



## Business Development Academy For Coaches, With Dorie Clark & Alisa Cohn

### Invitation for Partnership

Whether you're just starting out as a coach or highly experienced, you want to build your business and attract great clients.

WBECs' New Business Development Academy for Coaches is created in partnership with seven-figure executive coaches, Alisa Cohn and Dorie Clark. The Academy is perfect for coaches who want to attract new clients, build a thriving practice, and generate consistent referrals. Learn how to increase reach and make a huge difference in the world. Put simply, the Academy's courses provide coaches with the skills, tools, frameworks, and mindset they need to build the practice of their dreams.

## The Partnership Opportunity:

You have a dedicated following of coaches in your community that are excited to build a thriving coaching practice.

Through partnering with the Business Development Academy for Coaches, you'll receive access to a beautifully designed Partner Center containing:

- Trackable links so we know who's registering from your community
- Pre-written emails to copy, modify, and send
- Social media images and sample content posts to share on Facebook, LinkedIn, Instagram, or Twitter

## What You'll Share with Your Community:

Emails and social media posts you'll share will present the opportunity to join a **LIVE - virtual and complimentary 90-minute masterclasses** taught by Dorie Clark and Alisa Cohn. In this session, Dorie and Alisa will reveal counterintuitive secrets to help coaches get great new clients. They'll help attendees shift their thinking about business development so they can finally build the business they want.

Specifically, attendees will learn how to:

- Shift their mindset around business development so it feels more exciting and less anxiety-producing
- Feel more confident in approaching potential clients
- Generate a clearer understanding of who to approach
- Talk about their offerings in new ways

Plus, attendees will hear about how they can continue learning with Dorie & Alisa. **At the end of the masterclass, your community will be invited to join Dorie & Alisa's 30 Day 'Get Clients Now' Quickstart for \$497.**

The goal of the Quickstart is to help coaches get new clients immediately while building the habits they need to create a sustainable practice long term. No matter where they're starting from, coaches will kickstart their practice in just 30 days.

Coaches will receive a new challenge each week, along with step-by-step tools and support to help them along the way. Each challenge will center around a different way to connect with new prospects and grow your coaching business.

## Should your community enroll in the course, you'll receive:

You have a dedicated following of coaches in your community that are excited to build a thriving coaching practice.

Through partnering with the Business Development Academy for Coaches, you'll receive access to a beautifully designed Partner Center containing:

- A 25% commission on the 30 Day Quickstart
- An automatic 25% commission on any upgrades to the full 10 Month Business Development Course - \$3994 (we will be sharing the full details of this program with your community once the 30 Day Quickstart is complete)
- Commission Earning potential: ***Up to \$1000 per program registration***

## Requirements for Partnership:

The only requirement for partnership is to commit to sending 2-3 solo emails to your community between **March 2 and April 1, 2021**.

We also recommend that you have an email database with at least 500 coaches interested in this topic in order to commit to partnership.

**To get started with partnership, please mark these dates in your calendar and register for partnership.**

## Business Development Academy - Important Partner Launch Dates:

- **February 17** - Partner Launch Webinar
- **Week of March 2** - Send first invitation email to your community
- **Week of March 15** - Complementary masterclasses begin
- **April 8** - Super early bird pricing ends
- **April 15** - 30 Day Quickstart begins



## How to Register For Partnership:

If you're currently a WBECs Partner, please log in to your Partner Portal ([partners.wbecs.com](https://partners.wbecs.com)) and select "**Business Development Academy.**"

If you're new to partnership, please email [partners@wbecs.com](mailto:partners@wbecs.com) and we'll get you started!

## The Minds Behind The Business Development Academy for Coaches:



### Dorie Clark

Dorie Clark has been named 1 of the Top 50 Business Thinkers in the World by Thinkers50 and was recognized as the #1 Communication Coach in the World by the Marshall Goldsmith Leading Global Coaches Awards. She's been described by the New York Times as an "expert at self-reinvention and helping others make changes in their lives."

As a consultant and keynote speaker, Dorie teaches executive education at Duke University's Fuqua School of Business and Columbia Business School. She's a frequent contributor to the Harvard Business Review and consults/speaks for top clients like Google, Microsoft, and the World Bank.

She is the author of *Entrepreneurial You*, *Reinventing You*, and *Stand Out*, which was named the #1 Leadership Book of 2015 by Inc. Magazine.

**Alisa Cohn**

Alisa Cohn is an executive coach who works with senior executives and high potential leaders to help them create positive permanent shifts in their leadership impact. She was the #1 Startup Coach in the world at the 2019 Thinkers50 Marshall Goldsmith Coaching Awards and 1 of the Top 30 Global Gurus for Startups of 2020.

Alisa works with executive teams to help them be stronger as a team, have the right conversations, and take the right actions to move forward faster. She provides practical tools and serves as a thought partner to support the challenging process of change. Leaders get the chance to practice their new behaviors and troubleshoot before doing them live.

Prior to becoming a coach, Alisa, a CPA, was the CFO of Clairvergent Technology Group, a Vice President at 2 high-tech startups. She was a manager and consultant at PricewaterhouseCoopers and The Monitor Group.