



## INTENTIONAL PROSPERITY FOR COACHES

### The Details for Each 6-Month Session:

**Live Weekend Kickoff** (in Chicago, Illinois) – Starts Friday (evening), Saturday (Full Day) and Sunday (morning). If we meet in person, the IPC fee includes your weekend accommodations (two night stay/double-occupancy) at The Langham Hotel, Five-Star Hotel & Spa in Downtown Chicago including Club Lounge Access with breakfast buffet, all day refreshments, afternoon tea and evening appetizers/cocktails. The Langham is a luxury property located in downtown Chicago with a beautiful view of the Chicago River and Lake Michigan. Their focus is on exceptional, detailed oriented service which makes this the perfect place for us to kick off our six months together!

If a live weekend isn't possible, we will virtually kick off our six months together!

**Six private coaching sessions** with Melissa

**Monthly Game Film Coaching Zoom Calls** – To make learning and integration deeper and more impactful, we spend 90 minutes every month reviewing our enrollment calls and coaching calls to find ways to be in leadership with our prospects/clients and serve even more deeply.

**Monthly Content Calls via Zoom** – We'll dig into the practical aspect of running a business: creating our own unique sales (service) systems, enrollment conversations, strengthening our business mindsets, creating our service offerings, and removing the personalizing from typical business dealings that has us react and stall out. In addition, my coach, Steve Chandler, will be joining us via Zoom for a Q&A Webinar on the topic of business ownership and creating intentional prosperity.

**Rotating Peer Collaboration** – We'll be pairing up with peer coaches to share systems, experiences, insights and powerful coaching. We're working together!

**Private FB page** so we can stay connected, be inspired and learn together.

**Resources included:** books, videos, audio (including my book, Living Service: The Journey of a Prosperous Coach, Steve Chandler's 9 Lies That Are Holding Your Business Back and James Clear's Atomic Habit)

#### Interested in learning more?

Please email Melissa Ford at [melissa@melissafordcoaching.com](mailto:melissa@melissafordcoaching.com) and we'll schedule a time to talk further about this group and whether it's a fit for you.



### Here's The Plan

In the Intentional Prosperity for Coaches program, we work together to take care of the business of coaching, creating a practice and lifestyle you love.

The IPC runs for six months. Here's what we'll work on during that time:

**DIALING UP YOUR INTENTIONALITY** This is the heart and soul of IPC. Without a strong commitment to succeed at business, coaches WILL NOT prosper! This is about upgrading from wanting to succeed to being willing to make it happen. From this strong, internal place, we're fulfilling our conscious purpose to serve our businesses by creating paying clients. We're having ongoing conversations with prospective clients so we can consistently serve others and run a sustainable business.

**STRENGTHENING YOUR SERVICE** Service isn't static. As we evolve, so does our service. We'll identify areas where you can grow as a coach which will elevate your level of service and the value you deliver.

**MAKING MONEY** What do all viable businesses have in common? They make a profit. The same is required of your coaching business. We'll be discussing money, money fears, and clearing the "mental clutter and self-imposed obstacles" that keep you focused on price rather than value and possibility.

**SALES SYSTEMS + ENROLLMENT CALLS** Every business has a sales department that's continually operating. You do, too - it's you! Coaching is a 100% commission-based business. We'll be evaluating and upgrading your sales system so you are tracking prospective client conversations and actively enrolling clients. We'll review and enhance your enrollment calls by being direct, knowing your end game, and taking the personal out of your business.

**RESEARCH + DEVELOPMENT** Every profitable business has ongoing research and development. We'll take time to work on your business by identifying your ideal clients, creating your unique offerings, setting your pricing and speaking strongly about your services.

**TAKING THE PERSONAL OUT** This will help you think like a business owner instead of a business victim. We've all been heavily conditioned to operate from that place of, What do people think of me? Even when we're conscious of it, this low-grade thinking can hijack your coaching business. Instead of taking things personally, ask yourself: What if I were 5% more consciously running my business like a business? We're going there! The result? You'll experience greater freedom, creativity and financial success!