



EMK CONSULTING GROUP

Business Development & Visibility Solutions for Individuals and Organizations

GROW YOUR COACHING BUSINESS PROGRAM

Are you looking to build your coaching business and don't know how or where to begin? You know you have to build your brand, convey your value proposition, and communicate your offering to generate a viable and sustainable business....You don't have to manage this alone!

JOIN ELLEN KEILEY'S HOW-TO-BUILD-YOUR-COACHING-BUSINESS PROGRAM!

This rich cohort-based program is run by networking and business development coach and consultant, Ellen Keiley. Ellen will guide you through the process of learning how to build your business and provide the accountability necessary to stay focused. The program provides practical advice and the necessary skills to develop a business development mindset. Utilizing targeted marketing strategies and practices tailored around your unique strengths, you will develop a strategic plan to build your business.

ELLEN'S PROCESS

Half-Day Program Launch

Introduction to the Business Development Road Map. Cohort introductions, establish course trajectory and some preliminary individual business development goals.

Five Monthly, 2 hour, In-Person Sessions

Topics covered in the sessions include: Developing your distinctive brand, knowing your message, how to tell your story, networking and growing your network with ease (yes – with ease even for the introvert at heart!), identifying and capitalizing on market opportunities, communicating your offering, leveraging social media as a marketing tool, and building relationships and alliances that translate into coaching work. Monthly sessions include instruction and group discussion around challenges, ideas, and effective strategies.

Weekly Check-ins

A structure of weekly check-ins with your assigned peer coaching partner will be implemented and ongoing after the launch session. This '2ply' learning methodology is highly impactful. You will have the advantage of learning through your partner's experience as well as your own. You will keep your partner accountable as they hold you to task as well!

Date TBD

Exact dates still being finalized. Sessions will be held in the Waltham area.

OUTCOMES

After this program you will be equipped with the skills and confidence needed to build a financially rewarding business. You will have the added benefit of a new network of colleagues and referral sources.



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ABOUT ELLEN KEILEY

Ellen Keiley is President of EMK Consulting Group, a provider of business development and marketing coaching and consulting and public relations services. Ellen has 20+ years' experience in the professional services industry and has served in business development, marketing, and PR roles for both Boston-based and international firms and companies.

Ellen is a professional coach, trained by IPEC and has coached many people in developing a business development mindset and taking action to develop business. Ellen is also a frequent speaker and writer and has appeared on radio programs.



She is the past President of the National Association of Women MBAs Boston Professional Chapter, a member of the United Way Women's Leadership Council Executive Committee, serves on the Greater Boston Chamber Women's Advisory Board, and is an active member of several other professional associations and non-profits.

TESTIMONIALS

"Ellen is a gift. She helped me reframe how I thought about business development and now I actually look forward to it! She also helped me structure my approach so it's streamlined and measurable. And if that wasn't sufficient, she also introduced to me to some key connections. Thank you Ellen!"

"Ellen is a fantastic business development coach and takes a strategic, proactive and innovative approach to business development opportunities. I recommend Ellen in the highest regard. She is very responsive and a true professional."

"When it comes to helping develop business, Ellen Keiley is exceptional. She is strategic, creative and energetic and understands the key to business development for those in professional services: cultivating and maintaining individual relationships that are both professional and personal. She is so active in the Greater Boston business community, especially among women's organizations, that her ability to help her clients make and build connections seems endless. She is an invaluable resource!"

"Ellen is incredibly motivated, proactive and highly skilled in business development and marketing, and is a pleasure to work with. Ellen combines excellence at her job with a positive outlook and sense of humor. She consistently pursues new ideas and has worked with me and others to identify concrete opportunities for direct business development and indirect networking. She is persistent, thoughtful and organized, and adds real value when involved in a business development effort, from identifying opportunities to thinking through and addressing challenges."

"I highly recommend Ellen for her energy and results-oriented advice and assistance. Ellen helped me tremendously."

CONTACT INFO

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