ILCT CALL OUTLINE FOR

The 7-Layer Cake Model of Building a

FULL AND FULFILLING COACHING PRACTICE!

by

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Imagine a wonderful cake called, “A Full and Fulfilling Practice” with seven scrumptious layers piled high! Although all seven layers are necessary to make the cake complete, the steps required are not entirely linear. And, as the baker of the cake, the exact ingredients and precise amounts of each are yours to determine. You may work on each layer separately and in any order you choose – or, you may choose work on more than one layer at any given time. The point is to assist you in creating your personal “recipe for business success”. The exact ingredients and proportions will vary from person to person, and from business to business. What follows is simply a distillation from the best coaching businesses I have seen and have helped others to create over the past 20+ years. **Bon appetit!**

1. The first layer is our own ______________________________________

   The **Questions to consider** that really jumped out at me was:

   ____________________________________________________________

   ____________________________________________________________

2. The second layer is to ________________________________ through training, practice and experience.

   The **Questions to consider** that really jumped out at me was:

   ____________________________________________________________

   ____________________________________________________________

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3. The third layer is to identify and master your own niche, passion, and/or specialty. Your *client niche* refers to:

__________________________________________________________________

Your *Coaching Specialty* refers to:

__________________________________________________________________
__________________________________________________________________

*Passion* refers to working with people who:

__________________________________________________________________

The *Questions to consider* that really jumped out at me was:

__________________________________________________________________
__________________________________________________________________

4. The fourth layer is ______________________________________________

The *Questions to consider* that really jumped out at me was:

__________________________________________________________________
__________________________________________________________________

5. The fifth layer is focused on _______________________________________
of people within the niche you've identified.

The *Questions to consider* that really jumped out at me was:

__________________________________________________________________
__________________________________________________________________
6. The sixth layer is ________________________________________________

The Questions to consider that really jumped out at me was:

________________________________________________________________

________________________________________________________________

7. The seventh layer is ______________________________________________

The Questions to consider that really jumped out at me was:

________________________________________________________________

________________________________________________________________

8. The “Icing on the Cake”! bonus level is _____________________________

________________________________________________________________

The Questions to consider that really jumped out at me was:

________________________________________________________________

________________________________________________________________

SPECIAL NOTE: This 7-Layer model serves as the basis and starting point of Dr. Vuocolo’s 20-Week Advanced Course, “Business Development Lab” at The Institute for Life Coach Training. The next class offering begins on Wednesday, January 10, 2018 at 12:00 PM Eastern. You can make application and register at the Institute for Life Coach Training at: http://www.lifecoachtraining.com/programs/all_courses/business_development_lab

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