



## **CoachVille is the future of coach training and professional coach associations.**

CoachVille brings together the best of coach training, a coaching association, a certifying body, an online network and the responsiveness of an active R&D team. Thus, CoachVille is a synthesis of the best of what coaching has to offer.

We've listened to what so many coaches have said they needed or wanted, and CoachVille is the result of that collaborative research process. Many of our members are graduates of other coach training firms and professional coaching associations because the CoachVille membership complements what they already

coaching informally for years. Whoever you are, if you feel that you are a coach, you will enjoy the learning, relationships and tools available to you at CoachVille. CoachVille is a professional home for coaches and is both a fulfilling place to learn and an exciting affiliation to have.

One of the benefits of the open-architecture of the CoachVille network is that we can be flexible, responsive and dynamic. For example, CoachVille is a place where a great idea from a single member can become a tool or resource for the thousands of CoachVille members, often within hours, not months or years. CoachVille has been designed to be frictionless, meaning virtually no delay and no barriers to creativity and contribution. Our mantra is "from idea to reality in mere minutes, whenever possible."

If you like what you've read, please join us and let's work together so that everyone has access to a coach for their life.

To join, or for more information, please visit our site at <http://www.coachville.com> for the most current information, pricing and list of resources.

## **What every coach should know**

# about CoachVille.

## **1. CoachVille is now the largest professional association of coaches worldwide.**

With nearly 5,000 member-coaches from over 50 countries, CoachVille is now the largest network of Coaches. And we're growing at a rate of 1,000-2,000 new members each month. With such a large network of coaches special opportunities

unprecedented degree of professional networking opportunities. For example, think AOL. The larger they grew, the more value they could both add to current users, and that was automatically created given the number of users. The same dynamic thrives at CoachVille.

## **2. CoachVille is an open-architecture, collaborative network.**

One of the strengths of CoachVille is that everyone gets to play as little or as much as they want in developing new materials, programs and services for other members. With the help of the members on the CoachVille R&D Team, and our compilation, we create more Intellectual Property than any other coaching school. This is important because the public is getting much more sophisticated and specific about what it wants from coaching and coaches. Fortunately, our client coaching programs and materials reflect the current and future trends in this area.

## **3. CoachVille members get access to over 50 of personal, professional development and coaching programs.**

Speaking of client programs, one of the extra bonuses of joining CoachVille is that you get exposed to more than 50 personal, small business and professional-development checklists, assessments, forms and client programs. Such programs include Personal Foundation, Perfect Life, Attraction, CyberSkills

edification, and also use with clients on a 1-1 basis for no additional fee. (There is

The training component of CoachVille begins in the Fall of 2001 and is crafted to be entirely oriented around real clients in real personal and business situations. We've identified 500 typical situations that a coach can expect to face with clients. We are currently screening and selecting real clients to be taped in actual coaching sessions with a senior coach. Each is a mini case study that becomes the center point for discussion and instruction for all coaches at CoachVille to participate in, mostly via the web. We feel that the best way to learn is to offer contextual examples. Currently, you learn via reading/viewing Class Notes and listening to RealAudio. And, by mid-2002, you'll be learning interactively via web-based training where you'll be walked through steps in the learning process and you'll be able to track yourself and your progress as you go, online.

## **5. The Certified Coach designation will become the most popular and recognized coach certification by the end of 2002.**

There are at least 10 different coach-related designations available to coaches today. Some are boutique/highly specialized designations, others are more popular. But the thing that makes a designation universally known and desired and respected is a special balance of quality and quantity. Given that CoachVille will soon be the largest association/network of coaches -- by far -- our Certified Coach designation will likely become the mind share leader in the marketplace. Plus, CoachVille's Certified Coach designation is awarded ONLY to those coaches who demonstrate competency in 100 specific areas, so it's both rigorous and telling.

## All About CoachVille

The public wants to know that a Certified Coach can do X and we've identified the best X's we can find. Our entire program is oriented around the coach preparing to prove competency in these 100 X's. It's the best real-world method for certification, in our view.

### **6. CoachVille offers hundreds of hours of web, RealAudio and e-mail-based training.**

Details of these are available at <http://www.coachville.com>. The bulk of the hours are in Coaching Demos and Coaching Critiques. Again, details can be found at the CoachVille website.

### **7. CoachVille can offer so much for the \$79 lifetime membership their time and talents.**

That, and CoachVille is the most highly automated of any virtual university. Almost every element of CoachVille is automated and can be managed remotely by the nearly 200 members who enjoy giving back to the coaching community through CoachVille. Volunteers serve as online CSA's (customer service agents), "Welcome to Coaching" TeleClass leaders, client coaching program designers and packagers, or in any of our other volunteer positions. And, the members and volunteers of CoachVille are backed up by about a dozen paid staff and e-partners. A list of all volunteer positions and projects is viewable at the CoachVille site.

### **8. CoachVille is currently international in scope and is soon to be global in presence.**

Our goal is to have members from 100+ countries by the end of 2001. This is a big goal, but we're committed to having a universal presence. As of August 2001, we have members from 50+ countries.

### **9. Your Coach Referral Service listing is included, free, for your lifetime.**

Every CoachVille member gets a free listing in the online CoachVille Coach Referral Service, launching in September 2001. The CCRS rolls out this fall. We've budgeted \$50,000 for an online marketing effort to ensure that the CCRS is the most popular -- by far -- of any online Coach Referral Service by the end of 2002.

### **LifeVille, as well.**

LifeVille is a personal development membership portal that features personal and professional development e-courses and online courses (some of which have been mentioned above) available to the public. We do our best to train all CoachVille members in many of the personal/professional development programs that are featured at LifeVille, so that the CoachVille Coach has a full palette of client coaching programs with which to serve as wide a clientele as possible. Your CoachVille membership includes specialized online training in many of these programs.

### **Ready to join CoachVille?**

If you are now ready to join CoachVille, please join online at <http://www.coachville.com>. Within seconds after joining, you'll receive immediate and complete access to all of our materials, e-courses and other resources. If you have questions about CoachVille, please email us at [help@coachville.com](mailto:help@coachville.com) or call 1.866.COACHVILLE.



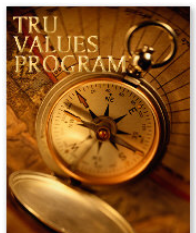
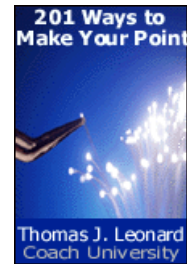
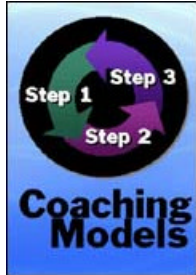
**Member Resources and Programs**

Included in \$79 Lifetime Membership.

For a description of these resources and permitted use, visit coachville.com.

Last updated on 06/30/01 | 4:00pm EDT

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**Member Resources and Programs (continued)**

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Last updated on 06/30/01 | 4:00pm EDT

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			<p>member discounts</p>
			
			
			

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**join now!**  
complete info at  
[www.coachville.com](http://www.coachville.com)



# CoachVille Membership Form

Each individual must have his or her own membership to access the CoachVille website, materials and online trainings.

<p>Lifetime Membership is US\$79.                  Please fill this out and fax to <b>+1-310-388-5265</b>                  or turn it in to a representative of CoachVille</p>	
Email Address	
First Name	
Last Name	
Area Code / Phone Number	/
Address Line 1	
Address Line 2	
City	
State/Province	Other
Zip/Postal Code	
Country	
Password (15 chars max)	(You can always change your password later. Your credit card information is never stored at our site.)
Credit Card Information	cc number >> month >>    year >> Your card will be charged one-time for US\$79 for the CoachVille Membership which covers you for a lifetime.
Affiliate/ Referral Code	Enter code here >>> If someone referred you and asked you to include their six-digit affiliate code, please enter it in here. If this box already has a six-digit number in it, please leave it as is.
Comments? Questions? Special Needs	

**Please fax this form to +1-310-388-5265.**

Or turn it in to the person who gave you this form and they will fax it in for you. You will receive a welcome letter from us by the end of the next business day. Questions? Call 1-866-COACHVILLE, email [help@coachville.com](mailto:help@coachville.com) or visit us online at <http://www.coachville.com>.