

HOW TO BUILD A MILLION-DOLLAR COACHING PRACTICE

You don't need forty clients. You need seven to ten, a system that actually keeps them, and a community that has your back. That's the whole guide.



THREE THINGS. THAT'S REALLY IT.

Ask a room full of coaches what they want and you'll hear the same three answers, just in a different order. A system that actually works — not another framework you're testing on your own clients. A practice that's full, not one you're constantly refilling. And people around you who get what you're building, because coaching alone is a hard way to build a business.

Everything in this guide comes back to one of these three.



PROVEN SYSTEM

Not a theory you're testing. 3,000+ companies deep, with a track record to match.



FULL PRACTICE

7 to 10 clients is a full practice here. Not forty. Not a hustle.



PEER COMMUNITY

50+ coaches trading playbooks and referrals instead of guarding them.

THE MATH **NOBODY SHOWS YOU**

Here's the number that actually matters: seven to ten. That's a full practice on this system — not forty clients, not a caseload you can barely keep straight in your head.

7–10

Clients in a full practice

\$80–120K

Typical fee per client
— yours to set

0%

Cut on clients you
already brought in

7 clients × \$100K = \$700K.

**Land ten at the same rate and the math
clears **seven figures**.**

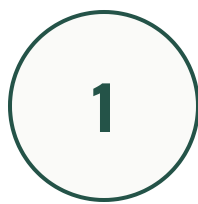
Either way, you're not
scraping by on forty half-
served accounts.

Illustrative math based on typical fees — not a guarantee of income

YOU STOP CHASING BUSINESS

Here's what actually changes once your clients get real results: they start telling people. CEOs talk to other CEOs, constantly — and a referral from a happy client closes faster and questions less than any pitch you could write.

So the coaches doing well here aren't the ones with the sharpest outbound game. They're the ones whose results are good enough that the next client shows up already convinced.



REAL RESULTS



CLIENT REFERS YOU



FULL, WARM BOOK

— and it starts over, without you spending a dollar on ads —

STAGE ONE

CERTIFY & FIRST CLIENTS

Your first clients usually come from your existing network — people who already trust you.

STAGE TWO

REFERRALS COMPOUND

Results start doing the talking. Warm introductions replace cold outreach.

STAGE THREE

FULL, COMPOUNDING BOOK

7–10 clients, most of them years-deep, referring the next one in.

Directional, not a timeline promise — pace depends on your network, market, and fees. Ask on your call what a realistic ramp looks like for your situation.

WHY CLIENTS STAY (AND THE MATH ACTUALLY WORKS)

Most coaching relationships run out of road after a year or two. Then you're back to prospecting — replacing revenue you already worked hard for. That's the treadmill nobody warns you about.

CATEGORY NORM

~2 yrs

Typical engagement length for one-off frameworks and generic execution coaching. Every year starts back at zero.

METRONOMICS COACHES

~7 yrs

Average client tenure — not from a contract, but because the system keeps finding the next problem worth solving.

Every year with a client starts ahead of the last one, instead of from zero. That's the whole difference between a practice that compounds and one you keep rebuilding.

ONE SYSTEM. NOT SEVEN TOOLS TAPED TOGETHER.

Seven systems sounds like a lot — until you see how it's actually installed. One system per quarter, each one building on the last, over a 12–24 month rollout. Nobody hands a leadership team all seven at once and hopes it sticks.



One new system introduced per quarter — not all seven at once

- No rebuilding decks and spreadsheets for every account — the software carries it.
- Software starts at CA\$138/month for up to 10 client seats, scaling as your book grows.
- Efficient enough that a full practice doesn't need a bigger team — just a better system.
- Full implementation runs 12–24 months, so clients keep discovering new value instead of hitting a ceiling in month three.

YOU'RE NOT DOING **THIS** ALONE

Fifty-plus certified coaches, worldwide — and here's what actually surprises people: nobody's guarding their playbook. Coaches share what's working, mentor each other through the first year, and refer clients to each other when someone else is simply the better fit.

Peers, not competitors. That's rare in this business.



- Shared playbooks from coaches already running full practices — you're not starting from a blank page.
- A cohort at certification, then an ongoing community after — not a one-time training and a goodbye.
- Referrals move between coaches, not just from Metronomics to coaches.

WHO QUALIFIES, AND HOW YOU GET THERE

Certification is selective on purpose — this only works if every coach in the room can actually deliver it.

DO YOU QUALIFY

- 01 3+ Years Coaching Or Consulting**
Growth-stage businesses — or running a similar system as a CEO.
- 02 An Existing Practice**
At least 3 annually engaged clients already in your book.
- 03 Proof It Works**
Evidence you've used an execution system with real, demonstrated impact.

THE PATH

- 1 Apply**
One call about your practice — no forms, no pressure.
- 2 Train With Your Cohort**
The seven systems, the 3HAG™, and the software — virtual with your cohort, in person if you're nearby.
- 3 Certify Within 12 Months**
Coaching real clients on the system from day one.

Annual dues: CA\$15,000 (payable annually, quarterly, or monthly). No franchise fee. 0% on your own book.

This isn't for you if you want clients handed to you with zero effort, or you're not willing to run someone else's system inside your own practice. It **is** for you if you've already proven you can coach — and want the math and the community to go with it.

What if it doesn't work out?

One-year term, auto-renewing — not a lifetime contract. The exit is straightforward, because the model is built on coaches staying by choice, the same way clients do.

I already run my own methodology.

Most certified coaches did too. This replaces the parts that were stitched together — not your judgment or your relationships.

THE SYSTEM BEHIND 3,000+ GROWTH COMPANIES

3,000+

CEOs & leadership teams served worldwide

30%+

Average yearly growth across client companies

50+

Certified coaches in the worldwide network

\$115M

Exit — Beanworks, acquired by Quadient

"Coaching is a win-win business. We win when they win."

— Mark Miller, Metronomics Coach



COACH SPOTLIGHT

ROB MONSON — TENFOLD ADVISORS, UTAH

13 years scaling organizations on strategic execution systems before going full-time as a coach. Since 2017, Rob's built one of the fastest-growing coaching practices in the US — the preferred coach for clients across mortgage, insurance, hospitality, construction, and manufacturing. One recent client: 67% EBITDA growth in a single year off the same execution framework in this guide.

Built by a practitioner, not a consultant: Shannon Byrne Susko scaled and sold two companies on this exact system before ever certifying a coach on it.

THREE WAYS IN



METRONOMICS

— START HERE

WHAT IS METRONOMICS?

The complete growth system behind 3,000+ CEOs and leadership teams — explained by the founder who built it.

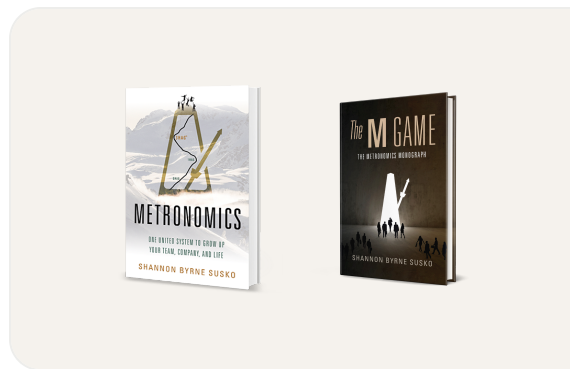
SHANNON BYRNE SUSKO
Founder, CEO & Head Coach

START HERE — 15 MINUTES

WATCH THE VIDEO

Shannon Byrne Susko explains the whole system, straight from the founder who built it.

[Watch →](#)



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Digital or audio copies of Metronomics and The M Game — no charge.

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READY TO TALK?

BOOK A 30-MINUTE CALL

Your background, your goals, and whether the model fits. No forms, no pressure.

[Book a Call →](#)