
Expand Your Coaching Empire

A 6-week virtual course for coaches who want to expand their skills beyond 1:1 clients & create a multiple income stream business model



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Welcome

Thanks for joining me on this journey to expansiveness! Your empire is waiting to be built, brick by brick—or better yet, stream by stream. The multiple income stream model is not just a trendy catch phrase, but a way to create profits, sustainability, impact and of course, peace of mind.

Although you have access to this entire course, I highly recommend working through it within the 6 week timeline noted below. This course is not completely cumulative. What I mean is that you don't necessarily have to complete one full module before you move onto the next. You can work through the parts that you want to implement first, knowing that you have unlimited access to the program and can go back and learn/implement a new business model or income stream at any time.

Suggested Timeline

In order to complete the course or better yet, add your additional income stream(s) within six weeks, use the timeline below. You will also receive reminder emails each week based on this timeline.

Week One:

- Explore Module I
- Watch the Welcome Video
- Say “hi” and introduce yourself in the discussion forum right below the video
- Review your customizable 6-week plan
- Familiarize yourself with the course content, explore!

Week Two:

- Explore Module II: Define Your Coaching Zone of Genius
- Watch the Module II Video: Define Your Coaching Zone of Genius
- Complete the PDF worksheet, Define Your Coaching Zone of Genius
- Ask questions/post comments on the video for additional support

Week Three:

- Explore Module III: Six Ways to Six Figures
- Watch each training video for the six types of proven-effective coaching business models
- Based on the business models you are interested in, complete the PDF workbook pages that coincide with said model(s)
- Choose which business model you would like to start creating
- Ask questions/post comments on the video(s) for additional support

Weeks Four and Five:

- Explore Module IV: 10 Ways to Expand Your Coaching Empire
- Based on your Coaching Zone of Genius and your desired business model, watch the training videos that coincide with the income stream(s) you would like to create
- Complete the “Dream It, Do It, Sell It” PDF workbook pages for each new income stream that you are creating
- Ask questions/post comments on the video(s) for additional support
- Submit one of your income streams to olivia@oliviamchapman.com for feedback and review (See Instructions in Module V)

Week Six:

- Review all course content to support you in moving from “Dream it” to “Do it” to “Sell it” phase of your latest income stream
- Post comments/ask questions in the discussion forums below the videos if you are seeking

My 6-Week Plan

START DATE: _____ **DATE 6-WEEKS FROM TODAY:** _____

GOAL: _____

SIX WEEKS FROM TODAY, I WILL...

WEEK ONE ACTIONS:

- _____ Explore Module I
- _____ Watch the Welcome Video
- _____ Say “hi” and introduce yourself in the discussion forum
- _____ Familiarize yourself with the course content, explore

COMPLETE BY: _____

WEEK TWO ACTIONS:

- _____ Explore Module II: Define Your Coaching Zone of Genius
- _____ Watch the Module II Video: Define Your Coaching Zone of Genius
- _____ Complete the PDF worksheet, Define Your Coaching Zone of Genius
- _____ Ask questions/post comments on the video for additional support

COMPLETE BY: _____

WEEK THREE ACTIONS:

- _____ Explore Module III: Six Ways to Six Figures
- _____ Watch each training video for the six types of business models
- _____ Based on the business models you are interested in, complete the PDF workbook pages that coincide with said model(s)
- _____ Choose which business model you would like to start creating
CHOICE: _____
- _____ Ask questions/post comments on the video(s) for additional support

COMPLETE BY: _____

WEEKS FOUR AND FIVE ACTIONS:

- _____ Explore Module IV: 10 Ways to Expand Your Coaching Empire
- _____ Based on your Coaching Zone of Genius and your desired business model, watch the training videos that coincide with the income stream(s) you would like to create
- _____ Complete the “Dream It, Do It, Sell It” PDF workbook pages for each new income stream that you are creating
NEW INCOME STREAM(S): _____
- _____ Ask questions/post comments on the video(s) for additional support
- _____ Submit one of your income streams to olivia@oliviamchapman.com for feedback and review (See Instructions in Module V)

COMPLETE BY: _____

WEEK SIX ACTIONS:

- _____ Review and complete all course content to support you in moving from “Dream it” to “Do it” to “Sell it” phase of your latest income stream(s)
- _____ Post comments/ask questions in the discussion forums below the videos if you are seeking additional support
- _____ Sell your latest income stream by following your plan created in the “Sell It” section of your chosen income stream

COMPLETE BY: _____