



## CALENDAR

Six 90-minute virtual classes, with a one week break, would be conducted from 11:30am-1pm on July 16, July 23, July 30, Break week, August 13, August 20 and August 27.

## PROGRAM CURRICULUM

- **Week 1: Identifying Your Ideal Client (your niche)**
  - Who?
  - Why?
  - Where are they?
  - Will they buy?
- **Week 2: Know Your Numbers/Speaking the Business**
  - Systems, processes, admin
  - License, insurance
  - Professional alliances – accountant, attorney, others
  - Budget and learning your relationship with/to money
- **Week 3: Service and Product Offerings**
  - Coach approach
  - Tools/materials
  - Augmenting coaching – what else is your brilliance?
- **Week 4: Selling Yourself and Networking Strategies**
  - The Art and Science of Networking
  - Finding your ideal clients
  - Expanding your network
- **Week 5: Marketing**
  - Value of a website
  - Key messages
  - Social media
- **Week 6: Hiring Your Team (aka You Can't Do it All Yourself)**
  - Creating job descriptions
  - Finding Administrative Support
  - Outsourcing – social media, marketing, other
  - You as the Team Leader

If you have questions, send them to <mailto:assistant@icftn.org>. Ready to Register? Click [here](#).