

Become A Health Coach Certification

Pillar 4: Proven Marketing & Business Systems

Week 1

Introduction

Learning Objectives

- How To Make Your First– Or Next - \$5K As A Health Coach
 - 5 benefits of making your first – or next - \$5K – as a health coach.
 - What does it mean to “launch” your business?”
 - The 5 Phases of Business Growth.
 - The Complete Getting Clients Checklist.
 - What you can expect to learn by the end of Pillar #4.

Learning Objectives

- How To Choose Your Niche & Describe What You Do
 - What is a niche and why do you need one?
 - Sample niches for health coaches.

Learning Objectives

- How To Answer The Question “What Do You Do?”
 - How to create your “elevator pitch” (or as we call it at BHC your “hot hook.”)