

## 21. PLATINUM COACHING



*Platinum coaching is an area you may wish to specialise in.*

### **OVERVIEW**

In this module, we examine the following topics:

- What is platinum coaching?
- Why it's relevant to you, the coach
- How it works for your clients
- Feature of a platinum coaching programme
- How to attract clients to a platinum coaching programme
- Examples of platinum coaching programmes
- Pricing. Duration. Numbers of clients.

## **WHAT IS PLATINUM COACHING?**

Platinum coaching provides high intensity coaching to either:

- Small groups of clients.
- Or
- Individual clients

Instead of your normal one-to-one coaching programme, you can offer a small number of clients a high end programme that gives them more satisfaction and impact.

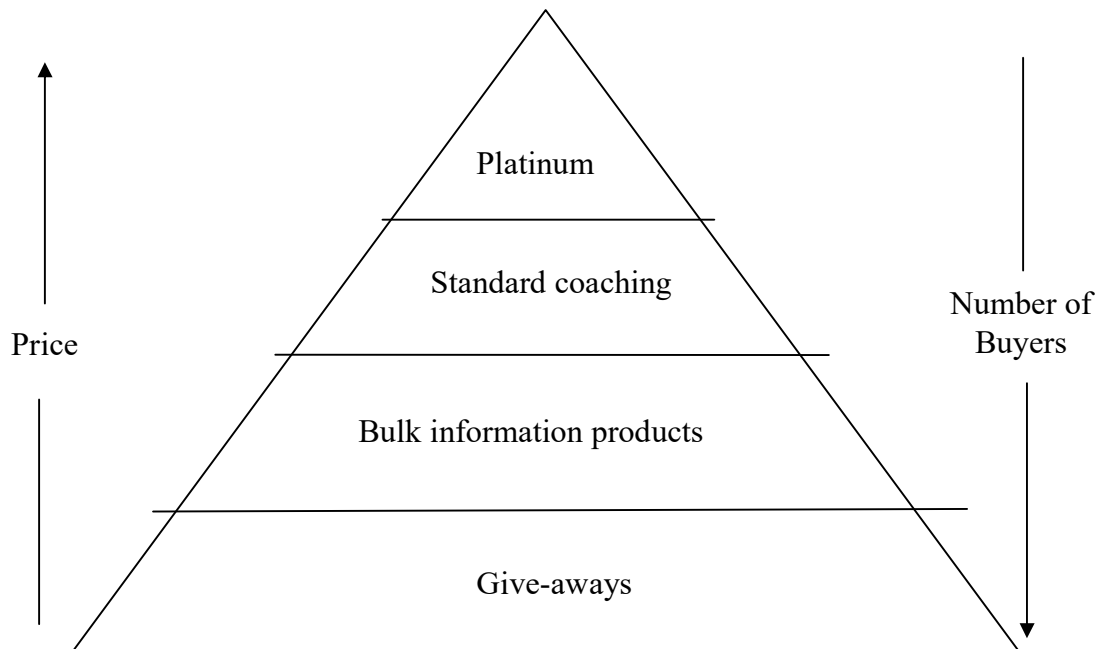
As the diagram on the next page shows, a platinum programme is at the top of a pyramid, offering the most expensive service to the smallest number of clients.

It is the opposite of the lower end of the pyramid, where you're offering cheaper, less exclusive services, such as CDs, to more people.

## **WHY IT'S RELEVANT TO YOU, THE COACH**

Platinum coaching is important because:

1. Some clients only want exclusive, high programmes. If you don't offer such a programme, you leave money on the table.
2. Platinum coaching is less demanding on your time, paradoxically. You use special devices to increase the amount of contact time, without increasing the amount of time you personally spend coaching.
3. Platinum coaching allows you to push up your fees by offering a more exclusive and rounded programme.



## HOW IT WORKS FOR YOUR CLIENTS

Platinum coaching appeals to people's need for exclusivity.

By committing themselves to the high costs of a platinum coaching programme, your clients are likely to ramp themselves up to a higher level of activity. In other words, the pain of payment makes them more likely to take action and therefore succeed.

## FEATURES OF A PLATINUM COACHING PROGRAMME

A platinum coaching programme offers some or all of the following elements. You should alter the elements to personalise your service.

1. **A retreat or summit.** This can consist of a one-to-three day session at a central location where the group comes together, receives group coaching, and discusses their common issues. A retreat also works for individual clients.

Retreats work well if you have a special location, such as a country house. Retreats could be scheduled on a quarterly basis, so that a six month programme could have two retreats,

with a main one after eight weeks, and a shorter one two months later.

2. **Video seminars**, again to a small group. The seminar can be live streamed and then emailed to all clients in the group, including those who couldn't make it.
3. **One-to-one telephone or video coaching**, possibly on a fortnightly, monthly or even bi-monthly basis.
4. **Mastermind group sessions**, where each member of the group gets advice from other members.
5. **Email support.**
6. **Bonus items**, such as a book every quarter, a meal out in the retreat, hotel or B&B accommodation at the retreat, and a limo service from the hotel. You can also have a guest speaker address the group, either at a retreat or at a teleseminar.

## **WHAT KIND OF COACHING CAN YOU OFFER?**

Platinum coaching is often aimed at clients who want a coaching programme that will help them achieve more in their life. This includes professional people and business owners.

You can offer a platinum programme in whatever coaching you specialise in. This can include:

- Weight loss programmes
- Corporate coaching
- Coaching to specialist industry groups such as dentists or sales people

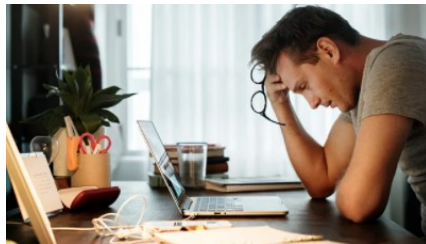
You can also link up with other professionals who may not have considered a platinum coaching programme, and set one up for them. For example, you can hook up with anyone who has skills that they can teach to others, whether that's drawing, design, image consulting or digital technology.

## HOW TO ATTRACT CLIENTS TO A PLATINUM COACHING PROGRAMME

You can recruit people to your platinum programme the same way as you would for your normal coaching programmes, including through any of the following means:

- Physical workshops
- Video seminars
- Free reports shown on your website
- Web page copy

**Read this article:** Our top 5 stress management techniques  
<https://www.silvercloudhealth.com/uk/blog/our-top-5-stress-management-techniques>



## POSITIONING YOUR PLATINUM PROGRAMME

Your programme should feel special. It should make the client feel different, more pampered. Programmes are more effective when they offer a solution. That means holding out the promise of a route map or a blueprint to success.

You should brand your programme with an imaginative identity, a signature system.

## EXAMPLES OF PLATINUM COACHING

Here are some examples of people who run platinum coaching programmes:

- Kendall Summerhawk - [www.kendallsummerhawk.com](http://www.kendallsummerhawk.com)
- Anese Cavanaugh - [www.daretoengage.com](http://www.daretoengage.com)
- Sandra Martini - [www.sandramartini.com](http://www.sandramartini.com)

### **EXERCISE 21.1**

Type 'platinum coaching' into Google, and investigate what they have to offer.

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### **PRICING**

A platinum programme can cost from £400 a month to £800 a month, or more.

### **DURATION**

A platinum programme can last from four months to being a year-long programme (or 10 months, to give you eight weeks off).

### **NUMBERS OF CLIENTS**

You might have 12 clients in a platinum programme, divided into two groups of six. In other words, in your group sessions, there would be six people in the session.

## **SELF ASSESSED ASSIGNMENT FOR MODULE 21**

**Do not send the following assignment to your tutor.** It is for your own benefit.

1. Work out what you could provide on a platinum programme?  
What elements would it contain?
2. Write web copy for a platinum programme.