

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.