

## Helping you build a *thriving* coaching business



The **Erickson Business Center** offers a variety of options and approaches to our student community to support you in creating a thriving coaching practice.

All The Art & Science of Coaching Online Academy students have access to the **Erickson Business Center** Business Building resources in the Erickson Online Academy.

Various resources, from video tutorials to templates, provide you with basic information on setting up your coaching practice. Naming your company, creating a mission statement, and crafting your brand identity are explored; along with identifying your target market, creating your elevator pitch, and the wonderful world of online marketing. You will learn how to create your own website, blog, and social media profiles.

The **EBC** Business Building resources also include important coaching business resources such as a Coaching Business Package for onboarding clients, a Coaching Agreement Sample, as well as Pre-Coaching and Post-Coaching Forms.

For those wanting more interactive learning and support, **EBC** has partnered with Thrive Academy to bring real depth to your business development skills and provide ongoing support for you as you commence this exciting journey.

The Thrive programs deliver on the standard Erickson promise of Flexibility and Money-back-guarantee. Furthermore, Erickson students get exclusive and preferential pricing on all Thrive programs which deliver multiple ways for you to achieve your goal of running a thriving and successful coaching practice.

[www.erickson.edu](http://www.erickson.edu)

201 - 2555 Commercial Drive, Vancouver, BC, V5N 4C1 Tel: 604.879.5600 TF: 1.800.665.6949 [info@erickson.edu](mailto:info@erickson.edu)



@EricksonCoaches



Erickson Coaching International

The alignment of Thrive Programs to potential student needs is shown in the table below, with the relevant pricing discount and savings for Erickson students.

Program	What is it and what is included?	Who would benefit most from this program?	Pricing - All prices in USD
<b>Thrive Client Attraction Summit</b>	3-day, on-site intensive sales training session with Thrive Founders, Jesse and Sharla, in San Jose, California.	<p>Individuals who would like to be exposed to the basic sales requisites for building their business AND want to be exposed to a bigger picture opportunity for sales development to support their business.</p> <p>Individuals wanting to “test the waters” on the Thrive approach and whether this is a good enough fit for them to warrant a significant investment.</p>	<p>\$1,497 (scholarships are available).</p> <p>All Erickson students qualify for a full scholarship to this event. This makes the actual training event free.</p> <p>Accommodation and flights are extra.</p>
<b>Thrive Home Study Mastery Program</b>	<p>Online Self Study program that focuses on critical elements from the Client Attraction Mastery Program.</p> <p>Provides the process and templates to build sales competence.</p>	<p>Someone who has the confidence to sell themselves but wants to build their sales skills – questioning techniques, handling objections, and gaining referrals.</p> <p>Includes 2 “tele-coaching seminars” but is self-paced.</p> <p>Individuals should already be confident in their ability to sell themselves and be very disciplined to do the program on their own time. They do not need mentoring or peer support.</p>	<p>\$1,997 or 6 payments \$379.</p> <p>Exclusive Erickson Special: \$1,497 or 6 payments \$297.</p>
<b>New! Thrive Online Mastery Academy</b>	All the elements covered in the Thrive Mastery Live Program – delivered online over a period of 3 months.	<p>Those individuals who are not able to travel to the live events (economically or logistically) and are looking for A “Mastery Intensive” program that they can attend in the comfort of their own home.</p> <p>Individuals who are self-driven and comfortable with online learning and building a virtual support community.</p> <p>These individuals are unable to commit to a full year program with travel but would rather kick start with support for a 3 months period to get their coaching practice launched or re-energized.</p>	TBC

Program	What is it and what is included?	Who would benefit most from this program?	Pricing - All prices in USD
<b>Thrive Client Attraction Mastery</b>	<p>A year-long (12 month) program with 4 live events. Covers full range of activities and skills required to build a coaching practice. Also includes mentoring and peer support.</p> <ul style="list-style-type: none"> <li>• 3 live video calls each month</li> <li>• Access to all curriculum and templates via Client Attraction Mastery Home Study Course</li> <li>• 6 private sessions with a Thrive Business Coach</li> <li>• Thrive Academy App for easy access to all templates while in real-life situations with potential clients</li> </ul>	<p>A new coach who really wants to invest in ensuring that their business is a success. It is aimed at those wanting to give their new (or stagnating existing) business a real boost.</p> <p>Individuals who prefer in-person training and personal connections to a virtual environment. Those, who feel that they will need the ongoing support of mentoring and community to keep them on track.</p> <p>Also, those individuals wanting to learn how to deliver effective digital marketing campaigns to fill their programs.</p>	<p>Regular price: \$8,997 or 14 payments \$697.</p> <p>Summit live event special: \$6,997 full pay or 15 payments of \$497.</p> <p>Special pricing for Erickson (Outside of Summit): \$7,497 (\$1,500 off regular tuition/\$500 more than Summit pricing).</p>
<b>Thrive Academy Platinum</b>	<p>18 month program that includes Mastery, Leverage, and Speaker. Foundation for a Leveraged Marketing and Business Development Model.</p> <ul style="list-style-type: none"> <li>• Create Your Leveraged Business Vision</li> <li>• Design Your High-End Group Program and/or Home Study Course</li> <li>• Fill Your High-End Group Program and Home Study Course</li> <li>• Workshops and Speaking Gigs (Six Figure Speaker Templates)</li> <li>• Teleseminars/Webinars/ Videos</li> <li>• How to Write Emails that Get Clicks</li> <li>• How to Create Facebook Ads that Get You Opt-ins</li> <li>• Outline for Your Teleseminar/ Webinar</li> <li>• How to Create JV Partnerships</li> <li>• Thrive Video Script and Article Guidelines</li> <li>• Create Facebook Group for your community</li> <li>• Deliver Your Home Study Course Technology</li> </ul>	<p>Coaches who also want to promote themselves as public (paid) speakers and deliver group programs – beyond just one-on-one coaching.</p> <p>Also applicable for coaches who would like to learn how to use public speaking and webinar programs to secure coaching clients.</p> <p>They have a need to address the skills required to secure public speaking engagements, as well as build their brand as a high-profile expert in their field.</p> <p>Also, those individuals wanting to learn how to deliver effective digital marketing campaigns to fill their programs.</p>	<p>Regular price: \$16,997.</p> <p>Summit Live Event special: \$14,997 or 18 payments of \$997.</p> <p>Special pricing for Erickson (Outside of Summit): \$15,997.</p>