

inDee
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ibleTM

THE FASTEST WAY TO
BUILD A SUCCESSFUL
COACHING BUSINESS.



**BUILD A FINANCIALLY
SOUND COACHING
BUSINESS**

Be a coaching success story
with an income stream that is
consistent and growing.

**SUPPORTED BY A
TEAM WHO HAVE
YOUR BACK**

Let us do the heavy lifting
for you and fast-track
your progress.

**WITH GUARANTEED
RESULTS YOU CAN
RELY ON**

No more wasting your hard
earned money on programs
that don't deliver.

WE WANT TO MAKE YOUR DREAM COACHING BUSINESS A REALITY WITH A PROGRAM THAT GUARANTEES RESULTS AND DOESN'T WASTE YOUR TIME (OR MONEY).

Sound too good to be true?

Well I'm not surprised if you would feel that way because I have been on the receiving end of lofty promises about getting certain results and more often than not I've been left disillusioned and confused.

I specifically remember one program from a big name in the online coaching world that cost me USD12,000. The course was impossible to follow, there was no direct access to the coach and an attitude of "if you can't get results it must be your fault!"

It wasn't my fault and if you haven't yet achieved the results you want I am pretty sure it's not your fault either.

Because building a coaching business, for most people, requires hands-on support from someone who is willing, motivated and has the time to build your business with you.

And the truth is that an online course or a little bit of coaching here and there may work for a handful of people but it isn't enough to get most people where they want to go.

I have seen this so often that I have changed how I roll-out my own programs to be more hands-on.

To get under the skin of your business and build it with you. Not from a distance but right beside you.

And to guarantee your results because otherwise what's the point?

Now, you are going to have to put in work too, that's for sure, but you don't have to do it alone.

inDEEstructible™ is the program that I needed when I was starting out and didn't yet realise how much was involved in building a coaching business. I eventually worked it out but it took longer than I would have liked and I don't want you to have to wait that long.

So if you are ready to fully commit to your future business success then I am willing to commit to making that happen with you.

THE ONLY THING YOU HAVE
TO LOSE IS YOUR FEAR OF
FAILURE!



1 X ONE ON ONE JUMPSTART BUSINESS BUILDING & ROADMAP CREATION SESSION (1 DAY)

We kick off with a full day of coaching, just you and me, because that's exactly what's needed to hit the ground running. We will build (or rebuild) your coaching business from the ground up and create a roadmap for the next six months with a clear path to your business goals which we will discuss in detail too. This session is designed to take you quickly to the next level. We can do your Jumpstart session online via ZOOM or if you prefer face to face ..

WE CAN DO THIS SESSION IN LISBON! COME STAY AND WORK AT MY PLACE!



1 X GROUP 'REVENUE REVIEW' SESSION PER MONTH (90 MINS)

I think it is safe to assume you are going to have a financial business goal that you will want to achieve in the coming weeks and months. Our "Revenue Review" sessions are specifically designed to focus on your sales, marketing and business development activities. Why? Because if you want to make money this is where your focus needs to be. Using our inDEEstructible Revenue Dashboard we will monitor your revenue like a hawk leaving ABSOLUTELY NOTHING to chance.

2 X GROUP 'PROGRESS PARTNERS' ACCOUNTABILITY SESSIONS PER MONTH (60 MINS EACH)

When it comes to staying on track with your business goals, consistency is key. But we all know that isn't always easy. That's where I come in! As your progress partner, I'll be there to keep you motivated, overcome obstacles, and give you a kick in the backside should you ever need one. You will have access to two Progress Partner group sessions per month as well as daily and weekly accountability directly with me (and if you know me you know I will leave you nowhere to hide)! Expect precise, focused and regular action taking as well as the joy of experiencing goals being hit and exceeded because of your work.

1 X GROUP 'DEEP DIVE' BUSINESS PERFORMANCE REVIEW PER MONTH (180 MINS)

On the fourth week of each month we take a deep dive into your business. The devil is in the detail, so we need to set aside time to identify any blocks, opportunities for growth or improvement and of course ensure you are not getting in your way (as so often happens). This is a highly structured group session that makes pin-pointing issues and opportunities a total breeze and gives you the confidence that you are absolutely on the right track.

UNLIMITED QUESTIONS AND FEEDBACK REQUESTS

Whilst you are busy building your business and applying all the concepts and actions from our sessions you will most definitely have questions come up and content that you will want me to review and give feedback on. You NEVER have to be stuck guessing what to do next. Post your questions in our community at anytime and I will come back to you within 24 hours (Mon to Fri) with an answer.





1 X INDEESTRUCTIBLE™ OFFER CREATION (REFURBISHMENT) WORKSHOP (ONE DAY)

If you are already in business and you are not able to successfully sell your program I can guarantee that the problem is in your offer. Too many coaches look exactly the same to their customers. You need an inDEEstructible™ Offer and this workshop is designed to help you craft (or refurbish) your offer so that it is totally irresistible to your target market - using all the strategies and techniques I have employed to create inDEEstructible™!

2 X ONE ON ONE QUARTERLY BUSINESS REVIEWS (3 HOURS)

Now for a quarterly review that's highly personalised and packed with mentoring, accountability, and support. We'll take a half day and work together, just you and I, to focus exclusively on your business and track your progress over the quarter. You'll get all the resources and guidance you need to stay on track and achieve your goals. You can do this review on ZOOM or if you fancy a little trip to Lisbon



WE CAN DO THIS SESSION IN
LISBON! COME STAY AND
WORK WITH ME!



ACCESS TO MANAGED VIRTUAL ASSISTANT SERVICES (8 HOURS MONTHLY)

This is the very first time I am including managed virtual assistant services into one of my programs because to be honest, if you want to achieve your business goals, I can't have you faffing around on tasks that take up your time but don't drive results. I want you focused on high-value activities that move your business forward. I want you using your time cleverly, strategically. For all the other stuff we will co-ordinate with our pool of virtual assistants and let them handle it.

ACCESS TO THE AWARD-WINNING 30-DAY DEETOX PROGRAM

DEETOX is my 30-day transformational self-development program because most coaches know that in order to grow their business they ALSO need to work on themselves. And when I say "transformational", I mean it! You'll learn how to create an unstoppable mindset (along with practical business tools) so that every day feels like a new opportunity for growth and success. Consider DEETOX the 'secret sauce' to a kick-ass coaching business.

FULL ACCESS TO THE CLIENTS FOR COACHES BLUEPRINT COURSE

The Clients for Coaches Blueprint is my online course that allows coaches to replicate the exact processes that helped me build my own coaching business from scratch. This course gives you all of the business fundamentals that you need to become the go-to person in your niche and are based exclusively on how I run my own business. Get access to all my templates, processes and content so that you can fast-track your business results.

MARKETING COPYWRITING AND CONTENT CREATION (1000 WORDS PER MONTH)

And last but not least, words matter! Especially when it comes to making sure your customers understand your value proposition. Let us do the heavy lifting and make your messaging impeccable! We will take all the guesswork out of your marketing messaging! Whether you're launching a new website, creating an offer or simply looking to freshen up your social media content we've got you covered.

So, let's review whats included:

SIGN UP FOR THE INDEESTRUCTIBLE™ SIX MONTH PROGRAM AND YOU GET:

- 1 X ONE ON ONE FULL DAY JUMPSTART BUSINESS BUILDING & ROADMAP CREATION SESSION
- 6 X GROUP 'REVENUE REVIEW' SESSIONS
- 12 X GROUP 'PROGRESS PARTNERS' ACCOUNTABILITY SESSIONS (WITH ADDITIONAL DAILY AND WEEKLY CHECK-INS WITH DEE)
- 6 X GROUP 'DEEP DIVE' BUSINESS PERFORMANCE REVIEWS
- UNLIMITED QUESTIONS AND FEEDBACK REQUESTS

BONUSES

- 1 X FULL DAY INDEESTRUCTIBLE OFFER CREATION (REFURBISHMENT) WORKSHOP
- 2 X ONE ON ONE HALF DAY QUARTERLY BUSINESS REVIEWS
- 48 HOURS ACCESS TO MANAGED VIRTUAL ASSISTANT SERVICES
- 6,000 WORDS OF MARKETING COPYWRITING AND CONTENT CREATION
- ACCESS TO THE AWARD WINNING 30 DAY DEETOX PROGRAM
- FULL ACCESS TO THE CLIENTS FOR COACHES BLUEPRINT COURSE

THE TOTAL VALUE OF THE PROGRAM IS IN EXCESS OF €30,000 WHEN EACH COMPONENT IS PRICED INDIVIDUALLY (AND AM MORE THAN HAPPY TO SHARE THAT BREAKDOWN WITH YOU). BUT I'M SURE YOU'LL BE RELIEVED TO KNOW THAT'S NOT WHAT I'M CHARGING LOL.

THE INVESTMENT FOR YOU WILL BE:

MONTH 1: €2,500
 MONTH 2: €2,500
 MONTH 3: €2,000
 MONTH 4: €2,000
 MONTH 5: €1,500
 MONTH 6: €1,500

I WILL ONLY ACCEPT 10 PARTICIPANTS IN EACH PROGRAM THIS IS A NECESSARY PART OF ENSURING EVERY SINGLE PERSON ACHIEVES THEIR RESULTS.

TOTAL: €12,000 PLUS V.A.T. (18%).

PAYMENT TERMS: PAID MONTHLY IN ADVANCE

ADDITIONAL EXPENSES: IF YOU CHOOSE TO COME TO PORTUGAL FOR YOUR JUMPSTART OR QUARTERLY BUSINESS REVIEWS YOU CAN STAY WITH ME AT NO CHARGE BUT YOU MUST COVER THE COST OF YOUR FLIGHT. SEE THE FAQ FOR MORE INFO.

AND REMEMBER, WE GUARANTEE YOUR SUCCESS SO IF YOU HAVE NOT ACHIEVED YOUR GOALS WITHIN 6 MONTHS, I WILL CONTINUE TO WORK WITH YOU FOR FREE!



WHEN DOES THE PROGRAM START?

The first intake for this program began in July 2022 and I will be accepting new participants throughout the year as long as I don't go over the maximum of ten participants at any given time.

WHAT IF I WANT TO DO THE PROGRAM BUT CAN'T START STRAIGHT AWAY?

You can pay your first months subscription of €2,500 to hold your place and then join the program within 3 months.

WHAT IF I WANT TO JOIN BUT ONLY WANT TO DO 3 MONTHS NOT 6 MONTHS?

That is possible as the minimum duration for anyone joining this program is 3 months. This would mean you pay for Month one, two and three only. Please note that the guarantee of results would need to be discussed during your Jumpstart one-day session as what can be achieved in three months is obviously different to what can be achieved in six.

I REALLY WANT TO COME TO LISBON FOR MY JUMPSTART SESSION - HOW DOES THAT WORK?

Although I love working online sometimes a face to face option is just what we need, right? And who wouldn't want to come to lovely Lisbon!! So, if you fancy face to face we would do your Jumpstart session at MY home in Lisbon. We will agree a date - you pay for the flight and you can stay with me at no charge. I have a lovely double room ensuite with your name on it and you can have it at no cost for up to two nights. And if you want to come for your Quarterly Business Review the same is available but with one rather than two nights accommodation.

HOW MUCH TIME DO I REALISTICALLY NEED TO DEDICATE TO THE PROGRAM?

The minimum commitment on most weeks is 90 minutes as you will have either the Progress Partners Session (60 mins) or the Revenue Review Session (90 mins) but please remember you also need time to take assigned actions which will depend on where you are with your business and the goals you want to achieve. You should be in a position to dedicate at between 5 hours most weeks otherwise you will struggle.

It's also important to note the initial Jumpstart Business Building & Roadmap Creation Session which is 1 day; the inDEestructible™ Offer Creation Workshop which is also 1 day and the Quarterly Business Review which is 3 hours. The scheduling of your Jumpstart and Quarterly sessions will be done directly with you (and doing these over a weekend is also possible if needed). I will be flexible to work around your schedule and availability as much as I possibly can.

TELL ME A BIT MORE ABOUT THE RESULTS GUARANTEE YOU ARE OFFERING

I am a big believer that a program is only as good as the results that participants get. It is also massively important to me that your hard earned money yields a return. So, during your Jumpstart session we will agree the goals that you want to achieve during the program and everything we do after that will work towards those goals. If you have not achieved those goals by the end of the 6 months I will continue to work with you for free until you achieve them. The only caveat is that you must put in the work agreed during your Jumpstart session, show-up to the monthly calls and take consistent action.

I WOULD LIKE TO JOIN THE PROGRAM BUT I'M STILL NERVOUS I MIGHT NOT HAVE WHAT IT TAKES

That's entirely normal and I know how that feels but I would ask you to let me be the judge of whether the program is right for you AND if you are right for the program. By that I mean if I think, for any reason, that you're not ready or not currently in a position to get the most of the program I will tell you. Before anyone is confirmed to the program we will have a conversation where I will evaluate your goals, your readiness, your availability and a few other things because it is in both of our interests that you are successful.



There is something you need to know about me before you should even consider working with me and that is - I speak plainly.

I have always been happy to speak my mind, be straightforward with people because I value honesty.

And not for nothing, that has sometimes gotten me into trouble BUT I believe honesty, particularly in business is essential (and too rare these days).

One of my biggest frustrations with being a coach, and the industry I work in, is that there is huge amount of smoke and mirrors.

What do I mean by that?

Well, coaches who promise results that they haven't achieved themselves. Coaches who sell programs knowing that you will need more than their service to get the results you want. Coaches who will say pretty much anything to sell you their thing.

I have been on the receiving end of this. It's not nice and that is precisely why it is NOT how I choose to operate.

You need to know I value honesty over revenue even when that means you don't buy my stuff.

Because I'm not in this for short term gains. I am building a business that will stand the test of time and I can't do that by cheating you out of your dreams or money.

I have designed **inDEEstructible™** the way I have because in my experience you must have someone work closely with you to get you and your business where you want to be.

And that achieving your results shouldn't be entirely left up to you. That your coach, me, should have some skin in the game.

That does mean I can't work with many people because I need to dedicate myself to a handful of businesses in order to make sure results are achieved - EVERY SINGLE TIME.

I am in it to win it. And that now begs the question - are you?

DON'T
JUST
TAKE IT
FROM
ME



Sinead O'Neill

In October 2021 The Clients for Coaches Blueprint and Dee Hutchinson turned my business on its head and I landed with two feet securely in my business blueprint and with a model that is still performing today and one I know will continue to grow my business in the future. Dee leaves no stone unturned, Dee's in depth analysis, attention to detail and knowledge of the coaching world took me way outside of my comfort zone to ensure that I got the results I wanted. Dee's step by step approach ensures that you miss nothing in creating your success. Looking to move to the next level? This is the program to do! Five stars!



Nichole Lewis

I had been feeling a bit stuck in my business. I was doing very well in some parts but not getting where I wanted fast enough with the online part of my business and was starting to lose hope that I would ever succeed. When Dee came into the picture, everything changed! Her coaching sessions were powerful enough to not only motivate me but also give insight on how to best approach challenges ahead with confidence. It's like she unlocked a door inside myself allowing all of these new possibilities AND helping me to be and feel super productive without any stress. The clarity provided by her has helped make sense out of the obstacles I saw in my business. I can't believe how much difference Dee's coaching has made to me and my business. Her guidance and expertise have enabled me to be more confident with everything I do, which shines through when people are looking at what I offer!



Irene Treacy

I have been working with Dee on and off for years now. I always come back to her because her coaching is so powerful that it enables me to do everything I need to be at the top of my game - which means more success for me and my business! Running a business on your own can be a challenge at the best of times but is so much easier when you have someone like Dee who always has your back. The clarity from having a handle on things has made such an impact; now when obstacles arise or challenges come into play, they don't seem insurmountable because I am crystal clear on what I want to achieve and how I am going to get there. Dee is an energising force - she cares about your business as much as you do if not more. If she has seats available on her program - don't hesitate - she will change your business and life!



READY TO GET STARTED?

Schedule a call with me to find out more and let's see if **inDEEstructible™** is the right solution for you.



[CLICK HERE](#) TO BOOK YOUR CALL

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