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# Foreword

The coaching platform is predominantly used as an effective tool in teaching other how to impart certain specifically designed knowledge to an audience. This form of coaching can be done in a casual or formal setting, and this is usually dictated by the client's requirements for the intended audience. Get all the info you need here.



## ***Coaching The Coach***

Tips For Wildly Successful Coaching Business

# Chapter 1:

## *Coaching Basics*

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# Synopsis

There are several benefits to using this style to impart information to others and some are listed below:



## **The Basics**

The coaching exercise may be used to provide for the enhancement of certain specified skills that would otherwise not be available to the masses. This skill can be imparted to the audience through a series of coaching exercises.

Coaching exercises can also tap into the abilities that the individual may not know was within their capacity. The resourcefulness that can be displayed during a coaching exercise can be quite amazing as most of these are done in a need to do basis thus requiring the alertness of the individual hosting the coaching exercise.

Through coaching sessions most participants come away with better confidence levels, more openness in approaching customers and clients alike, more commitment to the tasks at hand, more clarity of the thinking and planning process and a host of other positive traits that can be cultivated through the said coaching experience.

Coaching also helps to enhance the communication skills of the presenter. Through constant practice the communication skills become more finely tuned thus creating a more confident and effective communicator. This is beneficial when the individual eventually has to approach customers and clients to introduce the coaching services to benefit others.

Coaching also helps to empower organizations to be better and more productive in their endeavors. It encourages the participants to work

as a team to bring the company to the successes it was designed for. Most companies today engage the services of coaching experts to help motivate the staff periodically.



# Chapter 2:

## *Build Your Own Confidence First*

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### Synopsis

Although coaching is a very profitable business to venture into, it has to be able to generate certain levels of credibility in both its presentation as well as in its content in order to be recognized as a business entity worth hiring.



## **Build It**

Having an undisputed or unshakeable confidence level is very important when it comes to making headway in the coaching arena.

In order to adequately hold and keep the attention of the target audience, the coach has to have the presence and confidence to create the aura that is required for garnering the attention of the audience.

The following are some tips on how to build the confidence levels for the eventual purpose of coaching effectively:

Before the actual coaching assignment, working on the material and practicing the presentation will help the individual be more confident in both the material content and also into presentation style.

This practice run will allow the individual to be aware of what the entire coaching programs is about and thus be ready for any elements that may arise during the said session.

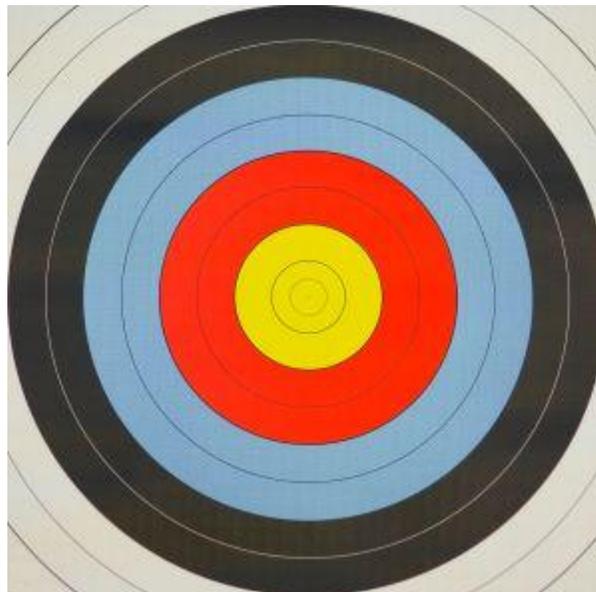
Dressing the part will also help to build the confidence levels in an individual. When others look upon the individual with admiration and respect based on the outward “package” presented, the visible

acceptance and compliments will help create the automatic confidence stimulation within the individual.

Training to constantly focus on the positive rather than on the negative will also help to build the confidence levels of an individual.

Most people like being around positive minded individual and having this kind of following will be a natural confidence booster which can be tapped into for other needs too.

Making the effort to participate in situations that are not always the individual's forte is another way to build confidence levels, this is especially so when the resulting outcome brings about a positive experience.



# Chapter 3:

## *Choosing A Niche*

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### Synopsis

For most people venturing into the business arena, some research exercises are usually conducted to ensure its success probability rates are high. Part of this exercise would normally include the identification of the type of business endeavor most suited to the times and expertise of the said individual. This information would then contribute to the decision made regarding the niche market chosen for the individual's business to cater to.



## **Choose**

The following are some tips on how to choose suitable niche markets that can contribute positively to the revenue earning projections of the intended business endeavor:

The obvious way of identifying a suitable niche would be connected to the capabilities and knowledge of the business owner.

Choosing to venture into something that is familiar will give the business owner a better chance of achieving success simply due to the information already known about the said niche market.

Being enthusiastic about the niche chosen will also contribute positively to the business owner, sticking to the choice made. The enthusiasm levels evident will be one of the factors that will enable the individual to face any negatively that might unfold during the business exercise.

Conducting comprehensive market research exercises will also help the business owner make informed choices regarding identifying suitable niche markets to venture into.

The current buying and selling trends factor in very highly in any new business endeavor, therefore careful research should be done to ensure the right choice is made. Failing which would result in a

niche chosen that is not only not suitable and sustainable, but will possibly create losses for the business owner.

For those intending to cater to a niche market simply based on the love of a particular product, there is the danger of not being able to look upon the business entity objectively, thus perhaps contributing to a lot of clouded judgments calls.



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