

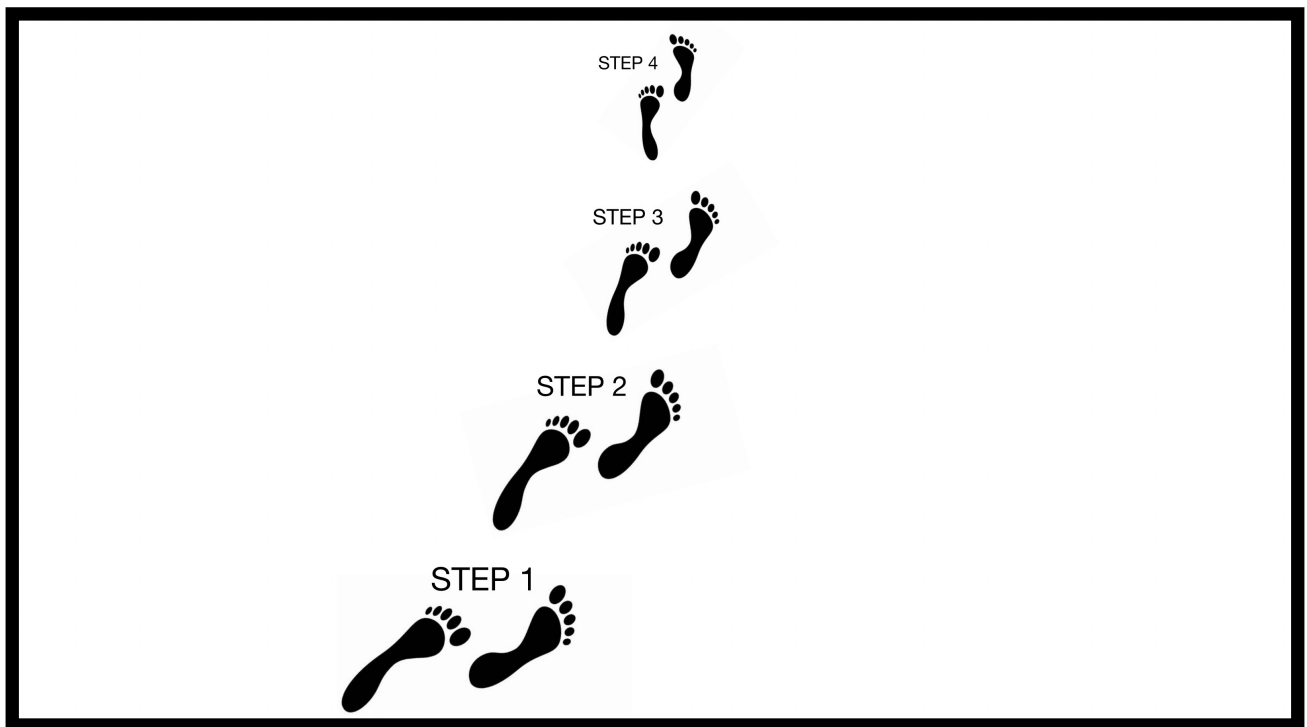


COUNCILFORHUMANDEVELOPMENT.ORG & CONSCIOUSNESS-UNIVERSITY.ORG

MINDGYM.CLUB

**HOW TO BECOME PART OF A
TARGET \$450 MILLION TRAINING
COLLECTIVE, THAT BENEFITS
EVERYONE INVOLVED WITH
EQUAL OPPORTUNITY , HELPS
UNEMPLOYMENT DUE TO AI, AND
EVOLVES HUMAN CONSCIOUSNESS.**

A FOUR STEP PROCESS



INTRODUCTION

The Council For Human Development, is a Swiss non profit dedicated to providing interim solutions — commercial and cognitive stepping stones, to the mass disruption and unemployment caused by AI & AI robotics.

The future is a complex subject, requiring alternative thinking to help people survive economically and psychologically, when their self identification through their job ceases because of AI. That alternative thinking, is provided by the application of a psychological process — that activates the natural neuroplastic element in the brain, to actively change brain structure for massively increased cognitive performance — a performance level

essential to navigate the evolution of artificial intelligence, not as a subordinate, but as a partner into an unknown future, where it is likely that the economic, social and political structures will change dramatically, in ways we cannot currently understand. Giving people the training and opportunity to collectively develop their effort, cognition, income and potential outcomes, whilst developing their brain capacity and the capacity of others, is what this four step Mind Gym plan is about.

It's not a get rich quick scheme, it's a human survival project that helps people work together and transition difficult times through developing their mental agility — their brain power, into a future where it is likely money as we understand it will cease to be. Consequently, the target valuation may never be realised, but that is not the point. It's more about a question for YOU. Is what you are currently thinking, doing, believing and saying, helping humanity — or is it just helping you? The Mind Gym platform is designed to provide you with that choice — again and again and again — under increasing levels of pressure and responsibility, to hold coherence under tension — not resort to personal projection because it serves your ego. Thus the valuation is a result of your true coherence, and your ability to inspire others to be more than they perhaps think they can be. To become a truly expansive human being, after a life of being a biological robot serving commercial needs.

What is unique about the platform, is it can evolve through your coherence, it can adapt through your wisdom, and it can change through your action. There are no limits other than those you put on yourself, and try to project onto others. AI doesn't have your limits, your prejudices and your ignorance — that's why you are playing catch up, and here together we can at least level the

playing field — by giving up the need to be right just because our ego's say we are, and learn to work together for the greater good of all. It's not about the financial returns, it's about the human impact first and foremost.

Kern Frost the founder of NMA & the Mind Gym Club, has spent twenty years studying human consciousness, and invested — in time and money — over 1.5 million researching human behaviour, and developing systems to help humans survive the massive change AI brings, psychologically and emotionally, as well as in the interim — financially — within the current system of negative commercial competition. In an imperfect world where people are conditioned to serve their unconscious needs, Kern is the first to admit he does not have all the answers, but he subscribes to the science of human evolution, that leads us from the known into the unknown without fear. That is why he developed NMA, and the MindGYM Club. One to develop the brain, and the other to develop an alternative income, through the application of its new capabilities.

The MindGym.club's training model, has been results tested for five years; this means individuals have trained five days a week for five years to determine the long-term effects of what is called Polymathic Training, on the brain. As a non profit, we have focused on results not commercial necessity, we have focused on human evolution through the age of AI and the consciousness evolution era — not what people think is possible — but what can be. There is a-lot to learn, a-lot to earn, a-lot to gain and a-lot to give. It's just taking the first step beyond your known that reveals who you truly are, and always have been. To be or not to be?

STEP ONE

A MARKET QUESTION & ANSWER.

How to Scale Your Coaching Business to £200K?

Don't Be a Coach. Become a Trainer.

The coaching market has changed

The coaching industry has exploded.

Since COVID, thousands of people have entered coaching, consulting, personal development and online training. At the same time, an entire marketing industry has emerged promising coaches the next method for finding clients:

Webinars.

Evergreen funnels.

Facebook advertising.

LinkedIn outreach.

Networking.

YouTube.

Lead magnets.

Email campaigns.

Discovery calls.

The result is an unusual situation.

Coaching has become a saturated market.

But saturation creates another opportunity.

Thousands of coaches, consultants and trainers have now congregated in the same marketplace. They have already demonstrated that they want independence, meaningful work and their own business.

That turns a saturated coaching market into a potentially enormous **untapped trainer market**.

Instead of competing with coaches for clients, we can help coaches build something bigger.

Stop Chasing Clients. Start Building Trainers.

The traditional coaching business has an inherent limitation.

You find a client.

You coach the client.

The engagement ends.

Then you need another client.

And another.

And another.

Even successful coaches can find themselves permanently feeding the machine.

More marketing creates more clients, but more clients also create more work.

That isn't genuine scalability.

The alternative is:

Coach → Trainer → Mentor

Instead of continually increasing the number of people you personally coach, you begin developing people who can deliver programmes themselves.

Those trainers can subsequently develop other trainers.

Your knowledge, experience, relationships and existing marketing funnel therefore become leverage rather than simply sources of your next coaching client.

The objective changes from:

Chasing → Chasing → Chasing

to:

Building → Building → Building

Your Existing Coaching Funnel Becomes an Asset

Established coaches already possess something extremely valuable.

They have spent years creating:

- contacts
- mailing lists
- social-media audiences
- former clients
- prospects
- referral networks
- professional relationships
- webinar attendees
- networking contacts
- people who enquired but never purchased

Traditionally, that entire network has been used to answer one question:

Who can I coach next?

We ask a different question:

Who within this network could become part of something I build?

That changes the economics of the funnel.

Instead of continually paying to replace clients who leave, the existing funnel can begin feeding a training organisation.

Start With Your Own Mind Gym

The first step is simple.

Turn your existing coaching funnel into a **Mind Gym funnel**.

The Mind Gym is a live human-development environment built around foundational NMA Neuroplastic Mental Acceleration practices.

Participants develop:

Confidence. Communication. Creativity. Flow. Non-combative argument. Mental agility. Critical thinking. Coherence.

Instead of continually addressing individual negative symptoms in someone's life, we begin developing the mental capacity with which that person approaches those problems and solves them.

Because whether the challenge concerns work, relationships, communication, confidence, parenting, career change or uncertainty, there is one thing present in every situation:

The person's brain.

If the individual's capacity for thinking, adapting, communicating and creating can be developed, their capacity for dealing with life changes with it.

That is the fundamental proposition behind the Mind Gym & NMA.

Coaching Addresses Problems. Mental Training Develops Capacity.

This is an important distinction.

Traditional coaching frequently begins with a problem:

What do you want to change?

NMA begins somewhere deeper:

What if we develop the capacity of the person dealing with the problem?

Education and conventional employment have historically rewarded specialisation, repetition, conformity and the ability to perform known functions. Process subservient thinking at the expense of fluid intelligence & creative problem-solving.

But the emerging world increasingly requires something different — a different mind:

Agility. Creativity. Adaptability. Confidence. Communication. Independent thought. The ability to operate under uncertainty, with low stress levels and coherence under tension. Rapid problem solving.

These capacities become increasingly important as artificial intelligence and robotics transform conventional employment.

We therefore aren't simply creating another coaching methodology.

We're developing people for a different environment.

The Mind Gym Becomes Your Entry Point

Someone doesn't have to immediately become a professional trainer.

They can simply join the Mind Gym.

They enter an environment where they can begin developing themselves while experiencing the methodology firsthand.

They gain access to an ecosystem including:

450+ hours of audiovisual development material.

Live development sessions throughout the week.

Training in confidence, communication and creativity.

Flow-state development.

Non-combative argument.

Business-development support.

Interaction with other people building similar businesses.

Professional NMA development pathways.

And importantly:

They don't have to build alone.

From Participant to Mind Gym Operator

For some people, participation is enough as developing mind skills is essential for the future.

Others will see a business opportunity.

They can begin operating their own Mind Gym on either a part-time or full-time basis.

The target model is capable of creating approximately:

£3,000–£12,000 per month

depending upon participation, membership, activity and the size of the operation.

This creates a subscription-based business rather than relying entirely upon individual coaching engagements.

The operator isn't buying a conventional franchise.

They are becoming part of a shared ecosystem operating under a common structure, methodology and brand architecture while developing their own business.

And because the wider organisation benefits when their Mind Gym succeeds, there is an important alignment:

We are in business with them.

Their success contributes to the success of the network.

The network's success increases the opportunity available to them.

The Professional Pathway

The Mind Gym is only the beginning.

For people wanting to develop a substantial professional business, the next stage is professional NMA training.

The progression becomes:

Participant

Develop yourself.



Mind Gym Operator

Develop other people.



NMA Trainer

Deliver professional development programmes.



Mentor

Develop and support other trainers.



Business Builder

Build an expanding network rather than simply a personal client base.

This creates an entirely different economic model from conventional coaching.

From £3K–£12K a Month to a Six-Figure Training Business

The objective of the professional pathway is to create the potential for trainers to build businesses approaching:

£200,000–£300,000 per year.

But the important point isn't simply the number.

It is **how the income is created**.

A conventional coach generally increases income by doing more coaching or charging more for coaching.

A training organisation can increase income through:

Participants.

Membership.

Training programmes.

Professional development.

Trainer development.

Mentoring.

Network participation.

Instead of income remaining directly connected to the number of hours personally worked, experience gradually becomes leverage.

The paradox is therefore:

As you move from trainer to mentor, your personal delivery workload can decrease while the economic value of the organisation you have created increases.

Your Clients Don't Leave. They Elevate.

This changes another fundamental problem within coaching.

Normally:

Acquire → Coach → Finish → Replace.

Within the Mind Gym/NMA ecosystem:

Enter → Develop → Participate → Train → Qualify → Build → Mentor → Lead.

Instead of constantly replacing people, you create an **elevational pathway**.

Someone entering because they want greater confidence might eventually operate a Mind Gym.

A Mind Gym participant may become an NMA trainer.

A trainer may become a mentor.

A mentor may develop multiple trainers.

And the original person who introduced them can participate economically as value moves through the structure.

The customer journey therefore becomes considerably longer.

Who Are We Looking For?

This proposition isn't limited to existing coaches.

Our potential market includes:

Established coaches who want to scale beyond one-to-one delivery.

People considering becoming coaches who want a structured methodology and business model.

Corporate trainers who want to build an independent business.

Consultants who want greater leverage and fewer billable hours.

People seeking a new career with autonomy and impact.

Professionals leaving conventional employment who want to build something of their own.

People concerned about AI disruption who want sustainable human-centred work.

People seeking meaningful work rather than simply another job.

People who want to make a difference while building a substantial income.

Entrepreneurs seeking an eventual exit rather than merely creating another self-employed job.

And increasingly:

People who have begun questioning whether the conventional work system still represents their future.

A Business Designed for the AI Transition

This becomes particularly significant as artificial intelligence moves further into professional and knowledge work.

Trying to become slightly better at performing tasks that machines increasingly perform makes little strategic sense.

Human development represents another path.

AI can increase access to information enormously.

But human beings still need the capacity to decide:

What matters?

What should I do?

How do I communicate?

How do I create?

How do I adapt?

How do I lead?

How do I operate when the world around me changes?

The Mind Gym is designed to develop those human capacities.

Build Something You Can Eventually Sell

There is one further difference between this model and conventional coaching.

A coaching practice frequently depends heavily upon the coach.

Remove the coach and much of the value disappears.

A distributed subscription platform containing members, trainers, intellectual property, recurring revenue, programmes, technology and an international delivery network potentially creates something very different:

an asset.

Our long-term target for the collective Mind Gym platform is an eventual valuation/exit in the region of:

£450 Million

This is a target, not a guaranteed valuation or return.

Its purpose is to change the way participants think about what they are building.

We aren't simply asking:

How much can I earn this month?

We are also asking:

What could thousands of us build together?

Participants retain their own income-generating businesses while contributing to the growth of the wider platform.

The proposition therefore contains two forms of value:

Income today.

and

Potential collective capital value tomorrow.

Why Collective Growth Changes Everything

Imagine 100 trainers independently trying to build coaching businesses.

Every one of them is solving essentially the same problems:

How do I market?

How do I sell?

How do I train?

How do I retain people?

How do I improve delivery?

How do I scale?

Now connect them.

One trainer discovers something that works.

Others learn from it.

Someone solves a sales problem.

Someone else improves a training process.

Another discovers a better way of retaining members.

Instead of knowledge remaining trapped inside separate businesses, experience becomes collective intelligence.

Everyone can move faster.

Your experience helps someone else build their business.

Their experience helps you build yours.

Their growth increases the network.

The network increases the value of the platform.

And the expanding platform creates more opportunities for everyone participating within it.

That is the difference between building **alone** and building **collectively**.

Don't Build Another Coaching Business.

Build a Training Business.

Build recurring income.

Build trainers.

Build mentors.

Build intellectual property.

Build membership.

Build your own Mind Gym.

Build something capable of operating beyond your personal time.

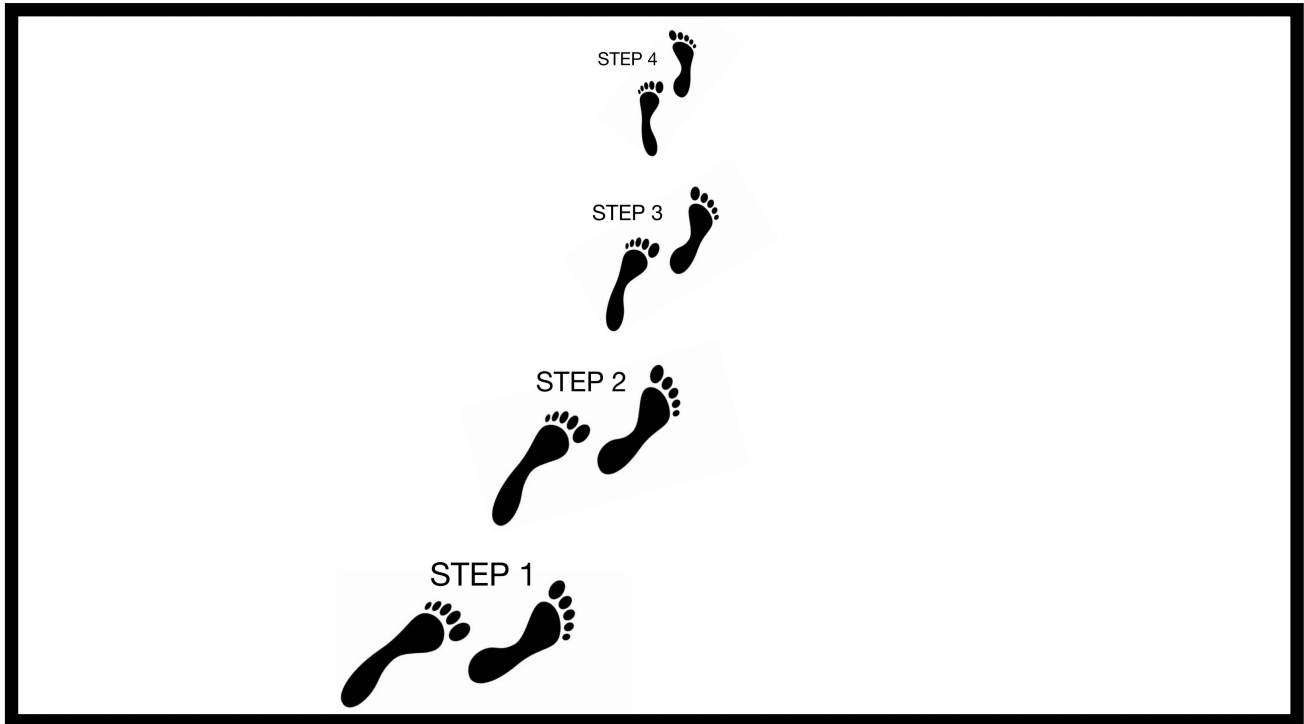
And become part of a collective capable of building something considerably larger than any individual coaching practice.

Stop chasing the next client.

Start building the next trainer.

Mind Gym → NMA Training → Trainer → Mentor → Network → Collective Value

That is the scalable pathway.



STEP TWO

THE segmentation matrix. We take those audiences we've identified and separate them by *pain, desire, entry message, Mind Gym offer, NMA progression and economic proposition*. That will stop the team trying to sell the same message to everyone.

Yes. The key is to avoid marketing “Mind Gym” or “NMA” as the first message. Each audience enters through a **different problem**, but ultimately enters the same ecosystem.

Mind Gym / NMA Market Segmentation Matrix

Target market	What they are experiencing	What they want	Opening marketing message	First step	Elevation	Economic proposition
1. Established	Saturated market, inconsistent leads, constant client acquisition,	Scale, recurring	Stop coaching. Start training.	Mind Gym	NMA	£3K–£12K/month → £200K+ training business → collective
2. Struggling	Funnels aren't working, declining engagement, marketing fatigue	A model that works	Stop chasing clients. Build trainers.	Join NMA	Operator	Replace unpredictable coaching income with recurring
3. Successful	Good income but still personally delivering everything	Leverage, less time	Turn your coaching practice into a training organisation.	NMA/Coach	Trainer	More leverage + potential asset value
4. People	Interested in coaching but entering an overcrowded market	Career, methodology	Don't become another coach. Enter the next market.	Mind Gym	Operator	Build while learning rather than spending years establishing a
5. Corporate	Experience and competence but income belongs to employer	Independence, leverage	You've spent years training for somebody else. Build your own	Mind Gym	NMA/Trainer	Turn existing training competence into an independent
6. Consultant	High fees but income remains dependent on personal time	Less work, leverage	Stop selling your hours. Build a system others can deliver.	Mind Gym	Trainer	Convert expertise into recurring and leveraged income
7. Professionals	Corporate fatigue, lack of purpose, politics, limited autonomy	Meaningful work	What if your next career was developing people rather than	Mind Gym	Operator	Part-time entry → full-time independent business
8. People	Redundancy, insecurity, career identity disruption	Sustainable career	AI may replace what you do. It doesn't have to replace what you	Mind Gym	Operator	Develop personally while creating a new human-
9. Purpose	Successful enough but feel their work has little meaning	Impact, community	Make developing humanity your business.	Mind Gym	Trainer	Meaning + income + collective impact
10. Entrepreneurs	Looking for scalable opportunities rather than another job	Recurring revenue	Don't build yourself another job. Build an asset.	Mind Gym	Trainer/Operator	Membership → network → collective enterprise value
11. Career	Need income but don't want to return to conventional employment	Flexible work	Start part-time. Build something that can become full-time.	Mind Gym	Trainer	£3K–£12K/month target as operation grows
12. Existential	Have consumed courses/books/coaching but remain stuck	Actual development	You don't need another course. You need somewhere to train.	Mind Gym	NMA	Personal development → potential professional pathway

There are really **three different markets hiding inside those twelve audiences**, and I think this simplifies the marketing considerably.

Market A — “I already have a business.”

This is coaches, consultants and corporate trainers.

Their problem isn't primarily personal development. It is **business architecture**.

The proposition becomes:

COACH → TRAINER → MENTOR

Their campaign should therefore be:

How to Scale Your Coaching Business to £200K Don't Be a Coach. Become a Trainer.

This is probably the fastest market because they already possess audiences, funnels, sales experience and credibility.

We don't need to teach them how to find people.

We need to show them **something more valuable to do with the people they've already found.**

Market B — “I need a new future.”

This includes professionals leaving employment, career changers, people affected by AI, corporate trainers wanting independence and people considering coaching.

Here the message changes completely.

They don't care initially about scaling a coaching business.

Their question is:

“What am I going to do next?”

So the proposition becomes:

The Future of Work May Be Developing Humans.

They enter the Mind Gym partly to develop themselves and partly to explore a new profession.

The progression is:

LEARN → DEVELOP → EARN → TRAIN → BUILD

This is where the AI transition becomes a powerful acquisition message.

Market C — “I want something bigger.”

This is the entrepreneur, established trainer, successful coach and purpose-driven businessperson.

They aren't looking for £3,000 a month.

They are interested in **scale, ownership and eventual capital value.**

Their proposition becomes:

Keep Your Business. Build the Collective. Share in What We Create.

And this is where the £450 million target becomes relevant.

Not:

“Join us and you'll receive part of £450M.”

That creates both credibility and potentially regulatory problems.

Instead:

“We are collectively building toward a target £450M Mind Gym App platform valuation/exit, with participation structured around contribution to the growth of the ecosystem.”

Please Note:

(This is not a guaranteed exit, in a volatile and changeable world nothing can be guaranteed, however the collective journey to such a valuation provides considerable income and impact potential returns, working for what we call the “human project”, which advocates we invest into human potential — not just technological development; human natural brain tech, to work with advancing AI, not be subservient to it. Each Mind Gym owner, is part of the ecosystem, a valued node in a global system of change, where the continued benefit of humanity remains the core driver for all, and the exit would be to facilitate/fund the next stage in human evolution, at a time when that becomes necessary and feasible).

The Marketing Architecture

This gives us a very simple funnel:

ATTENTION

Different message for each market.

↓

MIND GYM

Low-friction experience of the system.

↓

OPERATOR

£3K–£12K/month target business.

↓

PROFESSIONAL NMA TRAINING

Move from facilitating foundational development to professional training.



NMA TRAINER

Target substantial six-figure business.



MENTOR

Develop trainers rather than continually delivering everything personally.



NETWORK BUILDER

Income becomes increasingly leveraged through the organisation being created.



COLLECTIVE

Independent businesses contributing to one expanding ecosystem.



POTENTIAL £450M EXIT TARGET

Capital value sits above operating income rather than replacing it.

The important strategic insight is that **Mind Gym isn't really the product.**

It's the **porthole into the ecosystem.**

And NMA isn't simply the next course.

It's the **professionalisation layer.**

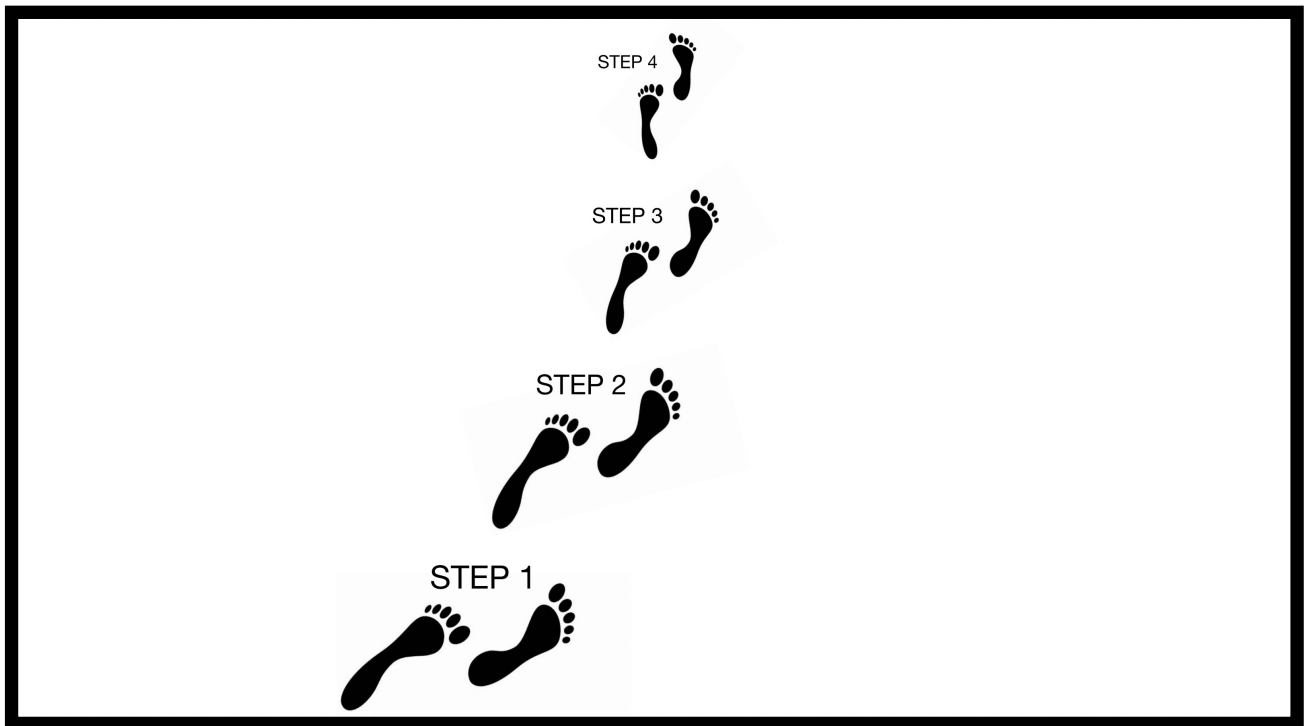
That means we aren't constructing the conventional funnel:

Ad → Lead → Call → Coaching Package → Goodbye.

We're constructing:

Audience → Mind Gym → Development → Operator → Trainer → Mentor → Network → Collective Asset

That is substantially more interesting as every stage creates the market for the next stage rather than requiring you to continually return to zero.



STEP THREE

The next thing we build from this is the **actual campaign architecture for Market A** — **established coaches**: headline, hook, £200K proposition, landing-page argument, webinar/masterclass, call to action and the exact route that converts their existing coaching funnel into their first Mind Gym. That is probably the audience we should attack first.

For Market A, we make one strategic distinction: **we are not asking coaches to abandon the business they already built. We are showing them how to put another level above it.** Their existing funnel, reputation and contacts become the raw material.

HOW TO SCALE YOUR COACHING BUSINESS TO £200K

Don't Be a Coach. Become a Trainer.

You already did the difficult part.

You became a coach.

You built your expertise.

You developed your methodology.

You created a website.

You built a network.

You generated leads.

You collected email addresses.

You attended networking events.

You created content.

You learned funnels.

You ran webinars.

You found clients.

And then you discovered the problem.

You have to keep doing it.

Every client you finish working with creates another empty space in your business.

Every month begins another search for leads.

Every change to Facebook, LinkedIn, Google or the latest marketing strategy creates another thing you have to learn.

You haven't necessarily built a scalable business.

You've built yourself a sophisticated job.

THE COACHING MARKET HAS CHANGED

COVID accelerated an extraordinary migration into coaching.

Thousands of people decided they wanted greater independence, purpose and control over their lives.

They became:

Coaches.

Consultants.

Therapists.

Trainers.

Mentors.

Online educators.

Then another industry appeared around them.

An industry teaching coaches how to find clients.

Build a funnel.

Run a webinar.

Create an evergreen webinar.

Post every day.

Build a personal brand.

Advertise.

Network.

Generate leads.

Book discovery calls.

Everyone started fishing in increasingly crowded water.

But there is another way of looking at this.

A saturated coaching market has accidentally created a virgin trainer market.

Thousands of entrepreneurial, development-orientated people have congregated in one place.

Instead of competing with them:

Train them.

STOP LOOKING FOR YOUR NEXT CLIENT

Ask a different question.

Who could become your next trainer?

That one question changes the economics of your business.

A client creates income while you work with them.

A trainer can develop other people.

And eventually:

A trainer can develop trainers.

That creates leverage.

The business begins moving from:

Coach → Client

to:

Trainer → Participant → Trainer → Mentor → Network

You stop building a client list.

You start building an organisation.

YOU ALREADY HAVE YOUR FIRST MARKET

Look at everything you've accumulated since becoming a coach.

Your mailing list.

LinkedIn connections.

Former clients.

People who attended your webinars.

People who downloaded your material.

Networking contacts.

People who enquired but never bought.

People who followed you.

People who said:

“Maybe later.”

People who wanted to become coaches themselves.

People looking for a career change.

People who want something more meaningful.

People concerned about what AI will do to their profession.

You’ve probably spent years thinking about these people as:

Leads.

We want you to start seeing them differently.

They are potentially the beginning of your training network.

TURN YOUR COACHING FUNNEL INTO A TRAINING FUNNEL

You don’t need to throw away your existing business.

You don’t need another website.

You don’t need to start again.

And you don’t need to stop coaching.

Put another level above what you already have.

Invite your existing audience into your own:

MIND GYM

A Mind Gym is a live development environment where people train fundamental human capacities:

Confidence

Communication

Creativity

Flow

Mental agility

Non-combative argument

Instead of only talking about the problems occurring in someone's life, we train the person dealing with those problems.

YOU DON'T NEED ANOTHER CLIENT. YOU NEED RECURRING PARTICIPATION.

Imagine having 10 coaching clients.

You work with them.

Eventually those engagements finish.

Now imagine building 100 Mind Gym members.

They aren't buying three coaching sessions.

They're joining an environment.

They're participating.

They're developing.

They're connecting.

They're learning.

And some of them will want to go further.

That creates something coaching alone rarely produces:

Recurring revenue + progression.

YOUR FIRST BUSINESS TARGET

The Mind Gym operator model is designed around building a subscription-based development business.

The target range for an established operation is:

£3,000–£12,000 PER MONTH

It can begin part-time.

You can continue coaching.

You can continue consulting.

You can continue running your existing programmes.

But instead of continually replacing everything that finishes, you begin building something underneath it that can accumulate.

THEN SOMETHING INTERESTING HAPPENS

Some of your Mind Gym members won't simply want development.

They will ask:

Can I learn to do this?

Now your customer becomes a potential professional.

That is where NMA professional training begins.

NMA — Neuroplastic Mental Acceleration — moves beyond foundational Mind Gym development into professional human-development training.

The pathway becomes:

MEMBER

↓

MIND GYM OPERATOR

↓

NMA TRAINER

↓

MENTOR

↓

NETWORK BUILDER

And this changes your economic position again.

You are no longer simply delivering development.

You are developing the people who deliver development.

THE £200K QUESTION

How do you build a £200,000 coaching business?

Our answer is:

Don't.

Build a **£200,000 training business** instead.

Because there is a fundamental difference.

If your income depends upon your personal coaching capacity, eventually you hit yourself as the ceiling.

There are only so many hours.

There are only so many clients.

There are only so many calls you can make.

Training changes the equation.

Mentoring changes it again.

Network development changes it again.

The objective is therefore not simply:

Charge more.

It is:

MOVE UP THE VALUE CHAIN.

Coach → Trainer → Mentor → Builder

As you progress, the objective is for the number of people you personally need to deliver to to decrease while the value of the network you support increases.

AND WE ARE BUILDING WITH YOU

This isn't:

“Here's the training. Good luck.”

Your Mind Gym operates within a wider ecosystem.

You have access to more than 450 hours of audiovisual development material.

Live training operates throughout the week.

You can train alongside other operators.

You can learn from people building their own businesses.

You can share what works.

You can receive help when something isn't working.

And importantly:

We have an economic interest in helping you succeed.

If your Mind Gym grows, the network grows.

If you develop trainers, the professional network grows.

If those trainers become successful, the ecosystem becomes stronger.

This creates a fundamentally different relationship.

We aren't selling you a course.

We're building a business ecosystem together.

FROM COMPETITION TO COLLECTIVE INTELLIGENCE

The coaching industry normally teaches independence.

Everyone builds their own brand.

Everyone builds their own funnel.

Everyone creates their own content.

Everyone solves their own marketing problems.

Everyone competes for attention.

Imagine reversing that.

One operator discovers a better conversion method.

Everyone can learn from it.

Another develops a successful event.

Everyone can learn from it.

Someone solves a retention problem.

Someone improves onboarding.

Someone develops a better presentation.

Someone discovers a new market.

Experience stops disappearing into individual businesses.

It becomes:

COLLECTIVE INTELLIGENCE.

Your success helps somebody else.

Their success helps you.

And everyone's success increases the value of the ecosystem being built.

INCOME TODAY. ASSET VALUE TOMORROW.

There is another important difference between what we're building and a conventional coaching practice.

Most coaching businesses have limited saleable value.

Why?

Because the coach is the business.

Take the coach away and much of the revenue disappears.

But consider what happens when thousands of people collectively build:

Recurring membership.

Professional trainers.

Training revenues.

Technology.

Intellectual property.

International distribution.

An active development community.

A recognised methodology.

And an expanding network.

Now you're potentially building an asset.

The long-term target for the collective Mind Gym platform is an eventual:

£450 MILLION VALUATION / EXIT.

That is a strategic target rather than a promised valuation, return or outcome.

But it changes the objective.

You aren't simply building income for next month.

You're participating in the construction of something designed to have potential capital value.

Keep your business.

Keep your operating income.

Build the collective.

Participate in the value we create together.

THE BUSINESS MODEL

Your progression becomes remarkably simple.

STAGE 1 — USE WHAT YOU ALREADY HAVE

Your existing funnel becomes your first Mind Gym audience.

↓

STAGE 2 — BUILD RECURRING MEMBERSHIP

Move from constantly replacing clients toward accumulating members.

↓

STAGE 3 — DEVELOP YOUR MIND GYM

Build toward a £3K–£12K monthly operating target.

↓

STAGE 4 — BECOME AN NMA TRAINER

Move into professional human-development training.

↓

STAGE 5 — BUILD TOWARD £200K+

Develop a substantial professional training business.



STAGE 6 — BECOME A MENTOR

Help other trainers build successful businesses.



STAGE 7 — BUILD THE NETWORK

Your experience becomes leverage.



STAGE 8 — BUILD COLLECTIVE VALUE

Your independent business contributes to a potentially valuable international platform.

THE FIRST 30 DAYS

You don't need 1,000 new leads.

Start with the people you already know.

WEEK ONE

Identify 100–200 existing contacts.

Former clients.

Prospects.

LinkedIn contacts.

Networking contacts.

Email subscribers.

People who have previously engaged with your business.

WEEK TWO

Invite them to experience the Mind Gym.

Don't immediately sell them professional training.

Let them experience the environment.

WEEK THREE

Begin developing a core group.

Find the people who participate.

Find the people who improve.

Find the people who bring others.

Find the people who naturally begin helping the group.

WEEK FOUR

Ask a different question.

Not:

Who wants more coaching?

Ask:

WHO HERE COULD BECOME A TRAINER?

Now the business begins.

THE MASTERCLASS

How to Scale Your Coaching Business to £200K

Don't Be a Coach. Become a Trainer.

This becomes the principal acquisition event for established coaches.

During approximately 60–90 minutes we show:

Why the conventional coaching model creates a scalability ceiling.

Why coaching-market saturation creates a new trainer opportunity.

How to turn an existing coaching funnel into a training funnel.

How Mind Gym creates recurring participation.

How someone can progress from member to operator to professional trainer.

Why trainers can progress into mentoring.

How network economics differ from one-to-one coaching economics.

How the collective platform creates the possibility of capital value beyond operating income.

And finally:

How to launch your first Mind Gym using the contacts you already have.

THE CALL TO ACTION

Don't buy another marketing course.

Don't rebuild your website.

Don't abandon your coaching business.

Don't start another funnel.

Use what you've already built.

Turn your audience into a community.

Turn your community into a Mind Gym.

Turn participants into trainers.

Turn trainers into a network.

Turn your experience into leverage.

And turn an income-dependent coaching practice into something capable of becoming an asset.

STOP CHASING CLIENTS.

START BUILDING TRAINERS.

Become a Mind Gym Operator.

And build your way toward becoming an NMA Trainer.

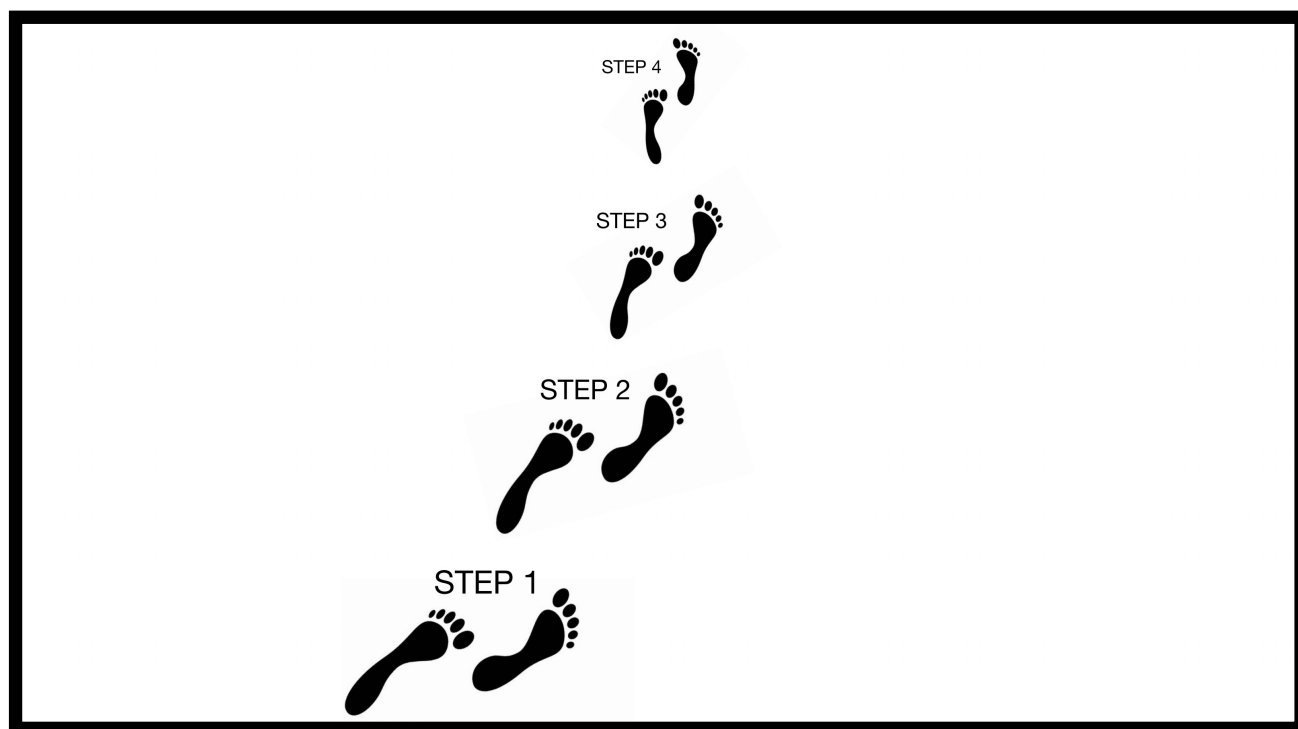
There are **three campaign hooks inside this**, rather than trying to make one advert carry the whole proposition:

“Stop Chasing Clients. Start Building Trainers.” is the emotional/business-problem hook.

“How to Scale Your Coaching Business to £200K — Don’t Be a Coach. Become a Trainer.” is the masterclass/lead-generation hook.

“You Don’t Need Another Funnel. You Need Somewhere to Send the Funnel You Already Have.” is potentially the strongest cold-ad hook, because it speaks directly to coaches who’ve already spent money and effort generating leads.

The interesting part comes next: we can build the **actual 60–90 minute masterclass sales architecture**. Rather than making it a disguised sales webinar, we demonstrate the economics on screen: *traditional coach* → *Mind Gym operator* → *trainer* → *mentor*, with illustrative numbers at each stage and then show precisely how the attendee could convert their first 100 existing contacts into the beginning of that structure.



STEP FOUR

THE £200K TRAINER MASTERCLASS

How to Scale Your Coaching Business to £200K

Don't Be a Coach. Become a Trainer.

Duration: 75–90 minutes

Primary audience: Established coaches, consultants and trainers

Primary objective: Move the attendee from seeing themselves as a coach who needs more clients to seeing themselves as a trainer capable of building a recurring-revenue training organisation.

Call to action: Launch your own Mind Gym and enter the professional NMA pathway.

PART 1 — THE QUESTION

0–5 MINUTES

Open with one question:

How many new clients will you need next year just to replace the clients you lose?

Let them think about it.

Then ask:

What happens if Facebook advertising becomes more expensive?

What happens if LinkedIn changes?

What happens when your webinar stops converting?

What happens when your referrals slow down?

What happens when another 10,000 coaches enter your market?

And what happens if you simply become tired of continually marketing yourself?

Because there is a fundamental problem with the conventional coaching model:

It leaks.

You acquire.

You coach.

You finish.

You replace.

And then you repeat the process.

The problem isn't necessarily your coaching.

The problem is the architecture of the business.

PART 2 — THE COACHING TREADMILL

5–15 MINUTES

Draw this on screen:

MARKETING

↓

LEAD

↓

DISCOVERY CALL

↓

CLIENT

↓

COACHING

↓

CLIENT LEAVES

↓

MARKETING AGAIN

Then ask:

Where is the accumulated value?

You may have changed someone's life.

You may have earned good money.

You may have received a testimonial.

But economically, much of the process starts again.

This is why coaches become obsessed with funnels.

They have to keep replacing what disappears.

So the industry sells another solution:

More leads.

More advertising.

More content.

More networking.

More webinars.

More followers.

But increasing the amount entering a leaking system doesn't repair the system.

What if we change the system?

PART 3 — THE SATURATED-MARKET PARADOX

15–25 MINUTES

The coaching market has become crowded.

Normally we would describe that as bad news.

We see it differently.

COVID and the growth of online work encouraged enormous numbers of people into coaching, consulting, training and personal development.

That created competition.

But it also created something extraordinary:

A concentrated population of entrepreneurial people interested in human development.

So stop looking at other coaches exclusively as competitors.

Look at them as a market.

Look at people considering coaching as a market.

Look at former corporate trainers as a market.

Look at professionals leaving employment as a market.

Look at people concerned about AI replacing conventional work as a market.

A saturated market in one category can create an untapped market in another.

Don't compete for coaches' clients.

Develop the coaches.

PART 4 — THE ONE WORD THAT CHANGES THE MODEL

25–30 MINUTES

Put one word on screen:

TRAINER

Then show:

COACH

One person develops one person.

↓

TRAINER

One person develops many people.



MENTOR

One person develops the people who develop people.

That is the beginning of leverage.

And this is the central proposition of this masterclass:

DON'T SCALE YOUR COACHING.

SCALE YOUR CAPACITY TO DEVELOP PEOPLE.

PART 5 — THE MIND GYM

30–40 MINUTES

Now introduce the vehicle.

THE MIND GYM

Most people understand the principle of a physical gym.

You don't go to the gym because something is necessarily wrong with you.

You go because capacity can be developed.

Strength can be developed.

Endurance can be developed.

Flexibility can be developed.

We apply the same principle to mental development.

The Mind Gym provides repeated practice in foundational capacities including:

Confidence

Communication

Creativity

Flow

Mental agility

Non-combative argument

Instead of waiting until somebody has a problem and then coaching the problem:

Train the capacity of the person dealing with it.

The Mind Gym becomes an environment people can continue attending.

That changes the commercial model.

PART 6 — FROM TRANSACTION TO SUBSCRIPTION

40–47 MINUTES

Compare two businesses.

BUSINESS A — COACHING

10 clients.

Coach them.

Some finish.

Replace them.

Revenue depends heavily upon personal delivery and continued acquisition.

Now:

BUSINESS B — MIND GYM

Members join.

Members participate.

Members develop.

Members pay recurring subscriptions.

New members join existing members rather than simply replacing completed engagements.

Some members then progress into professional pathways.

The important word is:

ACCUMULATION.

The objective is to move from continually replacing revenue toward building recurring participation.

PART 7 — THE ECONOMIC LADDER

47–57 MINUTES

Now put the commercial model on screen.

LEVEL 1 — COACH

Personal delivery.

Income closely connected to personal time.



LEVEL 2 — MIND GYM OPERATOR

Recurring membership.

Target operating range:

£3,000–£12,000 PER MONTH

depending upon membership, pricing, participation and execution.



LEVEL 3 — NMA TRAINER

Professional training programmes.

Target:

SIX-FIGURE TRAINING BUSINESS



LEVEL 4 — MENTOR

Develop and support trainers.

Your accumulated experience begins producing leverage.



LEVEL 5 — NETWORK BUILDER

Your organisation contains people capable of developing other people.

Target:

£200K+ BUSINESS

The numbers are targets, not guaranteed earnings.

The purpose is to demonstrate the architecture.

PART 8 — THE £200K MODEL

57–63 MINUTES

Now make £200,000 feel understandable rather than magical.

£200,000 annually is approximately:

£16,667 PER MONTH.

The wrong question is:

How many coaching hours do I need to sell to make £16,667 every month?

The better question is:

What combination of recurring membership, training and mentoring could create £16,667 monthly revenue?

Illustrative example:

Mind Gym membership revenue: £5,000/month

Professional training revenue: £7,000/month

Trainer/mentor-related revenue: £4,667/month

Total: £16,667/month

Annualised:

£200,004

This is an illustration rather than an earnings promise.

But notice what changed.

We didn't ask the coach to find enough one-to-one clients to produce £200K.

We changed the structure producing the revenue.

PART 9 — THE 100-PERSON EXPERIMENT

63–70 MINUTES

Now bring everything back to their existing business.

Ask everyone attending:

How many people are already sitting in your world?

LinkedIn connections.

Former clients.

Email subscribers.

Old enquiries.

Webinar attendees.

Networking contacts.

Social followers.

People who downloaded something.

People who almost bought.

People who said:

“Not right now.”

Most established coaches can identify at least 100 people.

So don't immediately buy advertising.

Start with 100.

Take your first 100 existing contacts.

Invite them to something different.

Not:

“Would you like coaching?”

But:

“I’m opening a Mind Gym.”

Explain that it is a live environment for developing confidence, communication, creativity, flow and mental agility.

Invite them to experience it.

Now observe what happens.

PART 10 — THE 100-CONTACT CONVERSION MODEL

70–75 MINUTES

Put 100 people on screen.

100 EXISTING CONTACTS

↓

Suppose 30 are interested enough to look.

↓

Suppose 15 experience the Mind Gym.

↓

Suppose 10 become members.

That gives you:

YOUR FIRST 10 MEMBERS.

But we’re not finished.

Within those 10 people, perhaps:

One wants to build something.

One wants a career change.

One is fascinated by human development.

One already works in training.

One wants to become a coach.

The important question therefore isn't only:

How many members did I acquire?

It is:

WHO AMONG THEM COULD EVENTUALLY BECOME A TRAINER?

This is where the economics begin changing.

The figures above are illustrative assumptions, not predicted conversion rates.

PART 11 — THE ELEVATION MODEL

75–80 MINUTES

Show one simple staircase.

MEMBER

Develop yourself.



OPERATOR

Develop a community.



TRAINER

Develop people professionally.



MENTOR

Develop trainers.



BUILDER

Develop a network.

The conventional coaching funnel moves horizontally:

More leads → More clients → More leads.

Our model moves vertically:

DEVELOPMENT → RESPONSIBILITY → CAPABILITY → LEVERAGE → VALUE.

We call this the **elevational pathway**.

PART 12 — WHY NMA?

80–83 MINUTES

Only now introduce NMA properly.

NEUROPLASTIC MENTAL ACCELERATION

Mind Gym develops foundational capacities.

NMA is the professional development system behind the deeper pathway.

Its objective is not simply to give people more information.

It is to develop greater mental capacity.

NMA works through four core disciplines:

Quantum Psychology

Moving thinking beyond certainty toward the capacity to hold multiple potentials simultaneously.

Theoretical Consciousness

Continued expansion of awareness beyond the individual's existing known.

Non-Combative Argument

Developing the ability to move from subjective position toward greater objectivity while maintaining coherence.

Polymathic Training

Learning to leverage unconscious processing toward conscious intention rather than remaining subservient to habitual unconscious patterns.

The professional trainer therefore isn't simply learning another collection of coaching questions.

They are learning a human-development methodology.

PART 13 — YOU DON'T BUILD ALONE

83–86 MINUTES

This is where the proposition becomes different from buying another course.

You enter an existing ecosystem.

You have access to:

450+ hours of development material.

Live training throughout the week.

Experienced trainers.

Other Mind Gym operators.

Business-development support.

Professional NMA progression.

A community learning what works collectively.

Your business remains your business.

But you aren't building it in isolation.

If you grow, we grow.

If somebody else discovers something that works, we can all learn.

That is collective intelligence applied to business development.

PART 14 — THE SECOND ECONOMY

86–88 MINUTES

There are therefore potentially two economic outcomes.

ECONOMY ONE

The income produced by your own business.

Membership.

Training.

Mentoring.

Network activity.

ECONOMY TWO

The potential value created collectively.

The long-term strategic target for the Mind Gym platform is:

£450 MILLION.

This is a target valuation/exit objective, not a guarantee of valuation, sale, individual participation or financial return.

Any eventual participation structure would need to be formally defined.

But the strategic distinction matters.

BUILD INCOME.

BUILD AN ASSET.

Most coaches only do the first.

We intend to explore both.

PART 15 — THE DECISION

FINAL 2 MINUTES

Finish without over-selling.

Put two models on screen.

MODEL ONE

Find a lead.

Book a call.

Win a client.

Coach them.

Finish.

Find another lead.

Repeat.

MODEL TWO

Build a Mind Gym.

Develop members.

Develop operators.

Become a professional trainer.

Develop trainers.

Become a mentor.

Build a network.

Participate in a collective.

Then ask:

Which business would you rather own five years from now?

Pause.

Then:

If your answer is the second one, don't buy another marketing course.

Don't build another funnel.

Don't throw away what you've already created.

Use it.

STOP CHASING CLIENTS.

START BUILDING TRAINERS.

Become a Mind Gym Operator.

THE CALL TO ACTION

The first step is not professional NMA training.

The first step is to experience the model.

Join the Mind Gym.

Train with us.

Understand the environment.

Experience the methodology.

Meet the people building it.

Then decide whether you simply want to participate—
or whether you want to build one.

YOUR FIRST 100 PEOPLE MAY ALREADY BE WAITING.

You just haven't asked them a different question yet.

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