



Business Coach

CERTIFICATION PROGRAM OUTLINE



Module One

BUSINESS COACHING OVERVIEW

Lesson #1:
INTRODUCTION TO THE BUSINESS
COACHING INDUSTRY

Lesson #2:
WHY PEOPLE HIRE BUSINESS COACHES

Lesson #3:
TYPES OF CLIENTS

Lesson #4:
TRAITS OF A BUSINESS COACH

Lesson #5:
IS BUSINESS COACHING RIGHT FOR YOU?

Module Two

PRIMARY REQUESTS FOR BUSINESS COACHING

Lesson #6:
BUSINESS PLAN

Lesson #7:
BUDGET

Lesson #8:
SALES

Lesson #9:
EMPLOYEES' MANAGEMENT

Module Three

SETTING UP YOUR BUSINESS

Lesson #10:
ORGANIZATIONAL STRUCTURE AND
MANAGEMENT

Lesson #11:
PREPARATION FOR INTERNAL SET-UP AND
ONSITE DEVELOPMENT

Lesson #12:
ACQUIRING THE APPROPRIATE LICENSES &
PERMITS FOR YOUR BUSINESS

Lesson #13:
BUSINESS INSURANCE, TAXES, LEASING &
OTHER FINANCIAL MATTERS

Lesson #14:
**SECURING THE RIGHT LOCATION FOR
YOUR BUSINESS**

Lesson #15:
**INTERNAL ACCOUNTING & CASH FLOW
CONTROL**

Lesson #16:
FINANCING YOUR BUSINESS

Lesson #17:
**E-COMMERCE & ONLINE BUSINESS
OPPORTUNITIES**

Module Four

BRANDING & MARKETING YOUR BUSINESS

Lesson #18:
**BRANDING YOUR PRODUCT, YOURSELF &
BUSINESS FOR MAXIMUM EXPOSURE**

Lesson #19:
**MARKETING, SOCIAL NETWORKING &
INTERNET ADVERTISING**

Module 5

THE COACHING PROCESS

Lesson #20:
**PROCESS OF GETTING YOUR FIRST
PAYING CLIENT**

Lesson #21:
**THE COACHING CONSULTATION
SESSION**

Lesson #22
**CREATING IRRESISTIBLE COACHING
PROGRAMS**