

# INTERNATIONAL COACH FEDERATION

## BUSINESS BUILDING DAY FOR COACHES

Saturday September 6<sup>th</sup> 2014 - 11am to 6:30pm



The Australasian NZ Northern Chapter invites you to a day of new learning and networking, where we can come together as a coaching community and learn tips and techniques for building sustainable coaching businesses.

### ABOUT THE DAY....

Building a viable coaching practice encompasses many different facets in an ever-changing technological world. Various exhibitors, speakers and other coaches will be on hand to support you in building your business. Whether you have yet to kick off your coaching business or have been running your own business for years, you will be sure to walk away from the event with some valuable new tips and ideas. Seminars and workshops will include topics such as;

**BUSINESS & STRATEGIC PLANNING**, plotting your own **CAREER PATH**, mastering **LEAD GENERATION**, new **BUSINESS SET UP**, on line and off line **MARKETING TIPS**, new online **TOOLS TO MAKE BUSINESS LIFE EASIER**, an insider's guide to getting **CORPORATE COACHING** clients, **BRANDING**, the **BENEFITS & CHALLENGES OF NETWORKING GROUPS**.

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PERSONALITY PUZZLES

### TICKET PRICES

**Pay by Friday 15<sup>th</sup> August to secure Earlybird price**

- Earlybird ICF Member: \$ 79.00  
*(includes CPSIG, HRINZ and NZATD at member rates)*
- Earlybird non ICF Member: \$ 99.00
- Standard ICF Member: \$ 99.00
- Standard non ICF Member: \$ 119.00

**What's included?** Access to seminars, workshops and exhibitor stalls. Also includes a light lunch, afternoon tea and a social wine tasting and networking event to finish off the day.

**ICF RDEU's (Resource Development Education Units) (6 hours)** certificates are available and issued for attendance on the day.

### VENUE

St Columba Centre, 40 Vermont Street, Ponsonby.  
Free parking on-site or roadside.

#### SCHEDULE:

- 10:30am: Registration
- 11am: Conference opening
- 11:15am-5pm: Speaker sessions, Lunch, afternoon tea
- 5 - 6:30pm: Social wine tasting

### BOOKINGS

Follow the link to Eventbrite  
[ICF NZ Northern Business Building Day Event Registration Link](#)

*Please note that all registrations will incur a small fee to cover Eventbrite administration costs.*

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**Australasia**  
New Zealand Northern Region



### HOW TO BE MORE COMMERCIALY SUCCESSFUL AS A COACH, THROUGH THOUGHT LEADERSHIP AND POSITIONING

Many coaches simply don't know how to sell, they don't like it, and feel a bit weird selling 'themselves'. Some spend far too much time agonizing over whether coaching is even a profitable option for them. This session shows you how to position your services according to your brilliant uniqueness (based on the powerful thought leadership model founded by Matt Church). Selling is way less daunting when you get positioning right.

LAUREL McLAY Laurel is an accredited thought leader mentor, and a Freefall Coach. Laurel knows how to sell, and one of her companies, once ranked #2 on the Deloitte Fast 50. Ironically she spent many years hating and avoiding sales. Now she teaches others how to be more commercially successful through thought leadership and clever lead generation.

[www.laurelmclay.co.nz](http://www.laurelmclay.co.nz)



### SIMPLIFY AND IMPROVE YOUR BUSINESS WITH THE RIGHT SYSTEMS

General overview of the cloud based software that can greatly simplify and improve the way of running a business. Presentation will include review of highly recommended applications including Roll - Xero integrated web based business management and visibility software for services based businesses.

Learn how you can track your sales pipeline, manage your contacts, and handle invoicing all with one simple tool.

MARK OSBORNE: Business owner (96black.co.nz) and Entrepreneur (Rollhq.com). Online and digital specialist with broad development and business management experience. Golf, photography and music lover!

[www.rollhq.com](http://www.rollhq.com)



### HOW TO CREATE AN ONLINE CLIENT ATTRACTION MACHINE TO ATTRACT AND ENROL COACHING CLIENTS

Attract and enroll coaching clients using this simple 5 step strategy...

1. Unique Positioning - Define your niche and stand out from the crowd
2. Attracting Traffic - Directly target your ideal clients using Facebook Ads
3. List Building Magnet - Turn your traffic into email subscribers
4. Compelling Conversations - Enroll clients without being obnoxious or salesy
5. Relationship Building - Think long term to build a sustainable business

After this session you'll have a strategy to confidently market yourself online... even if you're not the most technical person in the world.

CRAIG DEWE: Craig has been helping experts get clients and sell products online since 2001. He is known for creating proven sales and marketing strategies that build trust and client loyalty without being obnoxious or salesy.

[www.WebMarketingOutlaws.com](http://www.WebMarketingOutlaws.com)



### HOW TO TURN \$100 MARKETING STRATEGIES INTO \$1000'S OF SALES

As a business owner it can be hard to do it all. There's never enough time in the day to run the business, deal with customers, and manage staff - never mind doing proactive sales and marketing. Have you tried advertising in the past and got nothing in return? Want to generate new clients and don't know where to start? Frustrated you're not achieving the results you want?

Then come and learn clever marketing strategies that have been proven to drive sales results and profit again and again.

FIONA CLARK: Founder and Director of BreakThrough Business Solutions. Sales and Marketing Expert for Small to Medium Businesses, author and contributor to NZ Business Magazine and a keynote Speaker and Presenter. NZ Certified Trainer for TetraMap (developing high performing teams) and a former Trainer and Facilitator for The Auckland Chamber of Commerce.

[www.bbsolutions.co.nz](http://www.bbsolutions.co.nz)

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