



SCHOLARSHIP COACHING PROGRAM – 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. I urge you to read more about my coaching style, focus and programs on the BrilliantVisions website: www.BrilliantVisions.net.

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 scholarship program, so there may be a waiting list. Feel free to check with me to see if there is an opening before you take the time to complete the application: 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 \$379 per month, which includes two 45-minute coaching calls each month (via telephone or Skype). 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 rarely works out well – I find that people are more fully invested in the process if they have made at least some investment. 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.

However, the economy, personal emergencies and so many other factors sometimes become a roadblock to getting the support you need. I don't want money to be the reason you don't get coaching.

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.

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How Does the Scholarship Work?

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

1. Complete the application form on the following pages and return it to me. This will help me get to know a little about you and why you are seeking coaching. 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 coaching structure looks like this: We'll have two 45-minute phone calls (or Skype calls) each month for three consecutive months. I provide as much email and quick phone support in between sessions as you need – if you want to share a celebration, have a question, etc. Coaching calls are prescheduled and take place between 9am – 5pm EST on Tuesdays, Wednesdays and Thursdays. I have clients in many countries and am used to negotiating around time zones.
6. The Scholarship Coaching Program lasts three months. If you wish to continue with coaching after that, it would be at my standard rate of \$379 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: _____

Location (City, State, Country): _____

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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 \$379 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