



THE EXECUTIVE
COACHPRENEUR®

THE COACHING
BUSINESS &
FINANCE
ESSENTIALS
PROGRAMME

A PARTNER
PROGRAMME WITH
LLSE

WHY THE EXECUTIVE COACHPRENEUR® AND OUR PARTNERSHIP WITH LLSE



A NOTE FROM OUR FOUNDER, AMIE NAZARUK-WHEELER, ABOUT WHY THIS PROGRAMME EXISTS...

I created this programme because, after more than a decade of training professional executive coaches in this industry, I kept seeing the same gap time and time again. Many coaches qualify as a coach, but lack the knowledge and skills about how to build and maintain a successful coaching business, and so I worked with leading experts to build and create this programme!

At Grow Development Solutions, we are proud to partner with LLSE to bring you The Executive Coachpreneur Programme - The Coaching Business & Finance Essentials Programme.

This programme combines Grow's expertise in transformational coaching and building high-impact coaching businesses with LLSE's extensive network and reach across the coaching and leadership space.

The programme content is specifically designed for qualified coaches who are ready to strengthen the commercial and financial side of their practice. The range of training modules ensures you benefit from both practical, real-world business insight and broader industry awareness, giving you the tools, confidence, and opportunities to grow a credible, profitable, and sustainable coaching business.

If you're already qualified as a coach but want to turn your expertise into a profitable and scalable business, this programme will equip you with the commercial and financial capability to do exactly that. We'd love to support you in building a coaching business that delivers both impact and income.

Amie

WHAT YOU CAN EXPECT ON THIS PROGRAMME



WHAT THE PROGRAMME INCLUDES

The Executive CoachPreneur® Programme - The Coaching Business & Finance Essentials Programme is a learning pathway for those who want to build the knowledge, tools, and confidence to build a profitable and sustainable coaching business.



The programme focuses on business strategy and financial confidence, and because the programme is self-paced, giving you access to online videos, workbooks, downloadable guides and resources, this means you can fit the course around your life and your needs, allowing you to complete it as quickly or as slowly as you'd like.

The only time parameters we put in place, are, a minimum and maximum timeframe, to ensure quality and rigour of the programme, which means you can complete the programme in as little as 6 months if you have worked your way through all the content by then, or you can have up to a maximum of 2 years' access to the online portal.

What's Included:

- The Business of Coaching Programme - An in-depth training programme which includes all you need to know to launch your successful coaching business
- The Financial Confidence for Coaches Programme - A solid foundation about business finance to set you up to be a profitable coachpreneur!
- Optional add-on: 1-to-1 business coaching and mentoring support throughout the programme.

THE BUSINESS OF COACHING



BUILDING A COACHING BUSINESS THAT ACTUALLY WORKS

This part of the programme focuses on turning coaching capability into a clear, tangible, market-ready business. Participants are supported to move from idea → offer → clients → systems.



This goes far beyond “how to market yourself as a coach”. This aspect of the programme includes:

- Foundation & Vision
- Niche & Offer Design
- Validation Before Launch
- Sales, Marketing & Visibility
- Automation & Tech Foundations
- Online Presence

This part of the programme is packed full of great content to enable you to successfully establish your business foundations and positioning, enabling you to build authority as a coach. A lot of emphasis is placed on your mindset, sales, marketing and visibility, providing you with clear actionable strategies that build trust, credibility and long-term relationships, which set you up for success when it comes to lead generation.

In this part of the programme you also get access to:

- 50 done-for-you Social Media Templates
- A Lead Magnet Creator GPT
- A welcome pack for your clients which you can personalise via Canva
- And...much more ‘done-for-you’ tools that will be invaluable when you’re starting out as a coach - this alone will save you so much time and money!

FINANCIAL CONFIDENCE FOR COACHES



THIS IS ALL ABOUT PLANNING FOR PROFIT TO BUILD YOUR OWN SUSTAINABLE & PROFITABLE COACHING BUSINESS

This part of the programme is designed to close one of the biggest gaps in coach training: financial literacy, confidence and strategic control, giving you all the foundations to build a profitable coaching business from day one!

There are 12 core modules to be covered, which all support you to move from finance novice to being your own CFO:

- Business Set-Up Essentials – structures, compliance, and foundations
- Introduction to UK Taxes – understanding obligations and planning ahead
- Your Finance Tech Stack – tools, systems and automation
- Your Financial Freedom Vision – starting with the end in mind
- Know Your Numbers – income, costs, margins and capacity
- Profit Levers & Pricing Strategy – pricing for sustainability and value
- Cashflow Strategy & Planning – managing peaks, troughs and growth
- Forecast Your Future P&L – planning beyond “hope marketing”
- Reality Check & Adjust – reviewing data and making informed decisions
- Financial Routines for Success – weekly, monthly and quarterly habits
- PAYE vs Freelance – portfolio careers and hybrid income streams
- You as CFO – thinking strategically about money, systems and scale



OPTIONAL WRAP AROUND SUPPORT FOR YOU



ACCESS TO PERSONALISED SUPPORT THROUGHOUT YOUR PROGRAMME

One of the additional features of The Coaching Business & Finance Essentials Programme is the optional wrap-around support available throughout your journey.



1-to-1 Business Coaching & Mentoring

As part of the programme, for those who prefer more dedicated 1-to-1 business coaching and mentoring support, we can provide additional support via one of our business coaches and mentors. This 1-to-1 support would focus specifically on the realities of building a coaching business. This support is designed to help you with your mindset, confidence, work through business decisions with clarity and sense-check ideas before acting on them. This is space for you, not just as a coach, but as a coachpreneur navigating growth, identity and decision-making.

Fees for 1-to-1 Business Coaching & Mentoring ranges from £125.00-£200.00 per session, plus VAT depending on the total number of sessions booked and the length of each session. Typically, a programme of 6 x 1-to-1 sessions (1 hour per session) would cost £750.00 plus VAT.

1-to-1 Supervision

For those who require additional coaching supervision as part of your coaching practice, this is another optional add-on we can provide.

Fees for 1-to-1 Supervision ranges from £95.00-£150.00 per session, plus VAT depending on the total number of sessions booked and the length of each session.

YOUR INVESTMENT - FEES & PAYMENT PLANS



THE BUSINESS COACHING & FINANCE PROGRAMME FEES - PAY IN FULL OPTION

The programme fees are £3162.50 plus VAT, and this is charged as a one-off payment, with payment due within 7-14 days of enrolment.

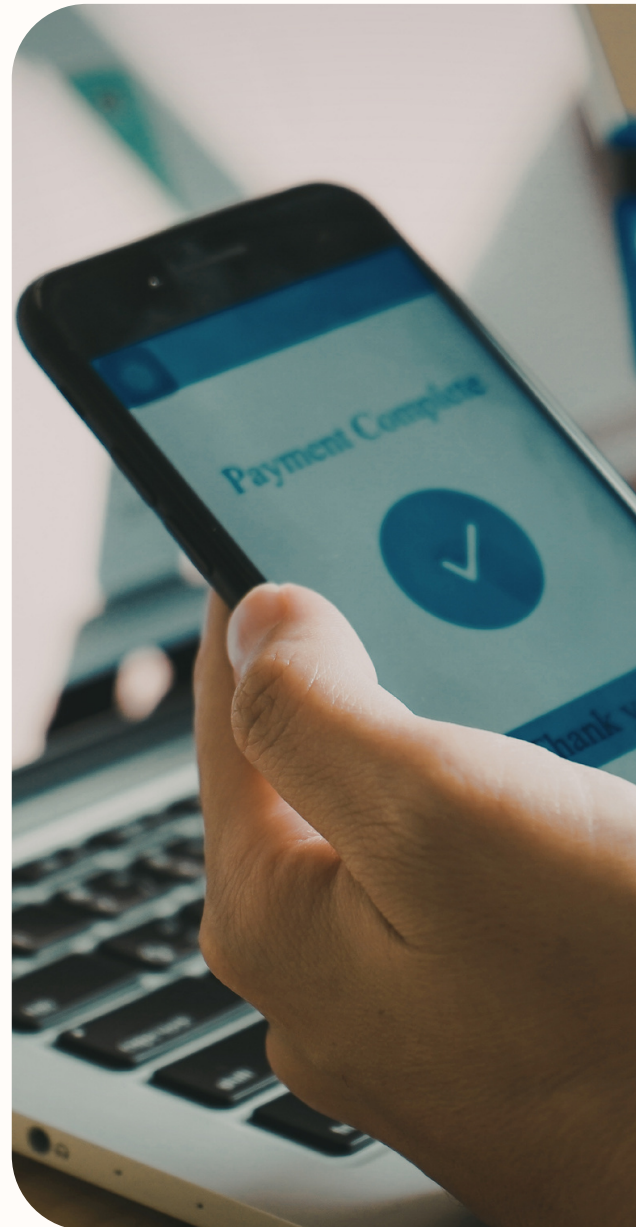
INSTALMENT FEE PAYMENT OPTIONS

Fees can be paid via an instalment payment plan, and a self-funding agreement must be signed and in place before access to any of the course content can be released. Please note that late payment fees will be applied where payments are not made by the due date on the invoices issued.

If you opt for instalments, your course content will be drip-fed, in-line with the payments made and the full course materials and resources will be made available once full payment is received.

Instalment option payment plan:

- Total course fee: £3,450.00 plus VAT
- At enrolment a deposit of £950.00 plus VAT would be payable by the participant
- 5 x monthly instalments of £500.00 plus VAT would be payable by the participant (instalments to start after 1 month on-programme)
- Note - where payments are made via card payment online via Stripe, additional card charges will be applied directly by Stripe. We recommend using BACS transfer to pay all invoices.
- All payments are due directly to Grow Development Solutions Ltd.





If you're ready to start the
conversation about your
Executive CoachPreneur
Journey

Get in touch with us via email
and book in a call to find out
more.



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