



## Minutes ICF Gauteng Chapter Event

Thursday 29 October 09 at 19h00 at Bryanston Country Club

1. Introduction, Welcome and Confirmation of the agenda by Tracey Proudfoot
2. Membership  
Welcome to coaches attending for the first time  
Forms available for renewal and joining
3. ICF Gauteng Chapter Conference  
12 February 2009 at Misty Hills  
8 Speakers in one day – Debra Patta, Woolf Solomon, Dr Louise Van Rijn, Dr Pieter Van Jaarsveld, Anne Marie Lombard, Mmatshilo Motsei and more...  
Early bird until 18 Dec -  
ICF Chapter Member R1000.00  
ICF Chapter Non-Member R1250.00  
thereafter R1500.00
4. Dr Jackie Black  
International relationship coaching expert and riveting speaker.  
  
Building your Business – Being an Entrepreneur  
Some key points:  
- world is your client base - use technology – telephone, Skype  
Don't only rely on one sense – only visual – tune in to all senses  
  
Marketing funnel - Come in Free and as they go down pay more  
  
Repurposing your Intellectual Property  
Do Free teleclasses (60 minutes) - share 2 main points, summarise, Q&A.  
Can record and add some intro and closure and charge.  
  
Fee calls – delivering your IP (Intellectual Property)  
Workshops for local community  
Bootcamps – 5 sessions same day every week  
  
Market - to build visibility and credibility in the workplace  
Have a website – simple inexpensive – ask people from teleclasses and workshops to visit site and recommend site to others  
– must include the *benefits* of working with you  
– on website include something free – e.g. relationship pointers - with opt in to get the e-mail address – can then continue to communicate with them



Include Audio clips and video clips  
Reach out to the people you know – don't keep yourself a secret  
Use a virtual assistant – e.g. can send an auto responder  
Use a contact management system

Article syndication

Ezine articles.com

idealmarketers.com

Blogging, Twitter – use only for business

YOU are the product

## 5. Next meeting and close

- Tracey Proudfoot thanked all participants for their attendance and asked for feedback forms to be completed from the website (Check under previous events)

- Next events:

Wendy Palmer  
Conference

26<sup>th</sup> November  
12<sup>th</sup> February

Somatic Coaching  
Pushing the boundaries

Meeting closed at 21h00