

Prepare your coaching business for launch.



launchpad
powered by brassrings®

📞 315.440.7061

✉ LISASEARS11@GMAIL.COM

🌐 WWW.BRASSRINGSTOOLS.COM

We believe the world can't have enough coaches. Each of us has our own style, niche, and ideal client. We each bring value to the world in our own way.

We also know starting a business is challenging. You buy into the latest software or sales funnel and obsess over other small business and coaching start ups.

And you still find yourself stuck.

We finally stopped trying to implement how everyone else was doing it and instead return to our original strategy of focusing on what felt good.

And now we want to share our experience with you.

Our program will:

- Provide content based on our training in positive psychology
- Provide implementation direction and support based on our experience
- Business, coaching foundations, marketing, calendaring
- Options and support, pricing, branding, contracts, proposals
- Holding space for growth based on group collaboration and sharing

As coaches we are naturally open to learning things from other people:

- We love to help coaches—they help people—and we like the idea of that! We'll help you facilitate TEAM support so you can coach through camaraderie.
- We need to hear what others are doing and feel the freedom to take a great idea and implement it our way

We want to help you take it to the next level under our umbrella:

- Level up your business
- Guest speakers and recordings
- Handouts, worksheets and templates
- Powerful conversations

The program kicks off January 10th with an introduction call and accountability partner assignments. [See calendar]

MONTHLY FORMAT

- Master Mind 1 (training / implementation)
Thursday Noon to 2pm EST
- Master Mind 2 (checkin / review)
Thursday 7pm to 9pm EST
- Video Training on your own time with accountability check in

QUARTERLY 1 DAY TRAINING (all 4 required for certification)

- 11am EST to 3pm



STANDARD PRICING
\$4000

This includes
2 quarterly trainings at \$800 each

\$2000 non-refundable
down payment

4 additional
payments of \$500

Pay in full \$3700



EARLY BIRD PRICING
\$3300

We're offering before December 15th
48 hour decision

\$1500 non-refundable
down payment,

4 additional
payments of \$450

Pay in full \$3000



POSITIVE PSYCHOLOGY CERTIFICATION
\$3200

Choose to only do the
quarterly training for the certification in
positive psychology foundations for
business coaching

\$799 / each (\$3200)

4 pack bundle is \$2880

Early bird: \$2500,
requires 48 hour decision

\$2300 pay on the phone now

Can be used towards cost of the master
mind if you decide to participate

1st 6 month Master Mind

- Business tools
- Program development
- Implementation and accountability

Online Quarterly Training Meetings

Session 1 Cost: \$799

- Business Why
- Crafting your story
- Signature program
- Time & Energy Management
(Use with your clients!)

Session 2 Cost: \$799

- Mastering Mind Chatter
(Use with your clients!)
- Intake calls and capturing
the commitment
- Marketing Introduction

Total 6-Month Program Cost: \$4000

2nd 6 month Master Mind

- Business tools
- Program development
- Implementation

Online Quarterly Training Meetings

Session 1 Cost: \$799

- Money Mindset
(Use with your clients!)
- Your Value, Belief and Fear
- VIA Strengths
Strengths based coaching
(Use with your clients!)

Session 2 Cost: \$799

- Empowered Boundaries
- Marketing / Repurposing
Signature Programs
- Up-Selling

Total 6-Month Program Cost: \$4000

Annual Commitment: \$6,000

Certification Only:

- Attend all 4 Quarterly meeting
and pass exam
- Each Meeting: \$799, Bundle for \$2880
(full pay \$2300)

Tools included: Contracts and Proposals
templates, Online scheduling, business levels,
and workbooks for Time Management, Mind
Chatter, Money Mindset

Monthly Master Minds

MM1	Thursday	1/10	12:00pm to 2:00pm EST
MM2	Thursday	1/24	7:00pm to 9:00pm EST
MM1	Thursday	2/14	12:00pm to 2:00pm EST
MM2	Thursday	2/28	7:00pm to 9:00pm EST
MM1	Thursday	3/14	12:00pm to 2:00pm EST
MM2	Thursday	3/28	7:00pm to 9:00pm EST
MM1	Thursday	4/11	12:00pm to 2:00pm EST
MM2	Thursday	4/25	7:00pm to 9:00pm EST
MM1	Thursday	5/16	12:00pm to 2:00pm EST
MM2	Thursday	5/30	7:00pm to 9:00pm EST
MM1	Thursday	6/13	12:00pm to 2:00pm EST
MM2	Thursday	6/27	7:00pm to 9:00pm EST
MM1	Thursday	7/11	12:00pm to 2:00pm EST
MM2	Thursday	7/25	7:00pm to 9:00pm EST
MM1	Thursday	8/15	12:00pm to 2:00pm EST
MM2	Thursday	8/29	7:00pm to 9:00pm EST
MM1	Thursday	9/12	12:00pm to 2:00pm EST
MM2	Thursday	9/26	7:00pm to 9:00pm EST
MM1	Thursday	10/10	12:00pm to 2:00pm EST
MM2	Thursday	10/24	7:00pm to 9:00pm EST
MM1	Thursday	11/14	12:00pm to 2:00pm EST
MM2	Thursday	11/28	7:00pm to 9:00pm EST
MM1	Thursday	12/5	12:00pm to 2:00pm EST
MM2	Thursday	12/19	7:00pm to 9:00pm EST

Quarterly Live Training

FIRST QUARTER			
Q1	Wednesday	1/16	11:00pm to 4:00pm EST
Alternate	Wednesday	2/20	11:00pm to 4:00pm EST
Alternate	Wednesday	3/20	11:00pm to 4:00pm EST
SECOND QUARTER			
Q2	Wednesday	4/17	11:00pm to 4:00pm EST
Alternate	Wednesday	5/22	11:00pm to 4:00pm EST
Alternate	Wednesday	6/19	11:00pm to 4:00pm EST
THIRD QUARTER			
Q3	Wednesday	7/17	11:00pm to 4:00pm EST
Alternate	Wednesday	8/21	11:00pm to 4:00pm EST
Alternate	Wednesday	9/18	11:00pm to 4:00pm EST
FOURTH QUARTER			
Q4	Wednesday	10/16	11:00pm to 4:00pm EST
Alternate	Wednesday	11/20	11:00pm to 4:00pm EST
Alternate	Wednesday	12/11	11:00pm to 4:00pm EST

* Please note, alternative dates are not guaranteed dates, we highly encourage attendance to quarterly meetings on the first scheduled date

