

MONTHLY COACHING PROGRAM

QUICK START!

*I'll Show You the Basics of Why You Should Have
a Monthly Coaching Program. Guaranteed...!*

Aaron...



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Introduction to Monthly Coaching Programs

Monthly coaching programs are one of the easiest ways to teach people your methods and techniques in your own niche or area of expertise, and they can be remarkably easy to implement, if you know how to do it.

In this short introductory ebook, I am going to show you how easy a monthly coaching program can be, and show you the reasons why you should seriously consider creating a monthly coaching program.

Benefits of monthly coaching program

Some of the benefits of having a monthly coaching program are:

1) For the client, they get the accountability that comes with meeting with you regularly. This is critical, because so many people need that accountability to get more things accomplished. Even if a client knows what to do, they may not know how. Or they may know what to do and how to do it, but struggle with the motivation to actually do it - even though they genuinely desire to do whatever it is. And by having a coach who holds them accountable, they tend to get more done faster.

2) For the client, they get the ongoing support from you that is often necessary to make real change happen. This really helps with the accountability issue I mentioned above. Some of my own clients have expressed to me that one of the biggest things that I do for them is just being there. Knowing they can call me or email me with a challenge or a problem has been a big help to those clients.

3) For you, you get guaranteed income each month, as you know the percentage of clients who remain enrolled month after month. You can predict how many clients you need to enroll each month to keep your income where you desire.

This is extremely important as you attempt to build some freedom into your own life. Many times entrepreneurs simply trade one job for another when they choose to go into business for themselves.

Instead of creating a business that gives them freedom, they simply create for themselves a new “job” – one that again only pays them when they are working. With a monthly coaching program, where clients are enrolled and billed automatically each month, you can literally take a months vacation or longer, as long as you prepare coaching materials in advance, and if you are coaching any of it live, you make yourself available during that month during the coaching times.

You are no longer constrained by only generating income when you are physically selling. Of course this does not mean that you never have to sell, as you will lose clients from time to time, and will need to sell to replace them. But it does give you much more freedom than just making one time sales.

4) Clients tend to get real results when they are involved in a monthly coaching program – and when clients get real results, they tend to stay in your program longer, and they tend to tell others what you are doing for them

5) Clients tend to like the step by step guidance that can come through a monthly coaching program

Overview – What is a Monthly Coaching Program

A monthly coaching program is just that...a coaching program that is designed to assist your clients on a monthly basis. Now, in reality, often a monthly coaching program will include access that is more frequently than monthly, but the billing is set up as either monthly, or encompasses a set of months. A monthly coaching program contains a set of teachings or access that generally repeats month after month.

For example, it might contain a monthly telephone call, either one on one, or in a group setting. It might contain a monthly recorded audio, or a monthly recorded video. It might also contain a monthly lesson (or more), a monthly newsletter, or a monthly CD or DVD.

A monthly coaching program might also contain some level of access to the teacher...for example email access, telephone access, or some type of forum access.

One of the big advantages to the client in a monthly coaching program is generally the ability to ask questions, so it is generally important to include some level of personal access to you, the teacher or coach.

What Niches Are Good For Creating a Monthly Coaching Program?

At this point, let's talk about the idea of creating monthly coaching programs for your niche. Now, these are going to be some general guidelines, and not hard and fast rules.

I simply don't want to inadvertently give the impression that your niche won't work for coaching – in fact, my guess is, most niches will.

Sometimes it takes some creativity, but in most niches you can come up with something! If after reading this, you are still struggling with whether or not you can create a monthly coaching program, or what to include in it, send me an email and I can help you figure all that out.

So, Let's Get Started...

First of all, just about any niche in the information products realm is a good niche for coaching. You see, in the information products arena online, you are teaching people how to do something, by its very nature.

And any time you are teaching people how to do things, you generally have scenarios where no matter how well you write an ebook or record an audio, people still need additional help to get it all done.

They need explanation, they need motivation, they need someone to hold them accountable. So generally any information niche can handle a coaching program.

So Some Niches Might Include:

Business development (anything and everything to do with helping someone improve, increase or start a business).

Online business development (anything and everything to do with helping someone improve, increase or start an online business).

Health ((anything and everything to do with helping someone improve, increase or start a health program...for example, weight loss, weight gain, psychology, life improvement,

positive attitude, any disease, motivation, etc.)

Any Service Professional...For Example, Psychologist, Hypnotist, Doctor, Lawyer, Etc.

You should be getting the idea...and please don't take this list as comprehensive, because it is not. If you have any doubt or question about the viability of your own niche, drop me an email or give me a call and I can help you decide if your niche is good for a coaching program.

What About Other Niches That Are Not Information Oriented?

For example, let's assume you sell something physical – but perhaps the user of it needs help operating it. For example, a certain type of machinery, or a certain type of software (not physical, but the idea applies), or a certain type of service.

Many of these areas could use a coaching program that helps the users better understand or use the machinery or service or software.

How to Set Up a Monthly Coaching Program In Your Niche

So, if you have decided you want to create a monthly coaching program in your niche, how do you do it?

One of the first things you need to decide is what you are going to include in it.

There are so many things to choose from; here is a partial list:

Email availability

Audio recordings
Telephone access
Video access
Video recordings
Forum access
Access to your books and tutorials
Monthly Q & A phone calls
Monthly mastermind calls
Monthly teaching calls
Monthly group coaching sessions
Monthly one on one coaching sessions

With just a little imagination you can add to that list...perhaps create CDs of the calls or recordings, a print newsletter, and online newsletter, etc.

And of course any of the monthly suggestions can be done twice per month or once per week – just be sure to price accordingly! You can also have several levels of coaching...more access for those who are willing to pay a higher price.

So you could have 3 levels of coaching:

Level One:

Limited email access
One q and a call per month
One teaching per month
Access to a prerecorded product in your niche
Suggested price: \$100 per month

Level Two

Everything in Level One, plus:

A group coaching call per month

An additional q and a call per month

More email access than in Level One

Suggested price: \$200 per month

Level Three:

Everything included in Level Two, plus:

An additional coaching group call per month

All calls on CD delivered monthly

Unlimited email access

Suggested price: \$400 per month

You could even have levels higher than that:

Levels Four and Five could include things like:

One on one telephone access to you

Additional group access

Access to paid products and classes (at no additional charge)

Mastermind call access

And can be priced anywhere from \$500 per month up to \$5000 per month, depending on how much access they receive (for example, 1/2 hour per month of one on one calls would be priced less than a guaranteed 5 hours per month of one on one access).

You might wonder if having all these levels is important.

The thing is, many of your clients have different needs and need different levels of interaction with you, and of course have different budgets.

And by offering various packages, you basically are giving all levels of budget and levels of demand on your time, the ability to coach with you.

Of course, over time as you become busier with your coaching, you may choose to eliminate or raise the prices of your lowest levels of coaching, as they become more time intensive than they are worth to you in price or even in time.

Once you have decided what to include in the coaching program, your next step is going to be to start setting up each of the included parts, and of course writing a sales letter for your coaching program.

Conclusion

That about covers the basics of why you should create a monthly coaching program.

Feel free to send me an email at aaron@basekix.com if you have any questions or go to <http://www.basekix.com>

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