



Coaching & Consulting As An Income Stream

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What's The Difference?!?

- Coaching
- Consulting
- Mentoring

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Coach

“Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

Source:
www.CoachingFederation.org

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Coach

- Discover, clarify, and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable
- The Assumption is that individuals are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

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Types of Coaches

- **Executive Coaches:**
Coaching for top-level management to improve strategic decision-making and leadership.
- **Business coaches:**
Coach people in their work on professional issues. They often work with managers inside a company and may also coach teams.
- **Life Coaches:**
A life coach deals with the client's life in all its dimensions – personal and professional, health and relationships.

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Types of Coaches

- **Career coaching**
A career coach specializes in coaching people who want to find a job, change career, or get back into the job market after a break from work.
- **Health/Wellness Coaches**
Facilitates healthy, sustainable behavior change by challenging a client to listen to their inner wisdom, identify their values, and transform their goals into action.

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Consultant



- A human instruction manual that helps with your **how-to** needs.
- Diagnose problems and prescribe and, sometimes, implement solutions.
- An individual may end up hiring different consultants for different needs.

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Mentor



- Already reached a goal that you have set for yourself. It's a person whose footsteps you wish to follow.
- Offers **advice** that is based on her own experiences, strengths, and resources and The mentor offers a path that worked for her, that might work for the mentee as well.
- May be available to work with 1 on 1 or they assist through seminars or classes.

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Do You Need a Certification?

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International Coaching Federation

www.CoachingFederation.org

International Coaching Community

www.internationalcoachingcommunity.com

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Other Certifications

Branded Certified Consultant™

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Diagnosing Your Client



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Pricing Strategies

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The Coaching/Consulting Snowball



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The Scheduling Tool I Use:

Genbook

\$19.99/month

<http://fastforwardproducts.com/genbook>

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Pat Campbell
★★★★★
Mar 1, 2013

Branded Coaching
I attended my first of several coaching sessions with Natasha. As a student of her Branded course, I am confident after this first hour that together the foundation for my central focus for building online real estate is going to be solid. Building this foundation requires hard work, as it should. Natasha commits to teamwork and that moves me forward. I highly recommend Branded to anyone who is seeking to establish an online presence and be found.

Carol Lamoreaux
★★★★★
Feb 16, 2013

Branded
Natasha's Branded course is absolutely phenomenal! She is so gifted at helping you get deep down and discover your gifts and skills. Then she helps you apply them to your business in a practical, no nonsense way. There is a lot of work involved, but in the end you have a business built around you with a solid foundation - one that will bring you long term success! An absolute must for anyone building a business!

Marsha Godwin
★★★★★
Oct 31, 2012

Branded With Natasha
Having a solid foundation for your online or offline business is critical to your success. This foundation is based on understanding and defining your Brand. Natasha Haplett's course 'Branded' requires hard work and research but it is so worth the time and effort in the short term for your long term success. I'll encourage anyone that is serious about building a sustainable business take Natasha's 'Branded' Course!

Eryn McCormick
★★★★★
Oct 6, 2012

Branded
If you want to give yourself the best chance for success, then you need to build a rock solid foundation, and that starts with a clear USP. Natasha Haplett's 'Branded' home study course is just the thing I needed! It helped me do the 'deep thinking' to get to the core, the essence of what my business is all about. If you want to develop a clear focus on your branding strategy and stand out in the marketplace, then Natasha's 'Branded' course is for you!

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The Complimentary Strategy Session

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- **Define Your Goals for the Strategy Session**
- **Let your potential client know what to expect**
- **Don't give away the farm!**
- **Use the consultative selling approach**

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