



“Take Your Coaching Business to The Next Level by Leveraging Your Expertise into Multiple Profit Centres”

with Jan Marie Dore, MCC

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Would you like more clients, more money and more freedom in your coaching business? Too many coaches have not been taught the right way to market themselves or to build a sustainable business that doesn't drain all their time and energy, and as a result they struggle with growing their business.

Join Jan Marie Dore as she walks you through the exact steps she used in her own coaching business to shift from one-to-one service delivery into multiple revenue streams, including and passive and continuity income. She'll share with you the most important strategies she has learned after fourteen years of coaching and mentoring independent service professionals to be financially successful in 'special knowledge' industries, such as coaching, consulting, speaking and training.

You'll learn:

- what you need to start doing – and stop doing – to break through the hours for dollars model and one-to-one service delivery into multiple streams of income
- the benefits of positioning yourself as a specialist with seminars, coaching programs and information products
- how to design your business model to effortlessly convert more prospects into paying clients
- ways to streamline and simplify your business so you can work less, have more freedom, and make more money.
- the #1 thing you must do to grow a financially successful coaching business that gives you the lifestyle you really want and makes a big difference in the lives of more people

This session will be interactive and you'll get to map out your own marketing funnel – your “Path to Profit” – so you can attract more clients and make more money with less effort. As a result of the information you'll learn in this session, you can be well on your way to breaking the billable hours income ceiling and increasing your financial success!



Jan Marie Dore, MCC, PMC

Jan Marie Dore is the founder of Femalepreneurs.com, a business coaching and training company designed to meet the special needs of women service professionals. She has been coaching professionally since 1996 when she left her senior financial executive position to launch her coaching business to inspire executives and small business owners to new levels of success and fulfillment. Jan Marie has been interviewed or quoted as an expert on women's small business issues in the media, including radio, magazines, and professional journals. She has taught small business marketing and sales courses for many years for a community college, professional associations and through her teleseminars and workshops.

Jan Marie has trained and mentored thousands of coaches around the world since 1998 as a Professional Mentor Coach and as a faculty member of Coach U and Corporate Coach U. She was one of the first MCC's in Canada and co-founded the first Canadian ICF Chapter in Victoria in the spring of 1997. She presented at the ICF International Conference in Montreal, chaired two conferences in Orlando (1999) and Vancouver (2000) and was Event Manager for the first ICF European Conference in Switzerland (2001). Visit Femalepreneurs.com to sign up for Jan Marie's blog and weekly marketing and mindset tips. Follow her on Twitter at www.twitter.com/janmariedore