



The Business Development Academy For Coaches Introduces:

Build Your Business

with Dorie Clark & Alisa Cohn

Discover All the Secrets To Building a Sustainable Coaching Business

Build Your Business is the first-ever intensive learning course from the **Business Development Academy For Coaches**. The Academy is a global initiative designed to help coaches build sustainable, thriving, robust businesses following gold standard business development practices. It's headed by the World's #1 Business Development Coaches, Dorie Clark and Alisa Cohn.

By working with Dorie and Alisa in the Build Your Business Course, you will discover how to build a coaching business that consistently gets you clients tomorrow, 1 year from now, 10 years from now, and so on. You'll comprehensively understand how to develop your business - and feel completely confident executing your learning.

When you have a sustainable business model - and a mindset free of limiting beliefs - you're finally free to create an unlimited coaching practice.

Join the Build Your Business Course So You Can:

Grow a sustainable, thriving coaching business you feel excited about

- Increase revenue by getting clear on the unique needs of your prospects and solutions you provide
- Make strategic decisions about how and where to spend your time to get in front of your dream clients
- Learn a step-by-step process for structuring your proposals and contracts that get seen by decision makers
- Build an email funnel that nurtures prospects, delivers value and engages them to purchase a package

Develop a strong business by differentiating yourself and becoming known

- Stand out and differentiate yourself, so you can become known for your unique contributions and areas of expertise
- Own your niche and create a framework to use to support your clients and get results
- Identify the right events and conferences that your ideal clients attend and how to persuade organizers to book you to speak
- Get press to reach out to you

How Will Build Your Business Help You?

Build Your Business is divided into 2 parts:

Part 1: Business Growth Secrets for Coaches:

Advanced Tactics to Grow a 7-Figure Practice

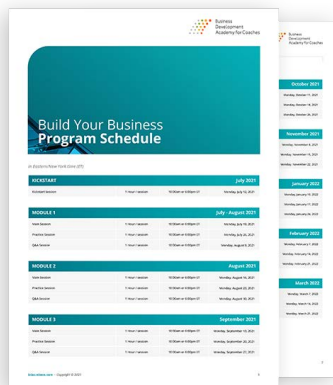
Part 2: Advanced Positioning Secrets for Coaches:

Grow Your Practice by Differentiating Yourself from the Competition

In each module you'll receive:

- **1 LIVE 60-minute session per month** with Dorie & Alisa, delivered in 2 time zones (10am/6pm ET)
- **1 LIVE 60-minute Q&A session per month** with Dorie & Alisa, delivered in 2 time zones (10am/6pm ET)
 - Get your questions answered in real time about the materials you're implementing
- **1 LIVE 90-minute Mastermind Session** facilitated by WBECS coaches
 - Dive in deeper with a small group of up to 12 coaches to implement materials learned
 - Sessions organized by coaching experience level so you can connect and network with your peers
- **Build Your Business Community**
 - Interact with your peers in our virtual community
- **A take-action challenge**
 - To put what you're learning into practice right away

Full Course Modules overview, 10 MODULES



[For Entire Course Schedule Please go Here](#)

PART 1: Business Growth Secrets for Coaches

Advanced Tactics to Grow a 7-Figure Practice



Module 1: How to dramatically increase your fees

- Increase revenue by getting clear on the unique needs of your prospects and solutions you provide
- Identify new adjacent services you can offer to increase revenues from existing clients
- Learn to present yourself with confidence as a top-tier provider
- Develop scripts to persuasively explain your increased fees to existing clients
- Stop underselling yourself by charging too little



Module 2: Break into new markets and work with higher paying clients

- Work with new audiences that have more comfort with paying higher fees
- Make strategic decisions about how and where to spend your time to get in front of your dream clients
- Identify current low-value clients to let go, so you can decrease stress and create room to grow a more lucrative practice



Module 3: How to generate “automatic” leads

- Learn how to identify and capture the leads and referrals that are hiding in plain sight
- Engage with leads in a proactive yet comfortable way, so you can fill your pipeline and have new clients and referrals coming in on a regular basis
- Create a compelling “lead magnet” that prompts prospects to opt in to your email list
- Build an email funnel that nurtures prospects, delivers value and engages them to purchase a package



4 MODULE

Module 4: Create proposals decision makers can't resist

- Learn a step-by-step process for structuring your proposals and contracts that get seen by decision makers
- Know how to ensure you're talking to the right person capable of closing the deal
- Help your prospects understand the value of coaching by communicating solutions that fit their needs
- Understand how to structure your contracts to minimize the chances that prospects back out or decide to stop midway through



5 MODULE

Module 5: Overcome client objections and close the deal

- Get the exact scripts and tools you need to handle objections, clearly explain your value, and ultimately land clients
- Turn objections into coaching moments and opportunities to close business
- Learn how to close clients in a way that feels authentic and non-aggressive
- Use objections as a way to demonstrate your coaching skills - watch roleplays of how we talk through objections

PART 2: Advanced Positioning Secrets for Coaches

Grow Your Practice by Differentiating Yourself from the Competition



Module 6: Become known as a leading authority in your marketplace

- Stand out and differentiate yourself, so you can become known for your unique contributions and areas of expertise
- How to own your niche and create a framework to use to support your clients and get results
- Get press to reach out to you
- Become known by your writing and materials you put out there



Module 7: Turning rejection into fuel - how to overcome obstacles and setbacks in your practice

- Come to terms with objections more quickly and turn them into opportunities
- How to track your progress, even when it feels like you aren't moving forward
- How to avoid the 'comparison trap' of measuring yourself against other coaches



Module 8: Getting booked to speak and high level strategies to reach your ideal clients

- Identify the right events and conferences that your ideal clients attend and how to persuade organizers to book you to speak. Then create an 'echo chamber' that prompts them to reach out to you
- Develop a talk that addresses clients' most pressing needs and a call to action so they connect with you

**Module 9: How to save 3-5 hours a week and grow your practice, even when busy with clients**

- Get the exact frameworks you need to ensure you're using your time efficiently
- See sample calendars to help you schedule the right activities at the right times, so you can accomplish more with ease
- Cut the time you spend on social media content creation in half - without sacrificing results

**Module 10: Work now, earn forever: Develop passive income streams to grow your revenue**

- Identify compelling online course topics - and learn how to test them with your ideal clients before investing time creating them
- Develop effective strategies to market your course to B2B (business-to-business) and B2C (business-to-consumer) audiences
- Understand how and when to partner with online course marketplaces, and when to offer courses on your own

Ready to Join the Build Your Business Course?

No matter what stage your coaching practice is in now, you'll learn how to create a practice you feel even more excited about. Start working with your ideal clients at the price point you deserve. By the end of this course, you'll have all the tools you need to build a thriving practice that you feel well-equipped to manage moving forward.



Register for the Build Your Business



10 Modules of Live-Virtual Sessions:

- 10 - 60 min Business Development Trainings with Dorie & Alisa
- 10 - 60 min Q&As with Dorie & Alisa
- 10 - 90 min Facilitated Mastermind Sessions



3.5 Hours of Live-Virtual Sessions per Month



Virtual Membership Area with Access to:

- Video & Audio Recordings
- Transcripts & Notes Templates
- Session Slides
- Tools
- Sample Scripts
- Step By Step Implementation Checklists & Guides
- Community Support



35 ICF CCEUs



Register by June 15 to **Save \$1000**

Pay in Full
\$3,497

OR

10 Months Payment Plan
\$367

GET ACCESS NOW

10 - PAYMENT PLAN



Have questions?

If you have any trouble registering, email bdsupport@wbecs.com

and we will personally register you. You can also call

+1 415 228 6857