

# Build a REAL Business

## Program Curriculum

The BARB program takes place in 3 phases: Start, Grow and Scale. Phase 1 opens one module per week over 10 weeks. We do this so you don't get overwhelmed, and also because the program builds on itself and we do not want you to skip around. Once you are done with Phase 1, you can request access to the next Phase, which will open all lessons at once.

*Pre-work: As soon as you start the BARB program you'll get access to our Welcome Module, Resource Guide, and Mindset and Tools Library, and 24 hours after signing up part 1 of our Mindset Module will be delivered to your inbox.*

## Phase 1: Start

### Module 1: Find the Right Clients



In order to build your coaching system and make you successful, you need to work with the right clients for you. This module will help you identify your niche and talk about it in a way that everyone on the planet can easily understand. Most important, it will help you create a firm foundation for your business.

#### You'll learn:

- *The Pick 4 approach to choosing and refining your niche. It keeps things simple and clear, so your future clients will say, "I want that!" about your coaching.*
- *How to validate that your niche is one people are willing to pay for, so you don't waste time or energy on a path that won't support you.*
- *How to avoid the wrong clients, especially people who will tank your business and make you miserable.*

At the end of this module, you'll know exactly who you are coaching and have a profitable niche – that people actually want to spend money on – mapped out and ready to go! You'll also know how to confidently talk about your business. No more feeling awkward when people ask, "So...what do you do?"

## Module 2: Define Your Services, Set Your Prices, and Get Credible as a Coach ✨

Are you stressed about being credible as a coach and charging an amount that you can actually live on? Most coaches don't know how to present themselves credibly to potential clients, in a way that is both honest and valuable. In this module, you'll learn how to do both by creating a powerful, repeatable coaching system that will get clients excited about working with you and, as a great side effect, also make you a better coach!

### You'll learn:

- *How to get past selling coaching by the hour and what approach to take instead so you get better results as a coach and your business runs smoothly.*
- *How to create and structure your coaching offers in a way that will make you a better coach.*
- *What to charge for your coaching that's both fair and profitable (we'll cover private coaching, group coaching and online programs).*
- *How many sessions to include in your coaching package.*
- *The Dream/Journey approach to building out your offerings, which will help you communicate the extreme value of your coaching, no matter your niche or offer.*
- *If you are an executive coach, you'll get access to a deep-dive Q&A on how to navigate and market your business to corporations.*

At the end of this module, your full coaching system and offer will be in place, and it will not only set you apart as a credible coach but also help to produce raving fans!

## Action Week ✨

Nothing happens without action, so we pause the training to allow you to implement everything you've learned so far!



## Module 3: Learn How to Sell in Your Sleep



In order to build out your conversion system, you first need to learn the skill of selling coaching. If you are stressed about sales, or worried about being pushy or gross, this module will show you how to make sales a comfortable and easy conversation that inspires people to say “YES!” to working with you!

### You'll learn:

- *Why you never have to “sell” coaching to get paying clients – so if you hate selling, this will make you feel better!*
- *The specific mental journey your clients will take before they say yes to hiring you (understand this, and you will know exactly why clients hesitate to move forward).*
- *The anatomy of a sales conversation, from start to finish.*
- *How to handle difficult questions and concerns like “why is this so expensive?” or “I don’t know if I have the time right now...maybe I should wait?”*

At the end of this module, you will know how to sell your coaching in a way that feels good to YOU.

## Module 4: Create Your First Sales Funnel



Having predictable, regular income is what will make your business real and set you apart from coaches who struggle. Whether you focus on private clients, retreats, or bigger programs, this module will show you the strategy behind all sales funnels, plus how to create a simple no-tech sales funnel that will bring you a regular stream of paying clients.

### You'll learn:

- *How to create your first simple sales funnel (no tech required!).*
- *How to create your second, more advanced sales funnel so you are always talking to qualified candidates who can afford your coaching.*
- *Learn why the hamburger approach to your sales funnel will make people want more expensive packages and programs from you.*
- *Create your first introductory coaching package – one where clients simply can’t say no! (We will focus on private coaching as the example, but this package can be used to help you build a sales funnel for almost any kind of coaching business and we’ll give you examples of how to do it.)*
- *Finally, learn how to get paid WHILE you sell coaching!*

At the end of this module, your business will be positioned to have a steady stream of paying clients, which means a steady stream of income!

## Module 5: Build Your Website and Start Taking Payments

Whether you are planning on building a global business like mine, or a local business based on word-of-mouth, you'll still need the internet and other tools. This module will detail exactly what you need to create, from your website to your opt-in freebie to your brand, so that you sparkle on the internet and most important:

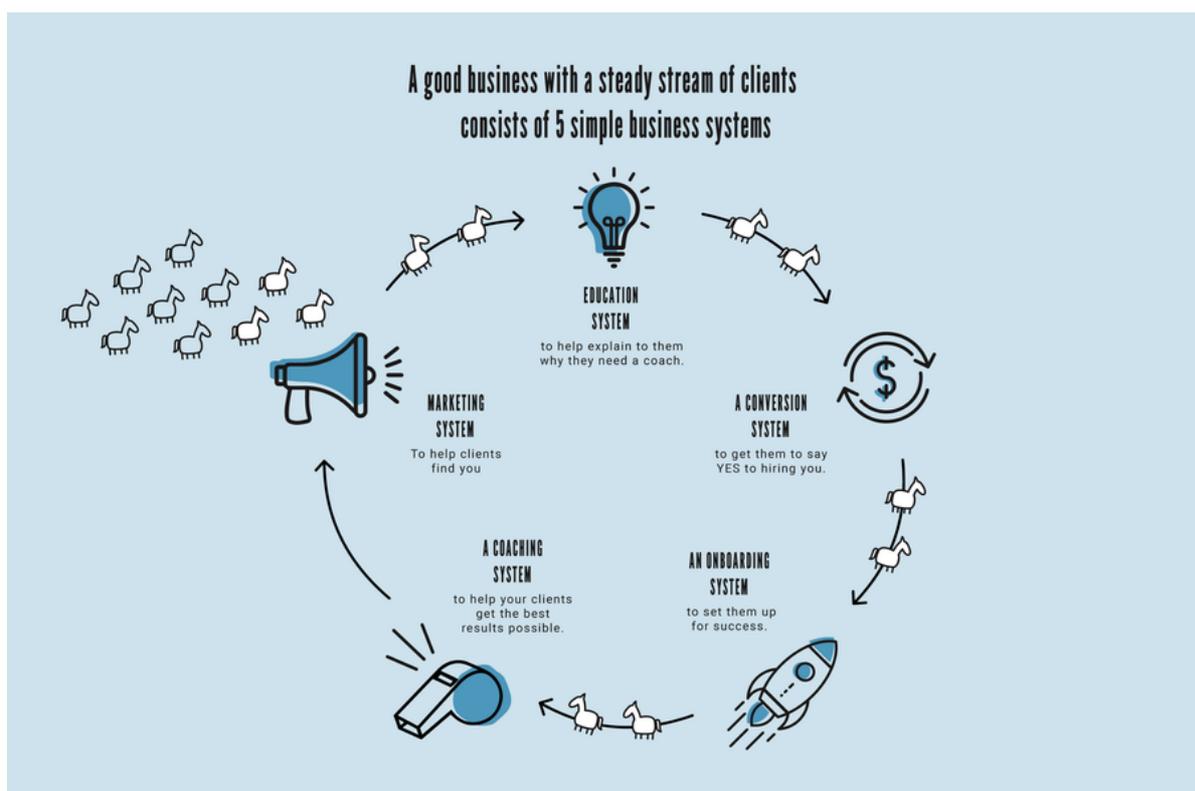
### You'll learn:

- How to create a great brand, without spending a dime.
- How to write website content that will appeal to your clients, plus the exact pages you need on your website (and if you aren't ready for a website yet, we'll show you what to create instead).
- Why email is important, plus the strategy, tech, & tools behind creating your email list.
- How to build a great freebie or lead magnet your clients will love, plus exactly what to say to them once they join your email list.
- How to sell your introductory coaching package automatically, just from email!
- How to host your own WordPress site so you can do your own tech.

At the end of this module, your business will be positioned to have a steady stream of paying clients, which means a steady stream of income.

## Action Week

Learning sales skills, building sales funnels, and designing and launching a website is a LOT of work. We'll give you a week to integrate your learnings and execute on what matters most!



## Module 6: Create an Effective Marketing Plan

You can be the greatest coach in the world, but if no one knows about you, then you don't have a business. While there is no "one-size-fits-all" in marketing, there is good strategy that is timeless and universal. In this module, learn the easiest way to focus your marketing so that all of your efforts pay off, you get to market based on your own personal strengths, and most importantly... your business gets clients.

### You'll learn:

- *Why LESS marketing will net you MORE clients and save you from exhaustion.*
- *The differences between the major marketing platforms and how to choose which one is right for you. There is no one perfect platform; instead, we'll teach you how to market from a place of strength and make smart decisions that won't exhaust you.*
- *Why you should never pay for advertising in the beginning of your business and what you should do instead.*
- *How to instantly expand your reach, without working any harder.*
- *How to write great marketing copy that works for your business (even if you don't think you are a great writer, this will be easy for you).*

At the end of this module, you'll have a "this won't exhaust me" marketing plan in place to find real paying clients.

## Module 7: Contracts and Onboarding

Building a business doesn't stop when you get a client. In fact, it never stops. Signing a client is just the beginning of the journey you take with them, and how you choose to start can help or hurt the relationship. So this module will take a closer look at your onboarding system including contracts, your first reflection form or survey, how to start and end packages, and of course how to get great testimonials!

### You'll learn:

- *What worries or scares clients when they first purchase coaching (that could get them to refund).*
- *Important information to include in your welcome email, plus a sample welcome script that will work for any program.*
- *How to structure a coaching contract and what to include, plus an example you can reference. Note: remember to always get your own legal advice!*
- *What type of information you should include in your reflection form or first survey (if you are focused on group coaching), plus you'll get an example from our archives to use as a reference.*
- *How to get clients to give you wonderful testimonials (even as a brand-new coach!).*

At the end of this module, you'll know how to onboard clients in a way that will make your coaching clients happy. Happy clients write great testimonials and spread the word about your awesome coaching business!

# Phase 2: Grow

## Marketing Bootcamp ✨

Marketing is where you will spend most of your time as a newer coach. We'll kick off Phase 2 with a 10-day in-depth Marketing Bootcamp, aimed at helping you get consistent with your marketing so you can begin to find more clients and rocket your growth. Each day you'll get a lesson and a task to keep you focused and out there finding clients!

*At the end of this module your marketing will be on fire (in a good way!).*

## Your Path to \$100,000+ ✨

Once you have started getting clients, it's time to revisit your program and pricing model to see how to expand your growth in a way that isn't overwhelming or exhausting. This module will give you detailed insight into what to change moving forwards. Finally, now that you've made some money as a coach, you are also ready to map out your path to \$100,000+ in a smart, focused way.

*At the end of this module your doable plan to \$100,000+ will be ready to go.*

## Metrics and Numbers ✨

This is where we dive into a critical growth factor: Your metrics and numbers. We'll help you understand what's happening under the hood of your business, so that you can tweak what's not working and do more of what IS working.

*At the end of this module you'll understand the most important numbers for your business and have a monthly tracking deck, so you never feel lost or confused, and you have the data you need to make good decisions.*

## Diagnosing Problems in Your Business ✨

We always hit speedbumps in business, but sometimes what you think is wrong isn't \*actually\* the real problem. Don't panic though, you'll learn to think like a CEO and figure out what's really happening with your offers and marketing, and why things might be better than they seem!

*This training will help you figure out why things are or are not working in your business, and save you time, stress and tears.*

# Phase 3: Scale

## Mindset Expansion

The mindset that got you started as a coach is wonderful! But it will take a different approach to help you scale your business to new levels. In this module we'll dig into some mindset shifts and reframing that will set you up for success.

*At the end of this module your mindset will be ready to tackle big business growth.*

## Your Scalable Offer

To scale your coaching business quickly and efficiently, it's best to focus on one scalable offer. In this module we'll examine different approaches to scale, and dig into the pros and cons of each. You'll learn how to think about what makes a true scalable offer, and decide on your best path forward.

*At the end of this module you'll know your scalable offer and will have mapped out your launch plan.*

## Scalable Sales Funnels

This module is focused on creating a sales funnel that will work for you, your clients, and your business. Building what you learned in BARB Phase 1, we'll examine the different types of common scalable sales funnels used in coaching businesses, break down the pros and cons of each, and help you decide what's best for you.

*At the end of this module you'll understand what makes a sales funnel scalable and will have made an informed decision about what you'll use in your business!*

## Delegate and Hire

Not every coach in the \$100,000-\$250,000 phase needs to hire help, but it is time to think about what additional resources and team members you need in order to 1) make your life easier and 2) grow your business! In this module we'll look at when to hire, how to find great people, and how to know they are a fit for you and your business.

*This training will help you figure out when to hire, who to hire, and what help to hire for first!*

## Increase Your Reach ✨

To get more clients you will need to reach more people. Scaling a business is, at its core, a numbers game. To that end, we'll build in the work you started in BARB Phase 1, and examine 4 options for growing your reach as a coach, as well as give you some recommendations for which path will suit you best. Finally, anytime you start to become more visible a whole host of doubts and fears will arise. We'll take another look at your mindset so you feel as confident as possible as you enter this next phase of business growth.

*At the end of this module you'll have your marketing scale plan in place!*

# LIVE SUPPORT!



## DAILY

Have a question? Need someone to take a look at some of your work?

No problem! During the week our dedicated BARB mentor will be in the student Facebook group answering questions and offering insight and review.

You can post any time that is convenient to you, and you'll usually get a response same day or within 24 hours. Finally, our Facebook community a wonderful and rare chance for you to see inside other coaching businesses!

## WEEKLY

Want to get an instant answer?

Great! Almost every week of the BARB program we offer different live small group calls, that are both intimate and effective (i.e., you won't get lost in an enormous group!). You can show up and connect with Team Pony and Christie, and get the support that you need.

We also offer chances for you to connect live with other BARB students and build friendships, partnerships, and more in the BARB program!



Daniel @danielcoaches

Oh, and thanks for the shout-out, Christie. BARB is an amazing group to support. As I hear the incredible things that folks are doing it just blows me away.

# PROOF THAT BARB WORKS!

**Sophie** [Profile]  
Having finished the Journey module, I had a sales call with a potential client and she really loved the clear process and logic to why one thing came before the next in my programme. She signed up on the spot! 🌟  
Yaay! Thank you **Christie, Ann** and **BARB**!

Like · Reply · 7h

**CP: Build a REAL Business**  
Sue [Profile]  
Wins for the Week: I changed my niche and got my first Client!!

**Leila** [Profile]  
17 mins  
Pretty stoked for this new global sales challenge, since I just sold \$5460 worth of coaching today! Did I miss the thread for where to post our sales?

**CP: Build a REAL Business**  
Jake [Profile] · 1h · 🌐  
Had my first big month! Signed up 3 new clients up for \$7,500 each (\$22,500 total)! 🙌  
[View Insights](#)  
👍❤️👏 13

**Nikki** [Profile]  
Got the official go ahead (with dates locked in!) for £6,000 worth of leadership workshops and coaching with a corporate client 🙌  
Like Reply 2d

**Matt** [Profile]  
I ran the second session of my 8-week relationship group coaching course for men. It's a group of dedicated, focused guys daring to figure out their relationship lives and I'm loving it. Thank you, **Christie!** My ability to do this is built so much on the foundation you teach us here and the support of this community.  
Like · Reply · 24m

**Chris** [Profile]  
I just posted on this - signed a client yesterday and received payment in full. \$3200 for 16 weeks. Woohoo!!  
Like Reply 3d

**Tineke** [Profile]  
Three sales conversations held this week and one fully paid new client from that! AND it's only a 3 day week. Feeling relaxed and positive!  
Like Reply 3w

**Alexia** [Profile]  
Can I go again?  
I just got off the phone and secured a contract with an existing corporate client to do an additional 5-series class on Macros in October for \$2,997!

**CP: Build a REAL Business**  
Tre [Profile] · 5m · 🌐  
Just before the holidays, I launched "TOTALLY NOT PERFECT BUT FINE ENOUGH" website and started circulating it to trusted friends for feedback. Today I have a sales call with Reddit and one with MGM Hotels next week. I'm freaking out. Here we go!  
[View insights](#)  
👍 2

**Caitlin** [Profile]  
Hey everyone! Doors finally closed for my Mastermind last night. I am super proud that I have enrolled 7 ladies into the programme and had a \$17,000 launch!  
I feel that I can relax now and really pour into my clients and start preparing some shorter "courses" for the new year so that I can start building up a little passive income so that I can focus on my main programme.