

# The Art & Science of Business Building

## Erickson Business Center



### Creating a Prosperous Coaching Practice, One Client at a Time

The Art & Science of Business Building is one of Erickson's newest innovative programs. Designed to help the struggling coach build a successful & prosperous coaching business, one client 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 if you want 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 People Who:

- Want to create a part-time or full-time coaching practice
- Want to get clients but don't know "HOW" or "WHERE" to begin
- Have fear around inviting people into a coaching conversation
- Are not comfortable in asking people for money for coaching

#### By Enrolling in The Art & Science of Business Building you'll develop the skills to:

- Fill your calendar with client conversations
- Put a powerful coaching package together
- Offer companies and organizations your coaching services
- Discover your coaching fee and how to ask clients for it
- Have professional enrollment conversations with new clients
- Slow down so your business can speed up
- Use social media in a way that gets real results
- Connect to your own creativity so you never run out of business building ideas
- Create a prosperous business using your own unique skills & talent
- Begin and end a coaching conversation with a prospective client and much, much more...

[www.erickson.edu](http://www.erickson.edu)

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@EricksonCoaches



Erickson Coaching International

### Here's What You Get:

- 6-month online program: 2 classes per month, 3 hours and 30 minutes (all sessions are recorded and sent to you after each class)
- 4 master coach guest teachers per program (see list below)
- 1 weekly prosperity building coaching audio or video from Dermot – designed specifically to jumpstart your week
- 1-hour mentor call outside of class once per month where Dermot will coach 2 students in moving past any business building obstacles
- Our best peer practices program will give you a session once per month with another coach in the program to help you stay accountable to your business goals
- Lots of surprise bonus prosperity building downloadable audios from Dermot's personal library
- Free access for one year to the Coaches Inner Circle after the program ends. We will meet each month for an hour to share business building ideas, secrets, tech tips and best practices
- Access to the Business Building Academy where you can view your homework, watch videos, and listen to business-building audios for hours and hours
- Access to the private Facebook group page where coaches will be sharing best business practices, tips, masterminding and other useful business building resources
- Access to the Erickson Business Center resources where you can access lots of other business building templates & resources

Before making a decision to commit your time and money to this program, we recommend you join us for at least one complimentary [Coaches Café webinar](#) to see if this program might be the right fit for you. The experience of the Coaches Café will help you to start building your business right away whether you join the program or not.

**The Art & Science of Business Building program begins August 5, 2020.**  
The program runs Wednesdays at 10am-1:30pm PST on the following dates:

August: 5 & 19	September: 2 & 16	October: 7 & 21
November: 4 & 18	December: 2 & 9	January: 6 & 20

#### Payment Plan Options

- One-time payment of \$4,000 (save \$500)
- Two payments of \$2,250 (over two months)
- Six payments of \$750 (over six months)

To register for The Art & Science of Business Building, visit:

[www.thecelticcoach.com/business-building/](http://www.thecelticcoach.com/business-building/)

Registration for August 5 program ends August 4, 2020.

Next program series will be offered in spring 2021.

**Tuition**  
**\$4,500 USD**



Schedule a time to  
talk with Dermot about  
the program

[Click Here](#)

### The 3 Pillars of this Program:

1. The 24 Fearless Disciplines & Creative Selling Through Service  
(Development of sales competence - sales skills & sales process)
2. Mastering Social Media  
(Social marketing competence – using social media professionally)
3. Mastermind & Student Mentoring  
(Brainstorming & Mentoring support)

### The 24 Fearless Disciplines:

All 24 Fearless Disciplines will be discussed fully in class. Some examples are:

- Sell the experience of coaching, not the concept
- Fill your day with client conversations
- Being a professional coach
- Doing the doable to create a full client list
- Why clients say "NO" to working with you
- Why clients say "YES" to working with you
- Moving from "Am I worth my fee to how can I be useful?"
- Serving people will get you clients
- How much should I charge for my coaching?
- How to leave a client feeling hopeful every time
- Cold calling is not necessary for building your business
- Making a difference in a client's world

### Mastering Social Media (Digital & Social Marketing Competence):

- Using social media to macro serve and micro sell
- Moving past the social media obstacles
- Positioning yourself as the SME Expert through great content
- Social media skills and engagement strategies (Facebook, LinkedIn)

### Mentoring (Mentoring & Support):

- Students meet once per month in dyads to coach each other
- 15 minutes of class time for dyad practice discussions
- Monthly (90-minute) coaching mentor call with Dermot where he will coach students through

### Masterminding (Mastermind & Support):

- Coaches & Dermot will share tips, ideas, & best practices for creating clients
- Group feedback on student's websites and social media sites
- Private Facebook group page where coaches share useful business resources, tips, templates and the latest techie stuff

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 lesson's 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, or in [this video](#).



### **Kamin Samuel: Creating Your Business Through Your Own Unique Genius**

Kamin is an international rapid transformation coach and therapist. She has a unique gift for transforming limiting beliefs and behaviors to help coaches achieve their goals. Kamin has the distinction of being the US Navy's first female African-American helicopter pilot. She has authored 3 best-selling books.



### **Kerry Rego: Mastering Social Media LI, FB**

Kerry is the social media instructor at Sonoma State University. Learn how to use social media effectively so you don't spend all day doing posts, blogs & vlogs that don't go anywhere.



### **Melissa Ford: Creating a Prosperous Coaching Practice Thru Service**

Melissa is one of the most sought after life coaches in America today. With 20+ years of experience, Melissa brings a lot of experience and wisdom to the class room. Her new book, "The Journey of a Prosperous Coach" is getting wide acclaim in the coaching world.

[Watch a Previous In-Class Session Facilitated by Melissa Ford](#)



### **Catherine Casey: Moving Beyond the Fear of Being Enough to Do Whatever You Want to do in Your Coaching Business**

Cathy (as she likes to be called) is one of the top 3 Principles teachers/coach in the US. She runs programs and coaches 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.



### 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:

- Erickson Professional Certified Coach (ECPC)
- ICF Associated Certified Coach (ACC)
- Erickson's Passion Into Profit Business Program
- Erickson's Train The Trainer and Advanced Train The Trainer Program
- Advanced Client Systems by Steve Chandler
- Certified SuperCoach by Michael Neill
- A whole new way to think about business by Michael Neill
- Falling in love with your business by Michael Neill
- Bachelor of Spiritual Psychology, The University of Santa Monica (USM)
- Radio talk show host

#### Areas of Expertise:

- Building prosperous coaching businesses
- Executive coaching
- Entrepreneurial Coaching
- Small business leadership
- Nonprofit leadership coaching
- Drinking tea

### The Coaches Café

Get tips & videos on building a prosperous coaching business. Receive coaching from Dermot on building a prosperous coaching business and meet other coaches who are also building a coaching practice. Be in an environment of play, exploration & support.

[Register for an upcoming Coaches Café](#)

### Erickson Business Building Facebook Page

Join an empowering community of start up coaches who support each other on the path to entrepreneurial success. On this Facebook page we share practical tools, ideas, resources, and helpful information to ensure that every coach has the knowledge and support to turn their passion and talent of coaching into a profitable business. Content on this page includes:

- Business building videos including: Creating Your Unique Coaching Fee and How to Put a Coaching Package Together
- Interviews with world class master coaches
- Exclusive content from The Art & Science of Business Building program
- Weekly business building audios from Dermot

[Visit the Erickson Business Center Facebook page](#)

**Ready to start building a prosperous coaching business?**

[Click here to download exclusive, free content from The Art & Science of Business Building Program](#)