

White Paper

Unique Career Investment Opportunity

2011

The reputation of coaching is growing along with the use of the concept – and coaching is becoming increasingly associated with modern recognized requirements for success in life, work, business and organizations, notably the qualities of excellence, integrity, humanity and facilitative learning (as distinct from traditional “training”). It is likely that demand for coaching will not be met by the available supply of coaches for many years to come.

Success Conversion Coaching™ Trainer Opportunity

It is estimated that there are approximately 45,000 life coaches of various types working across greater North America in 2007.

Personal growth is hot. Diagnosis is not. That is one reason the world has seen a boom in the number of people offering their services as a life coach. These guides give clients the opportunity to get unstuck – to change careers, repair relationships, or simply get their act together.

We are not talking about individuals who are incompetent or weak. These are regular people who generally have their lives together. They realize the value of having somebody to assist them in thinking outside of the box and to begin to reach for their dream.



At Rhema International, we believe that high-risk investing isn't smart for most investors. However, the problem with the majority of low-risk investment opportunities is that they provide low returns. Rhema International offers one of the highest yielding investment opportunities available today by becoming a partner in our life coach training system.

Our objective is to give qualified coaches the opportunity to earn consistent and attractive returns without the level of risk associated with other forms of small-business investing or traditional brick and mortar business ventures.



Did you know?

In 2007, “USA Today” reported that there are approximately 35,000 to 45,000 life coaches of various types working in the USA alone and thousands more working worldwide.

Many have signed on in the last five years to what has become a flourishing industry.

The life coach focuses on enhancing the lives of their clients, often talking about balancing or integrating the areas of one's life.



Smart investors consider both the details and the bigger picture when determining what business to invest in. What also must be considered is the return on investment.

Your investment in becoming an official trainer of the **Success Conversion Coaching™** Program is an excellent way to take advantage of the strong opportunities that working in this growing field represents. Realizing that no matter how many students we welcome into our virtual campus online, there are always a great many potential students looking for just the “right fit” for their own personal training needs.

Just as no one coach will be attractive to all possible prospective clients, no one school or trainer will be attractive to all potential students as each individual trainer brings their own particular skills and strengths to training.

There is a continual need for additional trainers to meet the high demand of the potential client-base who are seeking either face-to-face or distance training.

Many of our graduates inform us that they are regularly approached by men and women interested in receiving coach training. As most graduates are not authorized to provide training approved by the International Coach Federation, they will forward these prospects on to us.

Rhema International now offers a unique partnership and powerful career-building opportunity for the graduates of the **Success Conversion Coaching Program™**. Is this partnership the right one for you?

Three major questions to think about when considering any potential investment career opportunity:

- ✓ **Is there sufficient demand for your business or product?** Your investment in becoming a coach trainer is an excellent way to take advantage of the strong opportunities that working in this growing field represents. You are also afforded an opportunity to develop a significant secondary income stream that will enhance your coaching services.
- ✓ **Do you have the necessary resources to get the job done?** As an official trainer of the Success Conversion Coaching™ program, you receive all the materials, resources and assistance required to venture into this successful coach training opportunity.
- ✓ **Will you be demonstrating integrity and credibility through your representation?** As an official trainer of the Success Conversion Coaching™ Program you represent the foremost in cutting-edge coach training as you will represent a program with “approved, coach specific training hours” through the International Coach Federation.

Why represent the Express Coaching™ Program?

With 19 years of experience in life coach training, motivating persons in 25 countries on 4 continents, we offer an innovative licensing program for aspiring entrepreneurs interested in expanding their coaching business with a secondary, substantial income stream.

We offer both exclusive and nonexclusive licensing opportunities to qualified individuals interested in developing their own training program.

This opportunity renders an amazing financial return on investment.

PROGRAM DELIVERY

Through this innovative program and as a licensed trainer you will pass on the basic intricacies of coaching through the same teaching methods you have already experienced, designed to make learning the elements of coaching quick and easy for most anyone.

This exclusive 12-hour training program is generally delivered over 2-days; however, you can deliver the program with some flexibility. We are happy to discuss viable options for your personal delivery vision and style.

As a Licensed Trainer You Receive:

- ✓ **Full behind the scenes support.** A member of our Team will assist you with full support via email to answer any questions that you may have regarding the program and/or to assist you with answering any questions posed by your students.
- ✓ **Coach Training License.** You can conduct LIVE training via the teleconference or face-to-face learning. You can also decide to have your students train with us on our teleconference lines.
- ✓ **Training Materials.** You receive all program materials necessary to successfully move your students through certification training.
- ✓ **ICF Approval.** By following our LIVE training format you effectively become an extension of us ensuring that your students are attending an ICF approved training program.

The Matter of Standards

In order to accommodate a smooth transition for graduates of our program to move into the training arena with confidence, we are proud to report that as of March 2009, the Success conversion Coaching™ program was approved through the International coach Federation as “Approved Coach Specific Training Hours.”

The ICF is known as the foremost leader in coaching as an International, independent professional body of autonomous coaches. The ICF sets rigorous standards for both coaching and coach-training organizations ensuring that quality programming is delivered.

Graduation from a coach training school that is ICF approved provides a higher professional profile for the newly certified coach.



FINANCIAL COMMITMENTS:

Coach Trainer License Opportunity:

\$495.00 USD (one-time payment). Payment must be made within 10-days of signing your agreement.

The Coach Trainer License agreement permits you to teach from our leased ICF approved materials to conduct face-to-face single, group or teleconference training.

Licensed training materials are provided within 30-days of your license agreement being signed. Materials cannot be altered in any manner from the original ICF approved format.

All Coach Trainer Licensees will receive a private Website for students to download the related program materials. Each Website will have a specific domain extension of the Success Conversion Coaching Campus (SCC-Campus) and is maintained with private entry encoding whereby a Username and Password is used for entry.

Your graduates receive 12 Approved Coach Specific Training Hours through the International Coach Federation upon completion of the program.

Trainer Guidelines Overview:

- ✓ Upon completion of your license agreement you will receive **ONE “Certified Instructor Designation;”**
- ✓ **No yearly renewal of your license;**
- ✓ **Your advertised course pricing must be represented and identified as \$797.00 USD.** Scholarship opportunities and/or occasional sale pricing is limited and subject to approval of the Advisory;
- ✓ **Upon accepting a new student into your program, you must immediately submit the necessary documentation and an administrative fee of \$297.00 USD.** All other financial returns on investment remain yours.
- ✓ Upon graduation and becoming an affiliated coach in good standing with the CCA, **the CCA office team will complete all records and mail official certification cards directly to the newly instated coach on your behalf.**
- ✓ **CCA Affiliation Renewals are required on a 1, 2 or 4 year basis.** Upon the 1st year anniversary date of graduation the coach must renew affiliation to remain in good standing with the Registrar and to maintain legal use of his or her coach designation. Ongoing communication with the CCA is vital to retaining International Coach Standing.

Did you now that it is estimated that only 40% of working coaches have received coach specific training.

- ✓ Any coach certified through your training that receives more than **three (3) subsequent client complaints within any one-year period** will be called for formal review and may experience the revocation of his or her coach certification.
- ✓ Each licensed trainer must provide an itemized report of the number of students who have entered and/or excited the program **when required.**
- ✓ Under the Coach Trainer License **you may NOT license other individuals to use the Success Conversion Coaching™ training materials.** You may request a second license should you take on a **business partner.** The cost of a second license is **\$350.00 USD.**
- ✓ Your License is exclusive to you. You may not sell, share, or give away the materials to anyone, for any reason, except those who have purchased training from you. **We aggressively protect the copyright held on our materials.**

License Exclusivity:

The Coach Trainer License is non-exclusive unless you enter into an agreement that identifies you as representing a specific geographical area. *Ask for details.

Should another coach in your geographical area decide to enter into an agreement with us, we will contact you to discuss the options available to you.

YOUR COMMITMENT AND RESPONSIBILITIES:

Personal Commitment:

Your commitment to achieving your dreams of business growth is tied very closely to your belief in yourself.

Without the emotional, physical and financial commitment to your success, you are limiting your ability to succeed and achieve. Are you ready to commit to your personal success?



About US

Our path began in 1990 with the development of a program specifically designed for individuals seeking assistance in areas of self-development.

Life coaching became our primary focus (although it was not yet known in North America at that time), in 1992 as we began offering one and two-day intensive workshops in cooperation with sponsoring community organizations.

Back in 1992, we were sailing through relatively uncharted waters.

Over time, the power of the Internet has afforded us a growing professional network and a campus and student body that is currently worldwide.

We are dedicated to establishing and maintaining the highest level of professionalism in coaching and continue to remain a forerunner in the development and tools specific to individuals interested in a professional career as a life coach.

Financial Commitment:

- ✓ Initial financial commitment of \$495.00 USD upon signing your Licensed Trainer Agreement;
- ✓ \$297.00 USD for each student you successfully enroll into training;
- ✓ We recommend that you consult with a professional accountant and follow any business guidelines particular to your geographical area upon opening your business endeavor. We do not provide legal advice.

Benefits of This Partnership:

- ✓ You are considered a “private contractor.” You are in business for yourself and you may establish your business through your own design;
- ✓ You glean all of the financial remuneration except those specified herein;
- ✓ You glean all of the tax advantages of being an independent entrepreneur;
- ✓ To ensure the integrity of your training, for the duration of your License agreement, your source of information and ongoing contact will be that of the Chief Learning Officer or designate to answer any questions that you or your students may have about the program or related materials.
- ✓ Upon request, our SUPPORT TEAM will answer your student’s questions through you so that you always remain the figure of authority with your students;

Revocation of Agreement:

Rhema International and its Advisory are committed to your success and the vision that you have for your future.

We do, however, reserve the right to end our training agreement at any time by providing you with 30-days written notice.

Notice may be delivered via email to your company’s primary email address.

Here's to your success!

Dear Potential Partner,

Thank you for taking the time to view and consider our Coach Trainer License partnership opportunity.

If you are looking for a timely prospective partnership that can easily be added to your present coaching venture, or looking for a small business opportunity that doesn't require hundreds of thousands of investment dollars, yet will yield high returns – then we hope that you will seriously consider partnering with us.

If you believe in the art and science of coaching and want to realize a dream of owning a viable business that you can run from the comfort and privacy of your own home, then we know that you can appreciate this opportunity and will move forward in securing your future partnership with us.

I'm sure you have questions. I invite you to contact me personally.



*The Life Coach
assists people
determine a true
vision of their goals.*

*Become a part of the
solution.*

Every successful business person, athlete and performer today has a coach of some sort. In fact, there are coaches making coaching available to anyone wanting to achieve their best, in any field or industry. Coaching is not another just another "how-to-course." Coaching is a powerful alliance between two people that produces exceptional results.

Randin Brons, Ph.D., C.M.H., M.S.L.C.

Administrative License Consultant/Chief Learning Officer
Success Conversion Coaching™

Disclaimer: This document is presented for informational purposes only. This instrument is not an offer of partnership or an application into the Licensed Trainer Program business opportunity. All individuals interested in this opportunity are screened and must meet certain criteria. All decisions regarding the acceptance into the Licensed Training Program are made by Rhema International and Advisory and are considered final.

Contact Me

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Our offices reside in the city of Vancouver, British Columbia, CANADA

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