



# Creating & Growing Your Coaching & Influencer Business

Visibility \* Marketing \* Strategy \* Execution

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Coaches Mentoring with Riana Milne MA



**RIANA MILNE**

# About the Author



## Riana Milne

Cert Global Life & Love Trauma Recovery Coach

Cert. Mindfulness Coach, #1 Bestselling Author, Podcast & App Host; Coaching Mentor for new and current clients who desire to have a Coaching and Influencer's career.

Riana Milne mentors those in the Helping & Wellness professions, current Coaches, and those wanting to be Coaches in any business - to go from a dream or a local business to Global Success in their desired Coaching or Influencer career.

Riana has a proven Track-record for Success as an Influencer & Expert Global Life & Love Trauma Recovery Coach, a #1 Bestselling Author; Podcast, Radio, TV, Alexa & App Host, has been a guest on over 500 summits and podcasts, and has taught Marketing, PR, and Promotions at the University level. She was also chosen to Coach on a 12-show docuseries, as well as offers virtual VIP 1-on-1, High-ticket Coaching, Groups, Self-study programs, and offers Online Training Programs for Singles, Couples, straight and LGBTQ clients, and those ages 16 to age 30 in Life Transition, at her online school called the LifeandLoveTrainingAcademy.com.

She offers an extensive Menu of Services and Privately teaches you exactly what you need to know to Grow your Business in a 3, 6-month, or 1-year program as your Personal Mentor. She has personally invested in more than 10 coaches, and over \$350,000 in education - so you don't



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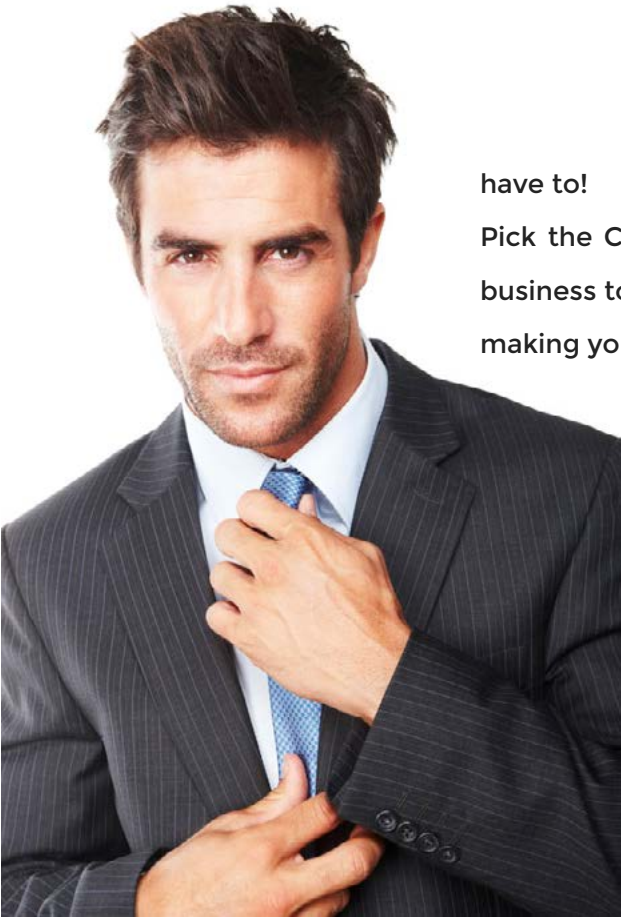
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have to!

Pick the Coaching areas where you want to expand or start your business towards the back of this eBook, and let's get you going on making your Career Dreams a Reality!

Riana is accepting Applications now to win a Private, 1-hour Coaching Consultation to clarify your Business goals (a \$500 value). Get the details on How to Apply to meet with her for this valuable, Free Coaching Mentoring Planning Session on the last page. Space is extremely limited to 4 openings a week this month – Apply now!

\* This offer is only for the Super-serious Applicant, who is Ready to Act NOW and is excited to grow their businesses. Space Extremely Limited for Coaches Mentoring – Riana can take only a select few based on the openings in her calendar and Coaching schedule at the time of Application.

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# SO - YOU WANT TO BE A COACH OR INFLUENCER

Congratulations on deciding that THIS may be the career for you. Deciding is the First of 7 D's in the Mindset for Success to excel in your chosen life area. If you want to do coaching, you will have to be super dedicated to the hours and the process. Just saying "I'm a Coach" is not enough for people to take you seriously, unfortunately. Why? Because too many people enter this field thinking it is going to be easy breezy, then they find out they cannot get clients. Uh oh.... What happened to "build it and they will come?" This just does not work in Coaching world!

## LET'S BEGIN BY DEFINING WHAT A COACH, MENTOR & INFLUENCER ARE:

**A COACH** is a person who advises clients on how to solve their problems in their chosen niche and helps them reach their goals in life. They are there to motivate, support, educate, train, and help their clients during challenging times or Life Transitions.

**A MENTOR** is usually a Coach who has reached a high level of success in their chosen area of life, and now is Coaching others to reach that same level of success in their chosen niche or career.

**AN INFLUENCER** is a Person that influences



others through social or traditional media by their words, images, or actions. They usually combine their messages with advertising products or services due to large number of "Fans or Followers" in social media. Many influencers begin as Coaches; so, for this publication, we will focus on becoming a Coach first, and an Influencer second. Most become influencers once they have over 1 million Followers, or \$1 million in Coaching earnings; because at this level, there are a lot of people who know and follow you.

With both, you need to start with finding your niche – which is the process of finding your area of expertise, calling, purpose or role in life. The realities are, only 1% of ALL Coaches make over \$1 million dollars, so to become an Influencer is rare. Only 5% of Coaches make 6-figures or more (\$100,000) a year – The rest tend to make around \$30,000 or less a year. Wow. I was determined to be one of the 1-6% and did accomplish that and a ton more in my first full-time year as a Coach!



## VARIOUS SPECIALTIES & NICHES

Many coaches of mine have always told me, “The Riches are in the Niches” so we have to come up with an original and newer idea that is “not saturated” in the market. It also helps that it is an area of your expertise, and have specialized training or certification. It’s best to have a “personal story” around your struggle in this area, and you overcame it and became an Expert now giving back to others.

This is my situation by becoming a Love Trauma Recovery Coach. I am a Certified CCTP – Certified Clinical Trauma Professional, plus a LMHC, a Cert. Mindfulness Coach, and Licensed Addictions Professional. All these Certifications and Licenses enable me

to charge more due to my level of expertise. When I chose helping Adults with Unhealed, Unconscious Childhood & Love Trauma, NO ONE was talking or writing about this, let alone coaching about it. I was one of the first to present my research and to educate the world at large on this topic. My #1 Bestselling book, LOVE Beyond Your Dreams came out in 2014, a time when “Childhood Trauma’s Impact” on life, love, and business was not known. A few years later, others have chosen this niche, any many have tried to copy my work, but it helps to be beyond “the pack” of newbies trying to enter into this niche now.



The niche you choose will largely be an influence on the salary you can charge. The research show the average Business Executive Coach charges \$344 an hour; where those working with younger teens or children do not make even half of that, since normally parents are reluctant to invest too much in Coaching for younger kids. (However, I do command \$15,000 for a 6-month program for those age 16 and up, and their parents swear it was the best investment they ever made.)

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## You Need to Stand Out Amongst the Competition to Command a High Coaching Fee





## ARE YOU COMFORTABLE SELLING?

You must be great at sales to enroll a client and have them pay you up front to coach them. Many people hate sales, but it is one of the most important skills to have to make it as a coach. You could have the best website and programs, but if you cannot sell your programs, then you are in trouble. This is a special skill set and taught in many various ways. You need to know the communication and relationship building skills to make sales without sounding pushy or desperate.

Coaching is extremely competitive, and you must be clear on why YOU are the best option for your prospect. You must have impressive Coaching packages that you are selling that you are proud of and have been time-tested. You need to be able to clearly explain your Coaching skills and area of expertise, and WHY this person needs you as their Coach. If you do not have the words to do this, you will not be able to have the income you desire.



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## MARKETING & PROMOTION

You will need extensive creative skills in marketing and promotion of yourself, your skills, and your coaching packages. This depends on a solid plan of action which includes your website, social media (LinkedIn, Twitter, Facebook, Instagram, and YouTube; and maybe a few others). This is essential to “get you out there” and you need someone that knows what they are doing in Coaching and Mentoring or you could make some costly mistakes.

People will judge you on your marketing and branding, and other essential elements. How do your pages and images look? Does it look like you created the Facebook header design, or did you hire a graphic designer? IMAGE is everything to build your numbers to become an Influencer or successful, well-paid Coach.

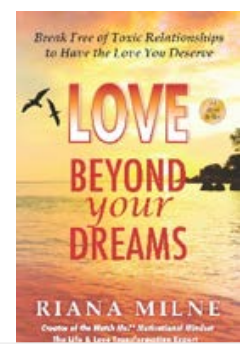
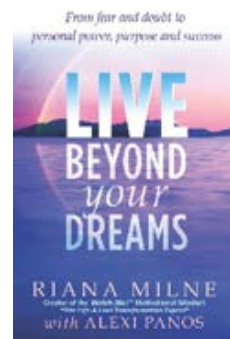
## KNOW, LIKE & TRUST FACTOR

It is essential you have Client Testimonials on your website and on Social media. These are the success stories of your clients that they

write at the end of a course and send in with their permission to use and their headshot. If you have a proven track record of many happy clients, it is so much easier to get new clients.

I know it is a “Catch 22” – how do you get clients if you have no Client testimonials? We will brainstorm this and get this area going for you; because it is critical.

Clients must get to know you through various marketing techniques. I use Social media, I host a podcast, had several radio shows, a TV Show, have over 185 educational tapes on YouTube, have appeared on over 500 podcasts and summits as an Expert, have written for key websites and publications as an Advice Columnist, have an app, speak on live stages, and I am a #1 Bestselling author – all these things build credibility.





Some of these marketing skills must be put into place BEFORE being able to get a lot of clients - but don't worry, this is part of the plan I will create with you, based on your desires and strongest talent areas. This will help you to establish yourself as an expert and begin to build your SEO.

Your website MUST be excellent and not homemade or look cheap. It says everything about you and your business success. I will guide you in this process and others, and I have wonderful affiliate experts to help you with many of the mandatory tasks.

When you do make sales, your programs MUST be excellent, look professional, and WORK. You must do everything in your power to build happy customers, so do not take on too many. Excellent service, empathy, and trust is everything to a Coaching client.





# ARE YOU WILLING TO INVEST IN YOURSELF & YOUR BUSINESS?

Your ability and WILLINGNESS to invest in growing your business determines the level of success you will reach, along with the salary that you can command.

Any successful new business demands ongoing and regular investments. You will have to pay for your Mentoring (I paid \$85,000 for a one-year Coaching program with one of the best Mentors in the Coaching business to launch my business). It was worth every penny - my first year I made it back plus more!

If you are going to go cheap on training, you will get cheap clients and poor results. One of the Mindsets we work on is around money - setting your fees at a price you feel you deserve. I know I deserve to charge a better Coaching price than "my rivals" due to my investment in my education plus in over 10 coaches to refine my skills, branding, marketing, etc. I invested over \$350,000 in my education over the years, so psychologically, I know I'm worth every penny I charge!

I have made this level of an investment in my training and education so I would reach the level of success I desired. However, you will have to be ready psychologically to invest in yourself and your business. I do teach the

Mindset for Success which will eliminate any guilt of investing in your business growth. It is essentially the difference between those who make \$100k + and those who do not.

There are other situations that demand your investment of time, effort, and finances.



# BUSINESS INVESTMENTS MAY INCLUDE

1. *An email system*
2. *Website design*
3. *Basic Tech infrastructural support of what areas of coaching you want to enter*
4. *Marketing support for the areas you may not be great in – like writing sales or email copy, articles, etc.*
5. *Paid ads on Facebook, google, LinkedIn, YouTube, or Twitter*
6. *The areas you want to excel in – where and how you want to market yourself and your services (see my menu of service items I offer later in this book*
7. *To grow and scale, Funnel systems and various Call-to-Actions will be important*

In general, the better your marketing, and if you do excellent branding and some paid ads, you get better reach, which will up your conversion rate to sales. We are aiming to reach large numbers who hear about you, and come to know, like, and trust you. This takes time and ongoing dedicated effort and some investment.



## DEFINING YOUR IDEAL CLIENT

All successful men and women are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose. ~Brian Tracy

1. *What type of clients do you want to work with? Men, women, teens, LGBTQ, Straight, millennials, baby boomers, executives, moms, couples, singles, high income-earners, etc. – all this must be defined into your “Avatar” – your perfect client.*
2. *With the service you deliver, what price-point can you confidently charge your Avatar?*
3. *What program offerings do you have? What is a fair price to charge for your skill level, and educational investment you have made in yourself and your own training?*
4. *Don't think charging a low rate is the best answer when you are new – this is a tricky area you want to review with your Mentor Coach – going too low may say your product or service “is no good.”*
5. *You have to feel totally comfortable in asking for the price you want for your coaching, and know your programs work and are worth it – if you don't feel this way yourself, your client will feel that too and hear that in your voice and sales presentation.*

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All this will directly impact the amount of salary you can earn as a Coach.

# SEVERAL COACHING MODELS FOR CHARGING CLIENTS

1. *Charging by the session or hour – the “old therapy model” is the worst approach you can use. Usually amateur coaches start this way. It’s wonderful to get away from chasing your money when you are paid in full – up front, before starting your programs!*
2. *Offer ½ or full day coaching for a VIP Session or corporate seminar*
3. *Offer Packages: have a 3, 6-month or a yearly program model*
4. *Earning a fixed salary as a Corporate Coach or employee*
5. *Self-study programs (called Evergreen) on a virtual online school or platform*
6. *Will you have a Membership program where they pay monthly? (a lot of people attend at low investments, a lot of work and cancellations)*
7. *Will you coach individuals, groups, live or virtually? Will you be local or international? Depending on your market and program model you can charge more*

*in some instances. With groups you charge less and hope to have larger numbers. Some who offer Groups will charge more and limit the number of students to ensure a fabulous student success ratio and gain more testimonials.*

8. *Live Seminars and Retreats – this can be a very lucrative way to earn money as a coach if you like working with large groups and have a talent for public speaking. Since COVID, people who primarily earned money this way have taken a large decrease in salary and are learning other methods of coaching now.*

9. *Online workshops and master classes: These are sold as programs and private groups, and can be great in earning good money, however, given individually, these are not great money-makers.*

10. *Courses – Online virtual programs are a great source of money when done with other programs like one-on-one VIP programs, and group programs. You really need to market well to make the investment in school creation pay off.*

When you invest in your Coaching Mentor, we discuss all these considerations, and depending on your needs, desired lifestyle, current circumstances, budget, and goals, we narrow down to pick the best model for you to start with and get your programs and structures into place. We need to see how much time you are able and willing to devote to your Coaching or

Influencer business.

We have to map out your first 3-months, 6-months, and 1-year goals, as well as your 3, 5, and 10-year goals. This roadmap will keep you focused on one task and project at a time. Once you get one program complete, you can move onto a second and a third one.



## LOCATION – WHERE WILL YOU COACH?

A local market (and having an office and overhead) will impact the rates you may be able to get; and how much profit you will make. Going virtually and globally makes your rates more competitive and cuts down your overhead completely when you can work at home. Almost all my clients are not located in Florida, the majority are on the west coast of America, where Coaching is more popular and mainstream.

Using Zoom and Skype are the most popular platforms for virtual coaching sessions. Virtual Coaching is not easier, it demands more marketing and getting yourself “known” across the globe, not just across town. You will use a lot of email marketing, webinars, master class-

es, video trainings and more when trying to reach a global market.

All this and more must be considered when choosing what type of coaching you will do, and in what delivery method. Great coaches make their careers look easy, but trust me, there is a lot of dedication to grow yourself and your Coaching business to an outstanding Expert status.

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## LET'S LOOK AT SOME OF THE RESEARCH ON SALARIES:

1. In the USA, the total revenue in 2019 in Life Coaching was \$1 Billion; the largest and most successful area of Coaching; according to IBIS World report.
2. Marketresearch.com quotes the average income for life coaches is from \$27,100 to \$73,100 with specialty niche coaches who have higher expertise can earn over \$100,000.
3. 92% of Life Coaches are remaining in the field (pre COVID stats); and this is expected to grow by about 7% a year. With more people working from home and under stress, this number is certain to increase this year.
4. More corporations are choosing to hire Life Coaches instead of Mental Health Counselors to work with their employees in-house due to less stigma and a friendlier approach to getting help.





**Life Coaching and other specialty niche Coaching can be very lucrative; but can you earn a generous salary if you became a coach? Here is what you need to consider:**

1. *Are you certified or licensed in the area you intend to coach in? Having specialized training in your niche, being a pro, or honored within your profession from your peers or organizations, are all extremely important for someone to feel safe to invest in you as a high-ticket coach.*
2. *Excellent and well-paid Life Coaches have years of experience in their field, they are not just starting out. For example, I was a psychotherapist and Trauma counselor for over 17 years before I decided to become a full-time coach. I also got Certified in Coaching, wrote two books, and created excellent Coaching notebooks and programs before starting to ask for high-ticket investments in my programs. I made sure they worked and were tested at an introductory rate the first year I coached part-time. This helped me gather my testimonials and tweak anything that needed to be done.*
3. *Do you have a great work ethic, are you patient, and willing to work long hours to get this career going? Yes, there is a lot of competition, but when you hire a coach you save a lot of time floundering around not knowing what to do. Those that think they can say “I’m going to be a Life Coach” and start charging \$10,000 or more, is not realistic. You must build your brand, your reputation, your testimonials, your SEO outreach, your social media numbers, and more. Marketing is a huge piece of the success story and knowing exactly what to do will help you get to High-ticket offers faster.*
4. *Have you made a firm Decision this is for you, then acknowledge that you have the Drive, Desire, Dedication, Determination, Devotion, and do you Dare to Dream Big and Live Large? These are the types of clients I teach in Coaching & Influencer skills. Each of the 7 D’s are part of the Mindset for Success system that I teach my clients, and it is imperative that you have it to succeed.*
5. *Training by other Coaches and experts is an essential part of succeeding as a Coach. I have personally trained with over 10 Coaches and Mentors to be able to reach the level of success where I am. The good news? I will put you on the fast track of learning the top essential skills, and in the order that you want and need them, to succeed.*
6. *Certification does not equal success. However, having training in the niche you want to Coach in is essential. This is not a college degree, but a specialized training leading to certification. However, even having this does not guarantee success, The Mindset for Success, and the ability to “take the grind” to grow your business are the keys to fortitude – and Success. Every Successful Coach has worked mostly 14-to-16-hour days to get to where they need to be, then once they reach that point, they hire others so they can enjoy the lifestyle they can now afford. All Successful Coaches have hired many Coaches and Mentors along the way – this is part of the investment in our businesses to help our confidence and to grow to the next level. Nothing comes easy, but you can succeed too!*

# WHAT TYPE OF INCOME CAN YOU EARN?

## *According to one online employment service*

"The hourly wages for life coaches are as high as \$71.39 and as low as \$5.29 (an average of \$30,000/year). Most Life Coach wages currently range between \$13 (25th percentile) to \$34 (75th percentile) across the United States. The average pay range for a Life Coach varies greatly (as much as \$21), which suggests there may be many opportunities for advancement and increased pay based on skill level, location and years of experience."

## *Zip Recruiter summarizes the Life Coach's Average Salary as below:*

Salary Range (Percentile)

	25th	Average	75th
Annual Salary	\$26, 500	\$60, 479	\$70,500
Monthly salary	\$2,208	\$5, 040	\$5,875
Weekly Salary	\$510	\$1,163	\$1,356
Hourly Salary	\$13	\$29	\$34

This low pay scale shocks me!

Research done by The International Coaching Federation (ICF) finds that the average salary for American coaches is between \$11,000 and \$114,500. a year. This sounds more realistic to me.



Other popular job sites, list the following salary for a Life Coach - obviously, I do not recommend that you apply to an ad for Life Coach at any of these services; instead - hire a Mentoring Coach and create your own courses and business to earn the money you desire.

Source	Annual salary	Hourly rate
PayScale	\$45,840	\$33.44
Glassdoor	\$35,487	\$25.88
ZipRecruiter	\$69,945	\$51
Indeed	\$28,910	\$21.08

Again, I am quite stunned at these low rates. My Rate averages at \$500-\$1000 per hour for my Life & Love Trauma Recovery Coaching; and my custom packages for Couples are at \$20,000 for six-months. You can see what benefits Coaches, Mentors, and Influencers have in being able to command a higher package fee.

My 36-year old daughter Alexi Panos and her Husband Preston Smiles have been in the coaching field over 10 years - they are each, individually, millionaires in Life Transformation Coaching. Life coaches like Tony Robbins, and Dean Graziosi (I took Mentoring programs from both as well) are receiving numbers in the high millions. There is absolutely no reason why you cannot reach over 6 figures too! (my daughter quotes 5% of Coaches earn over \$100k, and 1% earn over \$1 million a year; the rest earn about \$30k or less). This seems aligned with the figures I just shared with you. All those earning over 6-figures have invested in many Coaches and Mentors along the way.

**You Can Choose to Be Amongst the 94% - OR -  
Get a Mentor & Be One of the Top 6% Earners!**

# BEST WAYS TO HAVE A BETTER INCOME

Once you get started in phase 1 of your Coaching business, then you can grow into phase 2. It is important you focus on your niche and become “known for that” before moving on to another topic. If you spread yourself too thin, or just call yourself a “Life Coach” it will be too broad for you to stand out. You must dedicate 1-3 years to growing the business and getting “out there.” Once you are earning regular and good money in phase 1, then choose options for phase 2 which can include:

- Group coaching
- Live workshops, retreats, or seminars
- Mastermind groups
- Podcast Hosting and being a guest
- Online TV or YouTube channel
- Business Coaching your skills to mentor another
- Company lectures, trainings, or contract work
- Publishing a book, column, newsletter, eBook or appearing on top-rated internet publications



# YOU ARE NOT A COACH UNTIL YOU'RE PAID

Many people go around calling themselves a Life Coach and the public just laughs at this point. People are smart enough to see an amateur from a true, qualified professional who is properly and well trained. Just giving your advice to friends and family does not make you a Life Coach. It is like someone who cuts hair for fun vs. going to a professional hair stylist – there is no comparison. There are many skills for a Coach to learn and many qualities to develop – Here are some of them:



1. You must live your life as a leader – high in honesty, kindness, and integrity.
2. You must be dedicated to ongoing training, learning, and coaching to be the best and most qualified coach you can be.
3. You must be an empathetic listener and know proper communication skills to reach your client when they are struggling or stuck emotionally.
4. You must know how to motivate, inspire, guide, and be firm and call your client on their BS when no one else will. This is the honesty the client deserves.

WHAT COACHING FIELD YOU DECIDE TO DO WILL ALSO DETERMINE THE INCOME YOU CAN EARN.

5. You must know and have excellent sales skills – You need to be confident to promote. It is a complicated skill to learn that takes much practice.
6. You must be able to deal with difficult, emotional clients who may not be open to change. You need to ask great questions to have the clients draw their own conclusions, guide through suggestions and not force, present ideas without insisting it be done your way, understand the clients issues and concerns, and work with both the strengths and weaknesses of the clients.
7. Coaches need to be humble yet strong, and caring yet firm, when they need to. They must be able to handle difficult topics that clients do not want to face or talk about.



# LIFE COACH EARNINGS BY NICHE

1. Business Coach - This category usually earns the most money. Corporate coaches could be hired by a company or work independently with high-earner clients to get them to the next level in their career. Coaches in this area have usually climbed the Corporate ladder themselves and have incredible talent in their field. The low end for this type of coach is \$70k and can get to over a million a year. If you are really good, your first year should be over 6-figures.

2. The Spiritual or Mindset Coach help people deal with a negative mindset and a sense of emptiness; and teach positivity skills to help clients reach their goals. Research shows they earn an average of \$80k a year, but many are certified, ordained, or very educated themselves in this area.

3. Fitness, Health and Nutrition Coaches - This area has a very wide range of earners - from a low \$15/hour to \$100/hour or more. A coach can earn more with a Coaching package that offers several benefits like - diet, exercise, mindset, and other coaching areas.

**There are many coaching niches. Let's discuss your passion topic and area of expertise to develop yours!**



# WILL COACHING LAST OVER TIME?

Yes! And it is only getting better! Since Covid-19, thousands of people for the first time are using coaching and virtual systems like zoom and skype to meet with doctors, coaches, and counselors. This is becoming mainstream now, where before, many people totally shied away from using the internet for such personal appointments. This is great news!

But if you want to be a Coach in the top 5% who earn over 6 figures a year, then you must treat this like a business and be willing to do the hard work and be totally committed like any new business. If you want to succeed, you need to know this is not a hobby. Coaching has a huge emotional and heart-centered component to it, but you also must master sales, marketing, public relations, copywriting, public speaking, teaching methods that work, program creation, technology, and other business skills.

You also need to have a compelling offer that people want and need. It offers the solution to what keeps them up at night. If you offer the solution that works, your Coaching practice will easily succeed!

I bring close to 40 years of experience in owning various, successful businesses when it comes to mentoring you. I offer Mentorship in every area of the Coaching industry which I have mastered. Since my Coaching Training



## SERVICES OR TRAINING AREAS TO CONSIDER FOR A SUCCESSFUL COACHING OR INFLUENCER BUSINESS

began in 2009, I have accomplished goal after goal, and the various phases of the business to get where I am today. I have created a diverse coaching practice that I love and am proud of, that easily earns over 6-figures giving me the lifestyle I desire, year after year; and I want to teach you how to do this too.

Here are some of the items that I can Coach you on. If you apply to meet with me and win a free 1-hour appointment, we will discuss your idea, and see what your goals are for your business, purpose, desired income, lifestyle, comfort level in coaching, and more. Based on your Coaching Consultation Session, I can offer what I feel could support your goals, and together, we would create a workable plan that you are excited about.

# SUGGESTED SKILLS FOR A SUCCESSFUL COACHING BUSINESS:

*If you do not see what you have in mind on this list below, jot it down and discuss this with me in your session.*

- Creating a Mindset for Success Belief-system
- Time and Life Balance as you grow your Business
- Identifying your Niche and perfect ideal client
- Creating a program title, the system, and educational delivery system
- Creating a theme, logo, slogan, and colors for your Branding
- Creating an Online School or Training Academy & Courses
- Writing a #1 Bestselling Book & How to market it for sales
- Developing an App for the global market
- Marketing your programs – social media, advertising, business cards, forms, etc.
- Website and Social media creation, copy, paid & free ads, and getting Likes and Followers
- How to acquire clients on a consistent basis – developing your initial Call-to-Action
- Email marketing system and list segregation; skills to retaining your clients
- Creating a Podcast, radio, Alexa Daily Brief or TV show that gets consistent 5-star ratings
- Preparing an educational speech or interview that hits the emotions of your client
- Creating the Know – Like – and Trust Factor with global clients
- Creating a webinar or series of Master Classes that convert to sales
- Creating Bonuses, upsells, and promotions that get eager buyers for your program
- Sales skills, Mastering the Free Coaching session, knowing what to charge
- Group Coaching – leveraging your education to teach larger groups
- Creating a Blog and getting content published with top magazines or online websites
- Creating your YouTube Channel, getting subscribers, and monetizing techniques
- CTA's – creating multiple Call-to-Action Free Offers that your clients will love and want
- Creating Funnels to take your CTAs into repetitive, evergreen sales
- Facebook, YouTube, and LinkedIn advertisements
- JV's, Affiliates, Networking and Masterminding Relationships
- Marketing, Promotions, Public Relations, Speaking to Inspire Sales & get Clients
- How to Continue to get Clients with various methods that are consistent and ongoing
- Branching out to the next level and expanding your brand name and core programs

***And much more!***

**What Do You Want to Learn? What's Your First & Best Move?**

**All these skills and more have come together since starting my Coaching path in 2009 with writing my first book, LIVE Beyond Your Dreams.**

# THE MENTORING PROGRAM

The Mentoring Program will include live Coaching on Skype, training lessons and worksheets, assignments, goal setting, learning The Mindset for Success including the psychology and exact steps to win clients through sales, marketing, public relations, promotion, and guidance in every area you select for mentoring.

## CONCLUSION

It has been well proven by leaders in the Coaching field that you can earn an excellent salary and become well known to be a major Influencer in your field. If my daughter and I can do this, you can too! Success in any business comes with dedication and hard work, patience, focus and commitment -- especially in the first three years. Most people give up in the first 1-2 years when they cannot seem to get beyond a starting income. This is because they did not hire a Coaching Mentor who will guide their progress and monitor their business growth.

You clearly need to have a specific, clear, measurable plan which is in alignment with your personal and life-style goals. You will need the skills, qualities, and training to be a Coach in a specialized niche area. Be sure to

get Certified in those areas before attempting to Coach. You can get that training while growing the first phase of your Coaching business - so put nothing on hold!

There is much to learn, and sometimes you will feel frustrated, pissed-off, and exhausted. But when you have fabulous well-paying clients, you love what you Coach, and live a purpose-filled life, it is the best job anyone could have. You set your own hours, take days off and vacations when you want, and you are changing lives.... it is totally rewarding! You just must know what to do!

Yes, when you accept the fact that every great Coach had Coaches every step of the way, then now is the time to talk to the Coach you want as your Mentor. I would be honored to serve as Your Mentor Coach also!

*In Light & Love, Riana*

**ARE YOU READY TO CREATE THE LIFE YOU DESIRE? THEN REACH OUT TO APPLY TO TALK TO ME ABOUT YOUR COACHING CAREER DREAMS!**





**How to Apply:** Contact Me to Apply to work with me as Your Personal Coaching Mentor. Your Investment varies according to your needs and number of months required to reach your desired goals. This is a Private 1-on-1 Mentorship, where the entire focus is on YOU and YOUR Business growth.

Please **Apply** at the link on my website page only you are truly ready to Dedicate Yourself to Growing a Successful Coaching or Influencer Business, Apply & Get Details Here > <https://rianamilne.com/mentorship/>

**Space is Extremely Limited; Apply today!**

I look forward to Receiving Your Application and Helping You on Your Journey to Growing Your Successful Coaching & Influencer Business.



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