



your business.
our commitment.

The Coaches Training Institute[®] is dedicated to your success in every way. That's why I'm very excited to announce the launch of a new CTI program, **CTI Business Builder**.

Over the past years, I've spoken with many CTI students about what they need to ensure business success as a Co-active Coach[®]. What they've told me over and over again is that they want a proven, up-to-date, no-nonsense approach offered by marketing professionals and presented in a way that is experiential and fun. So, in partnership with a top-notch marketing company, we've created Business Builder to bring you the most effective techniques for business success in today's changing market.

Business Builder is designed to capitalize on the great coaching training you received from CTI. It's co-led and interactive with lots of hands-on learning, as well being packed full with up-to-date information and tools that you can begin using right away.

The launch of Business Builder marks the beginning of a series of products and programs designed specifically to market your coaching business. Please join us in our commitment to your accelerating success and growth!

Karen Kimsey-House
President and Co-founder

For more information about CTI Business Builder[™] program, please call **1.800.691.6008**.

BUSINESS BUILDER

Expected Outcomes

In this two-day course, you will:

- Create a custom-designed marketing plan for your coaching business.
- Develop the skills and tools needed to implement that plan successfully.
- Learn how to get new clients right away.
- Discover specific strategies to engage visitors on your website.
- Learn how social networking on LinkedIn, Facebook and Twitter can bring in new business.

Curriculum Overview

- Marketing Plan Development
- Website Strategy Plan
- Website Design & Development
- Internet Marketing Plan Development
- Brand Starter

Testimonials

“It is a must if you are serious about moving your business to the next level. The professional manner, respect and understanding of business demonstrated creates immediate trust. The products and services are a must for any business seeking expansion.”

MICHELE LANE, ATTORNEY AND COACH

“Sign up as fast as you can so that you receive the benefit of this remarkable team who are masterful at teaching, marketing and all the other aspects of business. I have gained clarity and inspiration to go forward in my business. They make the complex world of business and marketing understandable for those of us who have limited experience. They are worth their weight in gold. I have received far more than I have paid for this seminar.”

JO HATCHER, LCSW