

18 Reasons Why I Chose The Coaching Business Model Over Others

by GregDeTisi - Friday, September 30, 2016

<http://THE SMALL BUSINESS GROWTH BLOG.COM/2016/09/30/coaching-business-model/>

Coaching - And Why I chose The Coaching Business Model Over Others

Coaching Business Model

When I started out over 15 years ago I really had no clue where was going.

All I knew was I hated my job, I hated working for others.

And I knew that I wanted to help others to do what they loved the most. How was I to do that? Through coaching and mentoring.

So, I started looking at about a million options. I chose network marketing initially as I loved helping people and from there I started some online things. But, I really wanted to combine the two areas.

All I could see was promises of 'making you rich' online and tried about 500 different things. My experience from that was vast yet I barely made nay money. What I did earn was a rich and useful lesson. That was to do my own thing. Then I just had to decide HOW I would go about it. I decided I needed to make a difference so I just built my website and blog. Then I didn't even know what I stood for but I just knew in my heart what I wanted to do.

So, I want to share now the most amazing reasons why coaching rocks. And by the way, this isn't promotional at all this is about the key elements that make coaching worth looking at that's all.

Sometimes we may have an idea but, we just don't know how to express that, and that's why we often get stuck knowing which type of business model to go for. This is the real sticking point for most of my clients who are seeking to start a new small business.

So Here Goes - Ready?:

Great reasons why coaching business model is a solid business model:

- 1) Coaching is about communication and talking to others. We do this every day anyway so why not get paid to do it?**
- 2) Coaching is almost virtual so you can work anywhere and anytime, you are not tied to a place or to solid products.**
- 3) Coaching pays very well and is growing at a rapid rate. In fact growth experts say at 18% per year**
- 4) Coaching is now worth \$2 Billion per year and growing.**
- 5) Coaching means that you can grow a list and share other products and services that pay you such affiliate products**
- 6) Coaching can be learned by almost anyone. You can start today training if you wish.**
- 7) Coaching is easy to share. You can have a conversation every day just as you do in coffee shops**
- 8) Coaching is easy to expose as you can use all kinds of media, videos etc. to spread your word**
- 9) Coaching has many options so you can use your current experiences to chose which area to coach in i.s fitness, life, business etc**
- 10) Coaching will help you to grow and others to grow. So it's win win.**
- 11) Coaching allows you to have many products and services. Books and trainings. ALL VIRTUAL.**
- 12) Coaching will help your family also as you will become a better listener thus create better relationships**
- 13) You can charge anything from £75 per hour to £1000 depending on your skill level, experience and training.**
- 14) There are various schools to learn from so you can choose what suits you and how much to pay.**
- 15) Coaching is a very powerful influence in our culture and many famous people and athletes see the value in it so they pay big bucks.**
- 16) Lower marketing costs and No big investments really necessary**
- 17) Low stress and low tech business if ran right**
- 18) You can start getting clients pretty much right away**

NOTE: This post has been updated - and today I am consulting only, but this is simply due to the fact that the model and working style works for me and I am simply hired more as a consultant. I coached

clients for many years, also mentored for many years and supported many hundreds of clients through Coaching in a global business, but we can choose and that's the beauty of this also.

NOTE: If you want to understand the difference between coaching and consulting [CLICK HERE TO SEE WHAT FORBES SAY ABOUT IT](#)

Today we are living in a world of uncertainties, and this is not meant to frighten or scare anyone, it is just important to be aware of the the fact that - in our world not everything is as certain as it may have once been.

In many ways many jobs now are going, and some are even being replaced by robots, so due to various reasons in our current economic climate, so this area could be a viable alternative.

Many Careers are now becoming unstable and people are seeing that there may be a need for another way to earn.

So, this forces us to re-examine our lives and roles and look at our choices, which can often mean that we are finding we have to find new ways of doing things and in some cases a kind of reinvention.

But, that's also where WE CAN COME IN as coaches and mentors.

Not only can you become a Coach, but you may be able to to serve others in exploring their careers and lives now.

The Coaching Business Model is very low risk compared to many other businesses, as there is minimal costs, and as long as you have some education around what you do you could be set up fairly quickly.

Coaching Business Model

So, does that wet your appetite a bit?

It did for me 15 years ago - and that's why I saw it as a no brainer then as I wanted to help others. Plus I simply loved and still love seeing progress in others and supporting and empowering others to live in lives they choose to live in.

*I even wrote a book about my journey, called 'The Calling' which was my 26th book - as I wanted to share my story, what I did but more importantly what others can do. **BTW - You can grab that book by clicking on the image!***

There are many ways to earn as a coach also as you can charge 1ON1, group coaching, workshops, or recurring billing or packages and events. So, think of the options there and start with one. We can use webinars, teleseminars, podcasts, e-mail promotion and more, which can all feature as a part of our enterprise and brand exposure. That's what got me interested on a deeper level.

I also read many books about this and a book by Brendon Burchard called 'The Millionaire Messenger' really showed me what I could create, and this really took my business to the next level.

So, once you are qualified you can sign up someone very quickly. Conversations start in coffee shops and on Facebook and we start to get the word out, so it's all up to you to decide on how you generate the conversations and ultimate conversions.

Did you also know that TODAY, NOW, more people are learning about coaching than every before? More people want coaches but also more people are becoming coaches.

It is a huge industry and only increasing in size. This is because more and more people know that most people need help in some way. Also, we can earn a great living working for ourselves with little overheads. Gone are the days where people think that they CAN ONLY get help from a therapist or Doctor as many simply don't need this, they need support, accountability, empowerment, motivation, guidance, goals, vision, mentorship and so on which conventional practices don't always offer.

Many of my clients have already tried various routes and found my empowerment angle way more effective in getting them the help they need, so it works for both of us.

Now - I am helping clients from all backgrounds and from all cultures all over the

world, so it is becoming a globally respected form of help. And - as if it couldn't get any better - you really don't need that many clients to make a full time living as a coach or to own and operate a coaching business model.

This comes down to charging what you are worth. If you charge low then of course you will need more clients but, if you are a professional then there really is no need to charge too low.

Desperation = charging low and it doesn't sit well with being respected, so you need not only an income plan but a cost plan for all expenses and what you will charge. You can charge by the hour 'or' for a program or system. This is the beauty of creation, we can decide how we coach and to a degree what we charge.

Coaching Business Model

Why I Chose The Coaching Business Model Over Others

POTENTIAL COACHING CLIENTS ARE ALL AROUND YOU

As I said before, most people need some form of help. And they are all around us. They might be in coffee shops, in the street, in your office, at home, in your neighborhood and of course online around the world. So, the key is in finding those who need YOU. Not another who is similar but YOU.

Personally I use a variety of client attraction strategies myself and I hire experts to help me. I have learned and consistently learn from many global experts on the art of client attraction and selling, but I do believe that selling doesn't need to be a fearful and hard experience. It can be very pleasant if actioned right. The real key is in sharing. But sharing from a place of confidence. When you and I believe in what we sell, we don't need to be desperate.

So, what can you do about it now?

What position are you in?

What training have you done?

What niche could suit you?

What other experts could you contact?

Remember, it doesn't need to cost you the Earth either:

To start with, this post cost me nothing more than an hour to write. Think about it! I can attract clients from an hour of writing this, so it doesn't need to cost you a lot, it just requires some creativity. And it requires a need for measuring our efforts.

When we know where we will attract clients (and there are many ways) we can look at the how's and then focus on scaling up our efforts in one place or another. We can outsource what is required also.

Joining Professional Organizations

What I recommend also is that 'if we wish to be a professional' and 'act as a professional' we need to treat this like a professional.

I personally joined a ton of organizations out there to support me. Some were paid and some were free. The great thing here is that, you can become branded and exposed on the most looked at coaching websites out there, so in other words - these sites market for you most of the time. But I would never solely rely on one source.

I do believe in making videos, as this is a really great way to get yourself into people's homes as they can see you and hear you of course, and you get to impress them with some great value. Other ways to promote also include webinars, LinkedIn, podcasts and Instagram. These all can help with positioning you as the expert, and - one of the greatest tools I have found and used which is also FREE is:

IAPLC Which Is an awesome Official Place For Professional Coaches and coaching business model owners To all connect and share ideas.

Coaching Business Model

Another organization that I personally joined is 'IIC' The International Institute Of Coaches. As they have great opportunities for growing your certification and expertise in your coaching business model no matter what type of coach you wish to be, plus they help you become an internationally recognized Coach.

You can join them for as little as £60 per year with amazing benefits, not available anywhere else in the coaching space.

Coaching Business Model

There are other great organizations and I can recommend also the ICF or (International Coaching Federation). And if you Google the key words Coaching federation or something similar to that you will find them and be able to explore for yourself what may support you the most in your journey.

The biggest thing I have learned from running a Coaching Business Model and being a coach is that I NEEDED A COACH to guide me also.

I hired 3 of them and I paid a great deal of money to educate myself and become my best.

If you ask any successful expert or professional in anything, they will tell you that they hired a coach or a mentor - and that's very often 'why and how' they became a success, through getting help and treating their business seriously. Now, if you want someone to keep you accountable and guide you through this process of understanding the Coaching Business Model set up then get the help, as investing in yourself is the greatest gift you can ever give yourself.

I am humbly proud to say that have already helped many coaches from many countries personally 10N1 to create successful business models and I know that you can create one also IF you are passionate enough to take it seriously.

It is all about how you position your brand and it's also about being unique in some way. So, it's a combination of offline and online tactics and strategies that really take you from struggling coach to earning a great income every month. And it is also about HOW you monetize your business; For example, charging 10N1 is cool but you can also charge for workshops, groups and on webinars

remember? You can also sell courses, books, podcasts, affiliate products, other coaches services and more to raise your streams of income.

Coaching Business Model

But it takes hard work and determination, just as all businesses require. If you treat it like a hobby or a bit of fun, then it will probably never take off. However, I'm not saying DON'T HAVE FUN! I believe in fun in what I do, every day I enjoy what I do and I think this is vitally important, but it must be treated as a business and you need to be serious about how you build it.

Why I Chose The Coaching Business Model Over Others

If you wish to contact me personally to learn more about how I coach and how to make a \$10k+ per month business contact me at www.GregDeTisi.com and fill out a session form where we will go over how you can get started right away. But if you would rather explore various ideas about business models and not just coaching, then try my Self study course for just £29.70 with no fees whatsoever, then try my \$10k per month passion to profit self study course [here if you fancy going at your own pace](#). There is no risk and I will give you a full refund if you are not happy in the first 28 days.

Maybe you are not sure what type of business owner or coach to become - and there are a few choices but many more choices in business today.

So that's why my course helps as it helps you to define your core niche areas. So, in the course I made, It will help you define your core area using your skills, passions, experiences, talents, past knowledge, work knowledge and more. You can also explore where others complain, and where there is something missing in the market and become the solution.

So, this is all possible in crafting the right offers and creating a business which you can really love working in every day.

The key is to focus and take significant daily action.

I believe that 'becoming the best' means being in the right area for you and for your clients/customers. No matter what business you wish to run, it's about understanding where you can be of most value and serve the right types.

As always I wish you the very best

Greg

[CLICK HERE TO START A PLAN WITH ME TO BEGIN YOUR COACHING BUSINESS NICHE](#)

[READ MY BOOKS HERE](#)

[TRY MY \\$10k PER MONTH PASSION TO PROFIT SELF STUDY BUSINESS FREE](#)

coaching business model

The Coaching Business Model is a truly vibrant area to work in - and it is growing all of the time!

PDF generated by Kalin's PDF Creation Station