



**Understand our proven  
fundamentals and build a  
SIMPLE BUSINESS  
ADVISORY MODEL that  
WORKS!**



# Building a Coaching Practice

Get it right and you will build a  
better consultancy, more  
easily with less stress & more  
profit.

Getting into coaching  
and business advising  
has never been easier!

We will teach you how to  
Develop a business  
model specific to your  
background and skills.

More Importantly, You  
are not alone!  
Join a team of  
professional  
Coaches, collaborate and  
be more profitable.



Business Advisors come in all different shapes and sizes.

Success will look different to each  
ADVISOR DEPENDING ON YOUR  
BACKGROUND AND YOUR GOALS

It's not always about the money- By  
understanding the **Why** and the **What**,  
you start to build your own Model.





**As a coach under BBC, you are a part of something much bigger!**

- BBC is the coaching arm of the Business Advice Agency (BAA) .
- Unique Q&A Forum "WiiLSON" is also exclusive to BBC.
- An "in-house" Lead GEN system like no other, a continuous pipeline of opportunities to quickly grow your practice
- You can collaborate with other coaches to improve your practice
- You are connected to National Database(s) of SME's with guaranteed opportunities.





# What are the benefits of being a BBC Coach?

- The Business Advice Agency (BAA) is exclusive to BBC. All BBC Coaches/ Advisors have access to a large database of SME's across the entire group.
- You will own your own BBC coaching business attached to BAA, as an Associate.
- You will be a contractor with your own company & ABN and autonomy within the BBC framework.
- You will be advertised on the BAA website with picture and Bio as a Certified Business Coach.
- You will be connected to all our industry partners, who can refer business to you.
- You will be affiliated with "Wilson" and exposed to their membership .
- Wilson will be supporting BBC and our coaches with EDM's and other marketing to their membership.
- You will be enrolled with the Institute of Advisors to complete the Internationally recognized Coaching Course to give you the right credentials and experience. (if not already accredited by an approved group)
- You can source your own clients outside of the group.
- PLUS MUCH MORE....



BUSINESS ADVICE AGENCY



# One of the BIGGEST problems Coaches have is finding NEW CLIENTS!



Clients sourced via  
the BAA group?  
**This is "GOLD"**

Our Certified Coaches become exclusive coaches to BAA members and come highly recommended within the organisation. Clients are referred to our coaches regularly from:

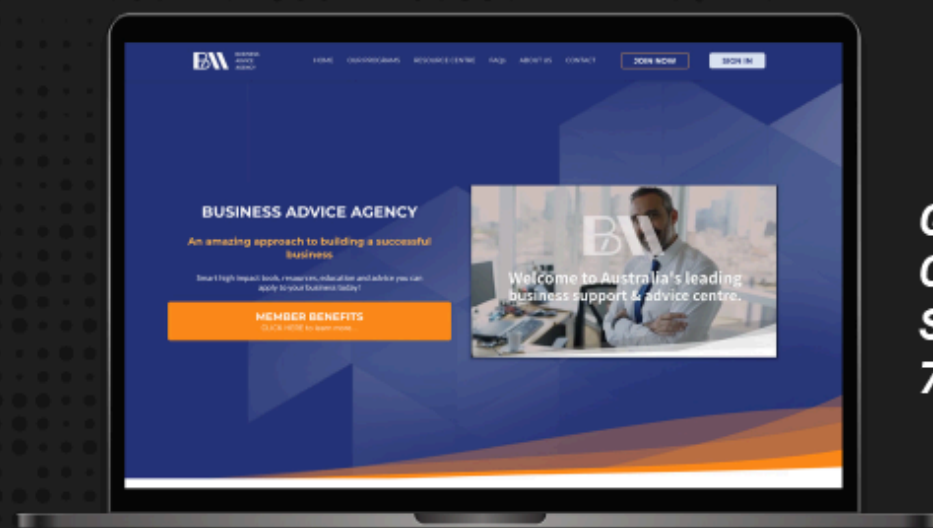
- BBC coaches have an active roll as "Concierge" to BAA members, introducing new allocated members to the BAA network. Each member "concierged" is a pipeline prospect for coaching.
- The Business Advice Agency membership (Members) and their contacts
- BAA marketing. To generate new members and opportunities for coaches.
- Turn on your own marketing Portal with our marketing partners at DashBee, to attract your own clients.
- Our BAA expert partners and their database of clients (Partners discretion)
- Wilson members & marketing
- Each coach becomes an automatic BAA member, with access to the member portal & directory, tools, events & webinars.



## Ultimate Marketing System

BBC has relationships with a variety of marketers to help YOU and your coaching business be seen and generate more leads.

- ✓ Your very own personalised website and landing pages.
- ✓ Automatically message leads via Email, SMS, Facebook Messenger and more.
- ✓ Automated appointment booking and scheduling system.
- ✓ Manage your workflow, pipelines and track every stage of your prospects to closed deals.
- ✓ Better Business Coach Newsletter campaigns and email nurturing content all done for you.



**Get your Better Business Coach Marketing System Set up and Running in 7 days!**

## Your Road to Success Starts Here

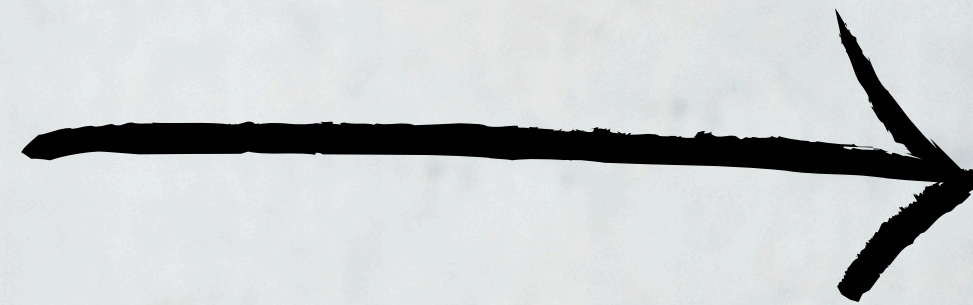
All the things you need as a coach to solve your digital marketing problems in one place



# Average Industry Consultancy Rates

Why should a client spend \$10,000 - \$100,000 on your services? Because they believe that you can make them considerably more!

**FREE service**



Initial teaser Quiz client  
needs analysis (FREE  
Assessment)

**\$3,500 - \$20,000**



Business Review, Problem  
Identification, Gap Analysis  
solution (\$3,500 -\$20,000)

**\$500 - \$1,500 (Phone)**

**\$1,000 - \$2,500 (face to face )**



Monthly Review  
\$500 - \$2,500 p/m



# HOW CAN YOU IMPROVE YOUR PRACTICE PROFIT?

**MORE CLIENTS**

**HIGHER FEES**

**RECURRING  
REVENUE**

**HIRE CHEAPER  
LABOUR**

**LESS TIME**

**PRODUCTS  
PACKAGES**

**LIFE VALUE**

# Get Yourself Ready..



**1** What are your Goals?

**2** Why do you want to get into advisory?

**3** What does success look like for you?

**4** How much do you want to earn?

**5** How much time do you want to commit?

**6** What is your ideal speed of launch?

**7** Is anyone else involved?

**8** How much can you commit to Launch & Development?

**9** Will you use the practice to leverage other revenue streams?

# SCOPE-OUT COACHING OPTIONS & INCLUSIONS

## MODEL COMPARISON

Options	Competitor 1	Competitor 2	Independent	BBC
Franchise Model	✓	✗	✗	✗
Contract Model	✗	✓	✗	✓
Joining Fees	\$49,500	\$30,000	\$0	\$25,000.00
Certified Course/Induction	✗	✗	✗	✓
Leads Given	✓	✓	✗	✓
Unrestricted Lead GEN	✗	✗	✓	✓
Membership Networking	✗	✗	✗	✓
Use your own BRAND	✗	✗	✓	✓

**BBC has been set up to give our coaches the BEST opportunities to develop a "Platinum Standard" business, via the following,-**

- assistance to acquire clients and make a good income.
- Most of our competitors do not have certified Industry qualifications. This is a big advantage and a good marketing angle for BBC.
- No other coaches have exclusive access to BAA or WiILSON
- Each coach has the ability to run their own business with their own branding or take advantage of the national BBC branding.
- Not have to pay outrageous fees to get a complete Business in a Box.

## BBC ACCREDITATION PACK

### What is included:

- Certified Professional Business Advisor(CPBA) Course to teach you how to coach a business owner, what to expect, what to say, what to charge and supplied tools, downloads and giveaways.
- Your name added to the Institute's online Certified coach directory (if Accredited)
- Certification certificate with your qualification number.
- Training on how to build a successful coaching practice
- Coaching Training is ongoing within BBC
- Link in with BAA's expert partners for potential leads & partnerships
- YOUR details & Bio added to the BAA website as a trusted certified coach/Advisor
- Free admission to online forum "Wilson" for Q & A's and networking
- Link in to a large network of other coaches for advice and assistance
- Templates, handouts and material
- Marketing Resources & credentials
- Access to BAA's trusted expert partners for advice and to refer your clients.
- Your own High Level Marketing Platform & dashboard for extra Lead GEN. Set-up cost \$5,000 + Free software & management for first 6 months, (included in set up costs) then \$199.00pm for marketing management after the first 6 months. (optional) (should you choose the full package)
- Your business remains your asset; you can leave the group if you wish and/or sell your practice.

**There are a variety of coaching packages available** (please discuss your circumstances with BBC management) . The full Ultimate coaching package is a complete business in a box opportunity. - **Launching special is- \$17,800** (normally \$25,000) - Finance Available T.A.P.

# Coaching is a **GROWTH INDUSTRY**

## **Better Business Coach**

**e:** [admin@betterbusinesscoach.com.au](mailto:admin@betterbusinesscoach.com.au)

**P:** 1300 725 156

BBC Founder,  
Business Owner and  
Certified Coach  
Phil Rce



There is a huge need for good coaches. accross a variety of industries. BAA has developed the right platform to help thousands of SME's survive and succeed with our extensive proposition, Platform and certified Coaches.

**Enquire Today!**

