

THE COACH FOR COACHES. HOST OF THE “NATURAL BORN COACHES” PODCAST

THE “ACCELERATE FOR
CLIENTS” GROUP PROGRAM
WITH MARC MAWHINNEY

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WELCOME TO THE ACCELERATE GROUP PROGRAM

“Thanks for your interest in my “Accelerate For Clients” group coaching program!

After the success that I’ve had with my 1-on-1 clients, I decided to offer it in a group format as well to fit the budget of more coaches, so I can help them get their businesses rocking and rolling!

Building a successful coaching business isn’t easy, but with the guidance from someone who has done it (and has helped others do it) it’s a lot easier.

If you want to make an impact with your coaching, transform the lives of others and are willing to give 100% effort, then I want to work with you!”

WHAT IS IT?

- It’s an intensive 12 week program for coaches, where Marc shows the strategies to build a coaching business that gets your IDEAL clients.
- Groups are limited to five coaches in each, so Marc can give focus to each participant.
- Each call is approximately 60 minutes, with reasonable access to Marc between calls for support.

WHO’S IT FOR?

- If you’ve been a coach for some time, but you’re not getting the results that you want, then this program is for you!
- If you want to become a coach, but haven’t started yet, the program is designed to be easy-to-follow (and great for getting your coaching business started the right way)
- It’s for those who want to make an impact on the world as a coach and help a lot of people, while being paid what you’re worth (this is a big theme of the program)

WHEN ARE THE CALLS?

- There are several groups running at a time – one meets with Marc in the daytime, and the other meets him in the evening so it can fit everyone’s schedules.
- The calls take place at the same day/time every week.
- The meetings are virtual, with recordings available should you miss a call.

WHAT’S COVERED IN THE PROGRAM?

- The flow of the program runs similar to Marc’s 1-on-1 “Accelerate For Clients” program

WEEK 1 – BUILDING THE FOUNDATION

- Program overview
- Why are you a coach?
- Declaring your income goal
- Setting up your ideal week
- The power of niching
- Determining your ideal client

WEEK 2 - YOUR WEBSITE & SOCIAL MEDIA

- **Optimizing your website**
- **Creating an attractive email opt-in and growing your email list**
- **Strategies for your email follow-up sequence**

WEEK 3 – YOUR 3 P’S (PROGRAMS, PRODUCTS, PRICING)

- Overview of the “3 P’s”
- Structuring your 1-on-1 program
- Creating your coaching agreement

WEEK 4 – DELIVERING VALUE TO YOUR MARKET

- **The power of “Value Nuggets” and “Freebies”**
- **Getting discovery calls booked**

WEEK 5 – POWERFUL DISCOVERY CALLS

- Structuring your discovery calls
- Strategies to convert your discovery calls into clients

WEEK 6 – GETTING YOUR NAME OUT THERE!

- **How to get booked for podcast/radio interviews**
- **Getting guest blogs/articles on popular websites and blogs**

WEEK 7 - BUILDING A COMMUNITY

- Attracting raving fans
- Creating a powerful Facebook group

WEEK 8 - FILLING YOUR GROUP PROGRAMS

- Building a “hands-on” group program
- Constructing a DIY course

WEEK 9 - AFFILIATE PROGRAMS

- How to set up your program
- Getting affiliates on board

WEEK 10 - GROWING WITH JOINT VENTURES

- Choosing the right win/win partners
- Approaching potential partners
- Structuring your partnerships

WEEK 11 - THE “FLEXIBLE” WEEK

- Catching up on anything not completed from previous weeks (this is an important call!)

WEEK 12 - MOMENTUM CALL

- Choosing your path going forward
- Additional options to build your coaching business (telesummits, webinars, etc)

WHAT'S THE INVESTMENT?

The “Accelerate For Clients” group program is \$1500 US (it can be paid in installments of \$500 x 3)

BONUS!

You'll get a 50% discount on the 1-on-1 podcast coaching program with a coach from Marc's “**Natural Born Podcasters**” team should you decide to launch your own show in the future

This can be used at any time, even if you decide to launch a show a few years after you take the group program.

HERE'S HOW TO SAVE YOUR SPOT!

To view the next available groups and to reserve your spot, go to www.NaturalBornCoaches.com/AFCgroup

QUESTIONS?

If you have any questions email Marc@NaturalBornCoaches.com.

He can arrange for a Skype chat to see if the program is the right fit for you!