

# 8 Steps to Coaching



Take a pen and recall the 8 steps to build your coaching business. Write your answers below.

1. What is my "why"?

2. Who is my target audience (gender, age, interests, etc.)?

3. What is my unique offer?

4. Check my chosen format of coaching? Write your reasons below:

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Courses      | <input type="checkbox"/> Real-Time |
| <input type="checkbox"/> 1:1 Sessions | <input type="checkbox"/> Online    |
| <input type="checkbox"/> _____        | <input type="checkbox"/> Both      |

My Reason:



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5. Check which software I need in order to get started:

- |                                |                                      |                                     |
|--------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Zoom  | <input type="checkbox"/> Calendly    | <input type="checkbox"/> Teachable  |
| <input type="checkbox"/> Podia | <input type="checkbox"/> Nudge Coach | <input type="checkbox"/> True Coach |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____       | <input type="checkbox"/> _____      |

6. Check how much I will charge per:

- | <u>Hour:</u>                      | <u>Group:</u>                    | <u>Course:</u>                 |
|-----------------------------------|----------------------------------|--------------------------------|
| <input type="checkbox"/> \$50-75  | <input type="checkbox"/> \$30-50 | <input type="checkbox"/> \$100 |
| <input type="checkbox"/> \$75-100 | <input type="checkbox"/> \$50-70 | <input type="checkbox"/> \$200 |
| <input type="checkbox"/> _____    | <input type="checkbox"/> _____   | <input type="checkbox"/> _____ |

7. Check how my clients will find me: Journal about...

- |  |   |
|--|---|
| <input type="checkbox"/> Who do I need to be?      | <input type="checkbox"/> What do I need to share? |
| <input type="checkbox"/> How can I be in my truth? |   |

8. Check the 3 things I need to do for more online visibility:

- |                                   |                                   |                                     |
|-----------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Webinar  | <input type="checkbox"/> Podcast  | <input type="checkbox"/> Livestream |
| <input type="checkbox"/> Blogging | <input type="checkbox"/> Speaking | <input type="checkbox"/> FB Groups  |
| <input type="checkbox"/> _____    | <input type="checkbox"/> _____    | <input type="checkbox"/> _____      |

