

Building a Successful Longevity Coaching Business (Including a 90 day Jumpstart plan)

By Martin K. Ettington



Building a Successful Longevity Coaching Business

Longevity Coaching is a great new profession which combines the best of health coaching with many other aspects of total health from the spiritual, psychological, vital forces, and physical body perspective.

We know that becoming a successful coach is not just about knowing the best new techniques and processes--It's as much about how you use proven techniques to build your business.

Unfortunately, most of the people who decide to become professional coaches get out of the business after only one year--because they don't know these techniques and have trouble building a client base.

Through the application of solid business principles and the unique marketing opportunities of what longevity coaching offers clients we can help you to build a successful longevity coaching business.

This book is divided into three parts as follows:

- Getting Started
- Building Your Infrastructure
- How to build your Clientele

Note: This free version of the book only includes a small amount of the total content and business support information in the full manual. Clients who signup for our full longevity coaching training program will get the full 100 page manual

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How to Build a Longevity Coaching Business

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Building a Successful Longevity Coaching Business

Other books by Martin K. Ettington

Spiritual and Metaphysical Books:

Physical Immortality: A History and How to Guide
The Commentaries of Living Immortals
Prophecy: A History and How to Guide
God Like Powers and Abilities
Enlightenment for Dummies
Removing Illusions to Find True Happiness
Using the Scientific Method to Study the Paranormal
A Compendium of Metaphysics and How to Guides (Six books together in one volume)
Records of Extremely Long Lived Persons
Enlightenment and Immortality
Love From the Heart
The Enlightenment Experience
Longevity Improvements from Science
Learn Your Soul's Purpose
The 10 Principles of Personal Longevity
Telomeres & Longevity

Science Fiction:

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The God Like Powers Series:

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The God Like Powers Series—Volume 1
Compilation

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Yoga-An Ancient Art Form
Hatha Yoga-Helping you Live Better
Raja Yoga-Through the Ages

Business Books:

Creating, Publishing, & Marketing
Practitioner Ebooks

These books are all available in digital and printed formats from my website and on Amazon, Barnes & Noble, and Apple iTunes.

Website: <http://mkettingtonbooks.com>

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Introduction



Coaching is one of the hottest types of new businesses out there and there are many types of coaches:

- Life coaching
- ADHD coaching
- Business coaching
- Executive coaching
- Career coaching
- Financial coaching
- Personal coaching
- Systemic coaching
- Health coaching
- Sports coaching
- Dating coaching
- Conflict coaching
- Victimization coaching
- Christian coaching
- Relationship coaching

and now of course Longevity Coaching !

These are all fast growing areas and it's likely if you are reading this book that you have made the decision to get into Longevity Coaching.

However, one problem that coaches have is that many of them get trained--and the large majority quit due to lack of clients after only one year.

We want you to succeed--not get discouraged !

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Launching a successful Longevity Coaching business is the focus of this book because longevity coaching offers several marketing advantages of having an integrated health philosophy as part of your coaching business.

This marketing approach allows us to focus on all the key benefits of longevity coaching as an integrated part of your marketing and sales strategy for creating an edge for you in your own coaching business.

What this Manual does not cover:

This manual is intended to focus solely on building your business.

- It does not cover actual coaching techniques--since those are covered in the Coaching Course which is part of the professional training program.
- It does not cover the actual 10 courses of personal longevity professional training content--except to mention that some of that content might be useful to the planning process in this book. (Life Purpose information)

My business qualifications:

What are my qualifications to write about how you should start or grow your own longevity coaching business?:

- I'm the writer and developer of longevity coaching--based on my lifelong research and experiences
- I spent 36 years in business--the majority of that time as a sales professional working with small, medium, and large size businesses
- I developed and sold my own software products successfully--again to all sized organizations.
- I've been an entrepreneur for 25 years in various successful businesses.
- Having written over 25 Ebooks/Books I know the how and why of Ebooks and books to build your reputation.
- I've done a lot of work in the last five years developing my own business in Longevity training and coaching so I know what works and what doesn't
- Having spent the better part of 20 years as a software developer, software project manager, and IT project manager, I know a lot about IT infrastructure and websites.

- I've built and grown numerous websites on coaching for myself and others the last few years.

The 90 day Jumpstart Plan:

As a project manager I'm all about implementing things to make them work.

The same thing is true of this book--I want new prospective longevity coaches to be able to follow a step by step process to start their new coaching business off with a bang in the first 90 days !

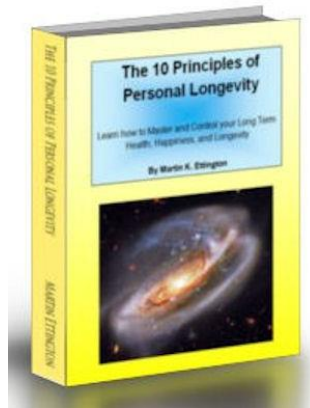
Each of the three sections of this manual is designed to be implemented in 30 days--for a total of 90 days overall to launch your business.

Some items--mainly those in section 3 you will start in the first 90 days and keep doing continuously.

I promise that if you use this 90 day plan and really follow the advice given in this manual you too will develop a thriving longevity coaching business and make lots of money too !

Now, let's get into the basis of Longevity Coaching which is the 10 principles of personal longevity--in the next chapter.....

What is Personal Longevity?



The Personal Longevity Program is the term I use to describe the implementation process of the 10 Principles of Personal Longevity which are listed below:

The 10 Principles of Personal Longevity

1) Real Long Lived Persons Exist

People really have lived a long time-so you can do it too

2) Define Your Purpose in Life

Know your life purpose-To live life with meaning

3) Enable Your Life Urge

Know without doubt that you will live a long and happy life

4) The Importance of a Spiritual Connection

A spiritual connection is important for happiness & long term health

5) Having Love in your Heart

Unconditional Love is real-It will make you happier and healthier

6) Activate your Vital Forces

Improve the vitality of your energy body for health and to enjoy life more

7) The Science of Longevity

Use new therapies and discoveries from Science & Medicine

8) Keep your Physical Body Healthy

Eat a proper diet, use herbal supplements, and exercise

9) Use Your Intuition for Safety

Learn to use your intuition to keep you safe

10) Implement the above principles in your life

Implement these principles for long term health, greater happiness, and extended longevity

I developed these principles after a lifetime of experiences, learning, belonging to different spiritual and health organizations, and getting to know many persons in the longevity movement over the last five years.

The 10 Principles are a step by step philosophy of total health which covers our spirit, mind, vital forces, and physical body.

It is a comprehensive approach to how we can tune our lifestyle and ourselves to live in optimum total health which then also results in long term happiness and greater length of life.

By teaching people how to live by these principles we can bring together all of the best of holistic/alternative healing, and traditional medical practices in ways that nobody else is doing.



Principle #1 – The Reality of Long Lived People

The first principle is the evidence of people who have lived well over the age of 120 years old to 150-180-200, and even a 256 year old man from China: LI CHING-YUN: The Longest Lived person of record-256 Years (Source-The New York Times-May 6, 1933)

This principle is designed to help people break out of the bounds of their beliefs about how long we can all really live.

The Second Principle is all about Life Purpose

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Within our Longevity Research we found out, that if one doesn't have a reason to live, or have a purpose in life—then what is the point?

This means a very important step to developing longevity is how you can develop your own positive life purpose, or bring it up to date with your phase in life. Without reviewing your purpose—none of the rest of the longevity principles matter.

I'm not going to get into all of the principles in detail here--since that is part of the Longevity Coaching training, but I wanted to give you the reader just a little flavor of what this subject is all about.

In the next Chapter we want you to become excited--but not worried about the steps to create your own longevity coaching practice...

Getting Excited about Longevity Coaching--Not Overwhelmed



If you are reading this book I assume that you have some interest in the idea of building or expanding your own coaching business.

There is a lot of information in this book about building a great coaching business so I predict you will either find this information very helpful--or feel totally overwhelmed by the level of detail.

But let's start with why you should be excited about this business opportunity...

Here are a few of the reasons to get excited about longevity coaching:

- The Baby Boomer market is retiring and has huge interests and money for anything to do with long term health and improving longevity. This wellness market is growing fast and estimated to be almost one **TRILLION** dollars this year. You can get a piece of that action !
- Many young people are looking for new options to get out from under a stagnant economy and government oppression to expand their personal freedom and business opportunities. This is another potential client base for you !
- In addition to making a great living as a Longevity Coach we also want to help you make additional money offering our products and services. This is easy additional cash flow !
- You can use our umbrella philosophy of longevity coaching and the 10 principles of personal longevity to integrate with your existing skills to provide a truly unique brand to your clients.

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- As a certified longevity coach you will become part of a new total health focused profession--which takes into account our spiritual, psychological, vital forces, and physical body. Nothing else offers as comprehensive approach to everyone's total being health.

Feeling like this is all just too much to do ?

The 90 day Jumpstart program in this book is for those who wants to build a fully encompassing and robust longevity coaching practice.

You can choose to just follow certain tips--you don't have to do everything or even do it in a short timeframe !

And if you do decide to do the whole Jumpstart program--remember it's just one step at a time--this is why it's laid out the way it is--over a 90 day period.

Like baseball games--most game are won by players going from first to second to third then to home--in increments. Baseball games are hardly ever won by home runs.

However, I believe in being well grounded in reality--and there are a lot of factors to plan to create a truly wonderful and profitable business--building any business is not easy--but the rewards can be well worth it.

So, after reviewing these benefits and hopefully alleviating your concerns with the amount of material in this book--let's get into it.

YOU TOO CAN BECOME A SUCCESSFUL LONGEVITY COACH !

The 90 Day Longevity Coaching Jumpstart Program

Below is the 90 Jumpstart Checklist which we will cover in detail at the end of each chapter in this EBook.

Each set of tasks are designed to be sequential and to help you build a comprehensive coaching business fast !

<u>Days from Start</u>	<u>Tasks to Accomplish</u>
------------------------	----------------------------

1.0 Getting Started Days 1-30

1.1 Day 1	Client Motivation
1.2 Days 2	Basic Questions to answer
1.3 Days 3-4	Mission Statement development
1.4 Days 4-6	Goals and Commitment development
1.5 Days 1-21	Personal Longevity training transformation
1.6 Days 7-8	Challenges and Risk Analysis
1.7 Days 8-10	Goals, Milestones, Tasks and Action Plan
1.8 Days 21-24	Develop Your Coaching Business Model
1.9 Days 23-24	Plan Referral and Affiliate Program Integration
1.10 Days 25-30	Marketing Plan development

2.0 Building Your Infrastructure Days 31-60

2.1 Days 31-33	Planning your website
2.2 Day 34	Marketing and Sales Details for Products
2.3 Days 35-40	Write actual website content
2.4 Days 41-45	Research and Get a contact management tool
2.5 Days 46-50	Planning Your Sales Funnel
2.6 Days 51-52	Design your client consultation process and agreement
2.7 Days 53-60	Increase your online conversion rate

3.0 *Building your Clientele*

3.1 Days	61-90+	Schedule & Start personal contacts
3.2 Days	62-64	Relationship Building Skills exercises
3.3 Days	65-90+	Starting your contact follow-up process
3.4 Days	66-70	Setting up your first Social Media
3.5 Days	70-73	Setting up your Opt in email signup
3.6 Days	74-90+	Getting Organized
3.7 Days	75-90+	Starting Your EBook
3.8 Days	80-83	Optimization Surveys
3.9 Days	84-86+	Medium Term Project Planning
3.10 Days	87-90+	Measuring Success

What Can I really earn as Longevity Coach?



Let's be honest with each other--You and I both know that your primary interest in Longevity Coaching is not just how you can help people reach their full long term health potential--but

HOW MUCH MONEY CAN YOU EARN?

So, let's get into this before we even talk about how you can build your longevity coaching business.

First, a few assumptions before we do our earnings calculation:

- That the calculation is based on a longevity coaching business which fully up and running. This ramp up will take from at least six months to one year or more. Any new coaching business has a startup curve like this
- We will assume that you are only seeing clients 30 hours per week. This provides a reasonable ceiling for the rest of what you do in your daily activities. (You could assume a much busier schedule too)
- You are charging \$120 per hour--which is a reasonable rate for a specialty which is as advanced and comprehensive as longevity coaching. Longevity Coaching is a premium service.
- That you are also marketing and selling personal longevity training products.
- We are not including any additional expenses you may have such as office space.
- The clients are in the United States--since other countries may have different general rate structures
- Assuming you don't have any other value added services--you should plan to offer more.

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Coaching Earnings Calculation:

Number of Client Sessions per Week:	30
Hourly rate for Sessions:	\$120/hour USD
Weekly Net for Longevity Coaching Sessions:	\$3,600 USD
If we assume 50 work weeks per year this is	\$180,000 USD

Affiliate Earnings Calculation:

Assume that you will have about 100 potential clients or training buyers per year.

Assume 30% will buy basic longevity training

Assume 15% will buy professional longevity training

The 30% of clients will pay \$19/mth for 12 months or \$228 USD

You get a 50% affiliate commission worth \$114 USD

30 clients with commission of \$114 equals \$3,420

15 Client buy the professional training with \$200 commission

15 clients with commission of \$200 equals \$3,000

Total Earnings Estimate per year = \$186,420

Additional Notes:

- 1) We will be offering additional products for sales to clients soon on stress Reduction and much more
- 2) Assuming no additional sub affiliates signed up with you
- 3) This does not include additional revenues from other network referral services we are rolling out this year.

1.0 Getting Started



1.1 What Motivates Potential Clients?



If you don't learn anything else useful from this book get this one thing--

New Clients are only interested in paying to solve their immediate problems.

Clients may express a lot of interest in longevity and the 10 principles of personal longevity but you will only get them to spend money when they think you can help them solve a problem they already have.

In most cases It's only after they have become a client for a while and you tell them more about our total health philosophy that you will interest them in learning more.

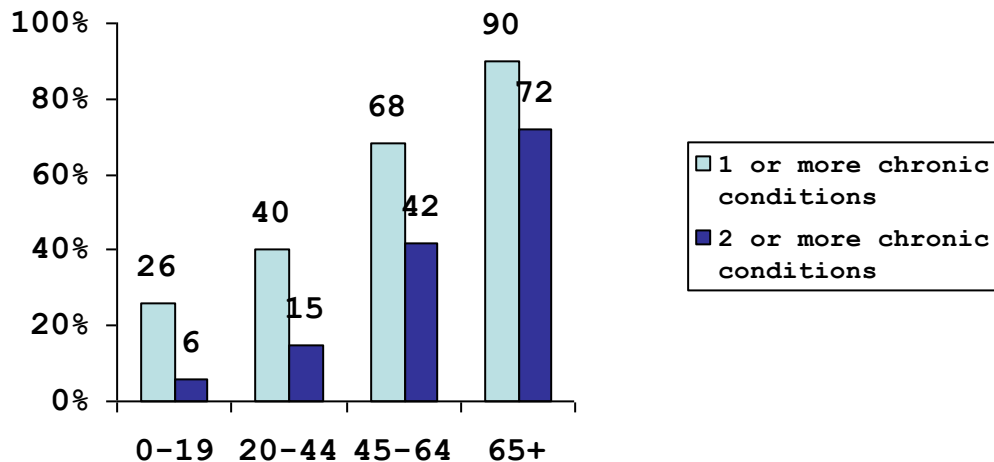
It is possible that some clients might signup just to be trained on the 10 principles, but again most people will spend money first to solve existing problems first--not to learn how to lead a new lifestyle right away.

Here are some of the "PAIN" or problem areas you should focus on in your business planning for marketing and sales:

Chronic Illness and Stress Relief:

One of the biggest areas of pain is stress and stress related health problems which are the causes of many different chronic illnesses.

The below graph shows just how prevalent chronic illness is in the United States:



(Source: Anderson, G. Chronic Conditions: Making the case for ongoing care. Johns Hopkins University. November 2007)

You will note from the graph that when people get to be over 40 most of them have at least one chronic condition.

Ages after 50 have on average two or more chronic conditions.

Personal Longevity training will help clients deal with stress and reduce the symptoms of chronic conditions through the many exercises, meditations, and visualizations it offers.

You can probably think of additional ways to help your clients release stress to improve their lives based on your existing skills if you teach/practice meditation, hypnosis, massage, or other stress relieving therapies.

Fears of Growing Old:

Fear of aging is a big issue--especially as clients are 35 and older--when most chronic conditions start appearing.

This is pain focus is where teaching the 10 principles and helping clients develop an implementation plan can help close the clients--but you also need to show practical short term results.

You need to show potential clients that there is a lifestyle which will optimize their long term health and longevity and improve the quality of their lives.

Life Purpose:

Potential clients may be confused or depressed about the outlook of their life.

One of the core teachings of personal longevity is the second principle "Life Purpose".

There are several exercises on life purpose in course number two you can use with clients, and some additional reference books we recommend in the resources library.

Personal Freedom:

Does the client feel like they are boxed in and that they can't make a difference with their lives?

Many young adults who feel oppressed by huge and bureaucratic government which seems to control their lives or just by the bad economy and limited job opportunities.

Through personal longevity training, you can help all clients, but especially younger adults to break out of their psychological boxes to live more fulfilling lives.

Helping clients feel more empowered in their lives is also an aspect of the personal longevity training--because a lot of what we are doing is helping people think "outside of the box" --maybe for the first times in their lives.

Obesity:

The need for weight loss to improve overall health is one of the most common health issues people have. This is why weightloss businesses exist and it's a multi billion dollar business.

If you have the skills and knowledge in nutrition and fitness to help these clients with their weight loss, you can also include personal longevity training as part of the solution since it deals with many of the underlying causes of obesity.

These causes include various types of stress, and psychology.

In particular the psychological issues having to do with life purpose and happiness.

Both of these issues are addressed as part of the personal longevity program training courses.

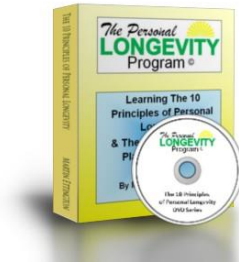
1.1 Chapter Summary--Day 1:

For your first exercise you should write down any additional ideas you might have about how you can help attract clients based on their personal pain issues and your overall skills.

This list of "pain" issues will become vital to the rest of the planning you will be doing in this book to build your longevity coaching business.

Also, as you work on the training program yourself be sure to think about how the training program can help your clients with their underlying stress and psychological issues to improve their lifestyles and long term health.

1.9 Revenue from Personal Longevity Products & Services



As one of our Longevity Coaches, you are fully authorized to sell all of our products and services.

These options include both referrals for commissions and our affiliate program.

The nice thing about having these products to sell is that you can also make it part of your marketing strategy.

It's also our business strategy that working with us should always be a win/win proposition.

Therefore, we want to support your efforts to be successful as much as possible.

[SEE OUR PRICES PAGE ON THE MAIN WEBSITE FOR THE LATEST PRODUCTS AND PRICES](#)

Integrating product sales with your marketing and sales strategy:

You are now in the business of coaching clients on long term health and longevity so anything you can offer them to build their in depth knowledge will help your clients.

We provide a subset of materials for you to use with your clients from the longevity coaching website and this also offers a way to get them interested in buying training for themselves.

And, selling clients the training should also make them more interested in utilizing the other skills and services you offer.

In addition some clients or other persons you know may also want to become longevity coaches.

In either of these cases you can make additional revenue through product sales.

So let's look at the details of how the sales and commissions work.

[PLEASE SEE THE NEW AFFILIATE SECTION OF OUR WEBSITE FOR LATEST AFFILIATE PROGRAM DETAILS](#)

1.9 Chapter Summary-Days 23-24

You will make great extra revenue by taking advantage of our referral and affiliate programs.

So here are some planning ideas you can work on to get ready to integrate our products into your marketing:

- 1) Decide what web pages or ads you would like to put onto your new longevity coaching website
- 2) Do you want to use our product literature for your clients? You are welcome to use any of it
- 3) Think about how you would like to talk with existing or new clients to make them part of your own personal longevity affiliate network

In addition to building your own coaching clients you can also build your own referral and affiliate network ! How cool is that !

2.0 Building Your Infrastructure



2.1 Building a Coaching Website

I recommend a website as one of the first things you do to startup your coaching business--or to expand your existing practice.

Here are some reasons as to why a coaching website is very valuable:

- A coaching website is the modern day calling card. It is one of the best ways for people to find out about you in the 21st century.
- The website allows you to build credibility by listing references, quotes, and videos all about why others found your coaching services valuable.
- The website will allow you to have a blog--which is a great way to show your expertise to others and build a following.
- A good coaching website allows new and existing clients to book your time either for an initial consultation or to just setup their next session--with a minimum of admin support and paperwork.
- You can list your services, have online billing, and even product invoices directly from the website.
- You can have an opt in email list to build a following of people who like what you are teaching, and who become a pool for additional upsells and follow on services.
- The website becomes your brand identity and as you expand you can add services such as information products which are a result of your recorded lectures or work with clients.

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There are many many companies which offer websites for all types of businesses, but we wanted to offer our clients something special.

Knowing the importance of coaching website for our clients we offer longevity coaching website templates and services which do the following:

Allowing for a quick setup of basic longevity coaching functions right out of the box.

We offer special Longevity Coaching training content with our basic template which you can share with your clients from our training server

Additional customization services for modest prices to help you build out your own customized site as your needs and wishes grow.

See the link below for our coaching website services and additional SEO, and email services:

[CLICK HERE TO LEARN MORE ABOUT OUR LONGEVITY COACHING WEBSITES](#)

Steps to start building your website:

We strongly recommend that you get our longevity coaching basic website template

Our Longevity basic website template will give you a variety of useful business tools including:

- Your own domain name
- Automated client appointment setting
- Client Invoicing built in
- Record your session times and lengths
- Custom Longevity Coaching content to use with your clients
- Capability to do your own blog posting
- Custom content in your website pages

An easily upgradable website using WordPress--the most popular website and blog environment in the world.

Do these steps to start your website building process

1) Purchase our basic longevity coaching website from Personal-Longevity, Inc.

2) Choose a domain name (yourcompany.com or yourcompany.org, etc.)

Setting up the domain is part of our coaching website basic template service.

3) Think and Write about what content you will want in your website.

How will you describe your unique brand?

What are the benefits clients will get from working with you?

Do you have either text, audio, or video references you can use on your site?

What type of social media will you be using that we should have share buttons for?

What additional features would you like on your website?

As you develop your marketing plan and services offering you will have a better idea of what you will want in your website

2.1 Chapter Summary-Days 31-34

In parallel with developing your marketing plan you can start working on a website plan (part of your overall marketing plan)--since this is part of almost every business these days.

During this four day period you should do the following:

- 1) Buy our Longevity Coaching basic website (\$349) --not required but very helpful-- especially if you don't have a strong website or any website already.
- 2) Research and choose a domain name
- 3) Decide what types of information, menus, and features you would like on your website.