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Nota di contenuto	Front cover; Half title; Title; Copy right; Contents; Series Preface; Introduction; Chapter 1 Coaching as a Business; Chapter 2 Positioning: Identifying Your Niche; Chapter 3 Promoting Your Offer: Foundations; Chapter 4 Presenting Yourself to Clients; Chapter 5 Selling; Chapter 6 Up and Running: Managing Your Brand; Chapter 7 The Future; Bibliography; Useful Websites; Acknowledgements; Index; Back cover
Sommario/riassunto	How do I set up a coaching business? How do I find clients? How do I market myself successfully? This book gives practical help based on many years of successful experience. It explains step by step how to build a successful new coaching business using an innovative method of selling with integrity.