



# COACH CONNECT AUSTRALIA

Whether it's in life or business, Coach Connect Australia is an online directory of coaches, articles & events designed to help you achieve your goals.





## What we do for Clients

Coach Connect Australia connects users with coaches from a diverse range of personal & professional areas, with varying levels of skills & experience to suit varying needs. Areas of expertise include:

- ✓ ADHD Coaching
- ✓ Anxiety Coaching
- ✓ Autism Coaching
- ✓ Business Coaching
- ✓ Career Coaching
- ✓ Confidence Coaching
- ✓ Executive & Leadership Coaching
- ✓ Finance & Wealth Coaching
- ✓ Grief & Trauma Coaching
- ✓ Health & Wellbeing Coaching
- ✓ Life Coaching & Personal Development
- ✓ Marketing & Sales Coaching
- ✓ Parenting & Family Coaching
- ✓ Relationships Coaching

Also featured are additional resources to support our client's professional or personal development journey.

Whether it's an obstacle to overcome or a burning desire to take things to the next level, our coaches, articles and coaching events can help clients to reach their goals.



## What we do for Coaches

At the same time, CCA helps coaches to build their online presence & reach a targeted audience in a compelling way. Just as we want to make coaching accessible to the wider community, we also want to support coaches with access to effective advertising.

Whether you're a start-up looking to boost your visibility online. Or, a seasoned campaigner wanting to maintain your momentum & scale your business, we have options to suit all needs.

Our advertising plans have been specifically designed to allow our coaches to spend less time marketing & more time doing what they do best... **coaching!**







## Benefits of promoting your business with CCA



### Instant online presence

If you don't have a website yet our site makes it quick & easy for you to create a professional, and effective online presence



### Reach More Clients

Increase your brand awareness to a targeted, ideal audience, and drive valuable leads to your inbox, website & social media pages



### Not just a pretty face

A lot of work is constantly going on in the background to optimise the site not just for design, but for user experience and SEO



### Powerful search options

By offering refinements that include areas of expertise, features, demographics & location, you're not just connected with more clients, but with the right clients



### Credibility for Conversions

Niche directories, online reviews and optimised content help build your credibility and provide social proof. Vital factors in converting more leads into clients



### Great Value

Whether you're a start-up or a seasoned campaigner, we provide advertising options that are effective, innovative and incredible value for money



## Advertising that works

We offer straightforward advertising options with no hidden fees or lock-in contracts. Here are the 4 innovative ways you can promote your coaching business with us:



## Promotions:

Get even more exposure! Push your listing to the top of search results, have it showcased on the home, article & event pages, and our social media platforms.



## Business Listings:

Our listing plans have all the essentials to build your online presence & reach a targeted audience. List your coaching business & get more leads today!



## Articles:

Write for us to increase your brand exposure, establish authority & credibility in your niche, get more traffic to your website, plus SEO benefits!



## Events:

Generate more interest in your upcoming coaching events. Start building relationships between you and your potential clients & get more signups!



# Directory Listing Plans

When you purchase a directory listing with us, you gain access to a wide range of features including being able to list in multiple categories, adding comprehensive details about your business & what you offer, images, videos, linking articles & events, a Calendly booking link and more. Plus, get exclusive access to our coach resources to help you get the most out of your listing, and gain tools to support & enhance your other marketing strategies.

## Take Advantage Of Our Early Bird Pricing!


Our directory is brand new, so whilst we're hustling to build our own brand awareness, we're offering amazing prices for your first 12 months with us!


Get in quick though, this offer is **strictly limited to the first 25 coaches who sign up**, and then normal pricing will resume.


Act fast to secure your spot!


## FEATURED LISTING

~~\$48~~ **\$24** / Month

 \*Always listed **ABOVE Standard Listings** in search results


 Limited to **6** listings per category

 Get extra leads via the **Connect Me With A Coach Service**


 **NO** sponsored ads and related business listings will be displayed within your listing page


## STANDARD LISTING

~~\$30~~ **\$20** / Month

 \*Always listed **BELOW Featured Listings** in search results

 **Unlimited** listings per category

 Don't have access to extra leads via the **Connect Me With A Coach Service**

 Sponsored ads and related business listings will be displayed within your listing page

Pay monthly, or get **2-months free** if you pay annually.  
All pricing is inclusive of GST.





## Meet Libby

CCA Founder Libby Hogan started her journey as a business owner of a Web Design company, which led her to undergo coaching education to enhance the services & strategies offered to her clients. In the process, she discovered just how powerful coaching can be, both professionally and personally.

Combined with her long-time interest in helping small businesses; it was a natural progression to combine these fields and create an online coaching directory website.

Libby not only has inside knowledge of the coaching industry; its challenges, and desired outcomes for those within it, but also a sound understanding of website best practices & digital marketing strategies. This specific combination of insight, knowledge & skills makes for a distinct advantage in running a coaching directory website.

*"Founding CCA has given me the opportunity to raise awareness of the power of coaching, to help people from all walks of life achieve their personal and professional goals.*

*At the same time, I also get to help the coaches themselves to grow their businesses.*

*It's the best win-win project I have worked on, and so far the most rewarding too!"*

*Libby Hogan*







# Interested in Joining Coach Connect Australia?

We're a community of like-minded individuals, passionate about serving others, and our advertising options allow you to do just that.

Join us today so you too can spend less time marketing & more time coaching!

 @coachconnectaustralia

 @coachconnectaustralia

 @coach-connect-australia