

Coach **Masters**academy

Inspires Positive Change, Develops World-Class Coaches



Coaching Practice Launch
Series 1

**TURN YOUR
ONE DAY INTO
DAY 1**

You are a good coach. You know that. Your clients know that.

But the gap between being good at coaching and having a coaching practice people can actually find — that's where most certified coaches get stuck. Not because they lack skill. Because **no one taught them the business part. Not the way it actually works.**

We call this The Practitioner's Paradox: the more skilled you become as a coach, the harder it is to see yourself as a business owner.

That is what this programme resolves. Over 8 interactive learning sessions, you will **define exactly who you serve, design what you offer, set what you charge, find the words that make the right people stop and pay attention, and build a website** before you finish.

Not one day. Day 1 starts here.

Eight sessions. You walk away with something tangible and practical.

You will begin building the foundation of your coaching practice: what you offer, how you present it, and how clients can find you.



WHAT WE BELIEVE

Your niche is not who you want to help — **it is who the market will pay you to help.** Those are rarely the same person. The sooner you reconcile them, the faster you grow.

Your clients do not buy your time — **they buy the distance between where they are and where they need to be.** Price the distance, not the hour.

Your client does not describe their problem the way your training taught you to see it. Write in their language, not yours, and the right people will recognise themselves in what you say.



The Programme

A step-by-step build. Every session has a clear focus and ends with something concrete that you can put to work before the next session begins.

9 weeks · 8 sessions · 1 ½ hours each

Guided. Applied. Built for coaches who are serious about their business.

An entrepreneurial mindset fused with a coaching identity. You will think like a business owner without losing what makes you an effective coach. You will learn how to price, position, and present your work with clarity, confidence, and integrity. That combination is rarer than it should be, and it is what separates a good coach from a coach whose practice grows.

Practical know-how that goes beyond the textbook. Every session is built on what works: specific decisions that help coaches launch, attract first clients, and build from there. You will make real decisions about your practice, guided by an experienced practitioner who helps you build with the clarity, judgement, and confidence most coaches develop much later.

A live website that means business. The integrated proof that your practice exists — your niche, your offer, your voice, your story. Built during the programme. Visible to the market. Ready to work for you from Day 1.



Phase 1: Before Day 1

Session 1 — Your Starting Line

Most coaches approach business building the way they were taught to approach coaching — with patience, curiosity, and no particular urgency. Business requires something different: the willingness to make decisions before you feel completely ready, and to stand behind them publicly.

This session confronts **The Practitioner's Paradox** head-on. You will examine what it actually means to **think and act like an entrepreneur** — not instead of a coach, but as one. You leave with a clear, stated commitment that puts your direction on record and sets everything that follows in motion.



PHASE 2 Building a Day

Sessions 2–6: Your Practice, Piece by Piece

Five sessions. Five decisions that every successful coaching practice is built on. Each one goes beyond the textbook to what experienced practitioners know that most coaches discover only after their first year of costly trial and error.

	The Real Work	What You Build
Your “Who”	Coaches often choose who they want to help. The market pays for solving a specific, urgent, named problem. This session closes that gap, making your niche meaningful to you and instantly recognisable to those who need you most.	A niche statement that stops the right person in their tracks
Your “What”	Most clients cannot say yes to something they cannot picture. This session teaches you to build an offer that a prospective client can understand, evaluate, and decide on — without needing to know what coaching is first.	A defined offer with clear scope, outcomes, and a starting point.
Your “Worth”	Coaches underprice because they price the hour. Your clients do not buy your time — they buy the distance between where they are and where they need to be. You learn to price that distance, and to say the number with the conviction it deserves.	A pricing structure grounded in value, not time.
Your “Voice”	Your client does not describe their situation the way your training taught you to see it. This session teaches you to write in their language so that the right people recognise themselves in what you say.	A positioning message that earns attention before a conversation begins.
Your “Reach”	Most coaches try to be visible everywhere and are found nowhere. This session teaches you to choose one channel, understand it on its own terms, and build visibility that compounds — rather than scattering energy across platforms that never gain traction.	A visibility plan built for consistency, not performance



PHASE 3 Day 1 is Live

Session 7 – 8: Your Practice, In Your Own Voice

Building is not enough. The offer has to be in front of the market. These two sessions take everything you have built and make it visible, credible, and compelling — so that the right clients can find you, read you, and decide.

Most coaches who try to write for their practice end up writing about coaching. Their prospective clients are not looking for coaching — they are looking for a solution to a problem they live with every day.

This session teaches you to write from inside your client's world: their language, their frustration, the specific change they are looking for. The result is content that builds trust and authority before a single sales conversation happens — content that does the work of attracting clients even when you are not in the room.

By the end of this session, you will write and structure the five core pages of your coaching website so your practice becomes clear, credible, and ready to be found.

Home — show who you help, what they are facing, and what can change through your work

About — present your story as credibility that matters to the client

Work With Me — make your offer clear, specific, and easy to understand

Insights — let prospects experience the quality of your thinking before they speak to you

Contact — create one warm, direct invitation for the right person to begin conversations with you

You leave with a complete website ready to publish — a clear expression of your practice, written in your voice and built for the clients you want to serve.

Is this Programme Right For You?

This is a kickstart programme. Its job is to build the foundation of your coaching business. It does not cover paid advertising or lead generation, social media growth strategy, or marketing funnels and automation. Those belong to the next stage of your business development.

When you complete this programme, you will have a practice worth marketing.

Day 1 is your foundation, making your practice visible. What comes next is growth: the systems, the channels, and the strategies that turn a launched practice into a thriving one. That's **Marketing Mastery for Coaches** — Coaching Practice Series 2.

This programme is right for you if:

- You are a certified coach who has not yet launched your practice
- You have the coaching skills — and you are planning to launch your practice
- You want a guided, practical path rather than to figure it out alone
- You are ready to commit to building something real, not just thinking about it
- You recognise The Practitioner's Paradox in yourself — and you want it resolved



Programme At One Glance

	The Real Work
Duration	9 Weeks • 8 Sessions • 1 ½ hours each
3 Phases	Before Day 1 • Building Day 1 • Day 1 is Live
What you will develop	Entrepreneurial Mindset • Practitioner Capability • Business Foundation
What you will build	Niche • Offer • Pricing • Voice • Website
What comes next	Mastery Marketing for Coaches
Course Fee	USD 1,500

This program is offered only once per year in Jul 2026, and the class size is capped at 15 participants.

There are two options for the virtual class to choose from

Virtual Class: 3pm Singapore

8am London • 10am Nairobi • 11am Dubai
 12.30pm Mumbai • 5pm Melbourne • 7pm Auckland

2, 9, 16 & 23 Jul, 6, 13, 20 & 27 Aug

Virtual Class: 7.30pm Singapore

7.30am New York • 12.30pm London
 2.30pm Nairobi • 3.30pm Dubai • 5.30pm Mumbai

3, 10, 17 & 24 Jul, 7, 14, 21 & 28 Aug

Day 1 Never Ends.

It is the mindset you carry into every decision and every iteration of your practice.