



**3-MONTH  
INTENSIVE  
PROGRAM**

## Creating a Coaching Practice One Client at a Time

The Art & Science of Business Building is one of Erickson's most innovative programs. Designed to help the struggling coach build a successful & prosperous coaching business, one client at a time & one step at a time.

### **Why a Business Building Program for Coaches?**

As coaches, we often struggle to build a successful coaching practice (I certainly did!) after our coach training. Mastering coaching is one skill and successful business building is another. You can try and build your business by yourself or you can get professional help (this is why the program was created) which shortens the time you spend building your business immensely.

### **This Program Was Created for Coaches Who:**

- Want to build a part time or full time coaching practice
- Want to create paid coaching clients but don't know "HOW" or "WHERE" to start
- Want to learn how to professionally enroll clients through service and not through selling
- Are tired of giving away free coaching and would like to get well paid for coaching
- Have a lot of fear around asking for their coaching fee and want to move past it
- Are interested in creating a lifestyle through a coaching practice
- Are interested in finding out what makes their heart sing and then charging for it

### **This is How the Program Will Help You:**

- You will learn how to professionally enroll new clients from the beginning to the end
- You will learn a proven system for creating and enrolling new paid coaching clients
- You will be in a professional community of support with coaches who are just like you
- You will build enrollment confidence and move through the fear of starting a business
- You will learn what technology you will need to build a successful coaching practice
- You will create your own unique coaching fee and coaching package
- You will create your business through service inspired action and not fearful selling
- You will create a prosperous coaching practice using your own unique skills and talents

### Structure of the art & science of Business Building

- 3-month online intensive program, 3 hours every Wednesday, 4 classes every month 3 master guest teachers (see list below)
- Access to the business academy where you can view your homework, watch business building videos, listen to audios for hours and hours or until the cows come home
- Lots of surprise bonus prosperity building audios & videos from Dermot's library 3 months of business building 1-1 coaching and support after the program ends
- Our best peer practices program will give you 2 sessions per month with another coach in the program so you can stay accountable to your goals and dreams
- Access to the private facebook group where coaches of the program will share best business building practices, resources, tools, technology, jokes and much more.....

### Before making a decision to commit your time and money

to yourself and to learning how to create a profitable coaching practice, we recommend you join us for a Complimentary Experience the Art & Science of Business Building Masterclass. The experience of the masterclass will help you to start creating paid coaching clients right away, whether you join the program or not. This masterclass will also give you a great experience of the art & science of business building program and will aid you greatly in making a clear decision whether or not the program is right for you. You are also welcome to reach out to an enrollment coach if you have any questions or concerns about the upcoming program. Our enrollment coaches are both past graduates of the program and two of the loveliest people on this here planet.

### Schedule a time to talk with one of our wonderful enrollment coaches



**Book a 30 minute chat** with Kim and have all your questions answered about the program: [h"ps://calendly.com/kim-yablonski/the-art-science-of-business-building](https://calendly.com/kim-yablonski/the-art-science-of-business-building) or email Kim at [kimyablonskicoaching@gmail.com](mailto:kimyablonskicoaching@gmail.com)



**Book a 30 minute chat** with Jasmine and have all your questions answered about the program: [h"ps://www.wisewillowcoaching.com/bookings-checkout/the-art-and-science-of-business-building?referral=service\\_list\\_widget](https://www.wisewillowcoaching.com/bookings-checkout/the-art-and-science-of-business-building?referral=service_list_widget) or email Jasmine at [jasmine@wisewillowcoaching.com](mailto:jasmine@wisewillowcoaching.com)

**The Art & Science of Business Building** 3-Month Intensive Program Begins  
The program runs Wednesdays at 10 am - 1:30 pm PST on the following dates:

November 2nd, 2022 And may I say, Let the Business Building Begin!  
This program runs every Wednesday from 10am - 1pm  
Pacific on the following dates: November 2, 9, 16 & 23 - December 7 & 14 - January 4, 18 & 25 - February 1 & 8 2023

Payment Plan Options: (in USD cost of program is \$2,850)  
One-time payment of \$2,500 (save \$350) 3 payments of \$950

**To register for The Art & Science of Business Building, visit:**  
<https://thecelticcoach.com/business-building-3-month-program/>

The 3 Pillars of the Art & Science of Business Building:

<p><b>The 12 Business Building Principles &amp; Creative Selling Through Service</b></p> <p>(Development of Sales Competence - Sales skills &amp; sales process)</p>	<p><b>Mastering Social Media (Digital &amp; Social Marketing Competence:</b></p> <p>(Using social media to macro serve and micro sell to your wonderful new clients)</p>	<p><b>Student Mentoring</b></p> <p>(Mentoring &amp; Mastermind)</p>
<p><b>All 12 Business principles will be discussed fully in class. Some examples are:</b></p> <ul style="list-style-type: none"> <li>Mastering the enrollment arrow</li> <li>Being a paid professional coach</li> <li>Creating paid coaching clients</li> <li>Creating &amp; asking for your coaching fee</li> <li>How to create an online group coaching masterclass</li> <li>Public speaking 101</li> <li>Technology for your business</li> <li>How to create the lifestyle you want with coaching</li> </ul>	<ul style="list-style-type: none"> <li>Positioning yourself as the SME expert through great content</li> <li>Social media skills and engagement strategies (Facebook &amp; LinkedIn)</li> <li>Learn the secrets of using Facebook &amp; LinkedIn to create clients</li> <li>Storytelling as a way to create value based content</li> <li>Out of class special training on how to create your own webpage (included in the price)</li> </ul>	<ul style="list-style-type: none"> <li>3 months of coaching &amp; business building support after the program ends</li> <li>In class mastermind business building sessions</li> <li>1-1 business coaching live in class with Dermot</li> <li>Guest master teachers mentoring and 1-1 coaching live in class</li> <li>Buddy coaching with a fellow coach (created in class)</li> <li>Group feedback on student's website and social media pages</li> </ul>

**Click here <https://thecelticcoach.com/business-building-3-month-program/> for more info or to register for the upcoming the Art & Science of Business Building for Coaches 2022 & Let the Business Building Begin!**

# The Art & Science of Business Building

## Guest Master Teachers of the Program for 2022

The Art & Science of Business Building program offers you the unique opportunity to learn directly from some of the world's top coaches and industry experts. They have designed custom lessons for this program that will give you the skills you need to make your coaching business succeed.

**Learn more about the master guest teachers and their lessons below.**



## Kerry Rego

### Mastering Social Media LI, FB

Kerry is a social media trainer, technology consultant, author, and speaker. She's a lecturer at Sonoma State University, adjunct faculty at Santa Rosa Junior College, and has authored three books about social media strategy and reputation management.

Watch a Previous In-Class Session Facilitated by Kerry Rego:  
How to Use LinkedIn and Facebook More Effectively in Business Building?

[https://www.dropbox.com/Kerry Rego-How to Use Social Media Effectively](https://www.dropbox.com/Kerry%20Rego-How%20to%20Use%20Social%20Media%20Effectively)



## Catherine Casey

### Fearlessly Building Your Coaching Business

Cathy (as she likes to be called) is one of the top 3 Principles teachers/coach in the US. She runs coaching programs all over the globe. And if that's not enough, Cathy also facilitated a highly successful coaching program at San Quentin prison - the very first of its kind in the United States.

Watch a Previous In-Class Session Facilitated by Catherine Casey:  
Moving Beyond the Fear of Rejection

[https://www.dropbox.com/s/6oyqx5utyu9kc5e/Catherine Casey-Fear of Rejection](https://www.dropbox.com/s/6oyqx5utyu9kc5e/Catherine%20Casey-Fear%20of%20Rejection)



## Melissa Ford

### Building A Successful Coaching Practice Through Service

Melissa Ford is one of the most widely respected and sought after coaches in America today. She is a business and life coach who works with entrepreneurs, executives, career changers, artists, you name it. Clients seek me out to address leadership and productivity challenges, role transitions, growth and profitability concerns, and other issues that have them feeling unfulfilled or stuck in their professional lives. In my 20+ years of coaching, I've developed a holistic approach to helping my clients.

Watch a previous in-class session with Melissa as she coaches the students on how to build a successful coaching practice through the art of serving powerfully and creating impact for clients.

[https://www.dropbox.com/s/bnk3iki5ievwmxw/ Melissa%20Ford%3A%20Creating%20a%20Prosperous%20Coaching%20Practice%20Through %20Service%20%28video%29%20.mp4?dl=0](https://www.dropbox.com/s/bnk3iki5ievwmxw/Melissa%20Ford%3A%20Creating%20a%20Prosperous%20Coaching%20Practice%20Through%20Service%20%28video%29%20.mp4?dl=0)



### About Dermot Butterly, ACC

#### Facilitator & Creator of The Art & Science of Business Building

Dermot graduated from Erickson's The Art & Science of Coaching in 2012 and has been a trainer with the Erickson Coaching International since 2015. Dermot is originally from Ireland and just celebrated his 25th year living in America. His background for the last 15 years has been in self-development. He has lead trainings and personal development workshops all across California.

His nickname in the coaching world is "The Celtic Coach." As a trainer, Dermot brings his years of experience along with his very skilled

Irish gift of the gab to create a fun and engaging online experience for all aspiring business-building coaches. Dermot's philosophy is simple - "Education with Entertainment." If you provide a fun and professional environment for students, great learning is sure to follow. Dermot has also received numerous awards for a two-year one-on-one coaching program he developed and presented at a homeless shelter in his community of Sebastopol, CA. Dermot attributes most of his success to his coach Steve Chandler.

#### Professional Qualifications:

- Advanced Client Systems by Steve Chandler (2 times)
- Certified SuperCoach by Michael Neill
- Case Study Business Building Program by Siawash Zahmat
- Erickson's Passion into Profit Business Building Program
- Erickson's Train the Trainer and Advanced Train the Trainer Program
- A whole new way to think about business by Michael Neill
- Falling in love with your business by Michael Neill & George Pransky
- Erickson Professional Certified Coach (ECPC)
- ICF Associated Certified Coach (ACC)
- Radio Talk Show Host & Professional Tea Drinker

#### Areas of Expertise:

- Public speaking
- Building prosperous coaching businesses
- Executive coaching & organizational development
- Entrepreneurial coaching & mentoring
- Small business leadership
- Nonprofit leadership coaching & training



*Dermot Butterly, ACC (the Irish guy)*

Facilitator & Creator of  
*The Art & Science of Business Building*

Ready to Start Building a Prosperous Coaching Business  
Click here <https://thecelticcoach.com/business-building-3-month-program/> for more info or to register for the  
upcoming the Art & Science of Business Building  
3-Month Intensive &  
**Let the Business Building Begin!**

“You Alone Can Do It, But You Can’t Do It Alone”  
Dermot’s Mam :)