

Build Your Successful Coaching Practice
Action Worksheet 12: Build Your Successful Coaching Practice, Step by Step

Objective: Implement each of the key steps to building your successful coaching practice.

Set-Up

Complete the essential legal and financial steps to create a solid foundation.
(See Class Session 1 and Action Worksheet 1.)

Outstanding Steps:

Priorities and Target Completion Dates:

Services

Define your offerings; include at least one type of coaching that is in high demand.
(See Class Sessions 1 & 2 and Action Worksheets 2 & 3.)

Outstanding Steps:

Priorities and Target Completion Dates:

Pricing

Determine your pricing objective and the key elements you need to support it.
(See Class Session 2 and Action Worksheet 4.)

Outstanding Steps:

Priorities and Target Completion Dates:

Website

Create an appealing site designed to lead potential clients to schedule consultations.
(See Class Session 3 and Action Worksheets 5 & 6.)

Outstanding Steps:

Priorities and Target Completion Dates:

SEO

Ensure that your site is on the first page of search results for your keyword phrases.
(See Class Session 4 and Action Worksheets 7 & 8.)

Outstanding Steps:

Priorities and Target Completion Dates:

Content Marketing:

Effectively and efficiently use blog posts, social media, and email marketing.
(See Class Session 5 and Action Worksheets 9 & 10.)

Outstanding Steps:

Priorities and Target Completion Dates:

Consultations

Convert a high % of your steady stream of consultations into paying clients.
(See Class Session 6 and Action Worksheet 11.)

Outstanding Steps:

Priorities and Target Completion Dates:

Coaching Success

Be the great coach you are, and earn a wonderful living doing it!