



THE COACHING
INSTITUTE

MAKE-IT-HAPPEN MARKETING BOOTCAMP

YOUR WIREFRAME

IF YOU CARE
ENOUGH
FOR A RESULT,
YOU WILL MOST
CERTAINLY
ATTAIN IT.

William James

YOUR WIREFRAME

As you prepare your branding and put together your lead magnet, now let's start strategising your landing page and crafting the first impression you'll be making on your future clients!

Here is the overview of the each section of the page:

YOUR OFFER

YOUR CREDIBILITY

WHAT YOU'LL DISCOVER

TESTIMONIAL 1

WHO THIS IS FOR

TESTIMONIAL 2

MEET YOUR COACH

TESTIMONIAL 3

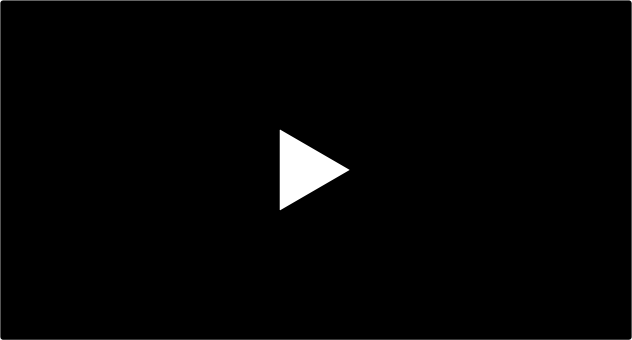
WHAT OTHERS ARE LOVING

REPEAT OFFER

Let's dive in and start mapping this out step by step!

YOUR OFFER

OPTION 1: VIDEO

<p>LOGO</p> <p><i>Headline: Interrupt</i></p>  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</p>	<p>CLAIM YOURS NOW</p> <p>First Name</p> <p>Last Name</p> <p>Email</p> <p>Phone</p> <p>BUTTON</p>
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OPTION 2: DOT POINTS

<p>LOGO</p> <p><i>Headline: Interrupt</i></p> <ul style="list-style-type: none">✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</p>	<p>CLAIM YOURS NOW</p> <p>First Name</p> <p>Last Name</p> <p>Email</p> <p>Phone</p> <p>BUTTON</p>
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[illegible]



Key Benefit Dot Points

✓

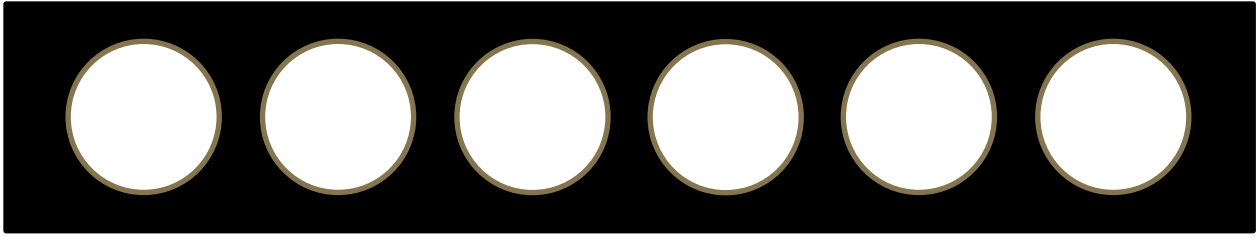
✓

✓

✓

✓

YOUR CREDIBILITY



Your Coaching Qualification & Recognition Badges Checklist

- ☐ THE COACHING INSTITUTE LEVEL I PRACTITIONER OF COACHING BADGE
- ☐ THE COACHING INSTITUTE LEVEL II ADVANCED PRACTITIONER OF COACHING BADGE
- ☐ THE COACHING INSTITUTE LEVEL III MASTER PRACTITIONER OF COACHING BADGE
- ☐ THE COACHING INSTITUTE LEVEL IV PROFESSIONAL COACH BADGE

- ☐ META DYNAMICS™ LEVEL I PRACTITIONER BADGE
- ☐ META DYNAMICS™ LEVEL II PROFILER BADGE
- ☐ META DYNAMICS™ LEVEL III FACILITATOR BADGE

- ☐ INTERNATIONAL COACH GUILD ASSOCIATE MEMBER BADGE
- ☐ META DYNAMICS™ ASSOCIATION MEMBER BADGE

- ☐ ANY OTHER AWARD / RECOGNITION / PROFESSIONAL MEMBERSHIP BADGES

If you need any support in accessing your badge and confirm your membership and / or level of recognition, connect with your Wow Team Student Support at wow@thecoachinginstitute.com.au



THE COACHING
INSTITUTE

WHAT YOU'LL DISCOVER:

Blurb

Item 1

Item 2



Item 3

Item 4

Item 5

TESTIMONIALS

Testimonial 1

- ☐ Photo
- ☐ Full Name
- ☐ City & State
- ☐ Testimonial
- ☐ Written Permission

Testimonial 2

- ☐ Photo
- ☐ Full Name
- ☐ City & State
- ☐ Testimonial
- ☐ Written Permission

Testimonial 3

- ☐ Photo
- ☐ Full Name
- ☐ City & State
- ☐ Testimonial
- ☐ Written Permission



THE COACHING
INSTITUTE

WHO THIS IS FOR:

Who This is For:

✓

✓

✓

✓

✓

✓

✓



Who This is NOT For:

x

x

x

x

x

MEET YOUR COACH

OPTION 1: VIDEO & BIO

OPTION 2: PROFESSIONAL PHOTO & BIO

Short Bio (100 words)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum libero eros, a laoreet lorem porta sit amet. Maecenas non est urna. Donec sodales lacus id tortor scelerisque, vitae facilisis libero placerat. Nullam eget eros non odio interdum congue in non neque. Duis dignissim ibendum tempus. Mauris iaculis massa justo, in interdum nisi placerat vitae. Curabitur pharetra est a libero tincidunt, sed auctor quam luctus. Donec scelerisque dui quis nibh aliquam ibendum. Aenean vitae sem nec purus cursus placerat. Nulla facilisi. Phasellus at pellentesque sapien, in condimentum sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis.

WHAT OTHERS ARE SAYING

Blurb

Facebook Comments Plugin

<https://developers.facebook.com/docs/plugins/comments/>

REPEAT OFFER AT END OF PAGE

[illegible]



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to explore the next steps on your coaching journey...

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Email wow@thecoachinginstitute.com.au

ACCESS ALL YOUR PRELEARNING RESOURCES FOR THE
#MAKEITHAPPEN MARKETING BOOTCAMP HERE

<https://members.globalsuccessinstitute.com/>

#MAKEITHAPPEN MARKETING BOOTCAMP IS BOOKED OUT!
JOIN THE WAITLIST HERE TO ACCESS PRELEARNING RESOURCE & BE FIRST ON THE LIST:

<http://www.globalsuccessinstitute.com/make-it-happen-marketing-bootcamp>



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HOW CAN WE SUPPORT YOU EVEN MORE?

Remember the Wow Team is here for you, to support you, challenge you, champion you, and help you take your coaching journey to the next level.

Connect with the Wow Team today on

1800 094 927

YOUR COACHING JOURNEY

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