



JOIN US!

www.talentcareercoachingcollective.com

In Partnership With:



Talent
CAREER COACHING



INTRODUCING: THE COACHING COLLECTIVE

After having my first child, everything in my life—and my business—shifted. The dreams I once had of growing a large firm no longer fit the life I wanted to build. My values hadn't changed, but my capacity had. I realized quickly that I needed a way to serve my clients without sacrificing the time I wanted to spend bonding with my baby, healing, and adjusting to this beautiful, life-altering new role.

I saw firsthand how powerful it was to have other coaches step in and support my clients while I stepped back. I realized that every coach brings their own secret sauce to the work—and when clients have access to the right coach at the right time, transformation keeps moving, even when life shifts.

At the same time, I kept hearing the same frustrations from other coaches: They were brilliant in session but drowning in the backend—burnt out from running the business side alone. Systems, scheduling, visibility, referrals—everything that energized me felt like a heavy lift for them.

And it hit me:

What if I could create a space where I support them, and together, we support more clients?

The Coaching Collective was born from that clarity. I created it to give experienced, values-driven coaches a home base. A place where they can plug into tools and visibility without having to chase algorithms or build everything from scratch. A place where they don't have to do business alone. Personally, I want to continue being a present mom and growing as a thought leader through speaking, podcasts, and collaborations. That means my 1:1 coaching hours are limited. But I still want people to find the right coach. Coaches who are vetted, values-aligned, and doing truly transformational work.

So that's what I've created here.

The Coaching Collective is more than a directory or visibility platform—it's a values-aligned network of coaches who are deeply skilled, heart-led, and committed to doing business in a sustainable, human-first way. I didn't want another cookie-cutter program. I wanted real connection. A space to grow with people, not next to them. Together, we're raising the bar on what coaching can look like: grounded, collaborative, and built around real-life needs.

Because we're not meant to do this alone.

And the truth is, we're better together.

WHAT IS THE COACHING COLLECTIVE?

The Coaching Collective is a curated network of heart-forward career coaches who are doing transformational work—and don't want to do it all solo anymore.

It's part visibility platform, part business support system, and part community hub. Think: a polished profile page, shared tools and scheduling systems (if you want them), marketing support that feels true to your voice, and access to a private community of peers who get what it's like to coach with care.

This is not a cookie-cutter directory or a hustle-heavy mastermind. It's a place where good coaches are seen, supported, and sustainably connected to new clients—without pressure to conform or perform.

WHO IS THIS FOR?

This Collective was created for coaches who:

- ✓ Are already great at coaching and want to spend more time doing it
- ✓ Are tired of managing all the backend systems, visibility, and client bookings alone
- ✓ Care deeply about client transformation—and also about building a sustainable life
- ✓ Want collaboration and connection—not competition or performative growth

If you've ever said, "I love coaching, but I didn't sign up for all this tech and marketing," this might be the exact space you've been craving.



OUR SHARED VALUES

At its core, the Coaching Collective is about doing meaningful work—together.

We're collaborators, not competitors.

We believe there are more than enough clients for all of us. This is a space of referral, celebration, and generosity—not gatekeeping. We trust that aligned clients will find the right coach, and we support each other in building sustainable practices that reflect our own strengths and styles.

Every person deserves to feel seen, heard, and valued.

We hold space with care—not just for our clients, but for each other. We lead with empathy, honor lived experiences, and listen with curiosity. You belong here, just as you are.

Coaching is a partnership—not a prescription.

We don't tell each other how to coach. We honor that each coach brings their own expertise, energy, and method. You are the expert in your work—we're here to support your process, not reshape it.

Growth should feel human.

We don't glorify burnout or hustle. We believe in boundaries, rest, and growing at a pace that feels right for you. Whether you're expanding or recalibrating, you don't have to prove your worth here.

We're better together.

The Collective is built on trust, community, and connection. When one of us grows, we all benefit. When one of us needs space, we hold it. This is a place to feel resourced, respected, and rooted in something bigger than yourself.

WHY COACHES JOIN

Based on Feedback from Current Members

Hint: It's Not Just The Tech...

Let's be real—most coaches join the Collective not for the tools (though they're helpful), but for the visibility. When you join, you get in front of my existing audience—an engaged, values-aligned community built over years of coaching, speaking, and connecting. I'm at capacity most months, which means incoming leads are often looking for someone I trust.

And now, that can be you.

VISIBILITY SNAPSHOT

A quick look at the audience already connected to the Talent Career Coaching brand.

Updated May 2025



460+ Email Subscribers

62.7% growth rate YoY



Weekly Podcast

Launched April 2025

Established Online Presence on Major Social Media Platforms



YouTube

86+ videos



Pinterest

14K+ Impressions YoY



LinkedIn

400+ Followers



Instagram

460+ Followers



Facebook

70+ Followers



Google My Business

4.9 ★★★★★

Top Industries

• Tech



• Education



• Financial Services



• Nonprofits



• Creative Fields



Trusted speaker for
leadership workshops,
conferences, team
trainings, and webinars.

Established contracts with
organizations looking to partner
with values-aligned coaches.

AT A GLANCE

Feature / Benefit	Tier 1: Visibility \$199/month or \$2,200/year	Tier 2: Support \$349/month or \$3,800/year	Tier 3: Partnership \$499/month or \$5,400/year
Featured Coach Profile	✓	✓	✓
Slack Community Access	✓	✓	✓
Optional Acuity Scheduling System	✓	✓	✓
Optional Zoom Pro Account	✓	✓	✓
Blog Posts	1/quarter	2/quarter	1/month
Social Media Posts	1/quarter	2/quarter	1/month
Webinars	—	2/year	1/quarter
Client Ownership + Collective Referrals	✓	✓	✓ (with VIP priority)
Coaching Resources Toolkit	—	✓	✓ (with exclusive bonuses)
Business Check-ins with Brandi (60 min)	—	1/quarterly	3/quarter
Newsletter Spotlight	—	1/year	2/year
Private Slack Channel	—	—	✓
90-Min Strategy Session (Annual Payment Plan Only)	✓	✓	✓

TIER 1: ALL THE DETAILS

\$199/MONTH OR \$2,200/YEAR

BONUS: 90-MINUTE STRATEGY SESSION WITH ANNUAL PAYMENT

For the coach who wants to look professional online, gain consistent visibility, and simplify their backend setup—while still running their business their way.

You'll receive:

- Featured coach profile on the Coaching Collective website
- Slack community access
- Optional use of our shared Acuity system
- Optional access to our Zoom Pro account
- Up to 1 blog post per quarter
- Up to 1 social media post per quarter (you share the idea, we create the post)
- Full client ownership + referral opportunities

Bonuses:

- Canva business card template
- Email signature template

This tier might be right if you're:

- Just getting started or side hustling with a few clients
- Managing your own systems but want a polished online presence
- Ready to be part of a trusted, values-aligned network
- Craving visibility support but not a full overhaul
- Happy to submit content a few times a year
- Looking for referrals + visibility, not intensive support

→ Covers itself with just 1-2 sessions/month

TIER 2: ALL THE DETAILS

\$349/MONTH OR \$3,800/YEAR

BONUS: 90-MINUTE STRATEGY SESSION WITH ANNUAL PAYMENT

For the coach who wants visibility and behind-the-scenes support to stay consistent, confident, and out of the weeds.

You'll receive:

- Featured coach profile on the Coaching Collective website
- Slack community access
- Optional use of our shared Acuity system
- Optional access to our Zoom Pro account
- Up to 2 blog posts per quarter
- Up to 2 social media posts per quarter (you share the idea, we create the post)
- 2 webinars per year (hosted + promoted by the Collective)
- Quarterly 30-minute business check-in with Brandi
- Full client ownership + referral opportunities

Bonuses:

- Canva Business Card Template
- Email Signature Template
- Coaching Resources Toolkit (templates, resources)

This tier might be right if you're:

- Coaching part-time and ready to grow
- Tired of juggling content creation and admin
- Craving quarterly accountability and check-ins
- Looking for help staying visible and organized
- Excited about submitting multiple content pieces per quarter
- Wanting help with profile edits, posting logistics, and visibility strategy

→ Covers itself with just 2-3 sessions/month

TIER 3: ALL THE DETAILS

\$499/MONTH OR \$5,400/YEAR

BONUS: 90-MINUTE STRATEGY SESSION WITH ANNUAL PAYMENT

For the coach who's building or scaling a full-time practice and wants a strategic thought partner, deeper visibility, and ongoing support to grow sustainably.

You'll receive:

- Featured coach profile on the Coaching Collective website
- Slack community access
- Optional use of our shared Acuity system
- Optional access to our Zoom Pro account
- Up to 3 blog posts per quarter
- Up to 3 social media posts per quarter (you share the idea, we create the post)
- 1 webinars per quarter (hosted + promoted by the Collective)
- 2 newsletter spotlights per year
- Monthly 1:1 60 min coaching session with Brandi
- Full client ownership + VIP referral priority for incoming client matches
- **Bonuses:**
 - Canva business card template
 - Email signature template
 - Coaching Resources toolkit (templates, prompts, swipe copy)
 - Private Slack Channel for Tier 3 Members

This tier might be right if you're:

- Building (or running) a full-time coaching practice
- Craving monthly strategy and thought partnership
- Wanting support refining your offers, marketing, and goals
- Ready for VIP-level visibility and referrals
- Looking for high-touch, ongoing business mentorship

→ Covers itself with just 3-4 sessions/month

HOW DO CLIENTS FIND ME?

Clients can discover and connect with you in 3 key ways:

Browsing the Directory

Your profile is featured on the Coaching Collective website alongside other vetted, values-aligned coaches. Clients can explore based on interests, specialties, and availability.

Matching Quiz

Our website includes a short quiz to help potential clients find their best-fit coach. Based on their responses, they'll be guided to coaches whose specialties, values, and approaches align with their goals.

Direct Referrals

Clients who come through Brandi or another Collective coach may be matched with you based on your expertise, availability, and style. This often happens when someone reaches out for support but doesn't know who to work with—we help make the connection.



FAQ'S

Do I have to use your tools, like Acuity or Zoom, to be part of the Collective?

Nope! You can absolutely keep using your own systems. Our shared Acuity and Zoom tools are there if you want to simplify your setup—but they're completely optional.

If you do use Acuity Scheduling there will be a 20% fee for each appointment booked to cover the system costs and credit card fees.

Will you tell me how to coach or what to offer?

Not at all. One of our core beliefs is that coaching is a partnership—not a prescription. We're here to support your brilliance, not reshape it. You stay in full control of your coaching style, services, rates, and client relationships.

How do client referrals work?

Clients may be referred to you by me (Brandi), by other Collective members, or through the Coaching Collective website. If a client books with you through the Collective, they're your client—you own the relationship, communication, and delivery.

What happens if I need to take time off?

We've got you. One of the benefits of this Collective is having a trusted referral network. If you need to pause or step away, we'll support you in transitioning your clients to a fellow coach temporarily so they stay supported without pressure on you. You are responsible for coordinating coverage, but we are here to help!

What's the time commitment?

There's no minimum time you have to spend inside the Collective, but we do encourage engagement. Submitting content (blogs/social posts) helps activate your visibility benefits. We also host virtual meetings every other month you're welcome to attend.

Can I change tiers later on?

Yes! You can upgrade or downgrade your membership with 30 days' notice. Monthly changes take effect in the next billing cycle. For annual memberships, downgrades are reflected at renewal. If you want to upgrade during the year we can pro-rate your membership.

How do I get paid for sessions booked if I use your booking system?

You'll track your own sessions and submit an invoice by the 7th of each month. If you use our booking system or host events with our support, a 20% admin fee is applied. You keep everything else—we will set up direct deposit to pay you.

FAQ'S CONTINUED

Is this a coaching certification or training program?

Nope! This Collective is designed for coaches who already have experience and want support with visibility, systems, and connection—not instruction on how to coach.

How do I submit a blog post, social idea, or webinar topic?

We've made it super simple! Once you're onboarded, you'll get access to easy-to-use submission forms for everything—blogs, social media ideas, webinars, events, and more. You don't have to format graphics or write polished captions—we'll handle that part. You just share your idea, voice, or topic, and we take it from there.

Pro tip: To activate your visibility benefits, we recommend submitting at least one piece of content (a blog or social post idea) within your first 30 days.

What does VIP referral priority mean for Tier 3 coaches?

Tier 3 coaches receive VIP priority for referrals that come through Talent Career Coaching or the Coaching Collective website, especially when a client hasn't requested a specific coach. This means we start by reviewing Tier 3 coaches for fit first. Why? Tier 3 coaches are meeting regularly with Brandi, receiving strategic business support, and staying closely aligned with the Collective's client-facing goals and systems. That said, we always prioritize the best fit for the client above all else. If a Tier 1 or 2 coach is clearly the right match for a client's needs, strengths, or identity, we'll absolutely make that connection.

What if I want to leave?

We get it—seasons shift. You can leave at any time with 30 days' notice. Your profile will be removed from the site, and bookings will be paused. While annual fees are non-refundable, we may offer credit or pausing options depending on the circumstances.

What kind of coaches are you looking for?

Coaches who are mission-driven, values-aligned, and experienced in career coaching. You might specialize in job search, burnout recovery, leadership development, career pivots, or helping first-gen professionals and barrier breakers thrive.

If you're ready to stop building your coaching business alone – and start being seen by the clients who need you most – reach out. Let's talk.

HOW DO I JOIN?

Step 1: Express Interest

Send Brandi and her team an email at coachingcollective@talentcareercoaching.com letting us know you are Interested. We will send you a link to schedule a call with Brandi to meet you!

Step 2: Values-Fit Call

During this 20-30 minute call, we'll explore whether your coaching philosophy and make sure your goals align with the Collective's mission.

Step 3: Application

If it's a good fit, you'll receive a private link to our full application form to submit your coaching info, services, availability, and visibility preferences.

Step 4: Onboarding

Once approved, our team will:

- Format your profile and get you listed on the website.
- Set up your booking page (if using our system).
- Add you to Slack channel where you can connect with the other members.
- Send you the links to submit blogs, social posts, and events.
- Let our email list know you are here!

Step 5: Get Visible

You're encouraged to submit your first blog or post idea within 30 days to activate your visibility benefits. Optional bi-monthly coach meetings are also available to connect, ask questions, and celebrate wins.

