

# Four Steps To Building A Profitable Coaching Practice

# FOUR STEPS TO BUILDING A PROFITABLE COACHING PRACTICE

A Complete  
Marketing Resource  
Guide for Coaches  
Deborah Brown-Volkman

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Are you frustrated with trying to grow and market your coaching practice? Do you feel like there is too much information (or too little) on how to market your practice, yet not enough direction on where to begin? Would you like quick answers and a complete resource guide in one place that makes marketing easy to apply and understand? This book will show you how to build and market a profitable coaching practice in four easy steps. It walks you through the process of deciding who to coach and how to create a program that potential clients will pay you lots of money for. You will understand the components of creating a winning marketing strategy and learn tips and techniques to implement your plan. You will also discover how to become masterful at both marketing and selling. "Four Steps To Building A Profitable Coaching Practice" is a clear and concise guide to niche-marketing for coaches. Talane Miedaner, best-selling author of "Coach Yourself To Success" "A great book with a lot of valuable information from a master at doing what she does best." Sandy Vilas, Master Certified Coach and CEO CoachInc.com "This is a great book. Thorough, professional, and easy to read." Judy Feld, Master Certified Coach and President International Coach Federation (ICF) 2003

作者介绍:

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