

Masterclass: Branding and Marketing Your Coaching Business

Overview

Being a great coach is the first step towards creating a coaching business. However you need other skills to be able to set up your own coaching company. An absolutely essential skill is how to brand, market and sell your services. In this highly interactive masterclass, you will coach and be coached to create a brand, identify your market and sell your own coaching services.

The masterclass will help you:

- develop a brand position
- identify your 'sweet spot' customers
- understand the value you offer and create
- determine your approach to pricing
- sell and market your services
- encourage repeat business, case studies, testimonials and referrals

This workshop will enable you to compare and contrast best practice and build an approach that will work for your business.

Key learning outcomes

You will leave the workshop with:

- clear ideas of how to brand your business
- knowledge of your ideal clients, how to reach them and qualify them as in or out
- an understanding of the value you offer and how to articulate this
- a clear approach to time, value or brand pricing, including if and when to offer your services for free
- a methodology for selling a retainer service after any coaching programme



7 March 2019

Speaker

Michael Beale

Location

Henley Business School
Greenlands,
Henley-on-Thames
Oxfordshire
RG9 3AU

Agenda

09:00 Registration
17:00 Close

Fee

£175 + VAT
10% discount for Henley alumni
and current students

To book your place, visit

<https://hly.ac/brand-masterclass-19>



Michael specialises in Marshall Goldsmith's stakeholder coaching and business coaching, as well as neuro-linguistic programming (NLP).

He works with Marshall Goldsmith and Richard Bandler (NLP co-founder), as part of the Marshall's network he sets up international coaching programmes and coaches individuals worldwide via Skype.

For the past 15 years he's been building on his sales and marketing skills by working with coaches, consultants and entrepreneurs to help them set up, grow and move on from their businesses.

Previously, Michael had 20 years in retail buying, business development, marketing and business strategy in major companies. His last corporate role was developing the business strategy for a £billion division in the BT group.

Additional one-to-one coaching

You may also be interested in working with Michael to develop the themes of this masterclass in relation to your own coaching business. If so, Michael is offering a 45-minute discovery and action-planning coaching session, via Skype. The discounted price for the session is £100 + VAT. If you are booking both masterclasses in the series, a one-to-one coaching session is available after both.

Event content and delivery style

This session is delivered using a workshop-style approach that enables all participants to become actively involved and talk about their own situations concerning how to set up a successful coaching practice.

Using a combination of lecture and exercises, participants will leave with actions and approaches that can be applied to their individual situation.

Who is the masterclass for?

This session is for aspiring independent coaches who are looking to set up a successful strategic coaching practice.

Masterclass Series

While this masterclass stands on its own, it complements our **Setting up and Managing Your Coaching Business** Masterclass on 5 June 2019. There is a 10% discount available if you book both masterclasses in the series at the same time.

“ *His relaxed, yet highly motivational, expertise in building a change culture is superb.* ”

Henley Business School

For more information, please contact:

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