

# Starting a Coaching Business Checklist

## Self-Discovery

### Personal Reflection

What are my core passions and interests?

Which skills do I possess that are valuable in a coaching context?

What unique experiences do I bring to the coaching industry?

### Identify Your Ideal Clients

Describe the characteristics of the clients your most passionate about serving:

What do my ideal clients struggle with?

How can I help solve their problems?

### Define Your Coaching Niche

Based on my skills and interests, what niche can I carve out for myself?

What are gaps in the market?

How does my skills match client needs?

## Coaching Foundation

### Develop Your Coaching Program

Outline the structure of the program (duration, content, outcomes):

Specify the coaching models and frameworks you will be using:

Determine the pricing model for your coaching services:

### Coaching Methodology

Decide on the mode of delivery for the sessions:

Online platforms      In-person      Hybrid

Establish session follow-up processes. What homework assignments, accountability practices should you give?

## Launching Your Business

### Business Naming and Registration

Brainstorm potential business names and select one:

Is the name and domain available?

Yes      No

Register the business name and ensure compliance with all legal requirements.

### Branding and Website Development

Design a logo that represents my brand's values and appeal.

Choose a cohesive color scheme and typography for my brand.

Develop a professional website with sections for 'About Me', 'Service', 'Testimonials', 'Blog', and 'Contact Information'.

### **Set Up Contact Channels**

Create a dedicated business phone number.

Set up a professional business email address.

## **Attracting Clients and Finding Growth**

### **Social Media Strategy**

Identify which social media platforms ideal clients use most frequently:

Create business profiles on chosen platforms.

Develop a content calendar with topics relevant to my niche.

### **Content Marketing**

Generate a list of content ideas for my blog or video channel.

Plan a content schedule and stick to regular posting.

### **Email Marketing**

Choose an email marketing service provider:

Develop a lead magnet to encourage sign-ups:

Design a welcome email sequence that nurtures new subscribers.

### **Networking**

Identify local and virtual networking opportunities (meetings, conferences, online communities):

Prepare an elevator pitch for my coaching business to use at networking events:

## **Collect Testimonials**

Create a process for collecting client feedback:

Choose the best client stories to feature as testimonials.

## **Continuous Learning and Development**

### **Skills and Industry Knowledge**

Identify key areas for development:

Commit to regular reading, online courses, or other forms of education related to my niche.

### **Professional Networking**

Join professional coaching associations or groups.

Engage with peers for mutual learning and mentoring opportunities.

### **Feedback and Improvement**

Develop a system to collect and review client feedback.

Regular assess my coaching methods and marketing strategies; refine them based on feedback and results.