KAREN CAPPELLO

Turn Your Coaching Skills into Coaching Revenue

with Karen Cappello, MCC

CONTEXT

Decide on your Power of ONE.

Ideal Client

Urgent Challenge (BHAP)

Desired Result (BHAG)

Irresistible Offer

CONVERSATIONS

Get your conversations booked!

List 12 people who fit your ideal client profile

Send this email to each one:

Subject: I could use your help
Hello {firstname}
How are you? {share something about them}
There's something I could use your help on. I'm putting together a new offer for {ideal client}. Since you are someone whose opinion I value, are you open to getting on a call and giving me feedback on my offer? If so, reply to this email and we'll set something up.
All the best,
Coach

About Karen Cappello, MCC

Karen Cappello, MCC, BCC is a master certified coach who works with coaches transitioning from the corporate world to coaching to grow their businesses and create the lives they have dreamed of.

During Karen's 30+ years in business, her experiences as a university administrator, president of a semiconductor manufacturing company, and estate planner utilized her natural coaching abilities.

Karen received her Associate Certified Coach credential from the International Coach Federation in 2002, her first year of coaching; accruing 250 hours of coaching in less than 9 months. In 2015, she earned the Master Certified Coach credential.

Karen is the former Chief Learning Officer of International Coach Academy and has trained coaches for six different coach training organizations. Her own executive coach training program, Leverage for Leaders, is a founding accredited program with the Center for Credentialing and Education.

In every area of her business and life, Karen's passion for both the outer and the inner game is evident. With her exuberant style and her commitment to living by her own values, vision and purpose, Karen is a role model for other coaches who want to grow their practices and achieve success with ease and joy.

Her book, The Clients You are Seeking are Also Seeking You is an Amazon bestseller.