriving and profitable business helping other people achieve their goals – real changes they want to make in their lives – in fact if you haven't learned how to become a successful life & business coach – you are simply saying “No Thank you” to thousands of dollars – each and every month! We're not kidding...

### **Money Magazine calls it the “highest paid home based business”.**

You're going to learn how you can quickly get started in the booming life coaching business, working the flexible part-time hours of your choosing, with full-time pay.

PLUS how profitable it can be for you to simply add a life coaching service to your existing business... just 2-3 clients a month can generate several thousands of pounds of “extra” revenue for you. Whether you are an Entrepreneur, Financial consultant, Health worker, Massage Therapist, Chiropractor, Lawyer, Nutritionist, or in any service oriented business, you can add life coaching to the services you provide on a part-time basis (even in the evenings) and earn a generous monthly income.

### **Entrepreneur Magazine Says**

**“This is the biggest shift in thinking since the internet!”**

Coaching has become increasingly popular since the 1990's. when in its infancy people were unsure what it was, what it would “do” to them. However, now as more and more people have felt the positive effects that come from being coached. Have enjoyed the real changes to their lives they have been able to achieve. Professional life and business coaching is enjoying a high level of respect that is well deserved.

Regardless of whether you want to make life and business coaching a business part or full time; learning the skills of the Elite coach will help you as an individual. Your personal relationships will improve; your work relationships will improve; your ability to close a sale will improve; All these need communication and learning the skills of the Elite coach you will learn the most effective communication techniques there are. You will feel more in control of yourself, your life and your relationships. You will feel more at peace with yourself. Call it, if you will coaching for your mind, body and spirit.



## **Elite Coach Training Program**

### **What previous clients say: YOU MUST DO THIS!!**

"When I first ordered this program, I was full of doubt. Would this life changing program work for me? I was not sure if I'd done the right thing. Well I'm happy to say 2 years later I'm having the time of my life!! As soon as I started the program the doubts disappeared. I knew that no matter what happened with my own business I would benefit from the program. As it turned out the program taught me how to find clients and maintain a steady flow. Now I'm coaching 25 wonderful people to achieve their dreams and it fits in perfectly around my children and husband and the money I make is a godsend to us, we're even taking a holiday to Florida this year!!"  
Just do it!!

**Debra Warrington – Manchester, UK**

"Exceeded all my expectations"

"I had to put pen to paper and say thank you for the coaching program. I have to say I was a little shocked by just how much information you've given me! I loved that you gave me a step by step guide to get me going and I can now say YES IT WORKS!! I am coaching 35 wonderful clients and living the life of my dreams.

Thanks again to the Team. You have exceeded ALL my expectations"

**Fiona Timmons – Wagga Wagga, Australia**

"Starting A New Life As A Life Coach"

"The program content helped me to see how I had held myself back in the past, where these restrictions came from and how to release them in a relaxed and easy to handle way. It was not confronting or scary as some of the other healing methods I had encountered in my journey thus far have been. Because of this I was able to release an enormous amount. More than I had released in all the 5 years of healing and learning I had done before this. This release in itself was liberating, but to then be able to go on and replace all the things I had let go of with the talents and skills I'd been born with but didn't know I had or didn't know how to use was truly amazing; Life changing. I was shown how to be my true self. I found my true life's purpose.

Many others have tried to do this for me but have failed. This coaching program and coaching system are the most effective way that I have come across to help people find what it is they are looking for.

I now have 38 clients and the list is growing. The restriction of having to juggle the hours because of having to work full time as well, are behind me as I now am able to leave my full time work. 2 weeks ago I left my job and now I'm coaching full time. I am so excited, happy and relieved that I have found this."

**Marco Rigarrerio Winchester, UK**



## **Elite Coach Training Program**

**“I Urge You To Go Lock The Door,  
Take The Phone Off The Hook,  
Grab Your Favourite Beverage  
And Study Every Single Word Of This Letter,  
Because It’s THAT Important.”  
(It’s Life-Changing.)**

The information presented to you in this brochure could literally revolutionise your life. Contained within here are the ideas, technologies and inspiration to transform your life and bring your dreams into reality. Within these pages is a proven system to create a fulfilling new life as a highly regarded well paid life or business coach. This program teaches you the skills to coach individuals, groups and even businesses.

But only if you’re ready to empower yourself and move forward, so if you’re ready, let me start by asking you a few questions:

- When you communicate with people, do they have a genuine connection with you?
- Do people find it easy to tell you their problems and do you enjoy helping them?
- Would you enjoy inspiring hundreds of people to live their dreams?
- Are you ready for a new life and adventure?
- Are you ready to take control of your life?
- Are you ready to experience new levels of success and fulfilment in your life?
- Are you tired of working for someone else?
- Would you like more freedom in your life?
- Have you questioned if you’re in the right job?
- Do you dream about a career filled with joy, happiness and above all, purpose?



## Elite Coach Training Program

If you answered yes to any of these questions then you may be ready to truly make a change in your life.

Carrie, our CEO says..."Back in 2000 after my second child had just turned one I felt I was ready to get back to work, but I knew I did not want to go back to the corporate world of long commutes, office politics, glass ceilings and 40-50 hour working weeks. I wanted to be an at home mum, there for my children as they were growing up. For 5 years I ran a franchise of a Network Marketing business from home and discovered that I had a real talent for drawing people to me and then helping them succeed where they did not believe they could. However, I felt unqualified to truly help them so looked around for a qualification that would give me the skills and tools I lacked. I discovered Life and Business coaching and started a training program to become a professionally qualified coach of the highest distinction; Over the years I have studied hundreds of books on psychology, attended seminars and webinars on how to succeed with a home based business, and applied the knowledge of Marketing that I had learned during my networking years to build my business to over \$110,000 a year effectively working part time.

I have found my niche and have not looked back since. I have been the only mum to always attend every single event at my children's school, a record my children (now young adults) are very proud of; and I have helped countless people change their lives for the better – there is no greater reward."

So ask yourself...

- What do you really love to do?
- If you could design your life just the way you want it, how would you spend your days?
- What does your dream career look like?
- How can you get handsomely paid for doing what you love?

I've coached people from all walks of life, from...

- Business owners to get balance in their lives.
- Artists to release more creativity.
- Alternative health practitioners find more clients.
- Frustrated business people gain a long sought after promotion.
- Mothers to relate better to their children and their husbands!
- Career people who are bored and in the wrong jobs, find the position that is right for them.
- Men who wish to connect with themselves and their partners.
- Successful people who are looking for "purpose" in their lives.
- Time poor people to get balance in their life.
- Businesses become profitable and achieve steady growth

And many many more...



## Elite Coach Training Program

You know what I've discovered? ***We're all the same!***

We all have the same fears, uncertainties and insecurities and we're all using about 15% of our true potential!

15% imagine that!! Just think what you could achieve if you truly 'went for it'.

### **Reality Check**

You cannot just wish that you'll be more self confident or that you'll use your full potential and it will magically happen.

You have to learn how to do it, and then apply what you learn.

Obvious really...

Without your passion and commitment to yourself then nothing will happen, for things to change first you must change. That's where our Elite Coach Training comes in.

All the core principles I have discovered about helping people to take control of their lives and live their dreams are contained within,

### **"The Elite Coach Training Program"**

This program takes my own training experience - I am a certified Trainer and Assessor, and have applied the principles of Instructional Design to make your learning experience in this program both fulfilling and achieving. The program will not only give you the knowledge of how to be a successful life and business coach but it also teaches you ***how to apply that knowledge***. The result is a truly unique combination of information that has been proven to work time and again.

### **Take a massive leap into your own magnificence.**

If you choose to join us on this adventure, you will join an elite group of like minded people who have taken this journey into truly understanding what makes yourself and others "tick".



## Elite Coach Training Program

You'll learn the skills that will help you make a positive difference in someone's life, and how you can quickly and easily teach people how to go from average to extraordinary.

The best part of this is that anybody who has the passion to help others become a success in their own right can learn how to do it using the "Elite Coach Training program", regardless of the education you have or have not had. The techniques used in this training program come from the best adult education methods to ensure that you will not only understand every concept but you will also become an expert in using them to help people make dramatic transformations in their life.

Not only that but this program is a great investment in yourself in more ways than one, yes you could earn a great income from this cutting edge coaching program (some Life Coaches charge well over \$200 per hour and business coaches can earn \$500 an hour!); but this amazing life changing program has helped people from all walks of life create more self confidence, live inspired lives, increase their incomes dramatically and live happier and more fulfilling lives.

Here's what some of the people who have chosen to become Elite Coaches have to say about the experience...

"The thought of staying in my HR position and feeling stifled and disillusioned was driving me nuts, so I took my own advice and chose to be happy and fulfilled now rather than later. I can honestly say I am amazed at the incredible depth of information Elite Coach Training gives you. It's the best kept secret in Coaching!

I used to book training companies all the time in my previous role and nothing I have seen comes anywhere close to the depth and clarity of information I received with the Elite Coach Training Program; And best of all now I'm a full time coach with 33 clients. I'm getting calls daily to go and coach people who were once my bosses!"

"I Secured A Pay Rise And Promotion"

"One Marketing Idea Yields 55 Coaching Clients!"

When you choose to become an Elite Life Coach, life becomes easier, things will fall into place for you.



## Elite Coach Training Program

Here's just some of the amazing things you'll learn doing this extraordinary program:

- How to take control of your own mind to deliver all you want in life over and over.
- How to ensure your business grows year on year.
- How to create instant rapport and connection with any person you meet or talk to, how to quickly get on their wavelength whether you're in a group or one on one.
- How to take control of your emotional state so that things which may upset you or annoy you now, will no longer affect you emotionally. The freedom you will get from this alone will astound you!
- A proven way to change people's minds about a decision or belief they have. You will learn how to help people replace disempowering beliefs with new empowering ones.
- The truth about body language finally revealed. Learn the simple ways you can elicit the response you seek. Learn how to use body language to tell what other people are really feeling and thinking.
- Learn exactly what questions to ask to get to the very root of a problem so you can spend more time solving it than analysing it.
- How to create a compelling future that motivates and inspires you or others to be the very best they can be.

Wow, that's some list of discoveries isn't it, and best of all that's just a glimpse of what you will learn on this inspirational journey.

**How many people will you be able to help with insightful information like this?**

How much more confident and excited will you get as you integrate this material into your own life?



## Elite Coach Training Program

So you're probably wondering what's in the program, right?  
Well...

Some coaching schools will tell you that you can train to become a highly skilled Life Coach in just 6 days! I don't buy that at all! At the end of the day you are dealing with another human being's life, you **MUST** know what you are doing; otherwise the results could be disastrous.

The skills that you need to become a **truly effective coach** cannot be taught in just 6 or 7 days, that's why Elite Coaching offers a unique method of training to ensure that you are able to deal with any situation that arises, easily and calmly.

You will be amazed how confident you will feel as an Elite Coach.

We work hard to make sure that you're the best you can be; your clients will be amazed at how effortlessly you are able to help them transform their lives. You will be well versed in all forms of coaching methodologies and understand the underlying psychological principles that support them.

### **You will have the skills to help anyone through anything.**

You're about to uncover what's essentially my life's work — a compilation of the exact secrets I have used to ultimately succeed in opening the floodgates of abundance into all areas of my life and everyone whose life I have been able to touch through my coaching.

### **Before I go into what's in the program I've got to get something off my chest.**

Did you know statistically when you go to a seminar you remember just 5% of what is taught to you!! 5%, that means that you forget 95% of EVERYTHING that is said to you!!

No wonder unscrupulous operators encourage you to come back to do "refresher" programs to repeat the information again!

Of course it helps that they get a nice fat profit every time you go, personally I think that's unethical, and I hate the fact that we're being ripped off.

That's why I give YOU all the information in the Elite Coach Training Program so that you can study the material when YOU want to and always have it with you to refer to as you need to.

And you know what that means...

You'll learn more and be a better coach as you learn at the speed you learn at, not at the speed the seminar presenter wants you to learn at, and if they don't get to squeeze all the information into their tight deadline then you **LOSE OUT!!**

That's right they simply don't teach you that valuable information.

What could be worse than that!!



## Elite Coach Training Program

I wanted to do things properly and give you everything I've learnt. I'll teach you the exact same skills I use, so you will get the same results for your clients as I get for mine.

### **I'll give you everything!**

It's all here, every last drop of it and best of all you'll have it to refer back to again and again, everything I have learnt about coaching and helping people make a massive change in their lives is laid out in an easy to follow step by step plan that anyone can learn and get FANTASTIC results for their clients!

### **Here's What's in The Elite Coach Training Program:**

- 8 Information Packed Coach Training Modules, covering not only the skills you need but also how to apply them when you are face to face with a client.
- How to coach remotely so that you can build a business internationally if you chose.
- Additional Modules covering Business coaching techniques and skills included in the price.
- Business coaching checklists and the additional skills you need to effectively coach in a business environment. The pitfalls to look out for and the techniques to use to surmount obstacles.
- Worksheets and checklists that make your job so much easier.
- Session plans and guides so you need never worry what comes next.
- A framework that guides you through the process but is flexible enough to accommodate that every client, every business you work with is different.
- Advanced Sales Training Manual – Not sales as you know it!
- Scripts for sales conversations to take the angst out of the process
- A step by step framework for Marketing your business.
- A template for your marketing strategy.
- Example adverts to use to find your first clients.
- Business set up and Administration Manual.
- A Professional Business Plan.
- Free access to our webinar program enabling face to face contact.
- Ongoing support for as long as you need it.
- The Elite Coaching system that you can use with your own clients. Comprising 20 coaching sessions in total that you can add to as you want. The underlying principle with our system is structure with flexibility. No two client situations are the same and you will learn how to deal with that whilst having the comfort of a structure to guide you.



## Elite Coach Training Program

### Now here comes the fun part.

This is where you get to do what you want. Play when you want. Work ... IF ... you want. This is what makes it all worthwhile. Would you like to know how you could literally earn \$50-\$100 per session right from your first coaching session?

That's why you need to learn this Elite Coach Secret...

The Whole Coaching Program is systemised!

Imagine, a structured program, easy to apply that helps you help people change their lives!

The Elite Coaching system coaching sessions run for 60-90 minutes each, they're held weekly or fortnightly (depending on you) and cover everything you'll need to know to have your clients (and you) living the life of their dreams.

I'll show you everything you'll need to have your clients literally on the fast track to success in weeks not years.

Best of all, it's all there right in front of you as a guide, you don't need any special education other than the "Elite Coach Training Program" to dramatically transform the quality of your clients' lives.

Now, there are 8 modules in the **Elite Coach Training program** with additional modules covering the specific techniques for coaching in a business environment.

They are well set out, presenting information in an easy to read and absorb format. Now I don't know about you but I get bored if all I have to do is read? So our program contains practical exercises to engage you in the learning process. Research has proved adults learn best by doing, by putting theory into practise. Therefore our program has exercises for you to try out your newly learnt skills with your family and friends so that you can see immediately how they work, how powerful they are.

To ensure you do not go off track and that you get any extra help you need; at the end of each module there is a test. This has to be passed before the next module is issued. We have a rapid turnaround of marking tests so your studies can progress at your own pace. There is no time limit to your studies, you progress as quickly or slowly as you want. We are here for you throughout.

The step by step program that you will learn will take your clients' through a process that guides them magically along the personal development path from where they are when you first meet them to where they want to get to. So there's a structure for you to work from, there's a guide for you to follow. But, I also give you the tools to coach within the moment so that every client you coach has the system tailored to their needs and wants (we're all different right!) this way it never gets stale. Whether you are working with



## Elite Coach Training Program

your first or five hundredth client the process will still be fresh and new for you.

Here's what you can expect to find in the 20 Life Coaching Sessions in the Elite Coach System that you will take your clients through:

**Sessions 1-3** helps you help your client define not only where they are now in their lives, but more importantly where they want to get to. Clients want to be heard. You will learn how to listen to your clients to make them feel that finally someone in their lives cares, and is able to help them.

You then work with them to build a bridge from where they are now to where they want to be. Building that bridge from mini steps that feel achievable to your client and so they see that they really can achieve their life dream, step by step. Belief that they really can achieve a change starts here. Often when we first meet a client they want something different in their lives but do not believe they can make it happen. These early sessions set the bedrock for them to really begin to believe that yes change is possible. This builds confidence and you will find the pace of change quickens the further into the program you and your client go.

You will find your client is energised and excited about having you as their Elite Coach.

We also look at what is currently in the way for your client, what's preventing them achieving their goals, how are they currently sabotaging themselves (we all do in some way). We explore the reasons / blocks / problems that have prevented them achieving in the past.

**Sessions 4 to 10** pick up on the work done at the end of the first phase in identifying what is/has stopped them from achieving in the past. It may be that they have achieved in the past but then lost it. Some people follow this recurring pattern all their lives unless they seek the help of a professional Coach. You will, no doubt, have heard of people who win the lottery only to find a year or so later that they are as broke as they were before their windfall?

You work with your client to uncover limiting beliefs (such as "I'm not good enough"), sabotaging behaviours (such as procrastination and not taking action). You explore the origins of the sabotaging behaviours, the mental blocks and you work with them to show them techniques and methods that help release those blocks to give them the space and relief they need to move forward.(this alone your clients will love you for). You will discover internal conflicts that have held your client back and show them ways to eliminate these from their lives for good. You will help them take full control of their destiny and build unmovable faith in themselves that they will never let another person or "naysayer" prevent them doing what they know is right for them.



## Elite Coach Training Program

How hard has your client made it for them to feel successful? We show you how to guide your client to develop rules to live by that ensures they succeed.

A key point to note here is that the methods you will learn and share with your clients are not short term methods. You will help your clients free themselves forever. I have known some unscrupulous coaches who work to build dependency from their clients so they can make sure they have a continuous income stream! NOT what you learn with us. We teach you that you know you have succeeded with a client when they no longer need you. You know from your training with us how to always find clients so you always have confidence that your business will be sustainable thus freeing you from any problems saying goodbye to a client.

This is a crucial point.

We are in the helping profession. We care. We want the very best for our clients. We want them to succeed. We want them to be able to stand on their own. THAT is the true measure of the success of an Elite Coach.

**Sessions 11 to 15** introduces your clients to the power of having a balanced mind and how to sustain the changes they are achieving.

Imagine being able to go through life feeling calm and peaceful, with events that in the past would have upset you, now leave you feeling loved.

Interested?

That's the power of having a balanced mind.

You will teach your clients the power of a simple technique that will (invariably) bring them to tears, but healing tears, as they have a clear and balanced mind about issues that in the past have hurt them. This is a powerful concept and we dedicate a lot of time so you fully understand it and how to help your clients "get it" as well. You learn how to show your clients how to take full responsibility for their lives. The freedom that comes from this alone is immensely powerful and when your clients truly "get it" they never look back; they become truly free to live the life they were meant to live.

You are now entering the latter stages of the program and we introduce some advanced concepts such a **Life Purpose**. We all have one and when you take your clients through this process step by step you'll help them uncover something so beautiful within them, their life will change for the better forever.

And let me tell you when you're living your life's purpose nothing but nothing could be better.



## Elite Coach Training Program

Best of all the Elite Coaching System teaches you how to do this step by step and it works every time.

Finally the last few **sessions 15 to 20** show you how to ensure your client never slips back to old habits, old ways. These sessions are packed with exercises that give your clients all the tools they will ever need to cope with whatever life throws at them in the future. You know you have succeeded as a coach when your clients no longer need you. I can tell you it is the most rewarding and satisfying feeling in the world.

### **Business Coaching sessions 11 to 20**

The sessions for life and business clients diverge after session 10. With Business clients the latter half of the program is focused not on the individual's life purpose but the vision for the business that your client has and the techniques you learn are focused on helping your business clients not only identify their vision but also turn that vision into concrete practical reality.

All aspects of their businesses are explored, no stone is left unturned in the search for the efficiencies, creativity, productivity and talent that will take them forward. Again a structured approach is used as a guide for you with the flexibility to cater for any type of business.

A model for producing workable business plans, cash flow forecasts and financial management are shared. No business can survive without new customers so a large portion of these sessions is focused on looking at how they have built their business in the past, what means they are currently using to attract new business and how they can build on that and grow their client base.

***Brilliant System and a First Class Product!*** Some 35,000 people worldwide have been coached with this system, both individually and in businesses; it's tested, it's measured and it WORKS.

Throughout the program there are checks and balances in place to help you and your client take stock of just how far you have come together. You'll celebrate their wins and the achievement of their goals with them as well as providing valuable insights for their future and the next coaching series.

From then on the coaching takes a different format, now that a lot of principles have been shared with your client; the focus is on spontaneous coaching.

So there is no 'agenda' for the coaching sessions after number 20 this is truly time for your client to work on the bigger picture with you there by their side to help them. Or some clients chose to end after the 20 sessions. You work with whatever is best for your client.



## Elite Coach Training Program

Many clients come back for “maintenance” sessions sometimes months, sometimes years after you have concluded working with them. Perhaps a new situation has arisen in their lives or with their business that they need a helping hand with or a gentle reminder of what they learnt when working with you. The fact that you followed a framework makes it easier to refer back to the early work you did with them and use that as a spring board to move them forward again.

That’s quite a Coaching program, true? You will truly get every single thing you need to get going ... get set up ... and create a great life as a highly paid well regarded Elite Coach. It really is easy too. Especially when I walk you through the whole process, step-by-step.

**Imagine the look of sheer delight on your clients’ faces as you effortlessly revolutionise their lives and businesses with them!**

I regularly receive gifts not only from my clients but also from their partners and families for the change I’ve helped their loved ones make. I’ve got to tell you it feels fantastic to know I’m making a difference in the lives of others.

### **Why Does This System Work Better Than Any Other?**

My system works GUARANTEED because it performs on so many levels. The **Elite Coach Training program** incorporates the best methods and techniques from both old and new therapies. It contains elements of CBT (Cognitive Behaviour Therapy); Solution-Focused therapy; Narrative therapy; Person-centred therapy and NLP (Neuro Linguistic Programming) we use the best of the best to get you and your clients the best results possible, no ego, no bull just 100% results.

You learn how to work effectively with people who have very different life values to yourself. We teach you how to work well and deliver results to people from any background, religion, or social standing. You chose who you want to work with.

There’s no padding - just raw, cut-to-the-chase solutions for creating a fantastic new life as a Life and/or Business Coach. You see, 70% of seminars are “filler.” Filler is what fills the gaps between the facts. Fluffy stories that sound great, but which are essentially empty and useless. Support material which is stuff you don’t even need to know about, but sounds good. All so you can feel like you got good value for investing in a few days training. But do you really?

With The Elite Coach Training Program **you get 6 seminars in one:**

- Life Coach Training
- Business Coach Training



## Elite Coach Training Program

- Client Marketing
- Client Management
- Business set up
- Personal Development

### **In the Elite Coach Training Program You Will Find Out Exactly What To Do And How To Do It**

In fact, I predict that at first you're going to find it hard to sleep at night. Why? Because you'll be so excited about your future. All these fantastic ideas will just be bouncing around in your brain. But you know what? Sleep will become a second priority. It's the best feeling in the world to know that your future will TRULY be one of luxury and of choice. Wouldn't you agree?

Before I go any further I want to let you in on a little secret; to be a successful coach you MUST have coaching clients!

Obvious?

You'd think so, but most coaching companies don't understand that to be in business as a Life or Business Coach you must make a healthy profit as well as help people change their lives, otherwise...You'll go broke!

### **It's not much good being the best Coach in the world if you're living on skid row is it?**

I don't want that for you (and neither should you), if you're going to train with me then I want you to make a fat profit as a coach! Now if you've got issues with being very well paid as a coach (I charge up to \$500 an hour) then STOP READING NOW this program is simply not for you!!

BUT

### **If you'd like to help people AND make a great living as well then I want you to do this program!**

Why?

Simple really, The "**Elite Coach Training Program**" will teach you how to have more people to coach than you can handle. You will really make a difference in the world.

**You not only get the knowledge and skills to become a superb Elite coach but you also get the knowledge and skills to build your own successful coaching practise.**

### **Business Building Skills.**



## Elite Coach Training Program

You not only learn the skills of coaching and how to apply them, but knowing what to do is useless without clients to work with. So we provide you with a structured program that teaches you all you need to know about how to set your business up, market your business in the most cost effective way so that you draw clients to you. You can become a "client magnet" and effortlessly build your business to whatever level you want and sustain it.

Here's just a small glimpse of the wealth creating secrets we'll show you and how to implement them in your Coaching Practise so you too can create financial freedom doing what you love.

- Why understanding psychology is 1,000 times more important than understanding technology
- The single most important thing you must do if you seriously want to create a GLOBAL Coaching practise
- How to use a little known secret to get other companies to promote you and your coaching services
- How to set up your coaching practise so that you can spend more time with your family / doing hobbies / travelling
- How to get all your coaching adverts read by 500% more people without changing a single word or increasing the size of your ad. (you will be shocked and amazed at how simple this is...and...by how well it works)
- Exactly how long it should take your coaching web page to load (any longer and you will loose people in droves)
- A secret marketing technique that has produced response rates as high as 90% (use this on your next mailing and watch your results and profits soar)
- A low tech (and cheap) way to increase the amount of people asking you to coach them
- How the 3 basic elements found in every successful advert can be put to work in your coaching practise.

Before I go any further there's something niggling me so I want to mention it now before we both waste time.

If you sit on your BUM and do nothing then nothing will happen! I cannot and will not implement these amazing marketing secrets into your coaching practice for you, that's just dumb for me to do. The whole point is that you take action and follow the simple step by step plan and the results will follow.

**SO**

If you plan to sit by the phone and wait for it to ring instead of applying this material then FORGET IT!! Do somebody else's program - fair enough?

**BUT**

If you take action and you genuinely go for it then I KNOW this program will make a difference and I'll do WHATEVER it takes to ensure you're a success



## Elite Coach Training Program

and I guarantee you'll make money as a coach otherwise the program is FREE!

I feel better now.

We both deserve total honesty and integrity.

O.K. let's move on.

If you've ever run a business before you'll know that one of the hardest things to do is to actually get out there and sell, well if 'sales' is a four letter word to you then I've got something you're going to love!

The "**Advanced Sales Training**" manual.

Let's face it nobody likes to sell or be sold to; it doesn't dignify our profession or us. But what if I could teach you how to conduct yourself so that clients ASKED YOU if you'd coach them!!

Seriously, this is what I get all the time and now I'm going to teach you the exact questions to ask that will **automatically** have people begging you to coach them!

Could you get excited about clients pleading with you to be their coach?

You see, selling is misunderstood by 99% of the population, the people who truly understand how to sell **make a FORTUNE** and you can bet they're not interested in telling you how to do it!

### **But I will**

I'll tell you exactly how to do it, no rubbish, no filler, just straight up solid gold information designed with the single purpose of having anybody who sits with you, literally fighting for the chance to have you as their coach!

Here's just a taster of the sales insights I'm going to give you:

- The two worst mistakes you can make when you are meeting someone new you want to have as a Coaching Client. Make these and you'll never succeed!
- Learn the secrets of making people instantly feel comfortable and open with you.
- How to chart your clients "energy curve" and use this info to dramatically enhance their quality of life!
- How to improve your language skills so you can eloquently communicate directly to your clients' sub-conscious.
- How to break bad selling habits (including ones you probably don't know you're making).
- The 7 must ask questions to have someone want you to coach them!
- How to overcome any objection, from any person in any negotiation.
- How to offer your coaching services... to the right people... at any time without compromising who you are and without resorting to "high pressure" sales tactics
- The perfect thing to do when someone is upset or when they fire a HOT question at you.



## Elite Coach Training Program

- A sure-fire exercise that will train you to not only listen better, but improve your hearing retention by over 30% so you do not miss anything!
- How to be an inspirational coach others look up to!
- How to eliminate the No. 1 obstacle in getting Coaching Clients
- How to overcome shyness so you have supreme confidence to offer your services to anybody... anywhere. Even C.E.O.'s of multi-national conglomerates!

I truly believe that this program will dramatically change your life; financially, spiritually and emotionally.

### **BUT I'M BIASED!!**

So, Bottom Line, the true test of The Elite Coach Training Program is if it actually works for people like you!!

Can anyone take the Elite Coach information, learn from it and actually get some breakthroughs which will change their lives?

Here are some "off the cuff remarks" that people made when they decided to become Elite Coach Certified Life and Business Coaches:

### **"Forty Five Wonderful Clients"**

"I became a Life and Business Coach in October 2003 after having been coached as a client for over a year. I currently have over forty five wonderful clients, and an annual income of £107,000. I love coaching! It inspires me, brings me into daily contact when I want and with whom I please. It also encourages me to keep my own life in total order, in order to be the best example of a coached life that I can be. I can't imagine doing anything else!"

**Phil Radicon**

*"21 Life Coaching Clients in 3 months" says Steve Mills*

So, are you beginning to realise that the "Elite Coach Training Program" is not like any other program you have ever seen before?

Now, just so I can be perfectly clear with you.

I don't give you clients to coach. Why? Because each of us is different and a client that suits me, may not suit you. I give you something even more powerful **I show you HOW to get a constant stream of potential clients so YOU can decide who YOU want to coach.** You know how it goes — "give a man a fish and you feed him for a day ... show him HOW to fish and you feed him for a lifetime."

Well that's what I'm going to do for you. The key question is do you want it? If so, you must make sure you order your copy of The ["Elite Coach Training Program" TODAY. Click here](#)



## Elite Coach Training Program

Here's 8 Solid Reasons You Should Consider Purchasing This Program Over Any Other:

**1. You get a program grounded in secure psychological principles, researched, tested, proven.**

With a Bachelor of Science first class honours degree, qualifications in training, psychology, coaching and counselling you can be assured that the methods taught and the techniques shared work.

**2. You can create secure ongoing cash flow**

One of the best things about this business is the cash flow. As they say, cash flow is king... and... in my opinion, no truer words were ever spoken.

Unlike many businesses that incur a substantial expense, bill their clients and have payment terms of 30-60 days. You'll have a consistent and steady income, flowing towards you each week.

**It's beautiful.**

Every week, each of your clients will pay you for coaching them. Here's a quick breakdown of how it could look with just 15 clients a week: **15 clients paying you \$70 per session**

**Would be: \$1,050 per week in income**

If you worked 44 weeks of the year and had 8 weeks holiday that would be: **\$1,050 x 44 weeks "work" = \$46,200 per annum**

**For 15 clients per week at 60-90 minutes a session or 15-22 hours a week doing something that frankly is great fun!**

Now that to me would be a DISASTER!

To only earn \$50 a session (my rate is \$250-\$500) and to only have 15 clients but hey, for working part time and for just starting it's not too shabby!

**PLUS**

Your overheads are low. Real low. Your gross margins are between 80% - 90%. Compare this to other businesses.

This means you won't have to worry and fuss about cash flow problems. You won't have to worry about paying the bills each month. You'll have cash on hand to keep your coaching business flourishing! No headaches. No stress. No anxiety. All because of a great coaching and client system. In addition, you'll also get a massive boost from the tax department for running a business, now I'm no accountant but my accountant gets me deductions for all sorts of things that as an employee I'd have to pay for out of my own pocket, such as part of my mortgage, telephone, mobile, internet and gas/electric bills!

**3. You'll have Unlimited Growth Potential.**

Now this fact is vital to your wealth: Coaching and adult education is the 2nd Fastest Growing industry on the PLANET. A recent article ran in Entrepreneur Magazine that blew my mind; here's the "guts" of it.... *Layoffs, health problems and other challenges are pushing baby boomers out of their jobs earlier than they might have intended, spurring many to hunt for new employment or*



## Elite Coach Training Program

*change career paths altogether. And unlike their parents, many baby boomers see no reason to quit working just because they hit 65--hey, age is just a number! In fact, a study by the John J. Heldrich Center for Workforce Development at Rutgers University in New Brunswick, New Jersey, found that most boomers plan to work past the typical retirement age.*

*Entrepreneurs who want to provide them with career counselling must understand their varying needs. "For the people who have lost their jobs through layoffs, this is a crisis," says Heldrich Center director Carl Van Horn. "For the ones who are voluntarily changing careers because they felt unfulfilled in their first 20 years, it's a journey."*

*"These days, people actually talk about retirement careers, not just retirement," says Laura Berman Fortgang, 43, author of Now What? 90 Days to a New Life Direction and founder of Now What? Coaching, a one-woman business that earned \$459,000 in 2006. "Over the past five years, my clients have almost exclusively become people who want to figure out what to do with the rest of their lives."*

With reports like this appearing daily in the press you can be assured of a secure future.

### **4. This Suits Busy "Working" People who are Time Poor.**

Look, as a society we're working harder and longer. We have more obligations and constraints put upon the valuable "free" time we have outside of work.

Time is truly precious to us. That's why this program was designed to be studied at your own pace at a time and place that suits YOU, not me! So if you have a full time job this program is perfect for you to study when you feel like it, you set the pace. You are the one in control.

Plus because this program doesn't take up all your weekends you'll have the free time to spend doing what YOU love to do!

Doesn't that make sense?

### **5. This is a Simple Business to Run.**

Once again, this is an easy business to run. There's no need for a warehouse full of stock. There's no need for flashy head offices. And there's certainly no need to concern yourself with managing cash flow, on a week-by-week basis (like many manufacturing concerns have to).

This business runs virtually by itself... and... it's a very safe business. There are never any unexpected surprises lurking around the corner. You hardly have to concern yourself with rising interest rates. You never have to look at what the stock market is doing.

With this business, once you're up and running you'll have a secure income... **with unlimited growth potential...** for as long as you wish!

### **6. No Need for Extensive Experience.**

Without exaggeration, I can show you literally everything you'll need to know... to be a successful Certified Elite Coach and to have a



## Elite Coach Training Program

thriving coaching practice ... within 2 months of completing the entire program  
(if you study hard).

You don't need any previous experience. Just as long as you're ethical, honest and have integrity, you possess more than enough to turn this little goldmine into a BIG goldmine.

Because this is such a simple business... and... because I've systemised every conceivable component, it makes it a snap to run.

With my background in Information Technology (I started my working life as a Business Analyst) I have a unique gift at simplifying, systemising and documenting rules and procedures. You have a turnkey system to follow with the Elite Coach Training Program.

It is so simple, you'll be amazed at how confident you'll become in a short space of time. You couldn't ask for anything more.

### **You'll Find Your Coaching Voice.**

The Elite Coach System does all the hard work for you as you commence your Coaching Practice, then once you've got more coaching under your belt you'll naturally and easily start to work to a style that you'll find within yourself.

### **7. You can Train For as Long As You Need**

Listen, we all learn at different rates and we all have different needs, right? So doesn't it make sense to do a program that you personally control the rate that you learn at, to me that's obvious!

Plus, we all lead different lives with some of us working early mornings, some of us working late nights or even weekends or most of the time if, like me, you're looking after children!

And most importantly we all have different commitments in our day to day lives. So who am I to say when you should study!! It just makes more sense to fit this in around your life so you can make a smooth and easy transition to being a well paid Life and Business Coach, don't you think?

That's why it will work for you!

### **8. Everything is there right at your fingertips.**

I know that by now you're beginning to realise that everything is here, every last drop of it. This is the exact same system that I use day in day out to help make massive changes to the lives of my clients, and YOU can too.

You see I've perfected this system over literally thousands of hours of coaching and you better believe I've been presented with every situation you could imagine and a lot that you couldn't!!

**"Elite Coach Training Program"** contains exactly what you'll need to get going and create a whole new life for yourself.

Imagine being in control of your time?



## Elite Coach Training Program

I've got to tell you it's a blast and I know that you'll love it

### How Much?

Now, at this stage you're probably wondering how much it's going to cost to purchase this life changing program, however, before we get to that, there's something you need to know.

*This is NOT some get-rich quick program.* If that's your goal then please don't order. This is also NOT a hype-up program where I try to flog you some other material or program or seminar as an "advanced" course later on. What's more, I don't just tell you how to do it ... then pat you on the back as you're ushered "out the door" to fend for yourself. No way. I wouldn't be able to live with myself. I give you a complete step-by-step master plan that sets out everything in plain English. You won't finish the program scratching your head and thinking "Now, where the hell do I start?" You'll know exactly what to do. Won't that feel great? **AND** if you want it help is at hand; We have regular webinars where you can chat with other trainee coaches, ask questions or if you prefer more individual help then you only have to ask. **My clients who are Elite Coach trainees enjoy a MASSIVE 50% discount off my usual rates, no matter where you live.** Many of my clients even live in a different country to me, the power of today's technology makes this not only feasible but easily accessible. I can't say fairer than that can I?

This brings us to your investment.

Now, you should know that to hire me personally costs from \$250 to \$500 per hour. Why so much? Because I value my time. I respect and value you and your time and expect the same in return. I have people lined up on a 6-week waiting list who are desperate to pay me this amount. I have personally spent over 10 years perfecting the program material; I'm going to reveal every single tool you need to become TRULY successful. The complete solution.

### If you're worried if this is going to be a good investment

#### — READ THIS

There are seminars out there which cost upwards of \$5,000 to attend. I've personally checked them out. And guess what they don't offer even HALF what I'm going to reveal to you in the "Elite Coach Training Program". One thing's for sure you don't walk away with a full, step-by-step plan for your future at any other program I know of.

But I know that a lot of people who need the kind of exciting, life-changing information that I provide in my program, simply don't have \$5,000 to spend. And those that have it may look at the current economy and feel unsure about investing such an amount. Even though it could provide you with a minimum \$46,000 a year income for doing something you'll love.



## Elite Coach Training Program

After much deliberation, I've made it extremely easy to become an Elite Coach. You won't invest \$5,000 Or \$4,000. You won't even pay anywhere near \$3,000. **I've set the price at just \$969 for online download.** This is, I'm sure you'll agree a damned good rate to change your life forever. So, if you're serious, you'll want to [secure your program now](#).

### **"If This Program Is So Valuable, Then Why Have You Slashed The Price To This Crazy Level?"**

Well firstly, I don't market my programs the way other companies do. Most companies run a "Free info night" or "one day workshop", now the advertising and marketing costs for that are huge. It costs a fortune to put on those events with the room hire and administration expenses. So I have created this brochure that gives you all the information but costs a lot less to do so I can pass on the cost savings to you.

The costs associated with training a program in person are HUGE, by giving you all the information you'll need to learn at your own pace at a time that suits you, the money this saves in venue hire, trainers, travel etc can be passed straight back to you.

### **PLUS**

I know for a fact that 36.5% of all the people who order my program have come from enthusiastic "word of mouth" advertising. So again I slash my marketing costs right there.

So understand that half the reason seminar presenters' charge much higher prices than me is because it costs so much for them to put it on! My way however, means I can pass my huge savings on to you.

Makes sense to me. And it means you get the deal of the century.

But it gets even better ... if you're an action taker (and you'll need to be an action taker to take full advantage of this program) then I've got a very special offer for you.

See, I know that once you realise the amazing potential of your new life as a Certified Elite Coach you'll want to take action NOW. But then normally 'Life Happens' and you allow yourself to slip back into mediocrity and forget your dreams.....

### **I Don't Want That For YOU!!**

So if you Take Immediate Action and Place your order within 7 days of receiving this offer, then you'll be "gifted" a special EARLY BIRD RATE of just \$769. **That's \$200 back in YOUR pocket** - just for being proactive (I wish it was THAT easy to make money on the stock market!)

How to take advantage of this special early bird offer? Simply email us to order your product and we will send you your special early bird discounted invoice. We use paypal to ensure your details are protected.



## Elite Coach Training Program

Simple as that.

Now, I have a marketing friend, who says that in order to make your customer happy you have to go above and beyond the call of duty, and so far I believe I've done that. But you know what? I believe that at this moment you're seriously weighing up the decision to order the "Elite Coach Training Program". I suspect that deep down you know how valuable this is going to be to your life ... your client's lives ... your partner's life ... and that of your family in general. But what's it going to take for you to commit to that decision right now and claim your Early Bird rate (if you order within 7 days, that is)?

**Well how about this:** I have racked my brain to see what else I could do to make this most fantastic, the most exciting, the most life-altering, freedom-giving experience you've ever had. And I believe I've done it.

Here's what I've got in store for you...

As a special thank you for ordering the program, I'll give you these special bonuses as soon as you place your early bird order.

Added extras to support you on your journey to success...

### **Free support Tool number 1**

#### **FREE Professional Coaching Session – valued at \$250**

My gripe about other coach training companies is they do not support you as you start your coaching, or your only contact is a "sales rep" who means well but does not have the skills to help you transform your own life. Whose primary "goal" is to sell you the next program! Not support you as you grow. So I've arranged for you to receive a one on one Life Coaching session from an Elite Coach. You'll get to see the same skills you are being taught used in action real time. If you choose to continue with your coach then you will enjoy a 50% discount off the usual hourly rate. Your coach will help you practise your skills, support and encourage you as you grow and is available 24 hours a day 7 days a week to answer ANY question you may have about coaching or what is happening in your life. The best part is with an Elite Coach by your side, you will quickly and easily overcome fears that have held you back for years.

You simply could not ask for more support as you start your new life as a Coach. I think you would agree?

### **Free support Tool number 2**

#### **Half price Life Time Coach Support – priceless**

How does that sound? You not only get the information to change the lives of other people, you will also get full access to the team at Elite Coaching FOR LIFE!! Think about that, any time you are unsure of what to do with a client or something new happens you can count on us to help you work it out.

**We will always be there for you**



## Elite Coach Training Program

You'll never be alone, and considering that Elite Coaches charge over \$250 per hour, this is an incredible resource that is available only to Certified Elite Coaches. That's our way of saying we care about you and that once you're an Elite Coach you're part of the family

### **Free support Tool number 3**

#### **Free Life Time subscription for YOU and ALL your clients to the Elite Coach Newsletter!! Valued at \$995**

This is me at my best every month I'll pack your inbox with the highest quality personal development information I have.

#### **PLUS**

You'll be able to offer this incredible service FREE to all your clients as a special thank you for choosing you as their Life Coach.

I promise you'll get any new information I'm working on and access to any special deals I get as a member of my "inner circle".

### **Free support Tool number 4**

#### **The A-Z of setting up and running a successful, profitable coaching practice, value \$405.**

I've said it before and I'll say it again your coaching practice is a business and you're going to need to have the systems, techniques and knowledge to make your Business a success, otherwise you won't be able to Coach anymore and that means helping less people!

That's why I've included this complete business system for you, it's all here, everything I've learnt about running a successful Coaching Practise.

Here's just a snippet of what is included!

The A-Z of Running a Successful Coaching Practice gives you everything you need to start your new life as a Life and Business Coach

- The top 30 coaching mistakes and how to ensure you don't make them!
- Add on services to generate extra income streams (Yes, these secrets will change every aspect of your financial life).
- The 12 clumsy mistakes all beginner Coaches- and even seasoned pros - make, and how to quickly learn the insider secrets of the most successful
- The five things to do in the first thirty seconds after any call that will improve your client retention by at least 35%!
- How to diffuse an emotionally-charged objection easily and harmlessly.
- The very first thing you need to do before you even talk to one client!
- Writing Executive proposals that win the business!
- How to network like a professional and create a constant stream of new clients!



## Elite Coach Training Program

- Business processes so your practice runs on “auto-pilot”, so you can concentrate on coaching!
- How to create a “Raving Fans” customer service manual!
- How to develop a business plan that gets results!
- What equipment you will need to sky rocket your coaching!

and much much more. Everything is right here for you to start today. I have assumed that you have never run a business before in your life. I'll teach you how to start, grow and succeed in your Life and Business Coaching Business.

**The bottom line is we want you to be an amazing success!!**

**Let's recap what you get in plain English:**

### THE COMPLETE PACKAGE VALUE COST

Complete Elite Coach Training Program	\$ 969
	(\$ 769 earlybird)
Elite Coach Advanced Sales Training Manual	\$ 267 FREE
A step by step framework for Marketing your business	\$ 397 FREE
One on One Coaching Session	\$ 250 FREE
Lifetime support newsletter	\$ 595 FREE
A to Z Business Set up	\$ 405 FREE

TOTAL VALUE \$2,883

**YOUR PRICE JUST £969 online with immediate download access**

**TOTAL SAVING YOU MAKE \$1,914**

**An amazing deal, right?**

Am I crazy to do this? Well I believe once you get your “**Elite Coach Training Program**” and start enjoying the changes it will bring to your own life you will enthusiastically tell your friends and that will cut my advertising costs even further. So that way we both win, you get an incredible deal and I get to lower my advertising costs.

It's easy to get started...

Either Email your order to us at [carrie@enlightenu.solutions](mailto:carrie@enlightenu.solutions) right now to claim your early bird discount

OR Order via the website. Simply [click the link here](#)

OR Phone +44 (0)207 193 9271

Or +61 (0)458 972 257 and ask to speak to one of our coaches – this is an answer service available 24 hours a day, simply leave your name and best contact number and someone will call you back within a day.

Remember we process all payments through PAYPAL so your financial information is always secure; One less thing for you to worry about.



## Elite Coach Training Program

Whichever way you choose you will get instant access to your program ready for you to download and get started. You could be reading your first manual in just a few minutes!

I look forward to seeing you become a Life and Business Coach. I know it will be the most enlightening and life changing program you have ever taken, and I can't wait to share it with you.

Warmly,  
*Carrie*

Elite Coach Training  
Enlighten U Coaching, Counselling and Training Solutions

**P.S.** Could you get excited about having the life style you want?

**Are you looking forward to being excited about your future again?**

Doesn't it make sense to do something now before 'life' happens again and you forget your own dreams and goals in life? Please don't let that happen to you, you deserve more than that.

**P.P.S.** If you don't change what you're doing, then your results aren't going to change. Let this be one decision you thank yourself for in years to come. Don't be wishing you had taken control of your future 5 years down the track. **Call now on +44 (0)207 193 9271 or +61(0)458 972 257**

**P.P.P.S.** Got questions? I really do answer my email and messages left are answered within 24 hours.

You'll find I'm totally committed to your success and to doing whatever it takes to make a massive difference in your life. Helping you be the very best you can be.

**Call +44 (0)207 193 9271 or +61 (0)458 972 257**

**Or email [carrie@enlightenu.solutions](mailto:carrie@enlightenu.solutions) NOW**

Our lines are open 24 hours a day 7 days a week for your convenience Or simply buy online and access your program immediately. Do not worry whichever option you choose, our full support is yours and you can talk to one of our successful coaches at any time.

To YOUR success

*Carrie*

Elite Coach Training  
Enlighten U Coaching, Counselling and Training Solutions