



Create Consistent \$10K Months as an Executive Coach

Imagine creating more growth and profit in the next 6 months in your coaching business... you made 6-figures in the corporate world, now let's have you doing that in your own business!

From the desk of Karen Cappello, MCC

Executive Coach,

This could be one of the most important messages you read this year.

It's true.

That's because behind this message is one of my sweet spots in helping clients that was hidden from me until I met with my own coach recently.

I'm offering a high level program that could change everything for you.

This is something I've done in the past with my clients and didn't even realize I was doing it.

Are you making the transition from a corporate job to executive coaching? Do you have a few contracts/clients, yet are not getting all the momentum that you want?

Do you find yourself wondering what it's going to take to get that momentum and make the income and impact that you had in corporate?

Even though you've had years of success and accolades, you feel like you're completely new at this coaching stuff. (btw, you're not, it just feels that way).

Even though you have many certifications, and have taken lots of trainings through the years, you're not seeing how all of this can translate into working with your own clients to get results.

You have complete freedom to be a leader on your own terms, yet you've worn a mask in business for so long, you don't really know how to take it off.

It's just a different kind of exhaustion.

What you need is to move past all this to the life and business you've dreamed about all those years in corporate.

Here's what's been working: in a study that was done last year, 73% of decision makers say they buy coaching services through referrals.

Once you determine what I call your Expertise Keystone, design your external communication so that you get the attention of the right people, and build out your own custom strategies to expand both your income and impact, then it's easy to get those referrals.

From coaching thousands of coaches on their coaching skill sets to being involved in tech companies, to building my own 6-figure business and growing it year after year, I'm uniquely positioned to help you go after the business you would enjoy having; one that will give you the financial rewards that you're used to.

When I've done this VIP program in the past, my clients ended up with 10K+ contracts, \$10K+ months and creating momentum that they hadn't had before.

Coaches created plum business clients...

>> Reaching a \$10,000 revenue month in their coaching business

>> Generating massive confidence which they then took to their next client and their next

>> Securing a coaching contract worth 5x what they paid for their coaching

>> Receiving a new corporate client weekly for many weeks on end

These are big claims, and you might be skeptical – so I want to back them up immediately...



Had my first \$10K revenue month.

—Stacey Cripps



During the first month I closed my biggest contract ever with a Fortune 500 Company.

—Rossella Pin, PCC



After just 5 months, I secured a contract that's worth 5 times the investment that I paid for my coaching!

—Scott Masciarelli, PCC



Received my first corporate project that translated to thousands of additional dollars in income.

—Jamee Tenzer, PCC



I received my first premium VIP client.

—Chris Hazen-Molina



Within four months, I achieved my monthly income goals -- which was two months ahead of my own expectation.

—Andrea James

VIP Private Coaching = Sweet Spot

I love VIP coaching programs – where I roll up my sleeves and work directly with my clients – and even though they take a lot of time and energy – I’m all in!

Many successful coaches have stopped doing this type of coaching, and work with group programs, where they have other coaches do the 1:1 work.

And then you need to pay for extra VIP days where you are given a firehose of great ideas... without the 1:1 support to bring them to fruition.

Since I sincerely enjoy this type of coaching, (and if I do say so myself, I’m pretty good at it), I still keep a few spots open on my calendar for private coaching clients. It’s a boutique/bespoke approach, where I walk beside you every step of the way. Where the strategies are completely customized to your talents and expertise. Where you get real time answers to all of your questions.

It’s important for you to know WHY I’m so committed to 1:1 coaching.

For me personally, doing what I do has always been less about teaching people skills (although I do lots of that) ...

...and more about helping coaches solve their biggest challenges and reach their desired success.

Today there’s a huge amount of information and overwhelm.

And not enough real-time insight and focused implementation that gets results.

That's why, for a few dedicated coaches, I step up and help break through the clutter...

I organize everything we do to 100% support your ultimate goal

that's based on:

>> creating a business that serves others and transforms organizations and yes, lives, and

>> living the high-end lifestyle that you're accustomed to.

And we work on making both happen with ease and joy.

Hence, my 'new' program...

The Coaching Business Expansion Program.

In six months, together, I'll show you how to get to \$10K months, again and again, and get you the momentum and clients you desire for your six-figure business.

It's the program that when we talk about it, you'll feel a sense of relief. You'll know you're on the right track. Here's what I mean...

When I first started coaching, I came from a background in Estate Planning. I made a six-figure income.

In fact, I made the Million Dollar Round Table designation in my second year, which was a big deal.

So, when I began my coaching business, I was convinced that I would have the same degree of financial success immediately.

I set about hiring three coaches in my first three months of coaching. And I did get results quickly. Only it turns out that I was paying my coaches almost all of what I was taking in.

I was fortunate, as I had set money aside for the transition into coaching. But it took me a while before I figured out what really made the difference to consistent five-figure months.

I found the keys that worked for me, and I began sharing them with my clients. And these keys worked for them, too. In fact, I was able help my clients get their results in a fraction of the time it had taken me.

It was all about having proven strategies aligned with their authentic selves, and then implementing them!

This brings me back to my Coaching Business Expansion Program.

>>If you want to get on track with your six-figure income,

>>If you want the keys to doing this quickly,

>>And if you're willing to do the work, and apply the keys consistently...

I'll be your guide to doing just that.

If you're the right person, you probably already know it; I'll tell you how to make it happen in a moment.

For the right person, the financial and time investments will be something they can commit to in light of the results they're seeking.

I'm all in and I want you to get the results that will fund your lifestyle for years to come!

I'm only taking on a few coaches into this program. Because of the high level of support, I can only truly help a few coaches in this private program.

I'm selecting who gets in very carefully.

Let me quickly cover who this is not for because it's easy to articulate...

If you're looking for tons of new information so that you can take your time and grow your business slowly – this particular program is NOT for you. (btw, I do have a program like that, and if that's your desire, I can share that one with you).

If you want a four-hour work week and aren't willing to take strategic actions to grow your business – this is not for you.

Here's WHO this is for

>>You want a clear, specific plan to reach your goals. Not a generic model. You want a customized bespoke business-growth plan, designed specifically for you.

A plan that takes into account where you are now and leverages all the resources and talents you already have.

You know that you can implement – you just need to know exactly what to do.

>> You're ready to implement consistently. You want to take action on the steps that will really make a difference.

The CBE Program is about focusing on translating your vision and goals into taking strategic action on the highest priority, high-value activities that will get you the results you want.

>>You want guidance... and proven coaching... from someone who's been there, done that... and is still doing it today!

In short, you want real time support and accountability. Not additional information, but tweaks and insights that you can act on right away to get the results you want. You want a concierge approach.

You're a doer and used to taking action. You want to know best practices, and how to customize this to your situation, and you can't wait to get out there and test them out in your business and see what works!

>>You're committed to make this happen. Wherever you're starting from, if you're earning \$1000/month now... or \$5K/month... or even more, it doesn't matter...

What matters is that you're really ready to expand...

At any level there are specific activities you can do.

Tips to get results faster... protocols and systems to leverage your efforts more efficiently...

Methodologies and frameworks that can make implementation a matter of following simple rules...

WHAT you get in the program

Simple – you get what you set out to accomplish and what you put energy in to create.

>> Want to win your next biggest business client? And then create a system to get another one... and another one... and as many as you want?

DONE!

>> Want to create impact in an organization and bring in a big sale into your business?

DONE!

>> Design your white paper... Host your first webinar... Make your current slide share work better.... DONE! DONE! DONE!!

**As I said – we'll work on implementing your own custom plan,
based on what will work best for you.**

Oh, one more thing...

If you want real feedback, the kind that comes from someone who's been on the other side of the hiring equation (something I didn't tell you yet, is that I was on the hiring side of vendors and contracts for many years), I'll give you the insights that'll give you the competitive edge.

If you want someone who looks to excel in everything she does, including being President of a semi-conductor manufacturing company with preferred supplier status to Motorola Inc., being the former Chief Learning Officer (CLO) of International Coach Academy, and obtaining her Master Certified Coach (MCC) credential, look no further.

If you're still reading this, you probably already know that this is perfect for you and you want to register – now.

**Let me give you just the last few details
on the format - HOW we make it happen.**

Step 1. Clear goals and direction; aligned with your particular talents.

Step 2. Consistent, focused strategic action, a.k.a. implementation.

Step 3. Feedback, course-correction, accountability and acknowledgment.

TRUTH: It's about starting and finishing THE tasks that get results.

**Have you ever wondered how some coaches seemingly get all
the contracts...**

... and you know that you can provide as good (or even better) service to those clients?

Yet (perhaps) here you still are, getting one or two clients, a nice contract every now and then, taking years to grow your business...

With only a few great testimonials and a bunch of online courses sitting in your computer folders. ;)

We'll make it happen....

>> It's a 6-month program.

>> It's private – just you and me – 1:1 VIP level.

>> We meet virtually.

++ We jump-start with a custom strategy design meeting (like no other design meeting you've ever experienced, I promise!)

++Then we start taking the targeted actions until you develop the momentum that propels your income and impact.

++And along the way I'll give you the right resources you need to take each step. Just enough information / education so you know what to do.

Bottom line: We create actions that resonate with you; actions that you're not only willing, but *eager* to take. And you get the results you want!

“What's the ROI?” you ask

If your goal is to make \$10K months consistently and you attain that, you'll have made back your investment many times over.

If you can see this pricing as an investment in yourself, your business and your future...

I invite you to apply:

1. You must have read this message (congrats!).
2. Email me directly at karen@karencappello.com (make sure the subject line reads: *CBE – I'm ready*) and tell me you're ready.

In your message include this info:

- a) Full name
- b) Direct phone number
- c) Your business (who your clients are and how to provide value to them.)
- d) Your desired monthly income goal.

Be available to get on the phone with me for a 30-minute call over the next two days.

This call isn't a free consultation.

What this call is for is to ask you very specific questions, so I can determine if we're a fit. I want to be sure that this program is exactly what you need to succeed. Your answers will determine the final decision for both of us.

It's simply to make sure that if we say YES to you, I know I can help you.

You'll also have a chance to ask me any final questions.

We'll then take care of the payment and...

Your VIP support starts right away!

Now you have all the info... What will you do next?

If it's a fit, let's secure your spot and **get you to consistent five-figure months.**

Will you say YES to this rare opportunity? I sure hope so.

If so, I'll be seeing you inside CBE.

Until then, here's to your success...

Love and great joy,

A handwritten signature in black ink that reads "Karen". The signature is written in a cursive style and is underlined with a single horizontal stroke.

P.S. Thanks for giving your time and talents to others by being a coach in this world! Your support is needed!!