



BUSINESS COACH LAUNCHPAD™

MEMBERSHIP GUIDE

EVERYTHING YOU NEED TO
LAUNCH AND SCALE A PROFITABLE
COACHING BUSINESS WITHOUT
FRANCHISE FEES OR LIMITATIONS

» BUSINESSCOACHLAUNCHPAD.COM

» LAUGHLINBUSINESSADVISORS.COM

WHO IS BUSINESS COACH LAUNCHPAD™ FOR?

Business Coach Launchpad™ (BCL) is designed to empower a diverse group of professionals who are ready to transform their approach to coaching and business growth. Whether you're experiencing unexpected job transitions, looking to monetize your expertise, or serving clients in a specialized industry, BCL offers tailored solutions to accelerate your success.

We're looking for professionals who are eager to make more money and committed to building their own successful coaching practice while helping others succeed.

This opportunity isn't a get-rich-quick scheme; it requires dedication, time, and consistent effort—but the payoff is a transformational journey toward financial and personal freedom.

WHICH COACH ARE YOU?

- **New Business Coaches:** Ready to build your own coaching business? If you're stepping into the coaching world and want a proven roadmap, expert support, and ready-to-use tools to hit the ground running, BCL gives you everything you need to start strong, get clients, and grow with confidence.
- **Existing Business Coaches:** Tailored specifically for those in the coaching industry. Leverage our proven techniques to take your coaching practice to the next level and create a sustainable and scalable coaching practice.
- **B2B Professionals:** Are you sick of giving away free advice? Monetize your expertise with BCL and convert your knowledge into an additional recurring revenue stream. For those serving business clients, BCL equips you with the frameworks to offer high-impact strategies drive significant business growth.
- **Industry Expert:** You're highly skilled at what YOU do. Now, you're ready to move beyond trading time for money and turn your expertise into a scalable, profitable business. BCL is built for professionals like you who are ready to coach, lead, and grow. The truth is, the best business coaches out there are helping the version of you from five years ago. It's your turn.

BECOME AN IN-DEMAND BUSINESS COACH

No Franchise Fees. No Restrictions. Just Success!

If you're ready to **take control of your financial future** and help others do the same, Business Coach Launchpad™ gives you the **ultimate toolkit** to launch and scale a profitable coaching business without franchise fees or limitations.

This is a turnkey solution built for action-takers like you!

**JUMP IN TO SEE WHAT
YOU GET WHEN YOU JOIN
BUSINESS COACH LAUNCHPAD™**



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HERE'S WHAT YOU GET WHEN YOU JOIN BUSINESS COACH LAUNCHPAD™

1. CORE RESOURCES & TOOLS

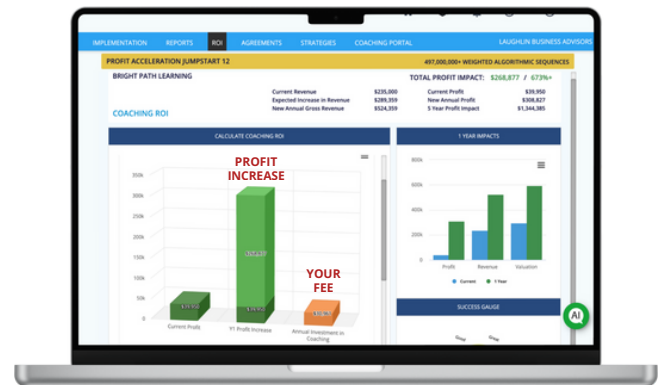


Everything You Need to Succeed. We provide you with world-class resources, so you hit the ground running. With these tools, your business is truly ready to scale from day one. We've done the heavy lifting for you.

Profit Impact Software™ is your blueprint for success. We spent 15 years developing and testing this software with over 497,000,000 weighted algorithmic sequences. This software allows you the unprecedented ability to help any business owner in any industry or profession achieve maximum financial results... and do so with zero guesswork. We provide three primary versions of this software: **The Jumpstart 12**, **The Jumpstart 40**, and **The Deep Dive 40**.

Profit Acceleration Simulator gives you the ability to demonstrate LIVE the potential revenue and profit increases for ANY business in ANY industry. It's meant to help ease the process for lead generation and conversion.

The Coaching & Client Portals are comprehensive and professionally designed dashboards that enable you to build your coaching business with a strong sense of professionalism and the knowledge that you have the best tools available to lead your clients to success.



And more...

- Business Suite & CRM
- Personally Branded Business Coaching Website
- Personal Onboarding Advisor For Life
- Legacy Archives Resource Library
- \$2MM White-Labeled Online Business Academy

HERE'S WHAT YOU GET WHEN YOU JOIN BUSINESS COACH LAUNCHPAD™

2. ONBOARDING PROGRAM & ADVISOR FOR LIFE

Your Success Is Our Success. Our onboarding program is truly second to none. From day one, you'll be paired with an Advisor for Life who guides you through our four-phase training with weekly Zoom check-ins, personalized emails, one-on-one role-play sessions, and targeted skills assessments.



Our expert team and Profit Impact Software™ advisors offer real-time support via Ask the Expert sessions and community masterminds, ensuring you quickly master hosting Profit Assessments and converting leads.

Our methodology is Training then Practice/Implementation, repeatedly. This is one of the highest forms of rapid learning.

With flexible, self-paced learning and automated reminders, many coaches are fully trained within a few weeks, saving time and accelerating success.

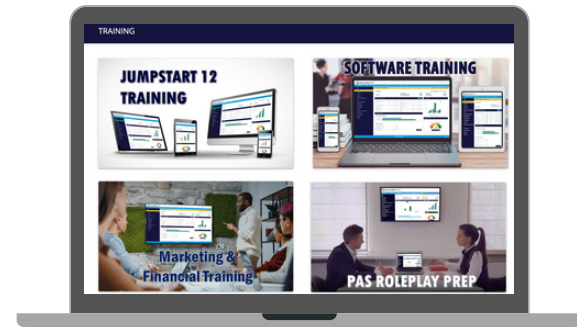
ONBOARDING, TRAINING & CERTIFICATION



HERE'S WHAT YOU GET WHEN YOU JOIN BUSINESS COACH LAUNCHPAD™

3. COMPREHENSIVE DONE-FOR-YOU TRAINING

From mastering your systems to landing your first paying clients, our training program is designed to get you profitable fast. This isn't theory. It's practical, step-by-step guidance to ensure you're making money quickly. And, we provide you support through securing your first 2-3 paying clients.

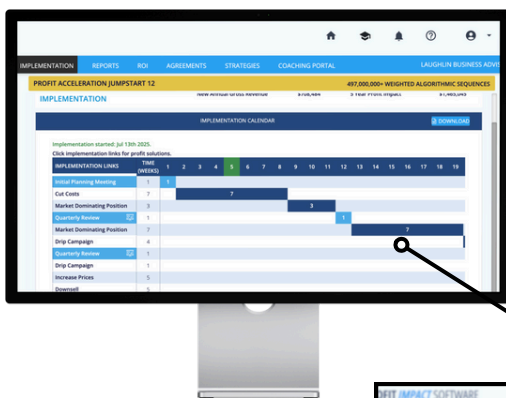


Enhanced Training Curriculum

- Phase 1: Motion / Foundations
- Phase 2: Momentum / Lead Generation
- Phase 3: Acceleration / Conversion
- Phase 4: Legacy Scaling

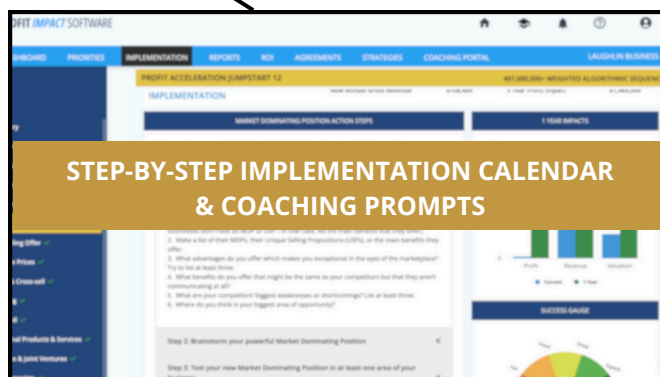
And more training...

- Jumpstart 12 Training
- Role Play Prep
- One-on-One Role Play Session



Profit Impact Software™ Training

Through our step-by-step training, you will quickly master this powerful tool and use it to dominate your competition for as long as you remain a coach.



HERE'S WHAT YOU GET WHEN YOU JOIN BUSINESS COACH LAUNCHPAD™

4. ONGOING COACHING SUPPORT

We're Here Every Step of the Way. Stay on track and accountable with our extensive coaching support network. You'll never feel alone. We're committed to helping you thrive.

- Weekly Accountability Return & Report Call with Craig
- Weekly "All-Coach Huddle" Call
- Business Suite Mastery Calls (2 per month)
- Open Office Hours Tech Support (3 per week)

5. EXPERT GUIDANCE & COMMUNITY

Learn from the Best, Grow with the Best. Benefit from direct access to industry experts, along with a supportive community of like-minded coaches. Collaborate, share, and grow together with an elite group of coaches.



Ask the Experts Calls | 3 per week with breakout rooms

- Foundations: Role Play Practice, Strategies, Presentations & Coaching Portal
- Lead Generation | Marketing: Networking, Joint Ventures, Virtual & Live Events
- Leads Conversion | Sales: Closing, FBS Products & Funnels
- Fulfillment: Flash Coaching & Group Coaching

Access to Private BCL Online Community

- Weekly Momentum Challenges
- Bonus Trainings & Workshops
- Private Community Channels

Live Event Mastery & Virtual Event Mastery Programs

HERE'S WHAT YOU GET WHEN YOU JOIN BUSINESS COACH LAUNCHPAD™

6. AUTHORITY BUILDING & MARKETING

Position Yourself as a Market Leader. We don't just help you build a business; we help you become the go-to authority in your niche. From your own branded books to professional marketing materials and the power of AI, we position you as an expert with the systems, tools, and confidence to lead.



Personalized Lead Generation Book - A powerful credibility builder, it showcases critical strategies from the Jumpstart 12 assessment, positioning you as a trusted Profit Acceleration Specialist. Though ghostwritten, it's presented as your own resource to boost leads and profits. Personalized with your photo, logo, brand colors, and contact details, it's perfect for networking events, seminars, and in-person meetings.

Author Program Book - Become a published authority using our 30 expertly ghostwritten chapters on various business topics. You select 10 chapters, add your personal touch, and create a book that reflects your unique voice. It's a key asset in converting prospects into clients.

Personally-Branded Marketing Materials - Access to our Master Ad Library of professionally designed and field-tested marketing assets valued at over \$1 million. Covering more than 147 business types, this helps you outmarket competitors with proven materials. Quickly select and customize marketing collateral and gain a competitive edge in converting prospects into loyal clients.

AI CoachAssist™ - Your strategist AI CoachAssist™ is embedded inside the Profit Impact Software™ and gives you real-time support and strategy as you work with clients. Whether you need coaching scripts or ideas for solving your client's challenges, CoachAssist™ delivers actionable insights in seconds. This high-powered AI tool amplifies your impact.

WE OFFER THESE MEMBERSHIP LEVELS

BUSINESS COACH LAUNCHPAD™ **CORE** - \$997/MO

RESOURCES

- Business Coaching Software
- Profit Impact Software Jumpstart 12™
- Profit Impact Software Jumpstart 40™
- Profit Impact Software Deep Dive 40™
- Profit Acceleration Simulator™
- Onboarding Portal
- Coaching Portal
- Client Portal
- Focused Business Suite
- Your Own Business Coaching Website
- Your Own Online Business Academy
- Virtual MBA
- Jumpstart 12 Training Library
- Profit Acceleration Resources
- Financial Training for Business
- Personalized Lead Generation Book
- Author Program Personalized Book
- Live Event Mastery
- Virtual Event Mastery
- Coaches Resource Center (CRC)
- Access to the Focused Master Ad Library
- Credibility-Boosting Interview Script
- AI CoachAssist™

TRAINING

- Marketing Training
- Financial Training
- Profit Impact Software™ Training
- Jumpstart 12 Training
- PAS Roleplay Prep Training
- Lead Generation Training
- Ongoing Group Challenges
- Accountant Joint Venture Training
- Sales Mastery Training

SUPPORT

- An Advisor for Life
- Onboarding Program
- Weekly Ask the Expert Live Support Calls
- Business Suite Mastery Calls
- 24/7 Live Chat Business Suite Support
- Access to Private Facebook Community
- Access to Private Online BCL Community

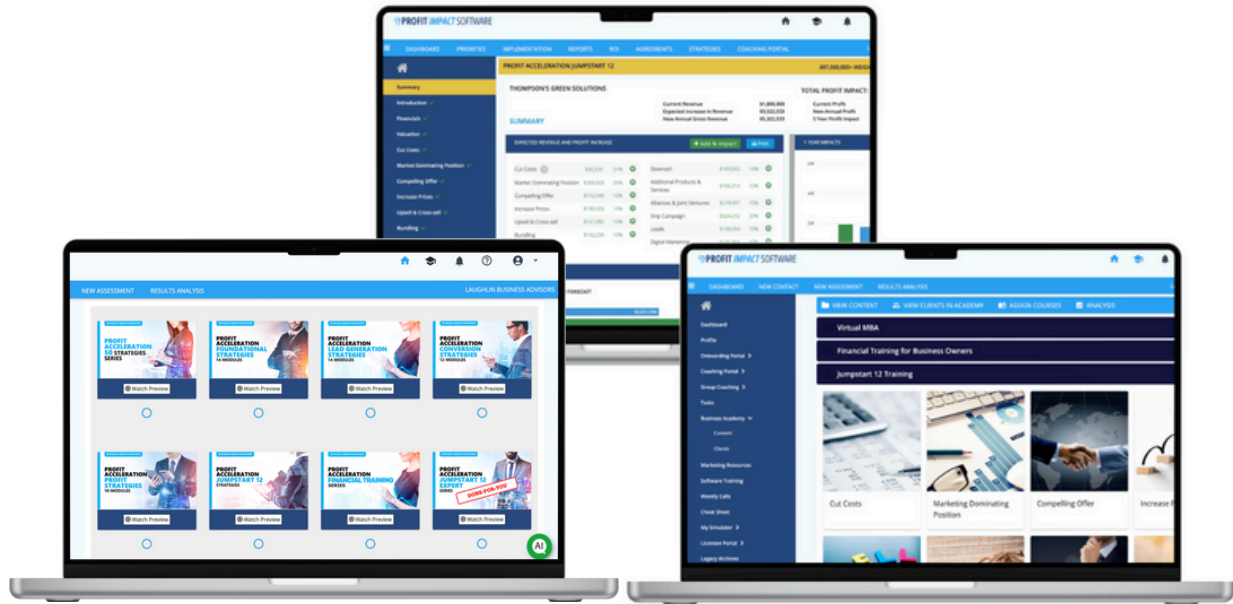
BONUS

- The Profit Path™ Levels 1 & 2

**The Profit Path™ is a proven coaching ascension model that gives business coaches a clear, scalable path to deliver real client results, build recurring revenue at every level, and protect their personal time freedom while growing their impact.*

WE OFFER THESE MEMBERSHIP LEVELS

BUSINESS COACH LAUNCHPAD™ **PLUS** \$1497/MO



Everything Included in Business Coach Launchpad™ CORE and...

- **Done-For-You** Group Coaching
 - You sell the group coaching. We do the work. You keep the revenue.
- Group Coaching Software
- Flash Coaching Software
- Digital Acceleration Software™
- One Complimentary Coaching License
 - Mentor a coach under your guidance

BONUS

- The Profit Path™ Levels 1 - 4

WE OFFER THESE MEMBERSHIP LEVELS

BUSINESS COACH LAUNCHPAD™ ELITE - \$2497/MO



This program is designed for the business coach who is ready to take themselves to the next level. It includes everything in the Business Coach Launchpad PLUS membership, including **the transformative principles of the TruthWarrior™ Frameworks and full access to The Profit Path™ Levels 1 - 7.**

Developed by Craig Laughlin Jr, founder of the TruthWarrior™ Movement, this integration is designed to help overcome limiting beliefs, align with core values, and reclaim true purpose. It's not just about scaling businesses—it's about cultivating a mindset of resilience, authenticity, and lasting impact.

By combining elite business coaching with the profound, transformative insights of the TruthWarrior™ Movement, BCL ELITE empowers you to optimize every aspect of your coaching practice. You'll receive advanced training that merges practical business strategies with deep personal growth, enabling you to build a sustainable, purpose-driven legacy. This holistic approach ensures that you not only increase profitability but also lead with integrity, transforming your professional journey and life.

The frameworks you learn in BCL ELITE will not only help you break through your own ceilings but will also equip you to guide your clients past their own barriers, opening new pathways for growth and success. By mastering these principles, you'll help business owners shift their mindset, identify hidden opportunities, and implement strategies that drive real impact. As you grow into a more effective coach, your ability to elevate your clients' businesses expands, creating bigger wins, stronger relationships, and a reputation that sets you apart in the industry.

This membership requires an application.

OUR APPROACH IS SIMPLE:

Rather than reinventing the wheel, we provide you with a proven, replicable system designed to meet the exploding global demand for expert coaches and consultants.

READY TO BUILD YOUR COACHING BUSINESS? HERE'S WHAT'S NEXT...

If you're ready to step up and invest in your future,
here's what to do next:

Scan the QR code below and simply choose a time to speak with Craig. This is not a pushy sales pitch, just a genuine conversation about your next steps and whether we align with each other.

Ready to leverage a proven system to achieve success faster?
Book Your Clarity Call with Craig at the link below.



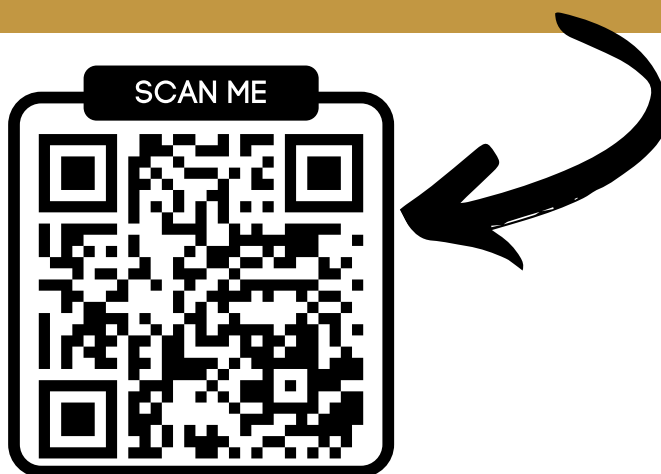
<https://businesscoachlaunchpad.com/clarity>

READY TO BUILD YOUR COACHING BUSINESS?

Don't miss this opportunity to own a turnkey business without the hassles of franchise fees, revenue sharing, or territory restrictions.

Everything you need is here.

**BOOK A CLARITY CALL WITH CRAIG TODAY.
SCAN THE QR CODE BELOW.**



<https://businesscoachlaunchpad.com/clarity>