Coach Momentum Workshop

The 90-Day System That Turns Conversations into Contracts

by Karen Cappello, MCC
Business Mentor for Executive and Business Coaches

“Coaches are changing the world. There’s something powerful that happens when a person gets coached. It’s not just about the coaching. It’s about the transformation that’s going on in that person, right alongside the conversations and actions. And it's about what's possible *beyond* the transformation that is the true value of coaching.”

– Karen Cappello, MCC

WELCOME

Magnificent Coach,

Welcome to the Coach Momentum Workshop!

Looking forward to taking this amazing journey of developing your business as you develop yourself.

When we work together to align all areas of your marketing, you will be amazed at what can occur.

Thank you for giving me the honor of being your coach!

Love and great joy,

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QUICK-START MODEL

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DAY 1 Confidence: Foundations of a Business That Reflects Your Brilliance

During today's session, you'll begin aligning your energy, message, and presence with the business you're here to build. These questions will unlock clarity as you go.

1. My_____ is called:

2. The _____ I'd love to generate this year is:

3. What's currently _____ from my goal:

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DAY 2 Context: Positioning that Drives Successful Enrollment

Today we'll tap into strategic insight and intuitive awareness to position your offer with elegance and confidence. These questions will come alive during the session—so don't rush to answer just yet.

1. One insight I received from my _____self about reaching my goal this year:

2. My ideal client's most _____ result, summed up in one sentence:

3. A potential _____ on my Irresistible Offer:

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DAY 3 Conversations: Where Authentic Connection Meets Confident Conversion

Today is about showing up with presence, curiosity, and conviction, so your business becomes a natural extension of who you are. These questions will unfold as we go.

1. One _____ question I'll ask in my next MRC (Market Research Conversation):

2. My _____ statement:

3. My next step to create _____ in my business:

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“Until one is committed, there is hesitancy, the chance to draw back. And the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred.”

– William Hutchison Murray
Scottish Himalayan Mountaineer

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, which is held by only 4% of coaches in the world.

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.

Coaching Programs