



**Life Coaching Course Decision Making Matrix ©2002**

**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 Certified						
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 <b>ALL</b> courses displayed on website						
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. Sales scripts, marketing strategies						
Personal Niche Marketing Strategy						
Personal Pricing Strategy for my Coaching practice						
Arranged Coaching Practice post workshop						
Coaching Buddy						
Unlimited Post Course Support						
Discount professional indemnity & Public Liability Insurance						
Full Diploma Qualification & Diploma 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						
Monthly newsletter full of coaching tips & inspiration						
Requests for Press media exposure put on forum for <b>ALL</b> suitable coaches to be able to apply (not just the						



**Achievement Specialists**  
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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)					
<b>All</b> Mentors have minimum of 3 years running successful businesses					
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					
Signed Copies of any of books in 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.					

**There are many companies offering training to become a coach and some, who make outrageous claims. Because of Curly's expertise and huge success in the coaching field, currently, there are unscrupulous organisations (large and small) who are claiming association with her or even more outrageous, that she has been trained by them. This is absolutely not true! They are using a form of selling, known as 'Reflected Glory Marketing' which lacks the fundamental integrity we believe is at the true core of coaching. Reflected glory marketing is based on the success of another person or company. How does it work? A rogue company within a market sector will search around for the highest profiled, highly successful or most sought after person or company within that particular market sector. Having selected the victim/target the rogue trader will claim some form of connection or association with the victim/target. Thus gaining credibility and increasing their sales, solely based on this alleged connection using the other person or company's fame to promote themselves. This saves the rogue company money, effort spent in creating their own success and at the same time can have a derogative effect the originally successful person or company. Therefore BUYER BEWARE! Select your training company carefully and check their integrity. Ask if they trained Curly Martin and If they are unprincipled enough to use reflected glory marketing, you can now decide to consider the implications and how this deceit will impact on the promised training and services they say they will provide you?**

**Consider this: LEADS MINUS GUARANTEE = MARKETING PLOY ONLY AVOID THIS TACTIC MASTERS//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).**