

Career Coaching Club

Believe in yourself and everything is possible!

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Peer Pep Rally Schedule

Bridge Line: 712-432-3900 | PIN: | [Bridge Instructions](#)

Peer Pep Rally Schedule

Oct 12th, 2007 (Fri)	1:00 PM - 2:00 PM
Pep Rally Group: Copy Tips and Techniques (Melani Ward) "Helping you craft the copy you need to create the cash you deserve."	

Welcome to our interactive, safe playground where you may practice your career coaching skills, discuss your client challenges, work on your marketing goals, get feedback from your colleagues - all while cheering each other on to victory! There are two ways to "play:" [Club Cheerleader Groups](#) and [Member Open-Mic Groups](#).

Club Cheerleader Groups

The Club Cheerleader Groups are regularly scheduled monthly tele-meetings focused on a particular topic related to building your career services business. These are not classes, but rather discussion groups where you will receive the guidance and support of peer coaches who share their specialty knowledge with you. Each Club Cheerleader Group is scheduled for the same day and time each month. Check the [Club Calendar](#) for an overview. No reservations are necessary - just drop in! Come prepared to participate in an interactive discussion.

Copy Tips and Techniques That Put Cash in Your Pocket (2nd Friday at 1 PM ET)

- Cheerleader: Melani Ward, M.A., M.Ed., ACCC

"If you are not attracting the clients you want, or are struggling to sell your products day after day, this is the Pep Rally Group for you. You will get strategies, tips and techniques that will help you craft the copy you need to create the cash you deserve. Most people don't understand how important their copy is to their business success, and on these calls Melani is going to show you why it can be the difference between business success and failure."

Melani Ward is a copywriter who specializes in helping businesses and entrepreneurs increase sales, convert more customers, and boost their bottom line with laser-focused copy and marketing strategies. She has been writing copy for over 10 years and loves helping her clients get results fast. She is a mentee of Lorrie Morgan Ferrero (one of the top female copywriters in the country), plus works with renowned copywriter Chris Marlowe. Melani is also a career coach and the **Career Coaching Club™** Manager.

From Thought to Presentation

- Cheerleader: Christiane Rivard, PCCC

"Your words only represent 7% to 16% of what the target audience (your potential clients) will walk away with! Public speaking via teleconference or in person can be critical in the success of your career services business. This Pep Rally Group is designed around getting your thoughts into a presentation that makes sense and delivering your

message with the ability to keep them (your potential clients) coming back for more."

Christiane Rivard is a Professional Certified Career Coach, Certified International Web-host and Teleclass Leader, Certified Facilitator in both Emotional Intelligence and Organizational Climate, and an accredited administrator for 360 degree assessments. Most of her career has been spent in Human Resources having started out in the recruitment field and progressing into management consulting. Her experience includes working as a Consultant for The Hay Group Management Consultants. Most recently, Christiane developed and taught Career Coach Institute's Executive Career Coach program, a 30-hour ICF Approved Coach Specific Training Hours program. She has served as a Chapter President with the Association of Career Professionals International, 2003 to 2005, and Executive Board Member for A World of Dreams Foundation.

Got Niche? No — Nein — Num — Nyet — Non! (1st Thursday at 1 PM ET)

- Cheerleader: Maureen Cullen, ACCC

"This group will discuss why you need to have a niche in your career services business. Many questions arise around having a niche: How do you determine your niche? How will it feel to have a niche? Will I lose business by specializing? Can I have more than one niche? These questions and more will just get us started. Please bring your own questions and ideas and let's have fun while we figure this out together! *Your niche market is the place in which you have a natural competitive advantage because you occupy the right place in the right ecosystem.*"

Maureen Cullen is a Life/Career Coach with 20 years' experience in training and developing people in leadership and communication skills. She is a licensed Third Age Coach, a Certified Print Coach, and a member of the International Coach Federation serving on the Board of Directors of the ICF Connecticut Chapter. She is certified as a Professional in Human Resources (PHR) and holds both Bachelor and Masters Degrees. She received Life and Career Coach Training from ICF accredited programs: The Coaches Training Institute (CTI) for Life Coaching and Career Coach Institute.

Setting Your Fees According to What You Deserve (3rd Friday at 1 PM ET)

- Cheerleader: Barbara Zeigler, MBA

"What are your career services *really* worth?"

Barbara Zeigler is a Business Coach who works with senior level executives and business owners to help them find their place on the business learning curve and to reach their goals. A former senior business analyst for a national consulting firm, she has helped hundreds of clients reach their business goals through executive coaching and business consulting. She has trained as an Executive Coach and holds an MBA in Organizational Development. Barbara is the creator of the "What Should I Charge? calculator that is available to all **Career Coaching Club™** members on the Club Member Page.

Member Open-Mic Groups

Want to chat by phone with a few other members? Check the Club Calendar. If the Peer Pep Rally bridge line is open, invite other members to join you for up to one hour at a time. The best way to contact other members is through the Forum as Club Staff cannot give out individuals' emails or phone numbers. Thank you.

Career Coaching Club™
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[Contact Us](#)