



Master Coach University



Program Syllabus



IMMERSION TRAININGS

LEARN TO COACH BY DOING IT

- Immersion Trainings are rigorous. Each training requires between 7-15 hours per week for the duration of the training, which includes extensive training sessions and coaching calls.
- Home study cds, workbooks, operation manuals, quick reference cards, content-loaded IPOD, and videos are provided. (3 complete sets covering Accountability, Strategy, and Assessment coaching)*
- Step by Step assignments included in each week of the training.

The Three Immersion Trainings teach you three distinct coaching methodologies, modeled from the best coaches in the world. Each method is designed for coaches in training, already established coaches ready to improve their abilities, trainers who want the extra edge with their students, and managers and business owners who want to learn to coach their teams. You will learn by active coaching as you apply the techniques. Coaching sessions end in evaluations where you are scored in the areas of accountability effectiveness, leadership effectiveness, transformational effectiveness, strategic effectiveness, awareness and realization, rapport and charisma, and others. You will find yourself inspiring your clients, getting your client into action, and applying the latest in coaching technology. Eight (one on one) mentor sessions are included*.



RSVP and proper eligibility required for all courses.

*Subject to your enrollment level and agreement.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



ACCOUNTABILITY IMMERSION TRAINING

GIVE YOUR CLIENT THE POWER TO TAKE ACTION

In the Accountability Immersion Training, you'll master coaching your clients to powerful, unstoppable action, leaving them inspired and on course to achieve their destiny. You'll cause clients to break through the common barriers that typically paralyze people, such as fear, procrastination, overwhelm, circumstances, apathy, and many other forms of resistance. You'll be trained in the conversations required to coach with a high degree of accountability and leadership effectiveness, while bringing massive value to each session.

Some of the key learnings within the Accountability Immersion Training include:

- A three step process to holding your client accountable.
- How to help your client uncover and break through any barriers to powerful, unstoppable action.
- Structures and communication systems for powerful accountability.
- Peer group accountability models and unconscious social laws that cause action.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



STRATEGY IMMERSION TRAINING

TRANSFORM YOUR CLIENT FOREVER

In the Strategy Immersion Training, you'll learn how to use the Strategy Methodology to help your clients build solid plans, as well as inner game psychology strategies to 're-wire' them so they automatically create their own success. You'll ultimately master the most personal coaching conversations possible, so you can effectively transform your client from the inside out.

Some of the key learnings within the Strategy Immersion Training include:

- Advanced coaching strategies to transform your client's finances, relationships, emotions, health, career, and time
- Methods to understand your client's inner drives - the forces behind their entire personality and their deepest fears
- How to generate strategic plans for individuals and groups on any subject, including business planning, focus plans, and results templates.

You'll be trained in the conversations required to coach with a high degree of transformational effectiveness, strategic effectiveness, and rapport and charisma, while bringing massive value to each session. This is accomplished by extensive listening, coaching examples, practice, feedback, and reading on the core subjects.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



ASSESSMENT IMMERSION TRAINING

SEE INSIDE YOUR CLIENT - IN HALF THE TIME

During Assessment Immersion Training you'll learn to quickly 'assess' how your client thinks, their instinctual approaches to life, and their emotional drives and motivations... with nothing more than a glance at simple graphs and indicators.

You'll find that coaching projects using these assessments offers you instant insight into your client, accelerating the results they gain. You'll complete projects in relationship coaching, career coaching, management coaching, and personal awareness coaching. You'll learn to read these advanced psychographic profiles with accuracy and clarity to discover your client's...

- Cognitive clarity & biases (how your client thinks)
- Instinctual approaches to people, problems, risks, rules, and time
- Emotional drives, values, and motivations

During the training, you'll learn the extensive sales and marketing applications of the assessments, including lead generation techniques (such as talks / presentations, direct sales, and free assessment offers), lead conversion techniques (such as debriefs, needs analysis, and solution presentations), and how to generate repeat business (using trainings / group debriefs, management consulting / coaching, hiring consulting and products).



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



INTERNET COACHING CLIENT MACHINE

BUILD YOUR ONLINE COACHING BUSINESS – IN 5 DAYS

The ideal for a coach is to build a true business, not just a job. Yet, you can't expect to generate effortless impact and profit with faulty infrastructure. Most coaches never even get around to building these essential facets of a coaching business. In this 5 day retreat, our coach marketing experts will guide you in planning out your service offerings, and help you find highly profitable target markets on the internet. During this retreat, you'll...

- Plan out your service offerings in vertical product lines, and find highly profitable target markets on the internet.
- Write high impact marketing messages, opening the door to multiple streams of coaching income. These will include squeeze pages, blog entries, videos / audios, google ads, teleconferences, and sales pages.
- Assemble the entire system during the event, and get live feedback on perfecting it.
- Complete the program with your 'Internet Client Machine' up and running.

This system, once built, sets you free to inspire others... a shining example of what's possible.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



EFFORTLESS ENROLLMENT MASTERY

THE POWER TO LEAD ANYONE IN ANY CIRCUMSTANCE

Effortless Enrollment is the client attraction system that maximizes your coaching impact, your financial abundance, and your personal quality of life. You'll develop the ability to ethically influence in any coaching situation, from the emotional leadership foundation, to the highest leverage best practices in the client enrollment process. Effortless Enrollment Mastery explores what it takes to master every step of the client attainment process, including lead generation, appointment setting, free sessions, applying leverage, retention, testimonials & case studies, referrals and follow up systems, and many other important best practices.

- Module One - Emotional Mastery
- Module Two - Commitment And Leadership Mastery
- Module Three - Before The Client Relationship Begins
- Module Four - During The Client Relationship
- Module Five - After The Client Relationship
- Module Six - Referrals And Follow Up Systems



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



QUICKSTART COACHING CODE

START YOUR COACHING BUSINESS IN 30 DAYS

This business start-up system will teach you what it takes to start your coaching business in as little as 30 days. You'll enjoy 10 extensive training videos, along with over 200 pages of detailed, full-color workbooks and step-by-step assignments.

Each training and assignment builds upon the last as you learn and apply:

- Preparation & Planning
- Coaching Business Models (Including Coaching Fees)
- The New Coaching Client Enrollment Process

The Quickstart Coaching Code will help you learn to start your coaching business in as little as 30 days, as well as the business models that can generate income in that same period of time. You'll know exactly where to start and every step you need to take along the way. If you'd like to see the coaching business of your dreams turn into a reality, this is the place to start.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



H I G H C A L I B E R C O A C H I N G C O D E

LEARN THE FUNDAMENTALS OF COACHING

The High Caliber Coaching Code will help you learn the basic coaching skills & techniques you'll need to start coaching immediately and fulfill your purpose of making a difference in people's lives. The program includes 10 video trainings, along with 493 pages of detailed, full-color workbooks with step by step, easy to follow assignments.

The High Caliber Coaching Code system covers every strategy you need to add value to any coaching client, including...

- The Five Mindsets of Coaching Greatness
- The Ten Foundational Coaching Skills
- Life Purpose Coaching
- Weight Loss, & Health Coaching
- Relationship Coaching
- Coaching Entrepreneurs And Business Owners
- Career Transition And Executive Coaching
- Diagnosis Techniques, Inner Game Techniques, Outer Game Techniques, And Action Techniques



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



QUICKSTART BOOTCAMP

LIVE HAND-HOLDING FOR YOUR BUSINESS LAUNCH

Starting a coaching business is a rite of passage for many coaches. Why not gain personal support from veteran coaches to launch your coaching business fast, rather than staggering around in the dark... alone?

Quickstart Bootcamp is an energized 30 days where we chart your accomplishments so you gain the clarity and inspiration to make your coaching dreams a reality. You'll partner with:

- top coaches (1 on 1) to support your daily action
- a mastermind of your coaching peers to learn what's working NOW
- experts in the coaching business for special strategy sessions
- group coaching sessions for additional strategic momentum and updates



The greatest challenge new coaches have is ACTION... taking action (at all), or taking enough of the right types of actions to successfully start their business. The personal attention you get in the Quickstart Bootcamp is responsible for new coaches successfully starting their coaching businesses, through clarity, momentum, peer support, and inspiration to take massive, focused action.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



MASTER COACH DVD SET

18 DVDS TEACH YOU ADVANCED COACHING AND BUSINESS

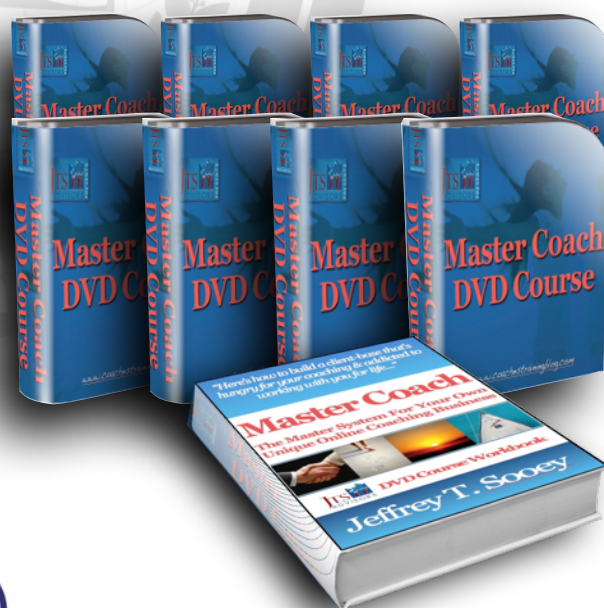
The Master Coach DVD Course is a comprehensive, step by step DVD set for coaches that will make you an expert in fulfilling your purpose of making a real difference in the world, and getting paid coaching clients for life.

The Master Coach DVD Course is also a complete system covering basic to master level coaching. With the Master Coach DVD Course, you'll:

- build your own technique tool belt and know what to do in any coaching session.
- learn how to understand your client's inner drives – the forces behind their entire personality and their deepest fears.
- watch examples of master level coaching.

You'll also get cutting edge marketing education from coaches who do this on a daily basis, including:

- how to get paying clients on the internet.
- master coach enrollment skills.
- free session recipes that make it easy to get prospective clients to pull out their credit card and sign up for your coaching.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM



COACH CERTIFICATION TRAINING

BECOME A CERTIFIED COACH - IN 3 DAYS

At this 2 day live training* (or 5 week "virtual" training), you'll receive your Coach Certification and collaborate with Master Coaches and coaching business owners in an intimate, fun, and comfortable environment. Your Coach Certification Training will include:

- access to 6 hours of preliminary video training to prepare you for Certification
- 3 advanced coaching disciplines:
 - Accountability Coaching (to get your client into action)
 - Strategy Coaching (to get inside your client's head and transform them from the inside out)
 - Assessment Coaching (to work with larger teams and the corporate marketplace)
- live demonstrations of the methods, and a chance to practice each coaching method you learn

You'll program yourself for success as a coach, and walk out of Certification Training with all the key beliefs, emotions, and habits needed to set a steady course towards becoming a Master Coach.



RSVP and proper eligibility required for all courses.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
 WWW.MASTERCOACHUNIVERSITY.COM



CORE COMPETENCY CERTIFICATION PROGRAM

THE WORLD'S HIGHEST AUTHORITY COACH CREDENTIAL

In the Core Competency Certification Program, credentialed experts provide training hours towards the attainment of ACC, PCC, and MCC designations**. As a result, you can provide your clients the definitive proof that you've met the threshold requirements to be an effective coach.

ICF (International Coach Federation) is the coaching industry's world-recognized governing body (with 14,635 coaches currently credentialed world-wide). ICF sets the world-accepted standard for coaching competency. With the Core Competency Certification Program upgrade, you'll:

- learn, perform, and master the ICF Core Coaching Competencies.
- access between 60-160 hours of ICF approved training*.
- align strategies, skills, and techniques learned in Master Coach University with ICF's world-recognized standards for coaching.
- observe the ICF competencies in action within real coaching sessions.
- receive feedback on your performance from credentialed experts.



RSVP and proper eligibility required for all courses.

*Separate upgrade required to access extension trainings.

**Continuing Coach Education (CCE) Units are also available.

6346 FOREST STUMP LN. • JACKSONVILLE, FL 32258 • PH: 858.707.5920 FX: 309.424.4759
WWW.MASTERCOACHUNIVERSITY.COM