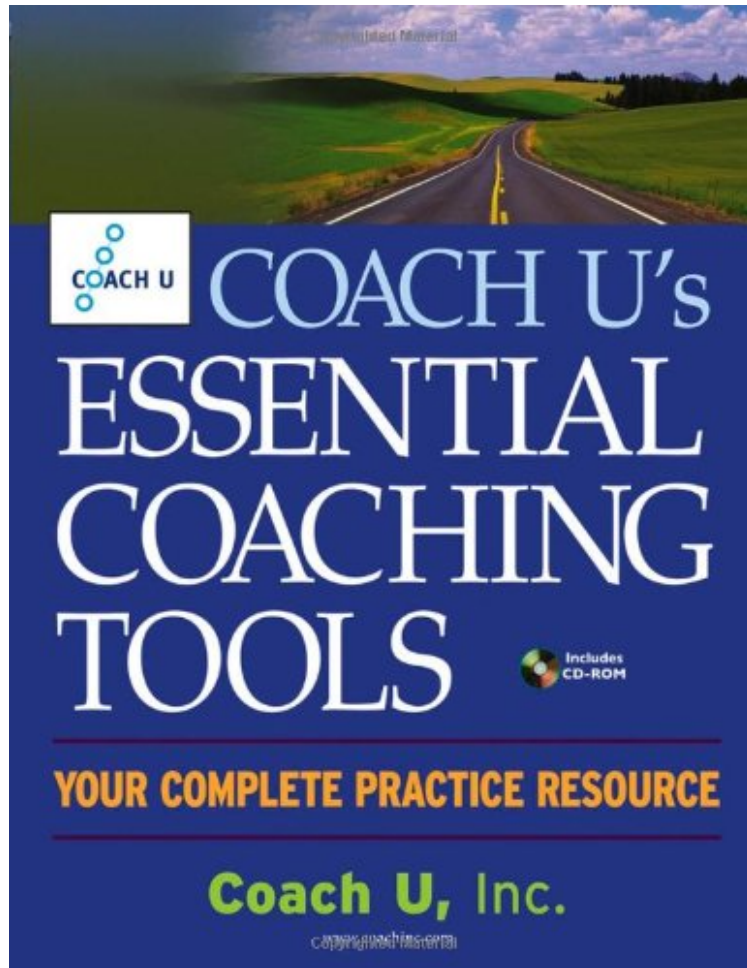


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From the Back Cover Hundreds of client-centered assessments, forms, and checklists as well as the essential marketing aids that every coach needs to build a successful practice Founded in 1988, Coach U, Inc., is the largest provider of online training for individuals interested in entering the fields of personal and professional coaching. Coach U, Inc., has educated more than ten thousand people, providing them the information, tools, and knowledge they need to successfully enter the fast-growing world of life, career, business, and corporate coaching. Coach U, Inc.'s unique approach to training encompasses the entire development of the professional coach. From the beginnings of becoming a coach, to all the ins-and-outs of growing a successful coaching practice, this program provides a comprehensive, step-by-step approach to learning how to become a strong, ethical, and dynamic leader in the coaching field. An all-in-one guide, Coach U's Essential Coaching Tools includes all of the materials a personal or executive coach needs to start and grow a successful coaching practice. This handy book and CD package includes both self- and client-assessment tools and worksheets/exercises to aid you in working effectively with your clients, as well as proven marketing and business development materials to help you get more clients and run a profitable coaching practice or provide superior coaching within an organization. Among these useful tools, you'll find: New client checklists, discussion and principles lists, success formulas, coaching mistakes to avoid, and many other helpful tools for coaching Record keeping and documentation forms to use in tracking your clients' personal information and billing information Worksheets, checklists, and sample materials to help market your practice A CD-ROM that contains all the materials in the book fully customizable for your unique needs About the Author COACH U, Inc., is the leading global provider of coach training programs. The Advanced coaching Program (ACP) and the Coach U Certified Graduate Program (CUCGP) meet the academic requirements for becoming a Professional Certified Coach (PCC) or Master Certified Coach (MCC) through the International Coach Federation (ICF). The Core Essentials and the Core Essentials Fast Track Programs provide a solid foundation for becoming a certified coach.