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ROBERT CULPEPPER

HELPING EXPERTS TURN THEIR
BUSINESS MODEL INTO A
SCALABLE, SELLABLE LICENSING
PROGRAM

PROFESSIONAL EXPERIENCE YOU'LL BENEFIT FROM

Robert has 25+ years of professional experience with a diverse background in sales, marketing, operations, business development and management. Though his degree is in computer engineering, his real interest is revenue generation and business growth. He has deep knowledge from working with start-ups (including his own), SMEs, and large corporations.

In 2005, Robert founded The International School of Coaching (TISOC) in Barcelona, Spain, which grew into the leading coaching organization across 17 Spanish-speaking countries. One of its most successful programs was a train-the-trainer certification designed to help coaches scale their own businesses using TISOC's proven methods.

Recognizing the potential to expand further, Robert developed a licensing and certification model that allowed others to replicate TISOC's success. However, without a clear roadmap, he faced numerous costly challenges along the way.

While the licensing model proved profitable, he later realized a more strategic approach could have significantly increased revenue through optimized training materials, additional services, and premium offerings. Today you have the advantage of working with Janet and Paul, through their Replicate program. Replicate will save you time, money and stress!

FUN FACTS FROM ROBERT

- I have traveled to 43 countries and have lived and worked in five including the USA, England, France, Spain and Australia. I understand the challenges around language barriers and cultural differences.
- Started my coaching company in Spain, for the Spanish speaking market (17 countries), when I didn't speak one word of Spanish.
- Sold the same business... twice! I sold my coaching company in 2008, happy to be in early retirement. However, the buyers defaulted and once again I owned the company... until 2016, when I sold it for a 2nd time.

CONTACT ME



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