

Welcome to HELLO SEVEN COACH

*Business coach certification for the
next generation of entrepreneurs*

HELLO
7

COACH

Become a certified Hello Seven Coach.

- ✓ Teach historically excluded entrepreneurs how to grow a business from 0 to seven figures and beyond.
- ✓ Support clients as they achieve exciting financial goals and build generational wealth.
- ✓ Help clients shift from over-working, under-earning, and financial stress to prosperity.
- ✓ Get paid to change lives, families, and communities.

APPLY NOW

Imagine Getting Emails From Clients Who Say...

"Because of you..."

- ✉ "...I found the courage to quit my job and become my own boss."
- ✉ "...I went from making \$40k a year to \$400k. Everything has changed."
- ✉ "...I hired my first employee. I'm so proud to be a job creator!"
- ✉ "...I have become the first millionaire in my family. The cycle of scarcity ends with me."
- ✉ "...I'm moving into a 3-bedroom house that I own in-full with no mortgage. My kids will inherit this home one day."
- ✉ "I never thought someone like me could run a seven figure company. You shifted my thinking and showed me the path forward."
- ✉ "Hiring you as my coach was the best decision I ever made."



As a Hello Seven Coach, these are the kinds of messages you'll see in your inbox—**every day**.



INSIDE THIS BROCHURE

What Is a Hello Seven Coach?	4
Why We Need More Hello Seven Coaches...Now	5
The Opportunity	6
Ideal Candidate	6
What You Get (Benefits of Becoming a Hello Seven Coach)	7
Your Future As a Hello Seven Coach	8
Your Impact As a Hello Seven Coach	9
Rapidly Growing Demand	10
Graduation Requirements	11
What Hello Seven Coaches Say	12
What Hello Seven Clients Say	13
2024/2025 Program Dates	14
The Investment	14
A Note from Rachel Rodgers	15
Questions	16



WHAT IS A HELLO SEVEN COACH?

A Hello Seven Coach is a business coach + money coach + mindset coach—all in one.

You work with diverse entrepreneurs: women, BIPOC, LGBTQIA, and people with disabilities—entrepreneurs with huge potential who are underestimated and underserved.

You help each client change their attitude about money, achieve financial goals, build a successful business, and create generational wealth.

You teach each client the proprietary Hello Seven Method—a step by step path to grow a business from \$0 to \$100k to \$1,000,000 and beyond. Goodbye, scarcity. Hello, seven figures.

You can coach part time or full time, in person or online, work with clients 1-on-1 or in groups, the options are unlimited. Your work as a Hello Seven Coach can be anything you want it to be.



WHY WE NEED MORE HELLO SEVEN COACHES...NOW

There is a severe power imbalance in our world. White cisgender heterosexual men control the vast majority of the world's wealth. Women, BIPOC, LGBTQIA, and people with disabilities earn crumbs in comparison.

- For every dollar a white man earns, women earn less. White women: 79 cents. Black women: 62 cents. Native American women: 57 cents. Latina women: 54 cents.
[US Bureau of Labor](#)
- Women own 51% of all businesses in the United States but only bring in 4% of the revenue.
[Amex State of Women Owned Businesses Report](#)
- Women are 80% more likely than men to be impoverished in retirement.
[National Institute on Retirement Security](#)
- A Black household in America has an average net worth of \$17,000. White household: \$170,000.
[Pew Research](#)
- Nearly 30% of bisexual women and 23% of lesbians (ages 18-44) live in poverty.
[The Williams Institute](#)
- Full-time, year-round workers with a disability earn 87 cents for every dollar earned by those with no disability.
[US Census](#)
- 90% of the world's millionaires are men. Only 10% are women.
[GlobalData Wealth Insight](#)

As long as this wealth gap exists, we will never have equity, justice, and fairness in our world.

At Hello Seven, our mission is to close the gap—one entrepreneur at a time.

We have served more than 10,000 clients—and 10,000 is only the beginning.

We want to reach millions more so that we can create massive change.

To do that, we need more Hello Seven Coaches.



THE OPPORTUNITY

We're seeking **100 people** who want to become a Hello Seven Coach in 2025.

IDEAL CANDIDATE

We're looking for a particular kind of person and it might be you.

- ✓ You want to help people set exciting financial goals and achieve them.
- ✓ You want to learn more about entrepreneurship and money.
- ✓ You feel called to work with women, BIPOC, LGBTQIA, people with disabilities, and/or other historically excluded communities.
- ✓ You want to help people break out of the painful cycle of over-working, under-earning, and financial stress.
- ✓ You want to learn how to take a business from 0 to seven figures and beyond, and teach others how to do the same.
- ✓ You want to clear your own personal money blocks, build a million dollar mindset, and help your clients do this too.
- ✓ You can envision yourself coaching part-time or full-time and want to get paid to do this.
- ✓ You are frustrated by the wealth gap in our society and want to do something to fix it.
- ✓ You want to learn a highly marketable skill that can make you a millionaire.



WHAT YOU GET:

Learn the proprietary Hello Seven Method: a step by step path to grow a business from 0 to \$1,000,000 and beyond. Master this method, apply it to your own work, and teach it to clients.

As a Hello Seven Coach, you get:

✓ Brand Excellence

You're part of the Hello Seven brand. We've been featured on Good Morning America, in The Wall Street Journal, The New York Times, and the prestigious Inc 5000 List for the last two years. Be part of our stellar reputation. As we reach new levels of success, so do you.

✓ Priceless Knowledge

Learn how to...Build a million or multi-million dollar business. Clear blocks and achieve financial goals faster. Make smart money decisions. Create wealth. Get a priceless education that you can apply to your own life and teach to your clients, too.

✓ Coach Directory

Get featured in our Coach Directory which makes it easy for clients to find you. We tell our 100,000 Hello Seven newsletter subscribers, 100,000 podcast listeners, and 130,000 social media followers, "Search the directory. Find the coach who's perfect for you."

APPLY NOW

✓ Employment Opportunities

As coaching positions become available at Hello Seven, we will look to our graduates to hire. Upon graduation, you're eligible to be considered for a full-time salaried position with health insurance, retirement package, and profit sharing. (Becoming a Hello Seven employee is one path you can choose—but it is not required.)

✓ The Million Dollar Marketing Kit

Everything you need to announce your coaching services and get paying clients—immediately. Hello Seven graphics, videos, social media language, email language, and website copy to use. Plus, a list of 50 ways to get more coaching clients.

✓ Exciting, Flexible New Revenue Stream

As a Hello Seven Coach, you can earn anywhere from \$10,000 per month to \$10 million per year. We give you the Million Dollar Coach Blueprint, the exact business model and strategies that have made Hello Seven the highly profitable power-house coaching company that it is today. Coach part time or full time. Build an empire or have a seven figure side hustle. Choose your own schedule. Get paid to do meaningful work.

✓ Purpose and Legacy

At the end of your life, you'll have hundreds or thousands of clients who were forever changed because of you. Clients who built successful businesses and created generational wealth. You'll know that you left your mark on the world.

✓ Monthly Call with Rachel Rodgers and Friends

Imagine getting personal business insights from Rachel Rodgers and other top coaches, month after month. With our monthly coaching calls, you'll have direct access to invaluable learning from industry pros who have scaled to six, seven, and eight figures. These small group sessions are designed to elevate your coaching practice, offer you a unique space to coach in front of these top coaches for feedback or get coached by the best of the best.



YOUR FUTURE AS A HELLO SEVEN COACH

Once you're a Hello Seven Coach, what can you do next?
You have unlimited options.

- ✓ Launch a coaching practice and work part time or full time.
- ✓ Integrate the Hello Seven Method into the work you already do.
- ✓ Bring the Hello Seven Method to high schools and colleges to empower the next generation of entrepreneurs.
- ✓ Lead lucrative workshops, seminars, and courses, or speak at conferences.
- ✓ Work with clients 1-on-1, in groups, in person, online, any setting you want.
- ✓ Offer luxury retreats, membership communities, bootcamps, VIP Days and more.

As part of our coach certification program, we help you create a signature coaching program, choose the right pricing for your services, and get paying clients in the door.

YOUR IMPACT AS A HELLO SEVEN COACH

**Change lives and earn money
while you do it.**

Upon graduation...

- You are prepared to work with clients from diverse communities, including women, BIPOC, LGBTQIA, and people with disabilities.
- You are culturally sensitive and able to serve clients whose life experiences may be different from your own.
- You know how to coach clients through the roadblocks that stop them from achieving their goals. Blocks like: lack of education, time, and funding. Perfectionism, imposter syndrome, and overwhelm. Misogyny, racism, homophobia, and ableism.
- You show clients how to succeed in spite of these challenges.

APPLY NOW



RAPIDLY GROWING DEMAND

- 43% of Americans say they want to start a business in 2023.

Digital.com survey

- Of these, 33% are first-time entrepreneurs with no prior experience.

Digital.com survey

- 45% of Americans already have a side hustle to help cover the bills.

Zippia

- Historically excluded people are launching businesses in record numbers. One example: the number of Black woman-owned businesses grew 50% from 2014 to 2019.

JP Morgan

- 65% of women entrepreneurs say they want to hire a business coach in the next year.

Sowbo

Due to inflation, rising cost of living, frustration with inhumane workplaces, and a desire for freedom, in 2023, millions of entrepreneurs are bringing their ideas to the marketplace—and they need help.

These entrepreneurs want to make money quickly and build a seven figure company—but don't have a clear path to get there.

They need education, mentorship, and encouragement.

They need a partner who says, "Your dream is doable and here's the best method to get there."

They need a Hello Seven Coach.

There's a growing demand for ethical, effective business coaching—and few coaches understand how to grow sustainable, seven figure businesses and serve diverse communities. This is a gap you can fill as a Hello Seven Coach.



Become a Hello Seven Coach.

HELLO 7
COACH • COACH • COACH

GRADUATION REQUIREMENTS

To earn the title of certified Hello Seven Coach, you must complete a six month training program and fulfill the following requirements

📅 Attend the orientation session (online)

October 24, 2024. 11:30 am to 1 pm Eastern.

📅 Attend 2 training sessions (online)

Led by Hello Seven founder and CEO Rachel Rodgers. February 18 and May 5, 2025. 11:30 am to 1 pm Eastern. If you miss one, watch the recording to catch up.

📅 Attend a 2-day intensive (in person)

Led by Rachel Rodgers and the Hello Seven Leadership team. August 5 & 6, 2025.

📅 Watch video lessons (online)

New lessons every week. 24 in total. Watch when it's convenient for you.

📅 Attend small group practice sessions (online)

Join your Coach Facilitator and fellow coaches-in-training for a weekly practice session. 24 in total. Put what you're learning into action. Practice coaching in real-time. Get feedback to improve your skills. You'll be in a small group that works for your time zone.

📅 Complete 20+ hours of practice coaching

Find practice-clients on your own, or we can provide you with people to practice with.

📅 Pass the written exams and coaching demonstration (online)

Demonstrate that you've mastered the Hello Seven Method and you're ready to work with clients in the real world.

📅 Complete a final project

Project theme: "Ready For More." Do a project where you show people how to create more abundance in their lives. Write an article, share your personal story and advice in a podcast episode, lead a webinar, or any project you want to do. Share your project publicly with an audience of at least 10 people. This is your debut as a Hello Seven Coach.



[APPLY NOW](#)

WHAT HELLO SEVEN COACHES SAY

"I love being a Hello Seven coach because of the opportunity and joy of guiding thousands of entrepreneurs to maximize their earning potential and make millions using the Hello Seven Growth Scale. It is one of the most comprehensive business training frameworks I have seen in my almost two-decades of experience in the business coaching and training industry. I am all about progress and results and I just love being able to point clients to a step by step path to follow and focus on during their entrepreneurial journey.

At any given time that I am unsure of where to direct a client, I can simply review the growth scale guide and immediately give a client a concrete action step, strategy, mind-set mantra, or hack, that is not generic or irrelevant but specific to what level that entrepreneur is on. This process works for me every single time!


Keshelle Davis

"I love being a Hello Seven Coach because my purpose is to empower people to design a lifestyle and business that is in perfect alignment with their personality, passions, and purpose. Here at Hello Seven, I can fulfill that purpose at scale! I have knowledge and experience, but there is something really special about being able to tap into Rachel's billionaire brain, learn what she knows, and then turn around and ethically pass that information on to others in my own style.

As a framework fanatic, I boldly admit to shedding a tear when I saw the Hello Seven Method because it was so incredibly comprehensive and potent! It is in my professional opinion, a work of art, that I'm proud to be entrusted to teach. The best part is being able to coach thousands of clients with a framework that I know will save them time, energy, money, and their sanity as they build their million dollar brand.

Kierra Asnauskas





What Hello Seven Clients Say



"I am so excited it has been only 7 weeks and I sold my first \$3,000 Coaching Session, I don't have a website, I don't have experience coaching at this level but I am sure that the tools I have are Gems and I am going to be able to help my client. One advice I can give you is don't compare to other coaches, stop waiting for everything to be perfect, stop looking at other coaches instagrams, just be you, people are going to book you because there is something unique in you that they like, something they identify with." - Ayalin Lopez

I've had consistent paying 1:1 clients since graduating. Although I was a certified mindset coach before the H7 certification, I had no paying clients until the H7 practicum.
- Marie Armitage

"Thank you, Rachel and WSABM coaches. I just wrapped up my first \$50K month and I did it from a place of focusing on WORTHY WORK. I've been saying YES to myself MORE THAN EVER since joining the club."

"I just sold my first business coaching package!!!! 8K for 3 months 1:1 I feel like the richest girl in the world and even though I really should be sending this money to my savings account after it took a MASSIVE hit last year with all of my coaching investments, I'll be using it to help celebrate my mom's 60th birthday in STYLE next month. - Minerva Guerrero

"#ThankACoach - thanks for the great advice on the H1/H2 call this week. Big take away was ask for the referral, thank you coaches working on a referral incentive for current clients."

2024/2025 PROGRAM DATES



📅 Orientation Session (Online)	October 24, 2024 11:30 am - 1 pm Eastern
📅 Monthly Call with Rachel Rodgers	Dates TBD
📅 Training Intensive (In Person)	August 5 & 6, 2025
📅 Weekly Lessons	October 24, 2024 to May 22, 2025 Watch weekly whenever it suits your schedule.
📅 Weekly Practice Sessions	November 9, 2024 to April 29, 2025. Small groups. Multiple sessions per week. You'll be in a group that works for your time zone.
📅 Final Exams (Online)	May 8, 2025 to May 22, 2025

THE INVESTMENT

Tuition

\$30,000

Payment Plan:

\$5000 Deposit +
10 payments of **\$2,500**

Pay in Full:

\$25,000

We'll cover the first \$5,000 when you pay in full

A NOTE FROM RACHEL RODGERS.

To create greater abundance, first, we have to invest.

We must invest time, energy, hope, courage, determination, faith, money, and usually all of the above. There is no growth without investment.

And, the most powerful investment you can make—with the most immediate ROI and financial gain—is investing in yourself and your professional skills.

Train with us. We give you the tools to be an extraordinary coach, a roadmap to build a coaching practice that produces \$100,000 to \$10,000,000+ per year depending on how big you want to grow, a marketing boost to help you find paying clients, and more.

This is an investment that provides an enormous return financially and emotionally, too.

You will graduate and understand how to coach clients—and also, how to coach yourself.

You will clear your own money blocks, make exciting moves, and achieve your goals faster.

You will grow not only as a service provider, but as a human being.

We want you to be massively successful as a Hello Seven Coach because when you win, we all win, and we fulfill our mission faster.

We give you substantial support as you step into your new chapter as a coach.

Join us and let's change lives. It is time for historically excluded people to have more prosperity and power. We should all be millionaires. And we will get there together.

*Rachel Rodgers,
CEO and Founder of Hello Seven*



QUESTIONS

Q Do you offer scholarships for this program? I want to do it—but it's a stretch for my budget.

If you want to be a Hello Seven Coach, but don't have the funds available for your tuition, that means it's time to get creative. Think like an entrepreneur. Figure out a way to generate the capital you need.

You could:

- Start a side hustle and use earnings for tuition.
- Do a garage sale and sell items you don't need.
- Follow up with clients with overdue invoices and get those paid.
- Use a line of credit or credit card. (This is what Hello Seven founder Rachel Rodgers did when she started her own business in 2010.)
- Apply for a small business loan, personal loan, or PayPal loan.
- Rent a spare room on Airbnb.
- Rent your car on Turo.
- Use a tax refund.
- Apply for a small business award or grant with a cash prize.
- Ask family, friends, and colleagues to invest in you.
- Ask your employer to cover your tuition as a leadership and development expense. Tell them you'll use what you learn to coach colleagues at work and help them clear blocks and achieve goals faster.
- Ask your tax preparer if your tuition is a tax-deductible business expense. Reduce future taxes you owe and keep more cash in your pocket.

There are hundreds of money-generating options. It's up to you to choose an option (or two) and make a move.

By doing this, you become a role model for your future clients.

You'll be able to tell clients, "One time, there was an opportunity I really wanted but I didn't have the cash to do it. I got creative. I got moving. I generated the capital I needed—quickly. I proved to myself that I could do this. You can do this, too. You have the power to generate more money whenever you want."

Q I'm already a professional coach. Can I become a Hello Seven Coach?

Yes. Learn the Hello Seven Method fill in your knowledge gaps, learn how to serve diverse clients, and more. Become an even more powerful coach.

Q I have no prior coaching experience. Can I become a Hello Seven Coach?

Do you have an encouraging personality? Are you an unofficial coach, mentor, cheerleader, or healer for your friends? Do you have an entrepreneurial spirit and a desire to be self-employed? Do you have prior experience when it comes to money, personal finance, investing, wealth, business, marketing, sales, branding, or a related topic? Do you have a growth mindset? If so, you're a great candidate.

Q I want to be a Hello Seven Coach but don't want to do it full time. Is that okay?

Yes. You can coach part time or full time, set your own schedule and pricing, and create a coaching practice that works for you. You have complete freedom.

Q I'm a heterosexual cisgender white person. Can I become a Hello Seven Coach?

Yes. You'll learn how to be a more empathetic, culturally sensitive coach and human being. Join us to become a powerful ally. Be part of a movement to close the gender and racial wealth gap.

Q I've noticed other coach programs out there. What makes this one unique?

Most coach certification programs were founded by white people and geared towards white clients. While they may have the best of intentions, these programs have biases, knowledge gaps, and don't prepare coaches to work with a diverse clientele.

We need more coaches who are trained to serve historically excluded entrepreneurs: women, BIPOC, LGBTQIA, and people with disabilities.

Further, most business coaching programs teach you how to grow a business to five figures, six figures, or multi-six, but not seven or eight. We focus on seven and beyond. And we have a proprietary step-by-step process for exactly how to grow a million dollar business. Learn this for yourself and for your clients.

We want Hello Seven Ccoaches (and their clients) to set audacious goals, play bigger, and generate the kind of wealth that changes lives, families, and entire communities.

Q I have another question.

Apply to become a Hello Seven Coach. When you fill out the application, there's a section where you can type any q's you're wondering about. A Hello Seven team member will respond to answer your questions.

APPLY NOW

