

ILCT CALL OUTLINE FOR

The 7-Layer Cake Model of Building a

FULL AND FULFILLING COACHING

PRACTICE!



by

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**The 7-Layer Cake Model of
BUILDING A FULL AND FULFILLING COACHING PRACTICE**
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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:

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

