



Automate Your Coaching Multiple Your Profits

How to turn your one-on-one coaching practice into a "SYSTEM" that can be taught to the masses

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1

COACHING: A JOB OR A BUSINESS

If you've picked up this ebook, odds are you are either doing coaching or want to start a coaching business.

Many coaches struggle to make the kind of rich returns they know are possible in this field. That's because they leave one type of job only to take up another: coaching.

The truth is that coaching one-on-one can make a living for you, but in order for it to really generate a significant income boost, you have to change your mindset from working a job to building a business.

That's what we aim to do in this ebook: Show you how to take your passion for coaching and take it to a whole new level of earning potential!

But, first, you have to understand the difference between having a coaching *job* and establishing a coaching *business*...

WHY YOU DON'T WANT A COACHING JOB

Wait a minute, you might be thinking, I love coaching! Of course you do, and you can take that passion and successfully funnel it into a growing business.

What you don't want to do is take that passion and drive and tie it to an outdated model that forces you to have to struggle to survive financially.

So, while you may love to coach people, you have to clearly establish a system that can allow you to explore your passion without limiting your returns.

You remember working for the boss and how unhappy you were? Maybe you have a dream to work for yourself so that you can develop your passion for coaching and developing others to help them reach their goals too.

You've heard people can make a lot of money going into business for themselves, and so you aim to try it too. Except for one thing: When you left your job, you forgot to leave behind that job mindset.

That's the biggest mistake most people make when they try to go from a corporate job to working for themselves. They fail to plan a business system, and instead they turn into the meanest, most heartless, boss they could ever imagine while they work themselves into the ground trying to make enough to survive economically.

Why is that?

It's because of what I'll refer to as an hourly wage mentality. People are conditioned to believe their time is only worth so much an hour - because that's the way their old jobs worked.

They were told to work 40 hours a week, and they got a paycheck at the end based on the number of hours they were scheduled to work. If they were on salary, they may even have worked above those hours, but still the paycheck would have only shown the set salary with no overtime.

This gives people the idea that the way to make money is in hourly increments, and thus, they unconsciously develop a job mentality. When they don't make enough in 40 hours, they reason that they need to work more hours to get more money, or increase their hourly wage.

If you're thinking like this then you are seriously limiting your capacity to dream big and to develop business strategies that are far more profitable (not to mention less time consuming).

When people with this mindset decide to create a business, they unconsciously take their old value-system and apply it to their business, assuming that working for themselves is the difference between having a business and having a job.

They may even develop a sliding scale for clients who come to them, thinking that by attracting higher paying clients they can make more money. While this is true, it's a hard way to make a living.

They schedule one-on-one coaching sessions and think they are getting somewhere when they can increase their rate a few dollars, but they are still limited to how many hours they can reasonably work in a week and how much they can charge one individual at a time.

The key problem remains. When you work like this you are still an hourly wage slave.

Except that now you are working for someone that won't give you sick days, Christmas bonuses, and/or do your marketing for you.

They, and you, have to learn to break away from the job mindset and learn how to establish a business, if you plan on making an unlimited amount of money and having fun while doing it too.

WHY NOT BECOME A BUSINESS OWNER INSTEAD?

The sad fact is that once you are in that hourly wage mentality, you don't know there is another way. Even if you've heard there is another way, you may need someone to show you how to do it, since you've never done it any other way!

Sounds like a catch-22, but the nice thing is that if you've picked up this ebook, you're one of the smart ones.

You know you don't know, *and* you know that someone else can tell you, and save you a heap of time and frustration doing things the wrong way.

Ok now I'm going to let you in on the biggest secret regarding the difference between having a coaching job and having a coaching business (besides a stack more profit):

You give up coaching everyone one-on-one and instead work on a one-to-many model!

It's really that simple, and it makes perfect sense. If the problem with working an hourly job is that you can only reach one person at a time in a limited amount of time, then the obvious solution is to super-size this so that you can coach many people *at the same time*.

How about 24 hours a day, seven days a week!

Does that sound impossible? Well, it's clearly not when you opt to create a coaching business that uses a membership system to create multiple coaching opportunities at once.

This is the path that will allow you to create a sizzling coaching business that can fulfill all your business dreams!

THE BOTTOM LINE IS YOUR TOP PRIORITY

If you're in coaching, of course you get a sense of satisfaction from helping people. However, if your business doesn't make enough money to support you and help you reach out to more people, then you aren't going to be coaching people for long, right?

So, while it's nice to have a business that is emotionally and personally satisfying, all business owners know that in the end the bottom line is their top priority. The viability of the business depends on sound economics, which means that your profit has to be sufficient to sustain you and also to grow your business.

Luckily, coaching is a business where you can get the “feel good” qualities of a helping profession while also being able to pay attention to the top market trends.

That's because you can be a coach in a number of different fields. There are financial coaches, as well as, personal development coaches. There are business coaches, and health fitness coaches.

As far as figuring out what is in demand in the marketplace, you should be able to adapt your skills and knowledgebase to serve a profitable business niche.

HOW TO SPOT A PROFITABLE NICHE

Spotting a profitable niche on the Internet is a science unto itself. Unfortunately, we don't have time to cover every way that you can find profitable niches to adapt your coaching services to, but we can tell you a few places to look for them.

A hot niche is going to be something that is being discussed heavily and of major interest to both surfers and marketers alike. So, online, you can find that information on different sites that categorize some of the hottest trends and stories online. They are:

- **Digg**

Take a look at this site to see which stories are being favorably rated by the Internet viewers. From there, you can figure out which topics are of more interest to people than others. It is located at <http://www.digg.com>.

- **Google Trends**

Google has a number of ways to spot the trends online. This tool helps you to see how the trend for a particular phrase or keyword is developing over time. If you're having trouble figuring out whether you want to coach people on stress management or health bodily fitness, then you can even type in keywords for both and pull up both trends on one graph and compare them. It is located at <http://www.google.com/trends>.

- **Yahoo! Buzz**

This lists top searches and can give you a bird's eye view of what's currently a hot niche online. It will also let you use your own terms and return the stories on those, to help you define your niche better. It is located at <http://buzz.yahoo.com>.

And, to get you started, here are some potential areas you can use that can be profitable:

- Finance
- Debt consolidation
- Weight loss
- Psychotherapy
- Health and wellness
- Foreclosure management
- Credit repair
- Career
- Caregiving.

THE BASICS OF A COACHING BUSINESS SYSTEM

Now, that you understand that you want to create a program that attracts many people to your coaching services, you have to develop a system that can accommodate all these people and provide them with high quality products and services that keep them engaged and coming back for more.

For that, you want to implement a membership site that will create a sense of community and reduce the amount of work you do one-on-one, leaving you better opportunities to reach a wider audience.

In this ebook, we will go over how to develop a membership site that can be automated to work for you, even when you are in bed asleep.

We're not going to forgo tried and true marketing techniques like building a contact list, we are just going to show you how to use these techniques online in an automated manner. In the end, your system will have the following components:

- **Membership site**

This will be an online website that can be a forum, a blog, or a community site that helps people connect to each other and to you on a more personal level.

- **Enrollment offers**

You will need to carefully create enrollment offers that get people signed up, usually offering an incentive for those people that sign up. The offers won't be for hourly coaching, but instead, it will be for monthly membership dues that gives people access to you, your products, and your services. This creates re-occurring income opportunities, even before someone has even bought any of your products and services.

- **Products**

These can be your own or an affiliate's products are going to generate

revenue for you on the back end. Infoproducts are an excellent choice for coaching because you can deliver them promptly over the Internet, providing your members with instant gratification, and providing you with additional income on the back end.

- **Services**

You can still offer one-on-one coaching in this model, but in a one-to many manner. In this format, you can give people the opportunity to call-in during specific times when you are answering questions and you will answer people's questions during those times on a first come/first served basis. This doesn't guarantee that everyone will be coached personally, but it does provide them with that opportunity, and thus you can still provide a personable service while maintaining a one-to-many model.

- **Email lists**

You will want to create contact lists for different types of memberships, so that you can keep track of people and market them in more efficient manners.

- **Autoresponders**

You will learn about the way to automate your system with autoresponders to create a model that can automate sales and provide 24X7 service to your customers.

- **Payment Collection Options**

How to make it easy for your customers to pay online and how to provide multiple options.

So, without further delay, let's get into the nuts and bolts of your membership site and put it all together, in more detail, to help you create a working coaching system that can generate bigger profits for you almost instantly.

2

AUTOMATING YOUR COACHING MEMBERSHIP SITE

Okay! We know we want to implement a membership site so that we can maximize the opportunities for multilevel and simultaneous coaching.

In fact, we want a membership site that is at least 50% automated, if not up to 85% automated, to make sure it works even when we're sleeping.

That means that the membership site is not the sole component for this system, as we mentioned earlier. We have to put in place a program that takes a visitor, converts them to a member, and then consistently presents them with buying opportunities.

That means that everything has to be planned in advance to work together, so that you have some sales funnels in place to guide your coaching prospects into sales opportunities that will appeal to them. But, first, let's discuss the major anchor of our system: the membership site itself.

YOUR COACHING MEMBERSHIP SITE

Don't think that you have to go to a great expense to set up a membership site. It used to be that you had to hire programmers to implement a site that allowed members to sign up, but these days you can even use a simple blog as the basis for your system.

Creating a membership site has never been easier, or cheaper for that matter.

USING WORDPRESS AS A MEMBERSHIP SITE

If you have a Wordpress web log (a.k.a. Blog) already, you will be happy to know that there are plug-ins that can be used to create a membership site.

Many of the membership plug-ins are commercial and you will have to pay an initial fee, which can be as small as \$50 for a license. Two popular plug-ins are aMember and YourMembers. There are many more than these available, but whichever you choose, they should each provide the functionality to:

- **Create multiple levels**

This is great if you are going to have a graduated structure to your membership, like basic, silver, gold, and platinum. You can charge different enrollment fees for the different levels.

- **Enroll with flexible options**

You can set up a free trial, a paid membership, or even a limited time trial. This way, you can attract more people to sign up, depending on the option they want to use.

- **Automatic subscriptions**

You want to be able harvest the email and sign people up automatically through Paypal or some other money collection system. You don't want to have to approve everyone as this should be fully automated.

Just be careful when you are choosing to use WordPress to use the installation at <http://www.wordpress.org>. The one at the .com site is a commercial version of the free version at the .org site. There are even hosts that will install Wordpress on your site for you, for a small fee or included for hosting with them. So, check around to get the best deals.

USING A NING SITE

You can even set up a membership site as a social network on Ning. They don't have any payment collection systems and things can be a bit harder to implement and manage, although there are improvements happening all the time.

If you understand how to use Paypal with an Ning group to create different memberships in your site, you can integrate the two so as to get a paid membership site.

Unlike a Wordpress site that you have to pay to host only on a server, you will have to pay Ning \$5/month to use your own domain name, and \$25/month to use your own advertising.

On top of that, they ask for another \$25/month to get rid of their Ning information, so that your site looks transparent and professional. That's a lot of money a month for something that is basically free with a WordPress site.

However, they do have a nice way to sign people in and track membership, so it all depends on what you intend to do. It's offered as another possibility for creating a membership site, although, most Internet marketers prefer Wordpress, for now. Ning is located at <http://www.ning.com>.

USING AUTOMATIC COACH

There is another option – and in the interests of full disclosure I need to tell you that this is a system developed and offered by my own company. Automatic Coach was a system that I first created for my own use. Then after speaking with a couple of other leading coaches I realized the real need for a membership system specifically designed for Personal Growth Professionals – coaches, therapists and self help gurus.

The great thing about Automatic Coach is that it really helps you to leverage your time – and let's face it anything that can reduce your development time and get you up & running quicker is worth a look.

This system comes 'ready to roll' with a stack of personal development articles and ebooks, plus some genuinely useful tools for goal setting and time management that your clients will want to use on a regular basis.

This is tremendously important. Whatever system you choose needs to have content and tools that make your members want to stay subscribed and keep logging in again and again. So whether you create these tools and content yourself, outsource their creation to others or buy a complete 'done for you' system like Automatic Coach you need to plan how you can continue to deliver value over the long term.

You can find out more about Automatic Coach and how it saves you time, boosts your reputation and delivers excellent value to your clients here: www.automaticcoach.com

GETTING THAT ALL IMPORTANT EMAIL

So, now that we have the foundation of the system set in stone (your membership site and plug-ins), you will want to start creating a marketing program to enroll people who want to buy your coaching products and services. But, before you even do that, you want to grab their email. That email is the first stop into your sales funnel that will allow you to market people for bigger and better returns.

Since the email is a crucial step, many marketers will offer to give something away for free in order to obtain a visitor's email. It used to be you could offer a subscription to a newsletter and people would sign up. Now, the web surfers are much more sophisticated. They know that if they sign up for a newsletter, they are going to receive multiple emails from you, and, many are afraid their email will end up on a spammer's contact list. So, you have to give them some reason to trust you to get that all important email.

The way to do that is to offer them a high quality, high value product for free.

Wait, wait, wait...Don't pull out your wallet just yet! The idea is that you are going to give them a product or service that has a perceived high value, even if it actually costs you very little to produce. And, luckily, coaching is a field that is perfect for a high quality, high value infoproduct that works both as your freebie and as an introduction to you and your services.

A SAMPLE ENROLLMENT OFFER

The way to implement a free offer to capitalize on it later is to do the following:

1. Create an infoproduct that offers valuable coaching information that costs you nothing to deliver, like a short video, an online course, or even an ebook. You can even include multiple things in your offer to make it really stand out.
2. Create a limited enrollment offer that is for the same number of people that you want to sign up to your site, like 500 or 1000.
3. Offer to send out the high quality, high value package for free, if they sign up to your site at a reduced rate of less than \$10 for a trial period of 30 days.
4. Tell them they can unsubscribe at any time, or they can continue at a higher monthly rate later, like \$45/month, or something you set.
5. Automate the offer so that when someone enrolls with their email address and pays the initial fee, the email is sent to an autoresponder that delivers the infoproducts to that email.

Now, there are a variety of ways to modify this strategy. You can send out physical CDs and ask for a shipping and handling fee, and then as a bonus sign them up for a free trial to your site that will be continued unless they cancel. That's another way to do this. Either way, you will have achieved two basic marketing goals by doing this: you will

capture their email, and you will have already introduced your products and services by virtue of the free package.

WHAT DO YOU WANT TO SELL?

While the enrollment offer will create some frontend income for you, you will also want to develop a marketing program to sell items on the backend. You don't just want to offer a membership site where other members talk to each other and don't buy anything more from you. It defeats the whole purpose of setting up a membership site. What you want is for them to be paying attention to you and your offers so that they will open their wallets some more, and either upgrade their service, or buy more products.

And, there are so many different products you can sell! You can sell your own products or you can sell an affiliate's products. It doesn't really matter. Your only concern should be to constantly find new products and services that are of value to your clients and present them in a manner that they will be likely to purchase them.

If you want to create a name for yourself, you can sell your own coaching videos, teleseminars, and even call-in opportunities. You can write your own ebooks and market them to a captive audience too. This will help you later if you want to start to do publishing in a more mainstream venue.

It also allows you to connect with people on your site and begin the one-to-many coaching that brought you into this project in the first place! By interacting with the members of your site, you will begin to figure out what is most important to them. By listening carefully, you can customize your products and services to their needs.

Your clients will be grateful and will purchase more too. Not only that, you'll get better at coaching and start to build a reputation as an expert in your field.

REDUCE EXPENSES AND INCREASE INCOME

A successful business happens when you are lean and mean, you have reduced your expenses to the bare minimum and learned how to be aggressive in your marketing efforts.

One of the biggest expenses for an online business is manufacturing and shipping. If at all possible, try to stay away from anything that requires you to have a physical inventory and to ship things out of your own home.

It becomes a logistical nightmare and takes valuable time away from your coaching and marketing endeavors.

Instead, if you do decide to offer physical products like DVDs, CDs, and books, then try to find someone else willing to produce and ship them out, giving you your commission, of course.

If you don't do that, you will find yourself at the mercy of that "time crunch" again where you only have so many hours and you end up back as a wage slave, this time shipping out your own physical products. Not much fun, and has little to do with coaching, right?

So, that's why online marketers gravitate to affiliates and infoproducts. There's no physical product that they themselves have to manufacture or deliver. There are no shipping costs, and there is no need to wrap and track deliveries.

USE PAYPAL AND AUTORESPONDERS

With infoproducts, you can set up Paypal to send people to a page that allows them to download their product online after they've paid for it. It's completely automated, and it can be done while you're sleeping!

Imagine falling asleep and waking up, only to find that 100 people ordered a copy of your ebook, "The Top Seven Ways To Stay Motivated In Your Job Hunt." If each copy sold for even \$10, you will have made a cool \$1000 while you slept. Obviously, that's well worth setting up and planning ahead.

And, it's much more fun than having to reply to each email individually, getting 100 envelopes, printing out 100 postage metering stamps, and driving to the post office to send them, all in less than one day? Kind of impossible! But, the beauty of the Internet and virtual products is that this scenario is not only possible, but it is being done by many other marketers with great success!

3

EXPLOITING PASSIVE AND RE-OCCURRING INCOME OPPORTUNITIES IN COACHING

This chapter is probably the most important chapter you will need to read to get your bottom line turbocharged for maximum profits. We've already explained how one-on-one coaching programs limit your income, and we've told you it's important to use a one-to-many model, but how can you do that without landing in the same "one-deal" shot with multiple people? The trick is to always, always, always, seek to exploit passive and re-occurring income opportunities.

Passive income opportunities are those deals that you set up once and they continue to make money for you, regardless of how long the offer is up.

It takes very little maintenance to continue to make money from them because they will generate money on their own.

An example of passive income is royalties from the sale of a book. You write the book once, you publish it, and even if you never write another word, the commission checks keep coming in.

That's just one type of income generation that you want to focus on in your coaching site, but in this case, you will be using Internet passive opportunities like infoproduct sales online, access to special online tools you've set up, and affiliate sales and referrals.

The next type of income generation that you want to focus on online for coaching is the re-occurring income opportunities. These work like the membership enrollment that you will add to your site. It is a monthly fee that has to be kept active to allow you to charge someone at regular intervals. Although most people perceive a rental to be a type of

passive income, it is also a re-occurring income opportunity because you know you can count on a set amount of money coming in every month, until your tenants give notice.

PASSIVE INCOME OPPORTUNITIES IN COACHING

As you can see, having both passive and re-occurring income opportunities built into your business is going to supercharge your money-making capability. It's also going to make money for you quite effortlessly, in comparison to one-on-one coaching. And, you will be able to customize some of these to use them to help build your own image as a coaching consultant.

You don't want to spend a lot of time developing your own products and services, in order to reduce your expenses. Instead, you can opt to use some solutions that other people have developed to help coaches create more income opportunities for themselves and their online businesses. So, let's go over some possible products that you can use for coaching to develop passive income opportunities.

SOLUTION BOX AFFILIATE PROGRAM

Solution Box is one of the best affiliate programs out there for personal or business coaches. By signing up as an affiliate with their program, you can earn a 40% payout on any of their qualifying products. It is a program devoted to coaching services and providing high quality coaching products to their affiliates. What's really nice about this affiliate program is that, unlike other programs, you can get qualifying sales up to a year after someone clicks your banner or link ad, because it tracks that customer from then on for one full year. It pays out four times a year when your account reaches a minimum of \$30.

The types of products you can offer your coaching clients is diverse and makes you look very professional. You can expose your clientele to a variety of other coaching services they might need that you don't specialize in. You can even get some free coaching tips for your own business model here.

The Solution Box affiliate program is located here:

<http://www.solutionbox.com/affiliates.htm> .

VISION BOARD

A vision board is a conceptualization tool to help you turn your dreams into reality. At it's simplest form it is a poster made with cut-out images, written text, or simple drawings that you select that represent things you want to have, do, or be in your life, all neatly put together in a giant visual collage. This is the old-fashioned version. More "high tech" version, like software, can be used to create a product that appeals to people who want to really get involved in their vision board experience.

Your role as a coach will have you explaining the vision board concept to your readers at some time. Many people find this an invaluable coaching tool to help their clients manifest what they want by setting visual goals in their mind's eyes and using the law of attraction to help them manifest these things.

So, when you do mention the vision board, that's the time to offer your clients the buying opportunity for one of the better software products OrangePeel Vision Boards, that will also be a passive income opportunity for you in the form of their affiliate program.

Features of the affiliate program are a 40% first tier with a 10% second tier included. That means that you make 40% off the sale of the vision board software, but also you can enroll others as sub-affiliates and share in their sales too, up to 10%. Since the product costs \$59 to buy, you will make \$23.60 for selling one on your site, even though you don't have create, ship, or deliver it. All you do is add the links and advertising offers to your site. They pay out the 15th of each month.

The OrangePeel Vision Board affiliate program is located here:

<http://www.orangepeel.co.nz/affiliates/>.

LIFE MASTERY

One way to ramp up your sales is to affiliate yourself with known celebrities in the field of coaching. Anthony Robbins is one such person and he does offer an affiliate program that you can sign up for.

Imagine being able to review a product or service that Anthony Robbins, a world renown coaching expert, is providing, and then make some money on the sale of it too?

Consider the popularity and name recognition when you choose to go this route because by associating yourself with this person, you will also take on some of their business aura. Anthony Robbins is known for providing seminars and coaching advise to many different people, and impacting "the lives of nearly 50 million people from 100 countries," according to his website.

For those going into health and fitness coaching, Anthony Robbin's site has many different vitamins, herbs, and informational products for this segment of the market. He also sells items for personal growth and planning. So, you can get a good number of products to post on your website that are going to provide passive income for you over the years.

The commission structure is not as high as other programs, only giving out 16%, however, the popularity of his products are so high that the average order size is stated to be over \$120. The referral from clicking on your site is only tracked for 45 days.

You can sign up for the Life Mastery affiliate program here:

<http://www.tonyrobbins.com/affiliates/>

CREATING YOUR OWN INFOPRODUCTS

Another way to add passive income is to create your own infoproducts and services. These can be ebooks, downloadable seminars, ecourses, and more. Obviously, it will take a bit more time and effort to get these things up and running. But, even that can be whittled down to allow you to create new and innovative products for your members in record time, using Private Label Rights (PLR).

PLR is any type of digital product that you can take and use to resell on your own site, as is, or modified. The terms of the agreement will let you know what limitations in reselling there might be, but usually there are few.

The best way to find PLR is to get into a club that offers their members PLR that can be customized and resold using resell rights or master resell rights. That means that you can not only make your own products and sell them to your members using the basics created by someone else, and subsequently modified by you to cover your coaching points, but you can also then turn around and sell them to other coaches too. These people will want them to help them build up their websites too and provide unique content for their clients while providing you with free advertising.

If you find that you just can't locate PLR that is in the subject or theme that you require, you can always hire a ghostwriter to develop ebooks and reports for a set fee. You pay it once, and you get all the rights, then you put it out on the market and create an affiliate program for it so that other people will want to sell it for you. This is very doable if you find you have a very unique and in-demand topic that people will flock to put up on their coaching sites.

So, remember that you aren't just cultivating coaching clients; you are also cultivating relationships with other Internet coaches that want to further their businesses along too. The more you help them, the more likely they will be willing to put up your banner or

links on their site, creating more demand for your products and also your membership site.

RE-OCCURRING INCOME OPPORTUNITIES

Now, we are back to the basic foundation of your business program: the membership site. This is the keystone to your re-occurring income opportunities and you need to be very thoughtful about developing this into a site that not only attracts people, but keeps them too. For that, you will want to review your demographic and see if there is a possibility of doing the following to increase your re-occurring income opportunities.

EXPLOIT DIFFERENT MEMBERSHIP LEVELS

If you have different levels, with different perks, you can also charge different monthly re-occurring fees. This helps to gather more people into your fold and also provides further income opportunities later on to upsell someone via a membership upgrade. And, this is income that you can count on for the life of the membership. So, make it as easy as possible to enroll, and always make sure to explain the benefits of each membership level clearly.

When you set up different membership levels, you will have the opportunity to figure what products or services go along with that membership level to entice people into upgrading later.

The more exclusive you make each level, the more status is conferred for signing up. Make it clear to those on the bottom tier that they are missing out by not signing up at the higher levels.

Always seek to reward those at the higher level with better benefits and perks, but also offer them discounts on your products and services that can spur them to buy more. The reason for this is that they've already shown a predisposition to buy at a higher

level, so those are the people who should be marketed for bulk or multiple sales the most.

Limit your enrollments and sales to private online meetings or teleseminars to specific people who are willing to pay more, based on their membership levels. In some cases, if you are tracking sales by members, you can even set buying goals whereby only people who have bought so much from you are invited to special events like a weekend get-together in Hawaii where you will be finally willing to do some one-on-one counseling, now that the price is right.

Of course, they will still have to pay for the privilege of getting to Hawaii and enrolling in your weekend seminar, but these top purchasers are getting great value from your one-to-many offerings and will be even more delighted to finally meet you face-to-face.

So, don't disappoint them. At that point, you will find that your one-on-one counseling in small groups will average out to a much higher dollar value than if you had simply started on that model alone. By then, you will be able to fit these in as the ultimate reward, while you happen to be vacationing in Hawaii yourself. There is no extra cost to you, and your clients are extremely pleased to be picked to have the opportunity to meet one-on-one, offline.

4

USING ACTIVE COACHING TO GENERATE SALES LEADS AND BACKEND SALES

Now, we've come to the part of the system that involves your actual coaching expertise. You wouldn't be in this field if you didn't feel you had something valuable to share with your customers, in terms of your own expertise. Whether it is debt coaching or health fitness coaching, you got into this field to share your knowledge and to help others.

And, there's no reason you can't do that, except adapting your model to reach as many people as possible to keep your business profitable. The time you spend actively coaching others is also time that you want to spend generating sales leads and backend sales.

Just remember: What helps one person can help another person with the same problem. Yes, there are times when people need individual help, but for the most part, human beings have the same set of problems and issues and the coaching you give one, can help another one facing the same issues.

So, while you may end up doing some coaching seminars that are limited to a few people in your upper echelon of membership, you want to be able to always capture that information for later use elsewhere, to create backend products that can generate spectacular backend sales.

COACHING WORKS BOTH WAYS

The savvy coaches know that the landscape is always changing. That they don't have all the answers, even if they have a great foundation for finding them. So, as it happens in most helping professions, your own customers may come up with solutions that you didn't think of, but you can make use of later. This give and take is essential to grow your business and identify future profitable niches or special areas that need more attention in your practice.

For instance, maybe you set about to help people pay back their debt. Then, you come upon client after client who owns pets and find out how that "dependent" can also impact their finances.

You start reading in the news about how pets are being left at shelters due to economic hardship. While you may not be a pet expert, it doesn't mean you can't bring one on in your teleseminars to discuss ways people can keep their pets and still get out of debt.

As long as you find someone willing to be interviewed who gives you the right to reproduce that interview in whatever format, you are serving the needs of your customers, and you are also interesting more people: pet owners.

Here, we are going to show you different ways to get your active coaching to help you generate more sales leads, cultivate new demographics, and, plan for new products in your backend sales by making the one-on-one information available to multiple viewers.

So, as in the case above, you may have been invited to speak at a show dog club on ways to keep your dog ship-shape in a poor economy, and maybe less than 50 people are showing up to this club. That information is still yours, if you capture it, and then you can use it to help others. You will need permission from the club to be able to use it, but even without, it is still possible to reformat it and paraphrase it into different

formats to create new infoproducts that sell on your site. In addition, you can network with others who have websites and introduce them to your affiliate programs and create exposure in different marketplaces. For this, you will need some technological savvy, to work this out online.

VIDEO RECORDING

Unlike in the past, when you had to buy an expensive camcorder, you can now make do with some digital cameras. Just be sure to check how long you can record. If you can invest in a digital camera for your presentations, this is an invaluable tool.

All you have to do to upload to the PC is to take out memory card and plug it into the PC (you may need to buy an adapter too). Using software, you can edit and review the video before posting it online. Later, you can use that same video, cut it up into multiple segments and create a video library that you can upload to your site.

GENERATING SALES LEADS WITH VIDEOS

Now, you have some valuable videos, and what do you do next? Well, if you just kept them to your website, they wouldn't be half as effective as if you went online to a site with millions of viewers, like Youtube.com, and posted it there.

Why? You are basically creating advertising and short promotionals for your coaching services in a platform online that has already attracted millions of viewers. As long as you put your website URL on the opening and ending screen to show people where to find you, you can use this venue to attract massive traffic and generate sales leads.

After all, the topic of the recording will be in your niche, so those people that find it will be in your demographic. It's just a matter of leading them to the mouth of your sales funnel now, your website or sales page, to get them enrolled in your membership site where you might promote a larger backend video archive for joining up.

GENERATING BACKEND SALES WITH VIDEOS

Youtube videos are generally limited to 10 minutes, so they are perfect as introductory samples of what your customers can find in your membership enrollment. You can take one speech that you made or a set of interviews on tape, and segment it out into various pieces.

You can sell those online on your video download store as ecourses, or you can even convert some of it to ebooks and reports, to make another format available, using the same information. You can create new packages for backend sales to your membership, whenever you find new and relevant information that is not included in the membership offers. Or, you can make the membership levels include access to archives that you promise to update so many times a month to help differentiate one level from another, and provide more value and to motivate people to sign up for the higher levels.

Another strategy is to give the full version of the video away for free for enrolling in the membership site, along with other perks, and this is one way to convert lurkers into buyers almost instantaneously, generating the potential for backend sales once you have the email address. So, you can use them as leads or as backend sales products, but always remember to capture whatever information you may be generating so that it literally works overtime for you while you don't have to.

THE CALL-IN SHOW

Then, if you have a call-in show, you can even ask people to call in to discuss the ways they've handled caring for their pets in a tough economy to lessen the financial burden. Or, you can give out one-on-one coaching for particular questions that callers might have, and still reach a wide audience this way. And, these days, it's a very easy thing to do online.

You no longer need to be technically savvy, understand radio, or even grab a 1-800 number. All you do is go to one of the many Internet call-in providers, like BlogTalkRadio, located at <http://www.blogtalkradio.com>.

Using BlogTalkRadio you can create an account where you set up call in shows for nothing, as long as you follow the terms of the service. You can create an event and send out reminders to those that sign up ahead of time. When it's time to connect, all you need is a phone and your computer.

When you are done, you will have a record of the call-in show that you can keep on BlogTalkRadio to attract traffic to your site. You can use your profile to put in the information that links back to your site too, without it appearing too commercial.

People can chat during the show and others can even link to the call-in show, long after you're "off the air." So, in this way, you have exploited the short amount of time you have do one-on-one coaching, while reaching potentially thousands, if not millions, of new viewers online.

All these people will be exposed to your brand and can end up being your customers. And, the beauty of this is that all you did was show up and take calls. There's no extra work that you really had to do, like creating a course, or planning a speech. Your callers are the ones who basically tell you what to talk about and then you just give the public what they want.

MONETIZING YOUR ACTIVE COACHING

If your call-in shows get a lot of traffic, you will find your own traffic increasing on your site, AND you will find that many people are interested in sharing revenue or paying you to advertise on your Youtube or BlogTalkRadio channel.

This is perfectly fine and is a great way to generate revenue on the backend that doesn't even come from the sales of your products or services. It comes from advertising online.

BlogTalkRadio, for instance, has a revenue sharing program that is set up to motivate their top content producers. If your shows get a lot of attention, the host themselves may want to put their advertisers on your channel. Then, on BlogTalkRadio, you will get 35% of the revenues from banner ads that are helping their sponsors.

On the other hand, if you locate the advertiser first, you get 50% of the total advertising revenue. This can add a little bit of extra change each month, long after you've uploaded the show and gone on to bigger and better things. In this way, it is an excellent way of creating passive income and exploiting the site's exposure to create sales leads and backend sales.

Youtube will also allow you to get sponsors and add them to your profile or videos. You have to work out the deals yourself there, but they can be very profitable. Some advertisers might pay per view of the video, others per click of a link you put on their profile. It's really up to you and them to figure out what the terms of the advertising cost will be.

On regular blogs, people have opted for a straight monthly fee because it creates a great re-occurring income opportunity for those bloggers. Depending on how "hot" your channel is, you can charge anywhere from \$50/month to much higher.

NETWORKING DURING ACTIVE COACHING

While we are focusing on setting up a system online to get your coaching business profitable in no time flat, there is still a lot to be said for doing speeches, presentations, and seminars locally, not just to capture that information, but to network as well. When you network locally, you begin to create a fan base of actual people, versus virtual customers, and they can have a large influence in building up your level of credibility.

The more fans you have following your show offline as well as online, the better it is to make you seem bigger than life.

Now, you do want to network offline too, in a way that brings people back to your business model ONLINE. For that, make sure your business cards have your web URL, mention a particularly wonderful package you are selling at an unbelievable price, or offer a discount for the attendees of a particular function, both as a signup incentive and as a thank you, later.

This serves two functions, it gets people motivated to sign up and pay ahead of time for your seminars, and secondly, it leads them to your site where the mouth of your sales funnel begins. If they want an email reminder, this is also a way of capturing emails for future marketing, as long as they agree to be contacted at a later date.

If you are selling an ebook online, you can print out a few copies from a print-on-demand publisher and have them ready to sell for a real life seminar. Or, you can download some of the videos and information you sell online and put them on CDs or DVDs, to be bought during the event. Try to get something into the hands of people that will pull them back to your website, at any cost, and try to collect an email list at the door for future events.

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CREATING A TEAM APPROACH TO COACHING

Does all this sound a bit exhausting? Well, now we come to the part where you are going to start to work with others to help you create a team approach to your coaching business. After all, if you are a business, you will more than likely be working with other people, whether they work for you or with you.

No one creates income in a vacuum, and having other people whose strengths complement your weaknesses is a great way to reduce stress, create more balance in your life, and let you enjoy the things you love doing, while leaving the other things to people who love doing what you don't.

A classic mistake for first time business owners is trying to do everything on their own, without any help from anyone. They get so involved in creating their businesses, that some entrepreneurs have a tough time letting go of their baby, just when it needs the nurturing and care of others to make it grow bigger.

As the saying goes, "it takes a village to raise a child" and that child is your business. So, learning how to delegate the more time-intensive and repetitive tasks to others is a great way of freeing up time to develop the child into an adult capable of having a major influence on the marketplace.

OUTSOURCING

The global economy has worked both for and against the United States. It has provided businesses a manner of getting cheap labor, but it has also created a situation where

many people ended up unemployed in the United States. A loss of buying power and manufacturing is now being blamed on the drop of the dollar. With the drop of the dollar, your money buys less overseas, however, now labor within the United States is becoming more attractive.

So, when you think "outsource" it doesn't necessarily have to be outside the United States. It just has to be at a competitive wage and on an hourly basis. It may be that you can find freelancers both within the United States, as well as, the more traditional outsourcing contractors in India and China.

You can get people to do just about anything on a contract basis these days, and some very high quality people are making a living freelancing. If you don't feel like writing ebooks, creating videos, or even doing your own website, you can outsource that to freelancers at www.elance.com or at www.guru.com .

They are two of the many contract networking boards where you can post a job and have people bid on it, to give you the best quality for the lowest price possible. Even if you just want someone to manage emails and other types of networking, you can hire a virtual assistant who will take care of the mundane tasks so that you can do what you love best.

PARTNER WITH EXPERTS

Next, you want to start associating with people in your field. If you are doing coaching on relationships, see if you can visit some prominent relationship guru's blog or seminars. Find out what they are doing that attracts attention. See if they are willing to partner with you in creating a book. This can be a very quick way to get your name out in front of an adoring public with little effort.

Some online marketers will write ebooks and then ask an expert to review it, with a link coming back to their website. In exchange, they might offer payment for the review or give them commission on sales.

You can create great ebooks and videos just by using an interview format with noted experts in your field. As long as they give you permission to use their interviews online and in product promotions, you can create some excellent infoproducts that can excite your customers and generate great revenues.

Most experts are willing to give a short "appearance" in other sites that are in their niche to increase their exposure too. So, they may barter for links back to their sites, a particular product promotion within the ebook or video, or anything else they think will help their businesses out too. Remember that you don't work in a vacuum and that tit for tat can lead to both of you making better sales.

CREATE AN AFFILIATE PARTNERS PROGRAM

Want a way to create a team approach to your advertising endeavors? Then, create an affiliate program for your products and services. An online affiliate program will generate backlinks to your site by the hundreds, if not thousands. And, if you know how to motivate your affiliate partners successfully, you can end up paying practically nothing on advertising, doing very little, other than providing the opportunity for partners to sign up to your affiliate program. This generates traffic from all over the Internet and can really affect your bottom line in healthy manners.

You will either have to buy affiliate software and install it on your website, at a cost of about \$500, or you can join some affiliate program managers to help you get everything done online without the cost of development. Some of these program managers are:

- **AffiliateShop**

You can get a thirty day free trial for this system. It offers pay-per-lead, pay-per-sale, and pay-per-click, or a combination of these. You can also have different commission levels based on total number of sales receipts. It allows you to integrate with many different shopping cart systems, if you already have one on your website. After the free trial, if you want to keep the service, it's a \$395

setup fee and \$45/month maintenance fee. It does all the tracking and managing of your affiliates at their site. It is located at <http://www.affiliateshop.com/>

- **Interneka**

This is a similar site to AffiliateShop.com. It offers everything that AffiliateShop does, plus a little more. You can track recurring sales and even implement a 2-tier affiliate program. This is highly beneficial for attracting affiliates who are trying to establish passive income on their own. It will also allow you to point your affiliate links back to your domain name, not Interneka, which is what you want. They also provide you with affiliate programs that are based on the number of hits and affiliates you have, so that you can reduce your expenses.

The standard option is limited to 500 affiliates and 50,000 hits per month at a cost of \$29/month with a special offer fee of \$25 if signing up by January 4th, 2009. After that, they may re-institute the setup fees at \$75 for the standard option, which on some occasions are set aside for special deals. The unlimited license is available for \$449 in the special time-limited offer and probably will increase to \$799 after the 4th of January. So, keep checking the sites for specials as you can really get good sign up deals if you time it right. It is located at: <http://www.interneka.com/>.

- **Commission Junction**

This was the first of its kind on the Internet. It has a very wide affiliate network, but it is also one of the most expensive. They have their own rules, such as consolidated payments, and a commission-based pay structure. This can add up to quite a bit more than a one-time payment if you are selling a lot on your website. However, if you want someone with a wide network, they have a very large one. It is located at <http://www.cj.com>.

- **ShareASale**

This has a really good reputation amongst Internet marketers. It has over 700

merchants in their network with pay-per-lead, pay-per-sale, and pay-per-hit affiliate program features. It has an international presence and is also paid via a flat 20% commission structure. So, if you offer to pay an affiliate \$1.00 for a pay-per-click, ShareASale would charge an extra 20 cents to your account and you would end up paying out \$1.20 per pay-per-click. It is located here: <http://www.shareasale.com/>.

HOW TO MOTIVATE YOUR AFFILIATES

Now, setting up an affiliate program isn't all you have to do to get people to sign up and start doing advertising and referrals for you. You also have to motivate your affiliate partners to work as hard as they can for you. The way to do this is to help them increase their bottom line too. So, be generous with your affiliate commissions.

You may think you are shooting yourself in the foot, but you are not, because your affiliates are going to work doubly hard for a program that they see can benefit them more than another. Some ways to do this are:

- **Give out a fat commission**

The higher the dollar amount to be made, the more likely someone is going to sign up. Don't be afraid to offer some products and services at 60% or more commission, especially if they are infoproducts. These cost nothing to reproduce or deliver and make an excellent way to start signing up affiliate members, and you will still make money on them too.

- **Help your affiliates know your products and services**

The more you explain your products and services, the better your affiliates will be at selling them. So, take the opportunity to train your affiliates and keep them advised of new offers, products, and services that can increase their bottom line.

- **Make it easy for them**

No one likes to work hard at the nitty gritty details, especially if it's implementing some code or technical matter. So, when you offer your affiliate program, make

it easy for them to implement by giving out pre-formatted banners, links, and buttons. Whatever you think will stand out and be easy for them to insert into their website, that's what you provide.

- **Stay connected**

Don't think that your role finishes at adding your affiliate program. Try to stay connected to your affiliates and even be personable. The more you find out about what is working or not working for them, the better you can refine the entire program for people who sign up later.

- **Offer a two tier program**

As we discussed earlier, a two-tier program gives your affiliates a way to make passive income. This is because they make a commission on any people they refer to your site and they also make a commission from subaffiliates who sign up due to their referral. This works for you in that you don't have to work as hard to get affiliates signed up.

Other people will promoting your affiliate program for you, not just the network that you happen to belong to. And, if an affiliate thinks they are making 50% on a first tier, from their own sale, and 10% from the sales subaffiliates make, they know they've developed passive income that increases with each new subaffiliate they get, and you have a greater web exposure.

- **Make payouts frequently**

No one likes to wait three months to get their money. Imagine having a job that made you wait three months every time they paid you? Well, some affiliate programs think this is reasonable, but they will have difficulty attracting and retaining affiliates when others are paying out monthly or even weekly. So, try to keep your payouts as frequent as you need to keep your affiliates motivated.

- **Have a low minimum payout**

If your payout minimum is too high, your affiliates will quickly become

discouraged if they fail to make it within a couple of months. Instead, set the payout very low, so they can start to see the rewards of their work fairly quickly and keep them motivated to try to increase the number of sales, leads, or clicks, they are generating for you.

LOOK FOR STRATEGIC PARTNERSHIPS

An example of a strategic partnership is like Dr. Phil is to Oprah. Obviously, Oprah didn't need Dr. Phil to succeed, but Dr. Phil gained a lot from this strategic partnership. He provides psychological self-talk on her program and she gets more viewers for doing less. Oprah doesn't want to learn psychology and do it herself, but her audience is into self-improvement and psychobabble, so having someone on like Dr. Phil helped her ratings. Now, Dr. Phil capitalized on that partnership by writing books and establishing his own show from there.

So, don't be timid about offering your services for a free trial in partnerships where the combination of your skills can benefit both parties. Eventually, creating business liaisons is one way to fortify your commercial image and reach a wider audience. It can also provide you with expertise in areas that you lack and give you ideas on how to change your business for it to be more streamlined or effective. So, while many coaches may not like the idea of teaming up "with the competition" it can be beneficial when the outcome is a greater source of income for both parties.

One such strategic partnership might be offering your services at a local community college or getting approved as a speaker at a noted conference. Maybe the payback may be slow, but networking is the name of the game, both online and off, to generate more income with less effort.

CONCLUSION

You now have the basics to not only create a coaching business, but one that can generate large profits almost from the get go. By following the guidelines we've provided, you'll not only get to do what you love, but you won't make the same mistakes that others made by following a one-on-one coaching approach, limiting your income and the number of people you can help.

By following a membership site strategy, you will be able to have a group of people who you can coach and also receive feedback on what works or doesn't work in a very personal manner. Then, by recruiting others to help you to do your advertising, with affiliates, or partners, you can start dominating the Internet to get the word about about the fabulous work you are doing online for others.

About the Author / More Information

Anton Pearce is known online as 'The Profit Mentor'. He specializes in helping personal growth professionals like you to make the most of the opportunities available online.

Through social media, authentic & ethical marketing, and clever 'productizing' of your service Anton can help you fast-track your way to a greater online reputation, more clients and bigger profits – all without increasing your workload.

Anton offers three key services that you might find valuable:

1. Individual coaching and consulting – www.antonpearce.com
2. Group coaching through his own membership site www.masufo.com
3. The ultimate 'ready to roll' membership system Automatic Coach – www.automaticcoach.com

Want to talk more about how I can help you?

Send me an email at antonpearce@gmail.com or read more about my services at www.antonpearce.com and follow me on Twitter at www.twitter.com/TheProfitMentor