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## Business Development Programs (60 minutes)

### **Write Your Way to More Business and Income**

This program introduces the Publishing Pyramid, which is a tool speakers, coaches and consultants can use to “write their way to more business and greater income”. Participants in this session will learn how to apply the 7 levels of the Pyramid, to evaluate their current use of writing as both a marketing tool and revenue stream, and to effectively develop a variety of publications such as newsletters, blogs, tips booklets and manuals.

### **Building Your Brand**

This program describes 3 simple steps coaches, speakers and consultants can take to create and present a memorable brand that will increase their client base. Participants in this session will learn how to apply 4 key questions to develop their brand, and to create a brand package that can be used for marketing.

### **The ABC's of Pricing**

This program takes the mystery out of the competitive pricing process by introducing 3 strategies coaches, speakers and consultants can use to set their fees. As a result of this session, participants will be able to describe the strengths and weaknesses of 4 common fee structures, and apply 10 steps that will allow them to increase their current rates.



Dr. Tyrone A. Holmes, Ed.D, CPT  
Speaker - Author - Consultant  
Certified Personal Trainer  
USA Cycling Level 2 Coach  
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## **10 Simple Ways to Market Your Business**

Running a business can be difficult in the best of times. In today's tough economy, it is especially troublesome. Fortunately, there are 10 simple, yet powerful techniques coaches, speakers and consultants can use to effectively communicate their message to potential clients, and to create a personal brand that sets them apart from their competition. As a result of this program, participants will be able to apply these marketing techniques, and select the techniques that will be most useful for their business.

### **Blog Your Way to Business**

Blogging is a simple way for individuals to publicly express whatever is on their minds. It can also be an extremely powerful marketing tool for coaches, speakers and consultants. An effective blog can attract new clients and help bloggers disseminate useful information to an audience of thousands. This program describes the business benefits of blogging, and discusses 5 steps participants need to take to launch and maintain a successful blog.

### **Using Social Media to Market Your Business**

Popular social media sites such as LinkedIn, Facebook, MySpace and Twitter can be used to effectively market coaching, speaking and consulting businesses. This program describes the business benefits of using social media, and discusses a variety of steps participants can take to successfully market their businesses to a broad range of potential clients. Participants will also learn how to use a variety of resources to create a social media presence.

### **How to Build a Six-Figure Business**

Many coaches, speakers and consultants struggle to generate the income necessary to support a full-time business. This session describes specific steps participants can take to develop a client base, generate multiple sources of income, and apply their skills in a variety of areas. Participants in this program will learn how to create a personal business model, distinguish between active and passive income, and generate income streams from coaching, consulting, speaking and writing.

### **How to Double Your Income with Consulting**

Consultants use their knowledge to help organizations solve problems and improve performance. Coaches possess expertise that can significantly improve an organization's efficiency and effectiveness. This program will show coaches how to apply that expertise as an organizational consultant, and double their income in the process. As a result of this session, each participant will be able to describe the benefits of consulting, and apply a 7-step performance consulting model that can be used in a wide variety of interventions. In addition, participants will learn about the 10 characteristics of a great consultant.

### **How to Create Publicity for Your Business**

Publicity is the proactive process of increasing recognition. When done properly, it is a powerful, yet inexpensive way to promote a coaching business. This program will show participants how to generate publicity through the use of newspapers, magazines, radio, television and the Internet. Specifically, as a result of this session, each participant will be able to develop a press list, distribute effective press releases, get interviews on radio and television, publish articles in newspapers and magazines, and use a variety of simple tips to publicize their business for free.

### **Using LinkedIn to Market Your Business**

LinkedIn is a business-oriented social networking site that has more than 100,000,000 registered users. It allows members to develop a network of professional associates they know and trust in business. When properly applied, LinkedIn can be an immensely powerful marketing tool. This session will provide participants with specific tips they can use to build a marketing presence with LinkedIn. Specifically, attendees will be able to develop an effective personal profile and use it to create a network of business connections, develop new business relationships through current network members, link their website and blog site to their LinkedIn account, join and start user groups, announce their upcoming activities and display testimonials from clients.

## **12 Keys to Building a Successful Business**

Becoming an entrepreneur is one of the most rewarding endeavors you could ever hope to undertake. It is also one of the most challenging. This program will simplify the process by describing the 12 keys to building a successful business. Specifically, as a result of this session each participant will be able to describe the characteristics of a successful entrepreneur, honestly assess their strengths and weaknesses, develop an effective identify package, describe the elements of a winning business plan, and select a successful business team. Participants will also be able to identify numerous local and national resources that can help them with the business development process.

### **Developing Your Business Plan**

One of the most important elements of building a successful business is the creation of a business plan. In fact, a very common reason for new business failure is inadequate planning. Most entrepreneurs know they need a plan, but not everyone knows how to create one. This program will show you how. As a result of this session, participants will be able to describe the 9 elements of a successful business plan and answer a series of key questions that simplifies the plan development process.

### **Choosing Your Business Structure**

One of the key decisions you must make as an entrepreneur is the selection of a legal structure for your business. There are a variety of organizational structures to consider and you must determine which one will work best for you. This program will describe the various structures and introduce the primary questions you should consider when choosing a legal form for your business. As a result of this session, participants will be able to describe the strengths and weaknesses of each structure and the criteria they need to use in the decision-making process.

## **Creating Your Marketing Strategy**

The single most important step you can take as an entrepreneur is to effectively promote your business. You can have the best products and services in the world, but if no one knows about them, your business will fail. This program will introduce a process you can use to create a successful marketing strategy. As a result of this session, participants will be able to describe the 5 P's of Marketing (product, price, person, place and promotion) and how they can be applied to effectively create a strategy based on their business objectives.

## **Setting Up and Running Your Practice**

Developing a business plan, choosing a business structure and creating a marketing strategy are all vitally important in the establishment of a successful business. However, before you can implement these steps in the business development process, you will need to physically set-up your practice. This program will show you how. Specifically, as a result of this session, participants will be able to set-up an office and make key decisions regarding office location and equipment. They will also be able to develop effective banking relationships, select an accountant and attorney, create invoice and accounting systems, and develop written agreements that protect them and their clients.

## Biography



Dr. Tyrone A. Holmes is an author, speaker, coach and consultant. He is certified as a personal trainer through the American Council on Exercise and as a Level 2 cycling coach through USA Cycling. He is also a competitive cyclist who rides thousands of miles every year, and competes in dozens of races and events from 10 to 100 miles in length. Through his seminars, webinars and coaching activities, Dr. Holmes helps his clients build successful speaking, coaching and consulting businesses, and improve athletic performance. His most popular programs include *Building Your Brand*, *The ABC's of Pricing* and *Blog Your Way to Business*. Dr. Holmes provides Cycle-Max Coaching for athletes who want to improve their performance on the bike and recently published his first book, *Training and Coaching the Competitive Cyclist*. His second book, *Developing Training Plans for Cyclists and Triathletes* will be published in the summer of 2011. In addition, he is currently writing his latest book, *Write Your Way to More Business and Income* for speakers, coaches, consultants and entrepreneurs.

## Testimonials

*Dr. Holmes provided an extremely well organized webinar series. Each webinar was very professional, chock full of useful information and well received by all of the attendees. Thanks Dr. Holmes!*

**Bob Seebohar, Elite Triathlon Coach, Owner, Fuel4mance and Performance Webinars, Boulder, CO**

*Dr. Holmes, I want to thank you for coming to Bizdom this morning. Your presentation was interactive, fun and it couldn't have been more relevant. The entrepreneurs are finishing their business plans and preparing to launch at this point, and it is critical that they pay more attention to improving their overall health and wellness. We appreciated the tips and specific steps to take, because it gives us clear actions to take. You are an engaging speaker and I hope to work with you again. Thank you again and we look forward to seeing you again soon!*

**Amy Gill, Curriculum Specialist, Bizdom U, Detroit, MI**

*Dr. Holmes' easygoing manner made our group feel comfortable, but he also delivered quite a punch with the range and depth of information he provided us throughout the entire session. All of the speakers in the audience came away with a wealth of information about how to blog to increase their speaking business, and with renewed excitement about blogging as a marketing tool. Thank you Dr. Holmes!*

**Gilat Ben-Dor, MBA, CSW, Chair- Living Room Forum Speaker Series, NSA - Arizona**

*Thank you for an excellent presentation at our NSA Living Room Forum. You made it sound so easy. You took the pain out of writing a book by using your pyramid concept as a building block to achieving another goal...that is, writing a book. I'll start blogging more to maximize my marketing efforts based on the content from my book. Thanks. Happy cycling!*

**Barbara A. Atkins, Retirement/Transition Life Coach/Speaker, Author - "70 is the New 40", Penna Group, LLC**

*Dr. Holmes showed us the ability and experience to take a complicated and emotionally laden issue and forge consensus around it. He keeps the issues simple and presents them in such a way that the audience cannot help but agree with the conclusion. He proved to be a real benefit to our company.*

**Patrick M. Barrett, Senior Vice President & General Counsel, R. L. Polk & Co., Southfield, MI**

*Dr. Holmes relates well to students, staff and faculty. His seminars are targeted to his audience, contributing to an outstanding educational experience.*

**Pamela Zarkowski, JD, MPH, Interim Academic VP & Provost, University of Detroit Mercy, Detroit, MI**

*Dr. Holmes brings a fresh new approach to communication between facilitator and audience. His background knowledge and experience offer a hands-on approach with a diverse audience.*

**Nancy Sturm, Director- Challenger Learning Center, Wheeling Jesuit University, Wheeling, WV**

*Dr. Holmes provides an excellent learning experience for our staff. Our staff looks forward to seminars facilitated by Dr. Holmes. His energy and professionalism are the reason why we keep calling him back.*

**Michelle Hansel, Vice President of Human Resources, Detroit Regional Chamber, Detroit, MI**

*Dr. Holmes is an excellent trainer and workshop facilitator! His professionalism and obvious ability to relate to all people make him a unique and special person. His knowledge of professional development and related subjects is astounding and his delivery of that knowledge is not arrogant or intimidating, putting all those at ease who participate in his workshops, seminars or personal coaching sessions.*

**Ardis Cazeno, Director – Labor Exchange Services, MI Department of Career Development, Detroit, MI**

*Dr. Holmes is a high caliber, value added consultant! He exhibits a high degree of knowledge and professionalism. I highly recommend him!*

**Germaine K. Carter, Vice President of Human Resources, The Bing Group, Detroit, MI**

*Dr. Holmes explains nutrition in a way that's easy to comprehend. His presentation was filled with facts I didn't know and easy steps to implement right away.*

**Jennifer Baum, Editorial Projects Manager, Detroit Regional Chamber, Detroit, MI**