

2000

Web Site For Imagine Consulting Services

Cheryl Lee Alley
San Jose State University

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Web Site For Imagine Consulting Services

**By
Cheryl Lee Alley
B.A., San Jose State University, 1999**

**Submitted to the Faculty of the Department of Interdisciplinary Studies
in partial fulfillment of
the requirements for the degree
Master of Arts
Plan C**

**San Jose State University
2000**

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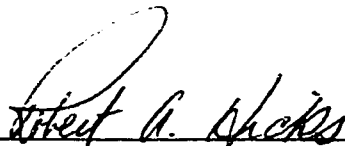
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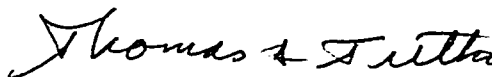
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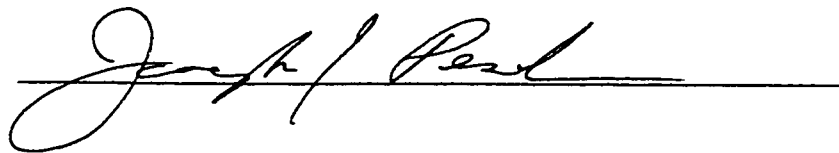


Dr. Robert Hicks, Psychology



Dr. Tom Tutko, Psychology

APPROVED FOR THE UNIVERSITY



Abstract

This creative project covers all topics related to the creation of a web site to be used as a marketing tool for a personal and executive coaching practice. First, this project examines who the coach is, the type of clients the coach hopes to attract, and the types of marketing tools that might work to attract those clients. This creative project then takes a closer look at the steps involved in the final output, from the creation of the business name and its public registry, to the final publication of the web site. A discussion of the rationale for each web page created and an examination of ways of tracking the success of using the web site as a marketing tool as well as the future use of other types of marketing strategies follows.

Acknowledgement

I would like to thank all of my friends and family for their support, invaluable feedback and for putting up with me during the creation of this project. None of this would have happened without you. Most of all thank you for believing that I always knew what I was doing even when I didn't have a clue. I love you all.

TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
I. INTRODUCTION.....	1
II. METHODS AND PROCEDURES	
A. Methods.....	6
1. Business Card.....	6
2. Brochure.....	6
3. Web site.....	7
B. Procedures.....	10
1. Creating The Company Name.....	10
2. Creating The Business Card.....	11
3. Creating The Brochure.....	12
4. Creating The Web site.....	14
III. DISCUSSION.....	20
BIBLIOGRAPHY	
Newspapers.....	23
Web pages.....	25
Books.....	27
APPENDICES	
A. Imagine Consulting Services Brochure.....	29
B. Signed Approval Form.....	30
C. Imagine Consulting Services Web site.....	31

LIST OF FIGURES

Figure Number	Page
Figure 1. Imagine Consulting Services Logo.	12
Figure 2. Cheryl Alley Resume.	13
Figure 3. Html text for use with search engines using <TITLE> keywords.	15
Figure 4. Use of keywords for descriptive page text search engines.	16
Figure 5. Use of words that "hook" potential clients.	16
Figure 6. Bio, corporate, and personal experience to help attract clients.	17
Figure 7. Description of other pages linked to this web site.	17
Figure 8. Example of giving something away for use as a marketing tool.	18
Figure 9. Testimonial with inclusion of email address for other questions.	19

I. INTRODUCTION

When creating an interdisciplinary master's degree at San Jose State University, part of the graduate requirements were to complete 116 hours of coaching education that began in November of 1999, and ended in May of 2000 through The Coaches Training Institute, in San Rafael, California. While professors could tell if learning had actually occurred through classroom discussions and research papers, there still needed to be a vehicle that also demonstrated the acquired coaching education. Upon graduation from San Jose State University there would also need to be various strategies to market this new occupation as a personal and executive coach. While a network of friends could be useful for introductions to possible clients, other proven marketing strategies would be necessary. After reviewing a great deal of literature, and taking into account that for this researcher the potential client base lives in the heart of technology, Silicon Valley, a web site seemed an appropriate marketing strategy as well as a demonstration of coaching education.

The web site did not just create itself, however. There were many steps preceding this final output and many months of creating what type of coach to be (executive, personal, life balance, etc.), what types of clients to attract (CEO's, middle managers, women executives, etc.), and how best to relay that message.

So what type of coach does this project represent? Because of this researcher's previous background in Information Technology the topics covered herein are most concerned with improving the life style of the corporate executive. Through personal experience of 15 years working in corporations, and with friends and co-workers, there was an unspoken sense that once you worked for a corporation, they more or less owned

you. Life had meaning because of the work employers felt was important, not because personal wants and dreams were fulfilled. Only the brave or foolhardy would tell a boss they would not be working overtime on an overdue project and still expect future promotions.

After leaving the corporate work force and returning to school more and more people seemed to be challenging the assumptions of the corporate structure. Friends and co-workers that had only seemed a bit frazzled with the 24/7 lifestyle were now taking sabbaticals and stress disability related leaves of absence. Newspaper articles addressing the resurgence of spirituality and the importance of family became more commonplace.

In the later portion of the 1990's more and more articles addressed the booming job market. Employers could no longer strong-arm employees to stay loyal or to steer clear of the competition (Steen, 2000, p. 3C). Workers could also demand the type of job perks that would keep them working for a company (Khanh, 2000, p. 1B). Newspaper articles addressing the latest company benefits also became more commonplace. Ten thousand dollar signing bonuses, flextime, and health club memberships ("Talent grab," 1999, p. 18C) were used to entice workers in the tightest job market in three decades. Companies opened day care centers (Pounds, 1999, p. 18C), and let the family dog come to the office. Other companies offered concierges (Smith, 2000, p. 8E), investment counselors, and touted the benefits of napping on the job (McFarling, 1998, p. 1A).

For those really wanting to make a difference in their personal and professional lives, the personal coach was one of the benefits that today's executive could not live without (Biederman, 2000, p. E1). If you could not get along with a fellow office

worker, a coach could help you make the changes necessary to get along. If you were not meeting your deadlines, a coach could help you sift through and eliminate those things that might be hindering your success. A coach could also help you take a look at the bigger picture, your life as a whole, and discuss strategies for spending more time with family, friends, leisure activities and spiritual health. This belief that you could not only have the great corporate job, but also have a fulfilling life was the reason the coaching profession was attractive to this researcher. The person that believes there must be a better way, but have not figured it out yet was the client the materials created herein would attempt to attract. How best to meet all of those variables would be another matter.

Marketing strategies for this project needed to be as succinct as possible if they were to be accomplished in the time available. In reviewing the literature, the most useful options appeared to be the business card, marketing brochure, and the web page. Because the business card and the brochure were the sources that created the web site, their creation is discussed, however, the more detailed explanations of why specific information was included is in the web site procedures section.

There will also be a discussion of what the experts' say regarding web sites. For example, Jay Levinson (1998), author of "Guerilla Marketing" says that the web site allows the customers easy access to information, communication through email addresses and fax machines. More importantly, web sites create a "presence" which Mr. Levinson feels is key to successful marketing. He also believes that planning what you want to accomplish, the content of the message itself as well as the design of the web site, is not

only what makes the visitor stop and take a look, but also keeps them coming back for more. This design included the ease of getting to the various web pages and the speed that graphics loaded as well as having useful information because not all visitors to the web site have access to the latest computer technology or high-speed modems.

Most importantly, the material in the web site had to be personal. To attract a specific type of client required a more personal message. This, also according to several experts (e.g. Grodzki, 2000; Levinson, 1998), helps create a trusting relationship and adds to credibility. If what you read on a web site is what you get when you talk to the coach on the phone, the potential client then has a higher comfort level with the relationship. If the coach markets themselves with something they do not believe in, no matter how they convince themselves that is the way to get clients, the coaching relationship will not be authentic.

The project that follows includes all the steps that ultimately created this web site. While someone else may find some of these steps redundant, they were necessary for this researcher's clarification not only as a source of self-discovery, but also as a way to clarify a potential client base. As a personal and executive coach, the product that people are buying is the individual coach. At each stage of this project who the client was, the coach's personal beliefs systems, and the goals of the coaching practice became clearer. Without these steps, while there could have been considerable time saved on self-reflection, this project would have been about web design and would instead have been a discussion of the use of graphics rather than a discussion of the type of content that would

best attract people wanting to make a difference in their lives. Before this project could begin, however, the first changes had to come from within.

II. METHODS AND PROCEDURES

A. Methods

With deciding upon starting a home-based business came the realization that this researcher was ill equipped to dive right in. First, friends, acquaintances, and family members (including those that had their own consulting firm) were consulted on how to get started. A general consensus of the dos and don'ts helped to generate a list of questions that were taken to the experts. The local Chamber of Commerce offered a weekly meeting with SCORE or Service Corps of Retired Executives. These retired business owners were an invaluable resource for many basic start up questions. For example, when creating a fictitious business name, what were the steps to follow? They indicated that business cards and a brochure were a necessity. They also offered a daylong class that included such topics as taxes and financing that would be useful at a later date. Last and certainly not least, family members, other coaches, and friends were consulted at each step along the way to assess whether the intent of each document had indeed been accomplished. Their qualifications ranged from their relationship with the researcher to having actual consulting experience.

Business Card. By asking around and doing a lot of comparison of other coaching business cards the business card was created. A teleconference class was attended that discussed the pros and cons of various types of business cards. Ultimately it came down to what was affordable because the goal was to create a logo as well as a consistent look throughout the marketing materials.

Brochure. Deciding what material to include in the brochure was a bit more

complicated. Not only was a comparison of other coaching brochures made, but through extensive personal examination, and for the benefit of potential clients, coaching beliefs were included as well. A review of The Coaches Training Institute materials for their definition of coaching along with relevant newspaper articles collected over the last several years relating to coaching was also included. Because a bio section would be included, it would be necessary to update past work experience to make it applicable to the coaching profession. A continuation of credibility in the corporate sector seemed most pertinent to getting the respect of the client base this project was directed towards. Consistency in packaging with the business card was also explored.

Web site. Before creating the web site, much of how the Internet worked was taken for granted and many of the tools that were being used had been blindly picked without understanding the options. The following method includes the least information needed to create a web site when there are no current tools, or the available tool capabilities are in question. A discussion of some of the pitfalls encountered because prior research had not been conducted is also included.

The ISP or Internet Service Provider was the first consideration when deciding upon building a web site. Service providers provide: safety for home computer from hackers, reliability of access depending on the amount of phone lines the ISP has available, technical assistance and a variety of other services (Stewart, 1998). For this project Earthlink was already available for email and surfing the web and therefore there was confidence in their reliability. After reviewing the literature, an article noting that in 1998 Earthlink Network had received PC magazine's "Editor's Choice" designation

(Goldsborough, 1998) doubled this confidence level. Services that had previously gone unnoticed but would also prove useful were the use of updated software for editing and full WebStat reporting. The reporting tool could be used to track the number of visitors to a web site, where they came from, and what pages they looked at. These results could aid in determining what possible changes to the web site might be required in the future.

Before the web site could be launched a domain name was required. A domain name is simply the web address version of the company name (CNET, 2000). In this case that worked out to ImagineConsultingSvs.com. To secure this name an online search was conducted to make sure no one else was using the name. Register.com was used for this purpose. An attempt was made to get the name Imagine.com, as this name would have conformed to marketing information that indicated shorter is better (Report World, 2000), however, it was already taken. There was other paperwork to fill out that assured use of the selected domain name as well as a \$70 fee for two years of use. If better research had been attempted previous to securing this domain name the ISP would have been a better place to do the search and secure the domain name. In addition to the domain name, an IP address is also required to launch a web page. This IP address is simply the code that corresponds to the domain name, however, it is provided by the ISP. To use this address it was necessary to transfer the domain name to the ISP adding an extra step.

Although most ISP's provide free web page services for domain names such as mywebpage.com, there is a fee connected to those web sites that are expecting more traffic than would normally be visited by family members and friends. The more visitors

to the web site, the more money the ISP charges you (Earthlink, 2000). In this case, because the anticipated web traffic is only several thousand visitors per year, there is only the base rate fee.

Before design on the web site could begin computer software that could create web pages was required. Because upgrades to other office software were also needed, and additional funds were not available, web design software was selected by default. Included, as part of the software upgrade was Microsoft FrontPage 1.0 for the Macintosh operating system. By taking the tutorial in the software and with the help of a friend, basic web site design techniques were explored. Exposure to online graphic sites and design options expanded the possibilities.

Comparisons of other coaching web sites were conducted, especially of coaches with whom this researcher had a previous personal relationship and were also known to have successful coaching practices.

Additional research was required regarding web sites because common sense and research confirmed that just because a new web site was launched, there was no guarantee anyone would ever visit it. Information was also obtained that explained how various search engines and directories worked. Because the relevance of the material and the professionalism of the design appear to aid in the placement on directories, special attention was paid to the text as well as the graphics (Sullivan, 2000). The use of specific words in the web site home page was predetermined by a review of articles on tips for getting listed in search engines and how these engines find the information (Sullivan, 2000). When conducting searches of directories for other coaching web sites it was

determined that the use of keywords "corporate" + "coaching" and "life" + "coach" yielded the highest results. Because this project focuses on the "corporate coach", keywords to that effect had to be placed in the <TITLE> section of the html code to get the best results from search engines that use <TITLE> searches. For those search engines using descriptive "Page Text Search" the keywords themselves needed to be close to the top of the page (Sullivan, 2000), as the information presented first is considered most important by these types of search engines.

B. Procedures

This section is broken down into the various steps it took to create the "Web site for Imagine Consulting Services". What is documented here is the logical order for doing the steps necessary for the final output. However, this project was not created in this orderly logical fashion. Although it would have been much easier, it probably would not have been as compelling. For those who may use this document as a template for creating their marketing tools for a home based business, the suggestion is to do whatever gets your juices flowing.

Creating The Company Name. First there had to be a decision what name was going to be used for the business. In some cases personal names are used, but that did not seem suitable for this project. When asking other coaches if the use of a company name made any difference in the type or number of clients they were getting, the overall response was "no," therefore, the name itself seemed more about self expression.

The word "Imagine" magically appeared because of a client. A graduation gift engraved with the word "imagine" was delivered to this researcher by that client during

the company name search. On that particular day, the gift spoke volumes. While this was not a very scientific approach the marketing possibilities are unlimited. Even though, at this time, the word "imagine" is not used in the literature herein, it is used in discussions when explaining the coaching profession. For example, questions to a potential client like, "Imagine the perfect job." "What would it look like?" can get the client thinking about what they really want. Then with the help of a coach, they can set goals to attain those wants.

The word "Consulting" was used because it seemed as if there should be room for business growth or for adding other business partners. The word "Coaching" was not used because through personal experience when someone finds out you coach for a living most people still ask, "For what sport?" Rather than undoing a potential client's beliefs about what coaching is, it seemed more proactive to provoke their curiosity instead. Finally, the word "Services" was added to leave open the possibility of adding other services in the future, i.e. training or giving presentations.

After deciding on a fictitious business name, it was necessary to file a d.b.a. with the county clerk (Green, 2000). Instead, the services of the local legal paper were used which saved a step. They not only listed the fictitious business name for four weeks, for an additional \$5 they filed the application with the county clerk.

Creating The Business Card. The business card was now ready for creation. Other home based business owners recommended that a post office box be used in place of a home address to keep the business separate from personal life. It would also keep dissatisfied clients from showing up at the front door.

The last thing needed was a logo. Reviewing clip art in Microsoft Office software provided the design shown in Figure 1. The check mark felt bold and yet made a consistent simple statement and after some modification became the official logo.



Figure 1. Imagine Consulting Services logo.

Creating The Brochure. There was now enough information for the brochure. Because the majority of clients would have corporate backgrounds, it was important to explore past corporate experience as an aid in building credibility with corporate clients. That meant it was also necessary to update a resume to reflect current interests and skills. A condensed version of this resume would become part of the brochure with a more detailed version included in the web site. With the help of several highly paid corporate friends, who were current in their use of "power words," careful recreation of past skills and experience to reflect current vocations and to increase marketability was attempted. See Figure 2.

JOB OBJECTIVE

Position with an innovative consulting or training development firm emphasizing comprehensive individualized personnel development.

HIGHLIGHTS OF QUALIFICATIONS

- 15 years experience in training and consulting.
- Outstanding oral and written communication skills.
- Great interpersonal skills with a good sense of humor.
- Quick learner at any new task and adaptable to change.
- Project manage \$15M credit database query product.
- 10 years of customer service experience in information technology industry.

EXPERIENCE

1997 to present: San Jose State University

Full time student. Masters Candidate Winter 2000, Organizational Coaching. Launched executive/personal development coaching practice.

1991 to 1997: ISPI/Consultant

Consultant for Institute for Software Process Improvement (ISPI's) west coast office. Developed operational procedures and provided employee training for software process improvements. Conducted internal beta testing for software functionality.

1981 to 1991: TRW/Project Development Coordinator/Supervisor

Responsible for mentoring , training, and goal setting for project team. Project manager for \$15 million Quest product. Responsible for development and delivery of training for sales team. Primary responsibilities included interface to external customers and credit agencies, direct management of Quest services group, streamlining of customer credit data extraction procedures and sole interface to credit data programmers for system enhancements and product testing. Major customers included Sears, Ford, and Fedcrated.

Other relevant experience

- Community service for BOK Ranch; horse back riding therapy for autistic and developmentally disabled children.
- Docent for Deer Hollow Farm teaching grade school children about the Ohlone Indians.

EDUCATION & AWARDS

- I. BA Behavioral Science/Psychology double major with an emphasis in Industrial/Organizational psychology, graduated cum laude December 1999.
- II. President of SJSU Honors Fraternity.
- III. Member of Who's Who Among Students in American Universities & Colleges.

PERSONAL

- Jr. Black Belt Kickboxer, scuba diver, and experimenting with vineyard management.

Figure 2. Cheryl Alley Resume

The section entitled *Who Can benefit from Co-Active Coaching?* was based on newspaper headlines that had been collected over the last several years. A mental note of the types of issues these articles addressed was made and then condensed for more impact.

The sections entitled *What is Co-Active Coaching?*, *How does Co-Active Coaching work?*, and *What's the difference between Co-Active Coaching and Therapy or Mentoring?* were extrapolated from various materials from The Coaches Training Institute and comparisons of other coaching brochures. The decision to include these sections was based on informational interviews with potential clients and their most common coaching concerns. The logo created for the business card was also included in a much larger and dynamic format. Many colleagues also recommended that adding a head shot would give the brochure a more personal touch. For the final version of the brochure see Appendix A.

Creating The Web site. After completion of the above steps almost everything was ready for the web site. Approval from the Human Subjects-Institutional Review Board would be a necessary before the project could resume. See Appendix B. The approval time was spend learning how to use the software needed to create the individual web pages and then once they were created the steps necessary to launch the pages onto the Internet. A review of other coaching web sites also helped determine what types of information were usually provided, their artistic layout and design use.

The Home page is usually the first page a visitor sees and is the most important in determining whether or not they will stay to read the materials (Report World, 2000).

Initial visitors may view the web site because of exposure to either the business card or brochure, therefore, consistency of content, including the company name and logo, is of the highest concern (Levinson, 1998). In addition, a more detailed condensed version of the resume, personal coaching benefits, links to other web pages, and contact information were also included. A pleasing background was also added.

The text of the home page was the most carefully worded of all the web pages as this was the page the search engine read to determine how sites are located by web surfers requesting information on particular topics (Sullivan, 2000). As some search engines used keywords in the <TITLE> of the document, the html text was edited to include the words "Corporate" and "Coaching" to increase the possibility that a search engine would list the desired pages in a search. The html text was edited as shown in Figure 3.

```
<TITLE>Imagine Consulting Services and Corporate Coaching</TITLE>
```

Figure 3. Html text for use with search engines using <TITLE> keywords

For descriptive page text search engines, carefully worded text was located towards the top of the page and in the first few paragraphs. Various suffixes were added to the word coach to expand the number of possible hits. See the color coded areas in Figure 4.

Imagine Consulting Services

Coaching Helps Corporate Executives and Entrepreneurs Succeed and Excel!

Imagine Consulting Services provides coaching services and facilitates clients in reaching goals and milestones. Coaching is for anyone wanting more success, more balance, and more abundance. By using the Co-Active Coaching method, the client and coach work together to design a powerful alliance that is customized to meet the exclusive needs of the client.

Co-Active coaches are in demand by executives, entrepreneurs, and by people who want to live their life to its full potential. It will help you make an impact in the world and will make a world of difference in your life.

Figure 4. Use of keywords for descriptive page text search engines.

The underlined words "succeed" and "excel" in Figure 5 are used because of what advertisers call "hooks" (Finkel, 1998). These are words that have the power to persuade. According to Naomi Finkel, a marketing consultant in Southern California, powerful words address consumers six basic needs: to feel better, look better, earn money, save money, save time, and conquer specific fears. From personal experience, potential corporate clients could apply wanting to "succeed" and "excel" to each of the six basic needs categories.

Coaching Helps Corporate Executives and Entrepreneurs Succeed and Excel!

Figure 5. Use of words that "hook" potential clients

Another important component of the home page was the bio, which included past corporate experience, personal coaching experiences, and examples of life balance. Credibility is extremely important when marketing you (Levinson, 1998). Because in

this case the product is personal credibility, life story is an important aspect in building that credibility. See Figure 6.

My name is Cheryl Alley and I am a graduate of Coaches Training Institute located in San Rafael, California. I earned my Bachelor's degree in Behavioral Science and Psychology at San Jose State University and will complete my Master's degree in Corporate Coaching in December of 2000.

I have 15 years experience in training and consulting in Information Technology. In Silicon Valley I was a consultant for the Institute for Software Process Improvement (ISPI's) West Coast office. In Orange County I was a project manager for TRW's \$15 million Quest product and supervisor responsible for mentoring, training, and goal setting for the departmental staff. I was also responsible for development and delivery of technical training for the sales team.

In 1997 I discovered co-active coaching and completely changed my life. I realized how unhappy so many of my co-workers were and knew there must be a better way. Through my own experience with coaching I learned that by focusing on the things that were really important to me and by changing my perspectives and honoring my values I had time for both my personal and professional life. The fast track to success doesn't have to look like 80-hour weeks with no time for family and friends. Once I made that realization I knew that I had to share it with others.

In addition to my coaching practice I have planted a 1/4-acre vineyard located in Saratoga that I attend to whenever it needs me. I am an avid kickboxer, having received my junior black belt and am actively involved in the community and a member of the Cupertino Chamber of Commerce. I am also a certified scuba diver. More importantly I have a wealth of wonderful friends and family that I get to enjoy before it's too late.

Figure 6. Bio, corporate, and personal experience to help attract clients.

The next section included in the home page were the links to the other pages included in this site. They are descriptive of the pages themselves and are self-explanatory. The links are critical (Kay, 2000) in that they allow the visitor easy access to each page of the web site. See Figure 7.

To understand more about coaching, please click on one of the following topics:

[How Co-Active Coaching Works](#)

[How Co-Active Coaching is Different from Therapy or Mentoring](#)

[Who Can Benefit From Coaching](#)

[What Others Say About Imagine Consulting Services](#)

[Other Coaching Web sites](#)

Figure 7. Description of other pages linked to this web site.

The final section of the home page included contact information and the use of give away's as a marketing tool (Levinson, 1998), see Figure 8. A 30-minute coaching session would normally cost at least \$50. When a potential client calls asking for additional information, pricing is always a consideration. When they know the relative value of services, it becomes more apparent what a great giveaway a free sample session is. The free sample session is also a great way to encourage potential clients to try something out they may be curious about, but are unsure whether they want to spend the money (Report World, 2000). Personal experience has been that once someone experiences the power of coaching they see the value of their dollar investment.

Imagine Consulting Services
P.O. Box 2841 Cupertino, CA 95015-2841
For a free sample session contact me at:
Telephone (408) 777-0244
Fax (408) 257-6221
Email: clamminc@ix.netcom.com
Copyright © 2000 by Imagine Consulting Services and Cheryl Alley. All rights reserved.

Figure 8. Example of giving something away for use as a marketing tool

The next three web pages, *How Co-Active Coaching Works*, *How Co-Active Coaching is Different from Therapy or Mentoring*, and *Who Can Benefit from Coaching* were taken directly from the brochure. The only additions were the logo, background, and links to the homepage.

The web page *What Others Say About Imagine Consulting Services* were testimonials requested from clients. Each client was sent an email asking them to sign the release letter required by San Jose State University and specific instructions how they

wanted their name and other identifiers included in the web site. In one case a client volunteered to have her email displayed after her testimonial for use as an active reference for services. See Figure 9. This was especially fortunate as further research indicated that use of the full name of clients and their respective companies would have a huge impact on personal credibility levels (Levinson, 1998).

Cheryl has been both coach and friend the past few years. In this time I have struggled with several extremely important personal and professional challenges. I have been grateful for her ability to hear what I can often not determine on my own, through my shared thoughts and dreams. By sharing concerns and goals with her, she has always found that one question or phrase that helps me see things in a different light. She adapts to what is needed at the time, constantly changing approach as I confront different perceived obstacles.

Cheryl does not buy in to my negative beliefs towards my abilities to achieve all I want to in life. She sees my strength and passion and helps me tap into it again and again. The gremlins continue to get chased away and the goals become easier to reach. And in the end she gives me all the credit!

Most important to me, however, is our shared belief in balance and serenity of life. I have fought off the corporate identity one can easily buy into. It is important to me to have a coach who understands that and encourages me to put my serenity first.

Char Holforty
Service Project Manager
Entex IT Services
charlotte.holforty@icp.siemens.com

Figure 9. Testimonial with inclusion of email address for other questions

The final web page entitled *Other Coaching Web Sites* was included to make other types of coaching information more easily accessible to visitors. The list was simply copied from the Coaches Portal web site that a fellow coach created. While such a complete list is not usually included, a choice was made to do so. Because personal beliefs are strongly in favor of the ability of coaching to change people's lives, any extra convenience to visitors seemed mutually beneficial. For a full text copy of the web site, see Appendix C.

III. DISCUSSION

The hardest lesson learned by doing this project was that the work is never done (Levinson, 1998). As human beings are ever changing and growing, so too do marketing materials. As each section was completed, there was a certain attachment to what had been accomplished. As if by creating each piece a client base would magically appear, and the work would be over. That, unfortunately, did not happen. When the diligent critique team asked questions that needed to be addressed, changes would be made and the work would continue. After the fifth and sixth revision in some instances, the process itself had to be trusted along with an acceptance that everything created herein is a living document. As long as there were no editing errors, the content would suffice for now.

The other huge realization was the amount of technology that exists and how fast it changes. This project has barely scratched the surface of what can be done with a web site. Much of the information gathered will be used on an ongoing basis to aid in future enhancements to the web site that might increase its success. A more thorough review of online marketing strategies still needs to be conducted. Additional areas of exploration are: creating newsletters, ezines, participating in e-mail lists, newsgroups and obtaining links from other sites as coaching credentials and credibility increase. The WebStat report tool will continue to be monitored to determine if web site revisions are needed. Additionally, there was information that indicated persistence (Sullivan, 2000) was an important part of web site placement strategies. A plan to track submissions will begin with the completion of the current project. The appropriate web site description category was also an important consideration when working with directories, but with the high

number of new sites being submitted daily, there are simply no guarantees (Sullivan, 2000).

There is no doubt that additional or better search engines or directories will be created that will necessitate keeping abreast of enhancements to the Internet so that this site can continue to reach as many potential clients as possible. A regular review of the site will be necessary to assure the relevancy of the content as well as access to new software tools that would make it more visually appealing. As experience and abilities change, so does the web site.

Would this project have been chosen if there was previous knowledge of what all would be involved in its creation and maintenance? Probably not. What seemed a rather safe yet useful marketing tool turned into an ever-changing learning dependant lifeform that will require attention for the rest of its days. Of course if all the careful attention to search engines placement strategies and other ways of promotion prove to be less than fruitful, the decision may be made to let it just slip away. But as Mr. Guerilla Marketing Jay Levinson (1998) says, "succeeding with a small business isn't supposed to be fast or easy...commitment makes it happen."

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APPENDIXES

A. Brochure for Imagine Consulting Services

Cheryl Alley
Organizational and Personal
Coach

I am a graduate of Coaches Training Institute located in San Rafael, California. I earned my Bachelor's degree in Behavioral Science and Psychology at San Jose State University. I will complete my Master's degree in Organizational Coaching in December of 2000.

I have 15 years experience in training and consulting in Information Technology companies in both Silicon Valley and Orange County, California.

To balance my life I have planted a 1/4 acre vineyard located in Saratoga that I attend to whenever it needs me. I am an avid kickboxer, having received my junior black belt and am actively involved in the community and a member of the Cupertino Chamber of Commerce.



IMAGINE CONSULTING SERVICES

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Cupertino, CA 95015-2841

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Fax (408) 257-6221
Email: clamminc@ix.netcom.com
www.ImagineConsultingSys.com



Put it on your 'To Do List'
today!

Cheryl Alley
Organizational and Personal
Coach
(408) 777-0244





B. Approval letter from the Human Subjects Review Board




San José State
UNIVERSITY

**Office of the Academic
Vice President**
*Associate Vice President
Graduate Studies and Research*

One Washington Square
San José, CA 95192-0025
Voice: 408-924-2480
Fax: 408-924-2477
E-mail: gstudies@wahoo.sjsu.edu
<http://www.sjsu.edu>

TO: Cheryl Alley
827 September Ct.
Cupertino, CA 95014

FROM: Nabil Ibrahim, 
AVP, Graduate Studies & Research

DATE: August 11, 2000

The Human Subjects-Institutional Review Board has approved your request to use human subjects in the study entitled:

“Web Site for Cheryl Alley”

This approval is contingent upon the subjects participating in your research project being appropriately protected from risk. This includes the protection of the anonymity of the subjects' identity when they participate in your research project, and with regard to any and all data that may be collected from the subjects. The Board's approval includes continued monitoring of your research by the Board to assure that the subjects are being adequately and properly protected from such risks. If at any time a subject becomes injured or complains of injury, you must notify Nabil Ibrahim, Ph.D., immediately. Injury includes but is not limited to bodily harm, psychological trauma and release of potentially damaging personal information.

Please also be advised that all subjects need to be fully informed and aware that their participation in your research project is voluntary, and that he or she may withdraw from the project at any time. Further, a subject's participation, refusal to participate, or withdrawal will not affect any services the subject is receiving or will receive at the institution in which the research is being conducted.

If you have any questions, please contact me at (408) 924-2480.



Imagine Consulting Services

***Coaching Helps Corporate Executives and Entrepreneurs
Succeed and Excel!***



Imagine Consulting Services provides coaching services and facilitates clients in reaching goals and milestones. Coaching is for anyone wanting more success, more balance, and more abundance. By using the Co-Active Coaching method, the client and coach work together to design a powerful alliance that is customized to meet the exclusive needs of the client.

Co-Active coaches are in demand by executives, entrepreneurs, and by people who want to live their life to its full potential. It will help you make an impact in the world and will make a world of difference in your life.

My name is Cheryl Alley and I am a graduate of Coaches Training Institute located in San Rafael, California. I earned my Bachelor's degree in Behavioral Science and Psychology at San Jose State University and will complete my Master's degree in Organizational Coaching in December of 2000.

I have 15 years experience in training and consulting in Information Technology. In Silicon Valley I was a consultant for the Institute for Software Process Improvement (ISPI's) West Coast office. In Orange County I was a project manager for TRW's \$15 million Quest product and supervisor responsible for mentoring, training, and goal setting

for the departmental staff. I was also responsible for development and delivery of technical training for the sales team.

In 1997 I discovered co-active coaching and completely changed my life. I realized how unhappy so many of my co-workers were and knew there must be a better way. Through my own experience with coaching I learned that by focusing on the things that were really important to me and by changing my perspectives and honoring my values I had time for both my personal and professional life. The fast track to success doesn't have to look like 80-hour weeks with no time for family and friends. Once I made that realization I knew that I had to share it with others.

In addition to my coaching practice I have planted a 1/4-acre vineyard located in Saratoga that I attend to whenever it needs me. I am an avid kickboxer, having received my junior black belt and am actively involved in the community and a member of the Cupertino Chamber of Commerce. I am also a certified scuba diver. More importantly I have a wealth of wonderful friends and family that I get to enjoy before it's too late.

To understand more about coaching, please click on one of the following topics:

[How Co-Active Coaching Works](#)

[How Co-Active Coaching is Different from Therapy or Mentoring](#)

[Who Can Benefit From Coaching](#)

[What Others Say About Imagine Consulting Services](#)

[Other Coaching Web sites](#)

Imagine Consulting Services

P.O. Box 2841 Cupertino, CA 95015-2841

For a free sample session contact me at:

Telephone (408) 777-0244

Fax (408) 257-6221

Email: claminc@ix.netcom.com

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How Co-Active Coaching Works

The client and coach work together to design a powerful alliance that is customized to meet the exclusive needs of the client.

In a "Getting To Know You" session, we will explore what it is the client wants to achieve and begin developing a relationship based on trust and mutual respect. Once a common goal has been established, through three interactive telephone calls per month, the client and coach focus on strategizing to make significant changes in the client's personal or professional life.

Homework may also be assigned to help the client reach a specific goal or milestone, or to give the client clarity on the issues holding them back from their success. The co-active coach believes the client is creative, resourceful and whole and therefore already has the answers within them. The co-active coach is simply the catalyst that gets to that which is hidden from view.

[Return to Home Page](#)



How Co-Active Coaching is different than therapy or mentoring.

Coaching can be intensely personal, yet it is not therapy. Coaching is about achievement; therapy is about healing. Coaching is about momentum; therapy is about recovery. Coaching is about results; therapy is about progress. Therapy moves a person from dysfunctional to functional. Coaching moves the client from functional to extraordinary. While coaching mirrors mentoring in many ways, the Co-Active coach assumes the client is creative, resourceful and whole. Our premise is that the client already has the answers within them. The Co-Active coach is the facilitator that helps extract that which is already present.

[Return to Home Page](#)



Who Can benefit from Co-Active Coaching?

People who are ready to:

Take Action

Meet Their Goals

Stop Procrastinating

Make a Difference

Make Changes

Have a More Balanced Life

Enjoy Their Success

Build or Expand Their Business

Improve Their Personal and Professional Relationships

Reach For the Stars

[Return to Home Page](#)



What Others Say About Imagine Consulting Services

Cheryl has been my coach for several months. I've made amazing discoveries about what stops me and what brings me joy. I'm building my business through Cheryl's challenges, enthusiasm, acknowledgement and curiosity. Specifically, I've invited several entrepreneurs together to create an evening demonstrating our services to our network of friends and to the public. I've added several clients to my practice. She's willing to go to the tough places and call me on beliefs and games that keep me small. She has a boisterous, energetic spirit and a passion for coaching.

Nancy Montier, CPCC
FullLife Coaching

Cheryl has been both coach and friend the past few years. In this time I have struggled with several extremely important personal and professional challenges. I have been grateful for her ability to hear what I can often not determine on my own, through my shared thoughts and dreams. By sharing concerns and goals with her, she has always found that one question or phrase which helps me see things in a different light. She adapts to what is needed at the time, constantly changing approach as I confront different perceived obstacles.

Cheryl does not buy in to my negative beliefs towards my abilities to achieve all I want to in life. She sees my strength and passion and helps me tap into it again and again. The gremlins continue to get chased away and the goals become easier to reach. And in the end she gives me all the credit!

Most important to me, however, is our shared belief in balance and serenity of life. I have fought off the corporate identity one can easily buy into. It is important to me to have a coach who understands that and encourages me to put my serenity first.

Char Holforty
Service Project Manager
Entex IT Services
charlotte.holforty@icp.siemens.com

Dear Cheryl,

I want to thank you immensely for the outstanding coaching I have received (and will continue to receive) from you over the past few months. Not only has it helped me with my business, but with my personal life and family as well. You are very present on the phone, and manage to always ask the right question at the right time. I know that whenever I start squirming and get that funny feeling in my stomach, I'm in the right place to explore and examine my thinking, and that feeling always happens when I'm being coached by you. Thank you again, and keep up the great work!

Sincerely,

Bradley K. Warren
Bradley K. Warren and Associates, Inc.

[Return to Home Page](#)



Other Coaching Web Sites

The following is a list of coaching schools and training institutes to get you started in the wonderful world of coaching. The first three are schools that are certified by the International Coach Federation (ICF) www.coachfederation.org which works to preserve the integrity of the coaching profession. The remainder are for your information.

Coaches Training Institute (CTI)

www.thecoaches.com

Academy for Coach Training (ACT)

www.coachtraining.com

Coach University

www.coachu.com

Coaches Certification Institute

www.coachcertification.com

EduCoach - The Education Coach Training Company

www.educoach.com

The Hudson Institute of Santa Barbara

www.hudsoninstitute.com

The Newfield Network

www.newfieldnetwork.com

New Ventures West

www.newventureswest.com

The Optimal Functioning Institute

www.addcoach.com

Peer Resources

www.mentors.com

Success Unlimited Network

www.erols.com/belf

Therapist University

www.therapistu.com

Limitbusters Coaching and Training, Inc.

www.limitbusters.com

[Return to Home Page](#)