



## Is the Trusted Coach Directory right for you?

- Are you an executive, leadership, performance or career coach, or coach supervisor?
- Are you frustrated that you don't have the time or skills to market your services?
- Would you prefer to be helping clients and developing your own coaching skills, rather than making sales calls, writing newsletters and networking?

If the answers are yes, then let the **Trusted Coach Directory** be part of your marketing department.

We spend most of our time ensuring that the website is being found by your ideal clients in larger organisations, working on and offline. We are networking, making sales calls, building relationships and generating traffic to the directory, and to your website, on your behalf.

The **Trusted Coach Directory** has been developed to showcase who you are, what you do, your areas of expertise and how you help your clients achieve success.

Being a '**Trusted Coach**' demonstrates that you have:

- Membership of a professional coaching body (\*see minimum requirements below)
- At least 500 hours formal/paid coaching experience
- Relevant coaching qualifications
- Regular coach supervision
- Agreed to adhere to the AC/ICF/EMCC/IAPC&M or APECS code of ethics
- Coaching related Professional Indemnity and Public Liability insurance
- Been reference checked
- Helped clients to get great results

### What else?

Being on the Trusted Coach Directory is more than just a listing of coach profiles. Other benefits include:

- Greater credibility having been verified by us – proving you have recognised coach qualifications, relevant experience, supervision, insurance & great references.
- Ability to demonstrate knowledge and expertise by submitting guest blogs, articles and resources
- Free advertising for your own workshops & events
- Invitation to 'Meet the Coach' events where you can meet HR professionals, senior leaders and other coaches/supervisors
- Access to discounted training & events
- Feedback on your profile
- Trusted Coach branding that you can use on your website, LinkedIn profile etc
- Increased exposure via Twitter and LinkedIn
- Part of a professional coaching community

### How much will it cost?

Once you have uploaded your details and been verified as a Trusted Coach, you have **3 months' free trial**.

When your free trial has expired, the cost is **£35 +VAT per month** (paid monthly in advance) during 2017. We anticipate this increasing to £50 + VAT from April 2018. *Accredited/credentialed coaches also benefit from a 10% discount on the monthly fee – see below.*

### **Advertising:**

- Currently there is no charge for registered Trusted Coaches to advertise events. Simply log in to your account, enter the details, submit and we will verify and publish your event.
- If you are not a registered Trusted Coach, or choose not to subscribe after your trial period, you can still advertise your events for £150 + VAT per month.

### **\* Professional membership levels accepted** (certificates must be up to date)

#### **Association for Coaching (AC)**

- Individual Full Member
- *Accredited Coach / Executive Coach*
- *Accredited Professional/ Professional Executive Coach*
- *Accredited Master/ Master Executive Coach*
- *Accredited Coaching Supervisor*
- *Honorary Lifetime Fellow*

#### **International Coach Federation (ICF)**

- Individual Full Member - with supporting coaching qualification certificates
- *Associate Certified Coach (ACC)*
- *Professional Certified Coach (PCC)*
- *Master Certified Coach (MCC)*

#### **European Mentoring and Coaching Council (EMCC)**

- EIA Practitioner
- *EIA Senior or Master Practitioner*
- ESQA European Supervisor Quality Award
- Member with EQA approved qualification, Practitioner level and above

#### **International Authority for Professional Coaching & Mentoring (IAPC&M) previously known as the IIC&M**

- Practitioner
- *Accredited Senior Coach/Mentor (ASC/M)*
- *Accredited Master Coach/Mentor (AMC/M)*
- *Accredited Fellow Coach/Mentor (AFC/M)*
- *Professional Coach*

#### **Association for Professional Executive Coaching and Supervision (APECS)**

- Practising Executive Coach
- *Accredited Executive Coach*
- Practising Supervisor
- *Accredited Supervisor*
- Practising Executive Team Coach
- *Accredited Executive Team Coach*
- *Fellow*

*Membership levels in italics qualify for the 10% discount.*

### **“Your competitive edge for success”**

**Being the best coach you can be doesn't guarantee you a thriving business. Join us today and we will tell the world about you. [www.trustedcoachdirectory.com/register](http://www.trustedcoachdirectory.com/register)**