

Coaching Business Success Checklist

(Your checklist is on page 3 -- read the info below before completing the checklist)

Success in any area is a result of several components, just like a puzzle – if any parts of the puzzle are not in place, success seems to elude us no matter what we do. Below is a simple checklist that lists the “puzzle” pieces that are needed for your coaching business success. Check the appropriate boxes to identify which pieces you have in place and which ones you need to work on.

Often succeeding in any area of our life is as simple as identifying the obstacles that stand between us and our goal. This CheckList should help you identify those blocks so you can move on to remove those obstacles – or in our case, put the missing pieces in their place.

Here’s some of the terminology used in the checklist:

(1) Vision = the “big picture” – what do you want your coaching to accomplish? **AND** how much money do you want to make with it (if you are independently wealthy, you can leave out the money part).

Examples: “I will help one million people lose weight and live healthy lives and will earn at least \$87,000 per year (or \$200,000 / \$2million)” / “Improve 100,000 parent-child relationships and stop physical and verbal abuse in those families; I’ll become a nationally known family coach and earn \$800,000 a year from coaching and speaking, and another \$500,000 from my books and other products royalties” /etc.

Your **vision** provides you with a **destination**, as it’s clear that **You can’t get there, if you don’t know where you are going!**

Once you know where you are going, it’s easy(er) to map out a path to accomplish it. !!! The vision should be **BIG** – big enough, perhaps never to accomplish it; something to strive for, understanding that the journey is greater joy than the destination. Or, if that makes you feel like you failed, set the bar lower and raise it each time you accomplish it. **OR** you can set a **Grand Vision** – a vision that you’d strive for to accomplish in a decade or decades; and a **“Yearly Vision”** – which would be more like a realistic goal for the year.

*** Often it’s hard to create a vision till one’s niche is clear; if that’s you, complete the Niche-Discovery Worksheet first.

The vision for my coaching business is: _____

(2) Niche/Focus – With a clear niche in mind every aspect of your business becomes easier: marketing, writing copy for your website, developing client-supporting systems/processes, generating publicity, etc

(3) Target Market - Particular market segment at which a marketing campaign is focused. (Source: www.BusinessDictionary.com) – Who will you serve? Nurses, managers, single mothers, parents; OR people with specific problems or desires: individuals who want to change careers, people who want to be more adventurous, people who feel overwhelmed, individuals living with ADD, etc. (see a list of niches in the Niche-Discovery / Niche Marketing worksheet)

(4) Clear Coaching System that I know Will Help Clients – Do you have systems and processes in place that will help your clients? Do you have assessments, coaching tools, exercises, etc. that you will use with your clients to help them attain their goals or solve their problems?

(5) Marketing Plan – Do you have a simple marketing plan?

- who will you market to

- how will you reach that (target) market – what marketing means will you use?

(advertising, mailing brochures or other promotional materials, pay-per-click, social media, opt-in strategies, newsletter, video “courses,” live events (workshops, teleclasses, webinars, etc.)

- how often will you market to them?

- how will you track the success of your marketing effort?

(5a) Ability to Set “Appropriate” Price for My Services – Often beginner coaches have difficulty setting (appropriate) price for their services; often under-charging or giving away coaching services for free. It is important, though, to be comfortable to quote the price you are charging; and to accomplish that, make sure to have Point 4 above – systems in place – to ensure you CAN help the clients AND have enough practice to come across as professional and confident (contact me at support@egSebastian.com if you need help with this point)

(5c) Client Attraction Strategies – Do you know how to attract clients?

(5d) Are you consistently working on gaining visibility and increase trust? Publish articles, publish information rich videos, put on live events, get radio and TV interviews (start with BlogTalkRadio.com interviews), etc.

(6) Professional Looking Website – Does not need to be elaborate – simple, clean, and to the point (niche/problem-focused) does the job in the beginning

(7) Additional niche-related income – As a coach you can make X amount of \$\$\$s, which in theory is really great; but what if something comes up and you can't coach 20-hours a week? Do you have other income sources? Also... if your clients or prospects want your solution, but do not want to be coached, can you offer them other options? E.g. home study courses, audio training, group coaching, paid tele-training, paid workshops, eBook, book, booklets, etc, etc.

(8) Continuously Improving my Coaching & Marketing Skills – do you read coaching **AND** marketing related books? Do you continuously attend free and paid coaching/marketing related training? Are you committed to become the best – or one of the best - coach in your niche? (and the best at marketing your services and products?)

Place checkmarks under the appropriate heading for each entry:

| | I Have it And it's Great | I Have it but I Have to Work On It | I Don't Have It but I Know How to Get It | I Don't Have It and I Don't Know How to Get It |
|--|-----------------------------|--|--|--|
| (1) Vision | | | | |
| (2) Niche/Focus | | | | |
| (3) Target Market | | | | |
| (4) Clear Coaching System that I know Will Help Clients | | | | |
| (5) Marketing Plan | | | | |
| (5a) Ability to Set "Appropriate" Price for My Services | | | | |
| (5b) Income Projection Monthly/Yearly | | | | |
| (5c) Client Attraction Strategies | | | | |
| (5d) Increase Visibility & Trust Strategies | | | | |
| (6) Professional Looking Website | | | | |
| Control Over Changing Content on Website | | | | |
| (7) Additional niche- related income | | | | |
| (8) Continuously Improving my Coaching & Marketing Skills | | | | |

*** Whatever you checked in the Gray Area are the areas of your business that you should focus on before moving on. (you should have received this form in word format as well – please email the completed form to support@egSebastian.com – this will help me put on future training sessions that will help you move your checkmarks in the yellow column)