

Service Programs



Independent coaching services

We plan the growth of the dynamic **LIFTOFF Business Plans** support services by attracting qualified individuals to become independent certified **LIFTOFF Business Plans Coaches** to operate their own coaching business and to attract their own customers. This provides clients with opportunities to select a coach they are comfortable working with, and it solves challenges like time zones, language barriers, and local customs and regulations. Not everyone feels good about working with a coach halfway across the globe so there is a need for a local presence of a certified **LIFTOFF Business Plans Coach**.

Qualified means that the aspiring coach has a good understanding of business and the role of business planning, as well as how to use Excel™ with cell formulas so they can learn how to customize business plans. We offer a starter pack that includes both the **LIFTOFF_LITE** and the **LIFTOFF_FULL** versions of our software, complete with documentation and training guide. We also provide an exclusive Facebook group for (aspiring) coaches that facilitates sharing the information they need to keep informed. Apart from investing in this starter pack, there are no ongoing fees associated with becoming a certified **LIFTOFF Business Plans Coach**.

The level of engagement for an individual coach peaks in a range of 2 – 3 new clients per week, for 48 weeks, which is 96 – 144 clients. At an average consulting contract of \$5,000 that is a potential to generate \$480,000 - \$720,000 in revenues, but before you start celebrating keep in mind that these estimates reflect full-time engagement with clients waiting to be served. It is hard to reach that peak capacity, so ***this is not meant to reflect an income guarantee***. It takes a lot of marketing and promotional effort to attract clients, but even at a part-time level of 26 clients per year you may achieve a \$130,000 revenue or better. Also, this does not include the potential of providing paid webinars to teach clients how to use the software, even if they opt for a "Do-It-Yourself" or "Done-With-You" approach.

What makes dynamic **LIFTOFF Business Plans** support a better alternative than a traditional business plan writer venture is the potential for additional services like annual business plans or helping clients to respond to changes in the marketplace, whereas the traditional approach is focused mainly on startup opportunities. The additional services represent recurring income opportunities that do not require much marketing if you maintain regular contact with clients that you already served in the past. For a traditional business plan writer this opportunity may significantly uplevel their existing business where they use our automation and their experience to offer services to their clients, a "win-win" proposition.

If this opportunity appeals to you, contact us using "**LIFTOFF Business Plans Coaching**" in the subject header of your email to:

frits@liftoffbusinessplans.com