



©2004 Life Coaching Course Decision Making Matrix

How to use this matrix

In the left column write all the criteria you wish to select a course on, some ideas are already in the matrix. Along the top of the list put the names of the coach training providers. Measure each criteria against each provider on a scale of 0-10. Using 0 equalling not provided and a sliding scale of provision up to 10 indicating fully meeting your criteria and your personal requirements.

Criteria ↓	Provider →	Achievement Specialists With Curly Martin				Totals
European Coaching Institute Accreditation						
National Open College Network Accreditation						
Full Diploma Course based on #1 Bestselling Book (2003-07)						
Coach/Training From Curly Martin #1 Author of Life Coaching Book						
Course Price Options E.G.: Silver/ Gold/Platinum						
1 in 4 ratio = 1 trainer/mentor to 4 delegates on workshop						
Prices of ALL courses displayed on website						
Max number of delegates on workshops						
Unlimited Recorded Master Classes						
Unlimited Live Master Classes						
Unlimited Coaching Clinics						
Unlimited Mentor Support (web)						
Option of 6 Months Personally Tailored Protégé Programme Silver Plus/Gold/Platinum						
Full Start Up Pack with enrolment forms, contractual letters, non-disclosure documents, coaching logs, practise charters, ethics code, etc.						
Personal Niche Marketing Strategy						
Pricing Strategy for your Coaching practice						
Arranged Coaching Practice post workshop						
Unlimited Post Course Support						
Discount professional indemnity & Public Liability Insurance						
Full Diploma Qualification & Certificate						
Leaves Money In My Budget For Marketing My Practice						
Length of course Flexibility you qualify when you want						
No Imposed Course Attendance Dates Which Restrict Certification						
Continuous Professional Development Manual						



Achievement Specialists

Tel 0800 191 0200

Monthly newsletter full of coaching tips & inspiration					
Requests for Press media exposure put on forum for <u>ALL</u> suitable coaches to be able to apply (not just the chosen ones)					
Requests for TV media exposure put on forum for <u>ALL</u> suitable coaches to be able to apply (not just the chosen ones)					
Requests for paid coaching contracts put on forum for <u>ALL</u> suitable coaches to be able to apply (not just the chosen ones)					
Personalised business promotional gifts to increase your client conversions (signed copies of books)					
Mentors who have minimum of 3 years running business					
9 modules - CD set of workshop Highlights (not silver option)					
CD set of Master Classes (not silver option)					
Get Client's from free website entry					
Get Client's from Curly's advertising					
Free access to the Business Coaching Website for Blogs from Business Experts (Platinum)					
Signed Copy of any of The Handbook Series					
Follow-on Coach Training Paths - Mentor Coach/Trainer Coach					
Paid Mentoring Contracts (only ASL qualified and trained coaches)					
Life Membership of Achievers Club					
Coach Discussion & Resource Forums					
The section below is left empty for your personal criteria. Remember TAKE YOUR TIME to decide on what is right for you and your future. A mistake now could be costly later. Do your research.					

Because of Curly's expertise and huge success in the coaching field, currently, there are unscrupulous organisations who are claiming association with her or even more outrageous, that she has been trained by them. They are using 'Reflected Glory Marketing' which lacks the fundamental integrity we believe is at the true core of coaching. Therefore BUYER BEWARE! Select your training company carefully and check their integrity. If they are unprincipled enough to use reflected glory marketing you need to consider the implications of the service they might provide. Consider this: LEADS MINUS GUARANTEE = MARKETING PLOY ONLY - AVOID MASTER/MENTORS should have at least 3 years Experience since qualifying to be of any value to you (Ask the questions before parting with your money).