



## SCHOLARSHIP APPLICATION

**Applicant's Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Congratulations on your choice to focus time and energy on your own growth. I am passionate about supporting you in whatever it is you desire for your career, business and/or life. Coaching is about you as a whole person: your values, goals, work balance, fulfillment, and life purpose. We will design a plan that is specific to your needs and aspirations.

But first, I'll explain how the BrilliantVisions Scholarship Coaching Program works. Please read this carefully, to determine whether you truly qualify for this limited offering. I only have 2 spaces available in this program, so there may be a waiting list. Feel free to check with me before you take the time to complete the application: [Martha@BrilliantVisions.net](mailto:Martha@BrilliantVisions.net).

### Why am I offering a Scholarship Program?

Good question! Since I first went through coach training and certification beginning in 2002, I have gradually increased my coaching rates to reflect what my clients received as the value, results and transformative power of coaching, and also to be in line with the market rates for coaching. My rates are about mid-range for my private clients (scholarships are only offered to private individuals I coach, NOT to corporate entities).

My current rate for private individuals is \$375 per month, which includes three 45-minute coaching calls per month (all of my coaching is offered via telephone, no in-person option is available). This rate also includes unlimited email contact and brief (5 minute) phone calls in between to support your process.

Occasionally I encounter someone who really really wants to hire me as their coach, but extreme budget constraints prohibit them from being able to pay my full rate. I have played around with bartering, but most of the time this is not a satisfactory arrangement. I have given my services away for free – but this very rarely works out well. I find that my clients are more fully engaged in the process if they have some money on the table. More importantly, I do not feel “clean” about giving my services away for free. I must respect myself, the coaching profession and the valuable service I am offering, which comes from many years of study, training, experience and my own personal transformations. (And I would expect you to do the same with your services.) The currency of our society happens to be money – and the exchange of money creates energy flow in all directions.

On a number of occasions, I've offered a lower rate based on what the person *can* pay. What a blessing those clients have been – they received so much benefit from coaching while I basked in the energy of their sincere commitment to themselves. This has been a win-win in every case!

So I decided to formalize this and call it a Scholarship Program.

### How Does the Scholarship Work?

As I mentioned above, this is neither a free nor a barter option. There is an exchange of dollars. The process works as follows:

1. Complete the application form on the following pages and submit it to me. I do want to know more about you and why you are seeking coaching, and I also want to get a sense of your commitment

to yourself and to this process. There is a space for you to propose a coaching fee that works for you.

2. I will review your application and may have a few follow up questions, but very quickly will determine if you qualify for this Scholarship Coaching Program.
3. We will have a brief (20-minute) phone call to make sure I can actually provide the service you are looking for and that we are a good match for each other – chemistry is important!
4. And then we will be off and running! At that point, I will send you an agreement and payment form, followed by a Discovery form, and will schedule your first coaching calls.
5. The first month of coaching is a little different: Instead of three 45-minute calls, we'll have one 90-minute Discovery call (the first call) plus one 45-minute call. After that, you'll get three 45-minute calls per month.
6. The Scholarship Coaching Program ends after three months. If you wish to continue with coaching, it would be at my standard rate of \$375 per month.
7. I will work with you in the same way I work with my full-paying clients. There will be no short-cuts in my service to you. 😊

## Application Form – Please Complete All Questions

*As with everything about our coaching relationship, all information is confidential and will be treated appropriately.*

### Contact Information:

Name: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Your Desire:

Why do you want to hire a coach at this time?

What transformation are you wanting to achieve?

What are your top 3 goals? Why is achieving these important to you?

### **Your Commitment:**

Please say a few words about your level of commitment to your own growth and to the coaching process:

What obstacles could get in your way of following up on coaching homework or keeping your coaching appointments (*be honest – we all have obstacles!*)?

What systems will you establish to minimize the obstacles you just wrote about?

### **Your Financial Participation:**

My standard rate for coaching is \$375 per month. What amount are you able to pay, per month, for the next three months?

\$\_\_\_\_\_ per month

That's it!

Please return this completed Scholarship Application to me:

Martha@BrilliantVisions.net.