

Business Basics for Coaches

There's NO Business

Like NO Business

Unless you know business.

So, let's talk business

Business Basics for Coaches

- Been thinking about a website for months? I'll have you up with a good website that you control in 1 hour
- Don't know what your brand identity is? Its really simple - learn why.
- Futzin with designing your perfect business card and still not happy? No more
- Swamped by the Time Management demons of self employment? Simple Solutions Given & two new ways to think about time
- In/On/Over/Under the business - where have you been working? This is about working ON the business.
- Maxed out your hobby of coaching? Ready to create a business? ~ LETS GO!

So, LETS TALK BUSINESS. Practical, applicable, nuts & bolts stuff. I have successfully run several businesses & understanding the challenges of solopreneurship – come tap my brain, be coached, and become a business owner.

I want you to be GREAT!

Progress and shifts in momentum guaranteed. Miracles are optional.

Next In-Person Program

4 Evenings 6-8pm

Location & Date: To Be Determined

Cost (\$285 includes Materials)

Register TODAY at the webstore

http://matthewrochte.com/store/index.php?main_page=product_info&products_id=10

- Contact Matthew via contact us page or at 612-332-1642

Are you tired of hyped business/marketing programs for coaches that you are unsure of the results?!

I know I am.

I am also tired of seeing so many people going to these courses thinking that they are going to learn about business when what they really are taught are nifty marketing techniques. The problem is that these classes teach marketing not business. They are related but distinctly different. Don't get me wrong marketing is key to growing your business. However, unless you have the basics of business solidly down any marketing techniques you try to apply will fall flat. Basics of business first.

So, I'm going to be direct and simple and give you a very practical program that you can use and apply immediately during and after each class. I am teaching the basics of business.

Everything from:

- Who are you as a business owner
- to managing your time resources and energy
- to how to build a website in an hour that you don't have to futz with because you are happy with it and you control it at anytime.
- to the ins and outs of being a solopreneur.
- to a whole lot more (pick my brain)

[Pitch](#) | [Program](#) | [Guarantee](#) | [Who is Matthew](#) | [Details](#)

Cost \$285 (Materials costs included)

& there is a program guarantee

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Is this you?

- You've been through coach training and you know that are a good coach.
- Your business, however, isn't where you thought it should be by now.
- You realize that you are clueless or at least deficient in the know how of owning a business.
- You may or may not have a website, but in either case it is not serving you

If this is you then LET'S TALK BUSINESS.

What I am offering is a 4 part class on the Basics of Business- in particular a Coaching Business. Practical, applicable, nuts & bolts stuff from structure to websites to money to businessplan to how to be a business owner.

This is not a training program about coaching. This is about all the stuff they didn't teach you in coaching school and now really realize you really need to know. If you want to go deeper in your coaching, I'd love to chat with you about that separately.

My guess if you are like most of the coaches I know, you freak out when the concept of marketing comes up - to the point that you go into analysis paralysis and stop functioning. That's dumb! And that's natural. However, the reason it is dumb is because it causes you to stop working on your business right then and there. Without the business you really can't build your practice, its just a hobby at best.

You tend to stop in your tracks usually because someone somewhere told you "you've got to have a marketing plan!" Yes I totally agree with this sentiment, AND you don't need to have a marketing plan to start your business and get moving. There are more basics things that need to be handled and can be handled and should be handled first IMHO before you get to marketing plans and techniques.

Let's get you started cleanly, simply, and in the least stressful way I know how. Let's get you to become a top notch business owner AND a coach. The marketing will come and will reflect who you are becoming versus who you think you ought to be. Let's get down to basics.

I have successfully run several businesses & understanding the challenges of solopreneurship – come tap my brain, be coached, and become a business owner. I want you to be GREAT! Progress and shifts in momentum guaranteed. Miracles are optional.

Program:

So here are some of the key areas we will cover, you will learn, and you'll discover is a lot simpler than you knew. We are going to cover a lot of material and do it in a way that should be easy, powerful and accessible.

- 1 Day website that is painless & easy & works
- Writing a business plan that doesn't kill you and may actually be fun

- No-Fuss Instant Brand, Business Name, & presence in a day (try 1-2 hours)
- Time, Energy, & Resource managements
- Money \$\$\$\$
- Perception & Reality & State of Mind
- Essential habits, rituals, tools, business essentials, tools, practices, structures etc.
- Understand the power of perception and its role in running a smart business.
- Environmental Influences and Killers
- Who are your professional allies and how to use them. i.e. VAs, CPAs, Personal Board, etc
- Profit vs Growth vs # of clients
- Legal & Ethical questions
- Ongoing sustainable business practices
- Your own professional & business growth management
- & more

Materials Provided: (\$100 worth of course material included in the price of the course)

- Binder of tools, lists, resources & almost everything we talk about in the class, & somethings we don't)
- Professional Foundations Manual - for ongoing sustained success in your business & practice
- Surprises ~ they'll be juicy learning tools

Guarantee:

Simple: 100% satisfaction guaranteed

If you are not satisfied with the class and/or you do not feel that the material has or will benefit you in anyway, simply return the course material and I'll refund your money.

Who is Matthew: Official Bio: Matthew Egan Rochte is a 15 year coaching veteran helping coaches be GREAT! As a

serial entrepreneur his business experience ranges from solopreneurial businesses to manufacturing to coaching alliances. His work with coaches covers Basics of Business to integrated coaching techniques; from Spiral Dynamics to Spiritual Intelligence; From Flow to HF Model; from Arbinger work with Self Deception to Coaching from Within to touch client's souls. Matthew is the past president of the Minnesota Coaches Association and serves on the ICF Ethics & Standards Committee.

Casual Bio: I have been coaching for 15 years since 1991. This is when I encountered a personal trainer/coach who shook me to the core and started me on a new path in life. I have successfully run several business in my life from service industries to owning and operating a manufacturing business to running a national coaching program. I am a serial entrepreneur and recently realized that one of the gifts that I have to share with the coaching community is my fundamental business sense and experiences in business and doing business right. Do I always practice everything I teach? - No, but I have and do for the most part. For the areas that I don't it is usually because the scenarios I am dealing with are beyond the scope of this program. (Call it Business for Coaches 2.0 for example multiple streams of income, complex website design, multiple businesses, etc.). This program is about the basics of business. For more information about me check out my bio and who is Matthew section on my main website [click here](#)

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Teleclass version of the program are running regularly - see the teleclass page.

Click on the contact Us link above and let me know you are interested in attending.

Cost: \$285 (\$100 in material costs included)

of classmates: Max 10 people

Registration Deadline: 1 week prior to class to order materials

Register TODAY:

- via webstore http://matthewrochte.com/store/index.php?main_page=product_info&products_id=10

- By email at matthew@coachingintentionally.com

- or call Matthew Rochte at 612-332-1642

- Register Today

CoachingIntentionally™