



Frequently Asked Questions

Facilitators: Coaching Business Builder & PlanDoTrack

(Version 1.0 – June 2019)

What's the difference between the two Workbook and Planners?

The **Coaching Business Builder** is specifically geared for *professional coaches*. **PlanDoTrack** has a wider audience. It was specifically written for:

1. Virtual entrepreneurs and remote leaders
2. Virtual and remote team leaders
3. Remote workers

What are the main differences between the two books?

Coaching Business Builder and PlanDoTrack are sibling resources. Even though the audiences are slightly different (CBB = professional coaches, PDT = remote workers, entrepreneurs and team leaders), the foundations of planning are the same. Therefore, a significant part of the two resources are the same. The main differences in Section 1 are that :

- PlanDoTrack's focus on the remote work and entrepreneurial space has led to a different of self-assessment around skills. CBBs focus is on the 11 core coaching competencies of the ICF.
- Wheels are different – Coaching Business Builder Wheel is based on core coaching business development skills and PlanDoTrack includes two Wheels: The Wheel of Remote Work and The Wheel of Remote Skills.
- There is also a difference in naming – so section 2 is Solopreneur Primer in Coaching Business Builder, is The Primer in PlanDoTrack.
- The planner forms (all 28 of them) are the same.

Who is the Coaching Business Builder aimed at?

The Coaching Business Builder is geared specifically for coaches who are building or are looking to build their own coaching business. Whether they see themselves as a solopreneur (a one-person business) or they want to grow a larger company, this book will help them get clear on many of the core components of business success.



Who is PlanDoTrack aimed at?

PlanDoTrack is geared for 3 audiences:

1. Virtual Entrepreneurs and remote leaders
2. Virtual and remote team leaders
3. Remote workers

What does the book cover?

The book is more than 280 pages, with the first 125 pages broken down into five sections: (INSERT Sections)



Section	PlanDoTrack	Coaching Business Builder
1	Virtual and Remote Business Fundamentals	Coaching Business Fundamentals
2	The Primer	Solopreneur Primer
3	Marketing Essentials	Marketing Essentials
4	The Ecosystem	The Ecosystem
5	The Planner (28 different tools in a 12 month undated format)	The Planner

Why a hard copy planner?

Research continues to show that we engage in paper and pen activities in a very different way than our digital devices. Retention (or what we remember) between the two mediums is also radically very different. With this in mind, both workbook planners are designed to be a desk-sized resource. One that you can touch, mark up and use on a regular basis.

Are you considering doing a digital format or an electronic planner?

At this point the plan is to offer this as a hard copy resource only. If this changes you will be notified.



Facilitator Questions

Starting summer 2019, Jennifer will be offering a virtual training program for those professionals who want to become a facilitator of this work. You might be a coach, trainer, facilitator or leader eager to support those that are building their businesses or virtual workplaces. **Part of Jennifer's vision is to get this resource into the hands and on the desks of 20,000 professionals by 2020.**

The first facilitation program will be taking place VIRTUALLY on Tuesday and Wednesday July 9, 10, 23, 34 and 30, 31 2019 from **9 – 12 noon** Eastern/New York each day. Taking a deeper dive into the resource, each facilitator will also lead a short practicum as part of their training using the material. A listening and written assignment will round out the training, along with some 1-1 time with Jennifer. More information at both **PlanDoTrack.com** and **CoachingBusinessBuilder.com**. You can become a facilitator of one, or both programs depending on your interest.

What am I required to do as a Facilitator?

You can lead as few or as many sessions using the resource as you would like. Each time you will be required to purchase a set of copies for each participant.

What support can I expect as a facilitator?

Jennifer is available and will be hosting 4 quarterly calls each year, specific to the PlanDoTrack and Coaching Business Builder Facilitator community. These will focus on facilitation tips and marketing issues.

Updates will be communicated to you as appropriate, but it is not anticipated that the books will change (no changes have been made to Effective Group Coaching in 10 year!).

What will I need to do in order to offer the program myself?

You will need to market the program with your own list. For support in this area, Jennifer does regular calls on business development and marketing. You can also create your own marketing plan using the different resources in the guide. Consider the 31-day challenge or the Daily Trackers to help support your focus. Each participant needs a copy of the book.



How do I market this program?

We'll be covering tips for marketing this work as we move through one of our certification calls.

What's required to maintain certification? Is there an annual rate to remain certified?

To continue to provide support to the community there will be a \$125 US annual renewal fee to maintain certification.

Each year you'll be asked to submit to Potentials Realized the following information:

- How many sessions you used the resource in?
- How many people you rolled it out to?
- How you incorporated the material?
- Resources you found useful
- Best practices you evolved

What communication and networking channels will I have with others?

During the certification program you will be paired with another facilitator. It's likely you'll get to know each other well, and I hope that you will stay in connection with one another. The Mighty Networks community will also be available to you to communicate through. There may be additional options added as the community grows and evolves.

Where do I go for resources?

Most resources you will use are found in the book. You are encouraged to use them "as is".

Additional resources are also found at the Teachable site, with sections on different areas including: Planning Hacks, resourcing etc.

How often can I expect to hear from Jennifer and Potentials Realized?

There will be a monthly newsletter going out to all Facilitators. If you have something you want included about your work, please have it to Jennifer by the 3rd day of each month.

Also, there will be ongoing conversation at the PRIVATE group on Mighty Networks.



Where else can I go for more information?

Reach out and set up a call with Jennifer Britton by contacting her at (416)996-8326 or info@potentialsrealized.com.

Connect on social media:

Instagram @CoachingBizBuilder

Related Websites: www.PlanDoTrack.com - For Virtual and Remote
CoachingBusinessBuilder.com – For Coaches



Here's what others have said about the Coaching Business Builder:



Amazon Customer

★★★★★ **The most useful guide I've found!**

May 1, 2019

Format: Paperback | **Verified Purchase**

I am so glad I found Jennifer Britton. This guide is the most detailed, informative, and easy to implement resource for starting my coaching business. I have purchased many workbooks and business guides in the past and none have compared to this one. Kudos to Jennifer Britton for sharing her knowledge.



Elena

★★★★★ **Best Business Building support a coach can get!**

May 15, 2019

Format: Paperback | **Verified Purchase**

In the fourth year of my professional coaching career, I have tried many business building resources and this book is by far the best I have read. Jennifer Britton, an accomplished leader in the coaching profession, has put together a book that is well-structured and full of practical exercises. The Workbook structure leads its reader through the steps of business planning, that may be often overlooked by an eager new coach. It starts with an Overview of Business Fundamentals, offers a concise and pragmatic Solopreneur Primer, provides a detailed review of Marketing Essentials, and culminates with a summary of the personal Ecosystem, that helps bring all the learnings and insights together and pack them into a compelling call for action. As a bonus, the book includes a host of planning and tracking templates that I now use instead of my agenda. I read the book about 2 months back, and I am noticing that better clarity and focus on building my business have started to bring results both in my motivation, and in my numbers.

The best BB support a coach can get - besides being coached by Jennifer herself :)



Maggie DiStasi

★★★★★ **A must-read for the professional coach and business owner**

November 3, 2018

Format: Paperback

One of the most comprehensive, professional and currently relevant books I've seen on this topic. Building a financially successful coaching practice requires a variety of consistent efforts which author Jennifer Britton accounts for in detail.

Just as importantly, she invites you to consider what is important to you as a coach and a business owner and to align your business development efforts with your values.