

The REAL Leap: Roadmap to KickStarting Your Business



Next Program Dates: To Be Announced

with
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Professional Certified Coach

**Only \$499
a month**

A large, vibrant orange sunburst graphic is positioned on the right side of the page. Inside the sunburst, the text 'Only \$499 a month' is written in a bold, black, sans-serif font. The sunburst has many sharp, pointed rays radiating from a central point.

You know you want it. You can see it. You can feel it. You can taste it. You can smell it. You can almost touch it. (Bet you didn't know this was going to be a full blown sensory experience!) You're ready to get from here to there, but you're not completely sure where "there" actually is. (That's okay...for now) It's time to fasten your seatbelt and hang on for the ride that's going to take you to your "there!"

When it comes to your coaching business, do you feel like you are stuck in traffic on the highway of hindsight (hey, I hate those blind-spots) swimming in the river of routine (just rollin' down the river), desirous in the desert of denial (send your camel to bed), and marooned in the middle of the wilderness saying WTF (lions and tigers and bears, oh my)? Not to worry...

Aren't you bleary-eyed knowing what you know and not doing anything about it? How about not knowing what you don't know (insert game changing thoughts...) now you know you're ready to know. It's YOUR time and you want help, not from a doctor, lawyer or an Indian Chief, but from; a guru, a mentor, a leader, and a teacher who has the framework, the configuration, the steps, the accountability and the encouragement to make sure that you are maximizing your get-up-and-go, your energy, and your money all while moving your business forward.

It is time to get inspired and get in the game (hey I'm not the trademarked KickStart Coach® just to warm the bench). The sidelines aren't the view you want anymore. Welcome to the REAL Leap: Roadmap to KickStarting your Business.

This group is designed to give you the strategies as well as the playbook for your journey...confirming you have the right direction, the compass, the fuel, the energy, and the equipment to chart your course and to grow your business in a sharp, straightforward way that will leverage everything you've envisioned.

The REAL Leap is designed to create the camaraderie of dedicated, driven, bold and designed-for-success coaches who are ready to close the gap between where you are and where you want to be.

The REAL Leap is filled with a construct (yes, we'll deconstruct too), of training, role-playing, action, group work, individual work, fun and accountability (Yes, there is a huge-ass accountability factor incorporated. In fact, you will pick the date for your workshop or teleclass the very first week of the group – WHHHAATTT??? Don't worry –you will be writing it during our time together...and more important you'll be set up for success all along the way). The REAL Leap is designed to cultivate that – oh so important – roadmap that you will leverage for years!

Here is how we put the wheels in motion....



Over the course of six months we are going to:

NAVIGATE YOUR CLIENT'S WHO

- Hone in on your niche (yes, you will own it and be fueled up by it)...I'm not talking the "I empower women who want fulfillment" vagueness-stuff. We're talking getting crystal clear on who you help, how you help them and how their lives will be different after your work together.
- Understanding whether or not your niche is to fulfill your own level four - aka charity work or can it really make you a living? (Let's get real... this is shifting from a level 4 mindset to level 5.)
- Drill down on your target market's GAILs to understand how to connect easily with your prospects. (Yes, our beloved friend GAIL does sneak into the back seat...just don't let her drive)
- Create a REAL statement that allows you to effortlessly speak about what you do.

GET REAL: STOP SWIMMING IN THE SEA OF SAMENESS

- What makes you different, unique, quirky, confident (it might be time to embrace the weird)? What are your core skills and the reason that people are going to hire YOU over the thousands (yes there are thousands) of other coaches?
- We maximize your strengths to show how you are going to stand out from the crowd and have the real YOU shine.
- You provide a service....a damn good service (we're not talking KFC on the highway here) – we'll formulate a plan on how to make sure that value comes across loud and clear so that when you tell a prospect how much you charge - -they say "is that all?"

YOUR SYSTEM – A SIGNATURE SYSTEM

- Develop your own Signature System that is a repeatable process and methodology for how you work with clients (hell-o credibility!)
- Create a system that will help you laser in on shifting your client's energy, mindset and action (cape not included).
- Your Signature System helps to create a tangible format in a services oriented world and it allows you to leverage your time so you don't reinvent the wheel...once we make your wheel stand out!
- Understand how your trusty toolbox filled with coaching techniques, tools, and skills can be re-energized to put into a repeatable program.



FUELING THE FUNNEL

- Yes, we coach. Yes, we are in business. The business side requires that you are continuing to build relationships with people so that when they are ready – they call you!
- Your Sales Funnel Strategy needs to be filled with no-cost, low-cost, premium-cost connection points that will have people know, like and trust you, which is the start of every strong relationship.
- Together, we will map out your strategy so that you have the various points of entry charted out and put in to place.
- From documents to newsletters to video series to free webinars – we will determine the right process your prospects will go through before saying “yes! I am ready!”

DELIVER YOUR FIRST WORKSHOP – IT IS TIME TO GATHER YOUR TRIBE

- In the first week of the program you will pick the date within the next six months where you will deliver your first workshop or teleclass. (Insert deep breath and say hell yeah!)
- You will write, market and deliver your workshop/teleclass through the course of this program. You will fill some seats, work out the kinks, (can't stop thinking about the girl in the kinks shirt...hey I told you this would be fun!) and get you out of your comfort zone so you can do it again and again and again and well...again.

YOU WANT TO BE A ROCK STAR BABY!

- Tell me what you want. So what you need? So how you gonna do it? Yes, Nickelback lyrics right there to Rockstar...and 3 fabulous coaching questions!
- It is all about the enrollment process.....learn how to ask for the business.
- Understanding the techniques that help people make the right decision for them...not to get all emotional here...but make 'em feel it!!
- The group will focus on how to confidently (you're going to say yes and confidently say yes to this program, aren't you!) ask for money, close larger deals and overcome objections.
- The Get Real Sales Sessions will have you become an enrollment rock star so that you can be an enrollment machine.



THE REAL LEAP: ROADMAP TO KICKSTARTING YOUR BUSINESS

Six Months in length
 Three 50-minute training/coaching calls a month
 (18 total)
 One 30-minute private 1:1 session with Jenn a
 month (6 Total)
 Plus a few twists, turns, and surprises on the road
 to success....

MARK YOUR CALENDARS:

DATES TO BE ANNOUNCED

All classes are from 1:00 – 2:00 EDT.
 Tool Customization Call – TBD
 Virtual “The REAL Leap” Half Day Work Session –
 TBD

THE REAL LEAP: ROADMAP TO KICKSTARTING YOUR BUSINESS PROGRAM INCLUDES:

12 Training Calls	✓
6 Coaches Spotlight Calls	✓
6 30 minute – private 1:1 Coaching Calls with Jenn	✓
Facebook Private Community for support, feedback, and collaboration	✓
1 Virtual “The REAL Leap” Half Day Work Session	✓
Templates, Worksheets, Resources from Jenn’s Business	✓
Customized Tool Strategy Session: Taking coaching tools and customizing them to address your niche’s needs.	✓
Hard Core Accountability	✓
BONUS: Coaches KickStart Club Audio Library 21 hours of KickStart Your Business Audio Files	✓
Audio Recordings of all Training Calls	✓
Six Month Program: The Real LEAP Investment	\$499 per month



ARE YOU READY FOR THE REAL LEAP?

If you are ready to take massive action (which means getting outside your comfort zone, thinking outside the box, and stretching yourself – although, no downward dog required) to get in the game, this is perfect for you.

If you are wanting a connected, collaborated, high energy group that is focused on unlimited possibilities...you have found your powerhouse group.

If you are tired of trying to figure it out on your own and want help from someone who has created what you are working towards...I'm your coach and mentor.

If you are committed to working through your own blocks to share your gift with the world, it is time to tell the Gremlin to go take a load off while you sign up.



THIS IS WHAT CAN HAPPEN IF YOU SAY YES:

Your thoughts about your business will change...insert next comes feelings and then the fueled up actions.

Speaking of fuel...you'll turn your fuel into jet fuel and rock this!

You'll be doing what you know you were meant to do...and loving it.

You'll be "there."

The REAL Leap: Roadmap to KickStarting Your Business is limited to only 13 coaches. To get the low-down and to make sure you are a good fit the program, email Jennifer@jenniferbarley.com or call 831-212-2793.



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One of Jenn's passions is to work with coaches who are ready to kick their gremlin to the curb and to step into their coaching greatness. Her ideal clients are coaches who are dedicated, go-getters, ready to take action in order to build the business of their dreams. These coaches have passion, drive and determination to share their gifts with others.

As a successful coach since 2007, Jenn has learned the ins and outs of how to create a business that is fun and filled with freedom, while hitting record financial goals each and every year.

Jenn's background in Marketing Communication gives her the edge on strategies and tactics that allow you to be seen, get noticed, and get hired. As one of the Passion to Payoff

instructors and a QuickStart Business Development Coach, Jenn has helped guide hundreds of coaches to various actions around building their business. Jenn is also a PCC coach with over 2600 hours of practical coaching.

As the KickStart Coach®, Jenn is committed to providing the support, encouragement, accountability and motivation that her clients need to get inspired and get in the game.

