

# Frequently Asked Questions – 60 DayAccelerator – Coaching Business Builder

*With Jennifer Britton*

December 2019

The 60 Day Coaching Business Builder<sup>1</sup> Accelerator will kick off on January 1<sup>st</sup> with Jennifer Britton. The program is a combination of on-demand and live call components, group, peer and individual coaching, and lots of support to get you into DAILY FOCUSED action around your business. We're talking 15-30 minutes a day which will add up over time.

The program is going to be led in January and February 2020 by me, Jennifer Britton, author of Coaching Business Builder and group coaching thought leader.

## **What's the backstory to this program?**

My roots as a business group coach go right back to my first year in business back in 2004. In my early years of business I was a part-time Business Faculty Member and led my earliest coaching groups with entrepreneurs. From 2005 – 2010 I then offered the 90 Day Biz Success program, and as my writing in the area of group coaching morphed, I spent many years helping coaches grow their skills in group coaching.

Two years ago, I released the Coaching Business Builder, and introduced the annual Coaching Biz Growth Lab coaching group. These two have brought my work as a coach much more back into the space of group coaching.

Having seen the results of these two resources on many different coaching businesses I wanted to make sure that we started the year off with the very best tools available.

## **Why a 60 day focus?**

Developing new habits take time. On average they may take upwards of 27-61 days to develop new muscles. With us stepping into a new year, and decade, what better way to get focused and into new habits around your business. Part of this is an experiment for all of us to see what's possible.

## **What supports are provided with my registration?**

In addition to our live coaching calls on Monday and Friday, each week you will have access to a set of video-based modules around the topic of the week. Daily prompts in our private

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<sup>1</sup> Coaching Business Builder is also referred to as the CBB. Pick up a copy at Amazon.

membership group will also provide support, and you'll be paired with two peers for additional support. I'll also be providing a 15-minute 1-1 call with each group member several times throughout the program. You need to book it and as I usually say "If you don't use it, you lose it!". You will benefit from also having your own copy of the Coaching Business Builder.

### **What topics will we be exploring?**

Each week will have their own goals they are working on. Our Monday and Friday calls will be more coaching in focus.

Weekly modules will be delivered by my Teachable platform and will include video courses around these topics:

**Week 1 – Coaching Business Foundations and Measurement**

**Week 2 – Your Internal Ecosystem and Strengths**

**Week 3 – Who you serve – clients and offers**

**Week 4 – Brand and Messaging**

**Week 5 – Product and Program Design**

**Week 6 – Marketing and Promotion**

**Week 7 – Scale it Accelerate and Magnify**

**Week 8 – Momentum + Celebration**

**Week 9 – What's next and closure**

I'll be supplementing these with exercises and resources from the Coaching Business Builder and my own toolkit of business group coaching approaches.

### **What amount of work can I expect?**

Given that this is a sixty-day accelerator, this is going to provide you with approximately 8.5 weeks of focused attention and learning. Every day you should build in 15-20 minutes of focused thinking and action. Over the course of a week that will provide you with 1 -2 hours of focus.

In addition, you'll want to build in 1-3 hours a week for reviewing materials, participating in the chat and also making sure you use the 1-1 time included with me. Like other programs I offer "if you don't use the 1-1 time weekly, you lose it". It can't be carried forward week to week, however, if you know you can't use it, you and I will do our best to bundle two calls together.

### **What do coaches like about the Coaching Business Builder?**

Having heard from dozens of readers in the last 18 months, coaches really like the practical nature of the CBB. They also like that it's about taking consistent action over time. Businesses rarely become an overnight success. They are built over time.

We also may not have huge swaths of time to work on our business. With that in mind, the CBB was written with the notion of using it in short windows of time, over multiple sessions. There are several key themes which are reinforced throughout the book to help you delve into the deeper layers of exploration.

### **What else should I know about the program?**

I pride my work on high touch programming. This is not a program where you can sit back and fade into a group. This is grounded in a coaching approach, which means that you as the client/business owner need to take steps towards your goals – the goals you set. I will be asking each group member how you would like to be supported in our work and you and I will co-design what's possible within the context of our work. Other supports may be needed for you to achieve the goals you have set out for yourself.

### **Will you offer this again?**

Right now, this is the only offering planned for 2020. We only start a new decade once. I want to focus in on getting you going with some focused momentum.

### **Is there an in-person offering?**

This is a virtual program only held on zoom. You can dial in by phone, use the app or connect via a laptop. Our group calls will be interactive – come prepared to engage, and interact with others.

### **Is this program approved for CCEs:**

No, this program is focused on supporting you to grow your business and has not been reviewed by ICF.

### **What is the peer learning process?**

You will be invited to connect with 2-3 other group members on a regular basis to take a deeper dive into your goals and learning process. Many coaches indicate that the peer connection is one of their favorite parts in other programs I offer with this component.

### **Is the Conversation Sparker Group on Facebook**

No, I host my groups in a secret Mighty Networks group – that way you do not need to use Facebook if you don't want to. Daily prompts will be shared via the Conversation Sparker Group. With 60 days of action you'll be supported on a daily basis with a variety of road-tested resources from the Coaching Business Builder and other tools I've used with coaching clients since 2004.

### **I have other questions. Where can I find out more?**

Reach out to Jennifer at [info@potentialsrealized.com](mailto:info@potentialsrealized.com) or phone her at 416-996-8326.

Registration links can be found at

<https://www.coachingbusinessbuilder.com/60dayaccelerator.html>

*I can't wait to get started with you – let's make this new year, and new decade the best yet!*

*Jennifer Britton*

