

# **Business Builder Intensive 2026**

29.05-11.07.2026

**Clearly define your business plan, create an authentic brand and get new clients naturally**

Version: 30.04.2026

**Adarsh Sitapati**

Organizer and facilitator

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## 1. What is the outcome of this course?



Create an authentic and effective brand that embodies your vision and values



Get new clients naturally through a well defined relationship building sequence



Make a living through your freelance coaching business

## 2. Who is this course for?

This course is for coaches who have already finished their coaching training and want to build their own coaching business as freelancers. In order to be a successful coach, good coachings skills are not enough. You need to learn a second job: entrepreneurship. This is not a theoretical course. There will be theory inputs and tools, but the learning product of this course will be the business that you will operate to make a living. If you already have your running business and you want to further develop it, you are also welcome to join this course. This course is for coaches that are committed to making coaching their new profession.

This course has a **maximum of 10 participants**. This limited number is deliberately chosen to guarantee the best guidance and a familiar learning environment where peer sharing and guidance from the instructor are maximized.

### 3. Content of this course

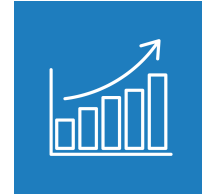
This is a part of a bigger course called Business Business Journey based on three core pillars:



You



Your Method



Your Business

The main focus of this course is building your entrepreneurial skills as part of your business.

Your Business
The clarity in your service and brand will help you stand out from the rest. Your happy clients will remember you and recommend you to their peers
Topics: Business Plan, Brand Identity, Strategic Partnerships, Relationship Building Sequence

I would like to take a short pause and observe the cover picture of the Business Builder Journey program. What do you see? Which meaning do you give to each item?



In my experience as a freelancer I noticed many business approaches that were not aligned with my values. I found some role models for some specific areas, but I end up developing **my own method that feels very natural and authentic**. This is the **course that I would have given to myself in 2019** when I finished my coaching training and started building my coaching business.

### **Inspired by nature**

Autumn is the time where plants let go of their leaves to prepare for winter. Winter is the time where almost no growth happens externally in the plant. Then spring comes and life starts to sprout with a rejuvenated vitality. Then towards the end of spring and beginning of summer there is an abundance of juicy fruits hanging on the tree. Furthermore in order to grow towards the sky the plant needs deep and stable roots in the ground.

### **As nature as seasons, so does your business**

The business possibilities throughout the year are not equally distributed. There are business seasons where people and organizations are more keen to introspect and invest in their development. You can integrate this seasonality in your business approach. Your **business autumn** is the moment where you **close the projects of the current year**. Your **business winter** is the moment where you **introspect and evaluate in which direction you want to further develop your life and your business**. Here you brainstorm new ideas and create empowering services that serve even better your niche. Your **business spring** is the moment where you **plan and build your upcoming services**. Your **business summer** is the moment you **launch your service and get an abundant income** that reflects your clarity and dedication you put in the development and care of service.

**The roots are the backend logistics of your business:** template of your coaching agreements, your coaching packages, your client log, your client dossiers, your business plan, your coaching tools and the coaching skills you bring in the sessions with your clients.

**The trunk and the roots are the frontend of your business:** your new professional identity, your authentic brand, your clear and simple website, your effective communication, your smooth and engaging relationship building sequence to naturally enroll new clients.

**There is no separation between your business and spirituality. Through your work you put your life purpose into action and you serve other people from something bigger than you that manifests through you.**

It is my pleasure and honor to help you in this journey,

Adarsh

## 4. Structure and logistics of this course

This intensive course has two cohorts and includes the following live webinars and topics:  
Central European Time (CET), Eastern Time (ET), Pacific Time (PT)

### First Cohort | 29.05. - 20.06.2026

#### Friday, 29 May 2026

19:00 (7 pm) - 22:00 (10 pm) CET  
13:00 (1 pm) - 16:00 (4 pm) ET  
10:00 (10 am) - 13:00 (1 pm) PT

#### Business Plan

Explore your beliefs and establish an empowering mindset, define your target monthly income and your unique service

#### Saturday, 30 May 2026

17:00 (5 pm) - 20:00 (8 pm) CET  
11:00 (11 am) - 14:00 (2 pm) ET  
8:00 (8 am) - 11:00 (11 am) PT

#### Business Plan

Clearly define the benefit of your service and connect it to the needs of your clients, collect all key information in an actionable one-page business plan

#### Friday, 12 June 2026

19:00 (7 pm) - 22:00 (10 pm) CET  
13:00 (1 pm) - 16:00 (4 pm) ET  
10:00 (10 am) - 13:00 (1 pm) PT

#### Brand Identity

Understand the impact of an authentic and effective brand, choose your branding strategy, define the charisma of your business

#### Saturday, 13 June 2026

17:00 (5 pm) - 20:00 (8 pm) CET  
11:00 (11 am) - 14:00 (2 pm) ET  
8:00 (8 am) - 11:00 (11 am) PT

#### Brand Identity

Explore elements of the surface and deep structure of a brand, define your key aspects and build graphic elements to maximize each brand touch point

#### Friday, 19 June 2026

19:00 (7 pm) - 22:00 (10 pm) CET  
13:00 (1 pm) - 16:00 (4 pm) ET  
10:00 (10 am) - 13:00 (1 pm) PT

#### Sales and relationship building sequence (RBS)

Understand different types of clients, cultivate an attitude of service supported by your product scale, define your RBS for each of your service

#### Saturday, 20 June 2026

17:00 (5 pm) - 20:00 (8 pm) CET  
11:00 (11 am) - 14:00 (2 pm) ET  
8:00 (8 am) - 11:00 (11 am) PT

#### Sales and relationship building sequence (RBS)

Define your impact strategy, optimize your communication, practice your pitch and relationship building sequence in a peer learning environment

This course has a **maximum of 10 participants**. This limited number is deliberately chosen to guarantee the best guidance and a familiar learning environment where peer sharing and guidance from the instructor are maximized. The registration is complete when the registration form is filled out and the payment is received. In case the limit of participants is reached the participants will be chosen with chronological priority of registration. Two facultative integration calls after one week and after one month are included in the price. These calls are a support to integrate and implement the learnings in your business.

## Second Cohort | 26.06. - 11.07.2026

### Friday, 26 June 2026

19:00 (7 pm) - 22:00 (10 pm) CET

13:00 (1 pm) - 16:00 (4 pm) ET

10:00 (10 am) - 13:00 (1 pm) PT

### Business Plan

Explore your beliefs and establish an empowering mindset, define your target monthly income and your unique service

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### Saturday, 27 June 2026

17:00 (5 pm) - 20:00 (8 pm) CET

11:00 (11 am) - 14:00 (2 pm) ET

8:00 (8 am) - 11:00 (11 am) PT

### Business Plan

Clearly define the benefit of your service and connect it to the needs of your clients, collect all key information in an actionable one-page business plan

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### Friday, 03 July 2026

19:00 (7 pm) - 22:00 (10 pm) CET

13:00 (1 pm) - 16:00 (4 pm) ET

10:00 (10 am) - 13:00 (1 pm) PT

### Brand Identity

Understand the impact of an authentic and effective brand, choose your branding strategy, define the charisma of your business

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### Saturday, 04 July 2026

17:00 (5 pm) - 20:00 (8 pm) CET

11:00 (11 am) - 14:00 (2 pm) ET

8:00 (8 am) - 11:00 (11 am) PT

### Brand Identity

Explore elements of the surface and deep structure of a brand, define your key aspects and build graphic elements to maximize each brand touch point

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### Friday, 10 July 2026

19:00 (7 pm) - 22:00 (10 pm) CET

13:00 (1 pm) - 16:00 (4 pm) ET

10:00 (10 am) - 13:00 (1 pm) PT

### Sales and relationship building sequence (RBS)

Understand different types of clients, cultivate an attitude of service supported by your product scale, define your RBS for each of your service

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### Saturday, 11 July 2026

17:00 (5 pm) - 20:00 (8 pm) CET

11:00 (11 am) - 14:00 (2 pm) ET

8:00 (8 am) - 11:00 (11 am) PT

### Sales and relationship building sequence (RBS)

Define your impact strategy, optimize your communication, practice your pitch and relationship building sequence in a peer learning environment

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This course has a **maximum of 10 participants**. This limited number is deliberately chosen to guarantee the best guidance and a familiar learning environment where peer sharing and guidance from the instructor are maximized. The registration is complete when the registration form is filled out and the payment is received. In case the limit of participants is reached the participants will be chosen with chronological priority of registration. **Two** facultative integration calls after one week and after one month are included in the price. These calls are a support to integrate and implement the learnings in your business.

There will be a recording of the theory inputs and demonstrations of the business tool. The interactive parts of the participants will not be recorded to prevent business ideas being shared without their consent. The choice of no recording of certain parts supports a safe space of expression and experimentation.

If you are not able to attend all the webinars, please let me know and we can schedule a call where I can share with you the essence of the webinar you couldn't attend. This makes it possible to participate in sync with the rest of the group in the next webinar.

## 5. Cost and payment method

The entire course costs	1200 CHF	1300 EUR	1520 USD
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Single modules can be booked with the following costs

Business Plan (2 webinars)	460 CHF	500 EUR	585 USD
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Brand Identity (2 webinars)	460 CHF	500 EUR	585 USD
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Sales and RBS (2 webinars)	460 CHF	500 EUR	585 USD
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Early bird for the entire course for complete registrations until the 23 May 2026	960 CHF	1050 EUR	1230 USD
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Payment method: via ebanking by paying to the Postfinance account  
CH61 0900 0000 1416 8588 1  
registered to Adarsh Sitapati

Address: Services of Adarsh Sitapati  
Via Prà di Vizi 5  
6612 Ascona  
Switzerland

Registration is possible with this [Link](#) until the 28 May 2026  
at 12:00 CET (12 pm) | 6:00 ET (6 am) | 3:00 PT (3 am)

## Meet the instructor



### Adarsh Sitapati

Life Coach, Business Consultant for Freelancers and Instructional Designer

+41 76 548 50 94

adarsh.sitapati@authenticself.academy

www.authenticself.academy

I support new coaches to build their business as freelancers in full authenticity and to get clients naturally without social media.

### Facts and figures

> 650 hours in my coaching log with 81 clients

Main Project                      Authentic Self Academy | [www.authenticself.academy](http://www.authenticself.academy)

Since 2022                              Freelance Coaching

2020 - 30.04.2026                      ACC ICF accreditation\*

2018 - 2019                              Coaching Training

\* I am currently considering if I want to renew my ACC ICF accreditation. Looking back at my work with my clients, nobody paid attention to my accreditation. What truly made the difference was the quality in the delivery of my service.

For any kind of questions you can contact me by email or whatsapp.

### Adarsh Sitapati

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