

What does a coach need to create a successful coaching business?

Thanks to this checklist you can measure your journey towards success, and you will become aware of what you are missing.

Have fun!



In general:

1. Vision

Without vision, you will return to your same starting point.

Where do you see yourself by the end of the year, in 2 years, 5 years?

What kind of coach do you want to become and how many clients do you want to serve?

Remarks: _____

2. Desire

You need a burning desire to build your business and a burning desire to help people. Hick-ups will show up along your journey. If you don't have a burning desire, you will give up too quickly.

Remarks: _____

3. Awareness

Do you live your life from the outside in or from the inside out? In other words, do you live by your circumstances or do you create your circumstances purposefully? Calm confidence is what makes you a remarkable person and a great coach.

Remarks: _____



4. Self-confidence and self-awareness

Do you dare to claim your place as a coach? Are you aware of your position on this planet? This is not about arrogance. It is to understand that you are an expert in a particular coaching field and that you are able to help people.

Remarks: _____

5. Success principles

In order to succeed you need principles that bring you success instead of failure. It doesn't mean you won't fail. Trust me, you will! But it means that you have principles to rely on because you know that when you live by them, you will succeed.

Remarks: _____

6. Your personal growth

Do you grow every day and do you invest in your personal growth? To remain the expert, you need to stay ahead.

Remarks: _____

7. Financial goals

Do you have concrete financial goals and do you reach them? If you are serious about being a great coach you want to make money. You need financial goals to challenge yourself and to reach more people.

Remarks: _____

8. Mentors and advisors

Do you have the best mental mentor, business mentor, bookkeeper, lawyer, banker, notary? You need to surround yourself with other experts.

Remarks: _____



Professional knowledge and skillsets:

9. Coaching skills

Did you take coaching classes? Do you have a coaching model? Did you practice?

Remarks: _____

10. Coaching experience

Coaches seek every opportunity to gain experience. Since coaching is a way of communication, you can coach anywhere, anytime. Do you coach on a daily basis?

Remarks: _____

11. Mind expertise

Since you are a coach, you work with the human mind, and it's potential. Do you know how the human mind works and how you can offer your client mind training? It is essential that you become a mind expert to help people in the best possible way.

Remarks: _____

12. Knowledge about creative principles

This whole universe operates by law. Do you have the understanding of the universal laws to be able to co-create in this world/universe? Do you teach these laws to your clients? Do you co-create by law to manifest your own results and successes?

Remarks: _____

13. Inspirational stories

Do you have stories (your OWN stories and/or other people's stories) that inspire your audience? People more easily remember what you were teaching if you tie your teaching points to short stories.

Remarks: _____



14. Transformational programs

Do you have different levels of programs for different types of clients? Do your programs offer real transformation: results that last? It is the client's results that determine the value of your programs (not your time spent)

Business structure:

15. A well-defined coaching niche

What is your coaching niche and who is your perfect client? The more specific your coaching niche is, the easier is to find and attract the perfect client.

Remarks: _____

16. A business model and structure

How are you going to build your business and where do revenues come from? Do you have different programs for different kinds of clients? Online? Live? Different price points?

Remarks: _____

17. A clear choice of different programs

Do you offer various programs such as seminars, webinars, workshops, training, coaching, retreats, mentoring and more? The beauty of this is that you can attract clients in many different ways who relate to another type of coaching styles.

Remarks: _____

18. A professional FaceBook page

Do you have a professional FaceBook page instead of a personal FaceBook profile? You cannot advertise from a FaceBook profile. You absolutely need a page.

Remarks: _____



19. A clear business image

Does your business have a name and a clear business image? Fonts, colors, images, logo? Do you always use the same image? This is critical because it brings trust in your clients perspective.

Remarks: _____

20. A professional website

A simple to use but an elegant website with different pages. Your site is your online business card and your online brochure. Make sure your clients can use your website on a mobile device.

Remarks: _____

21. A webshop linked to your website

Can clients buy right away from your site? Why would you make it hard for them to buy from you? If a client wants to buy, allow him!

Remarks: _____

22. An online support system

Do you have a system that supports your clients online? Do you answer their questions thanks to a professional system? Do you have a chat function or your site where people can ask questions and where they can get answers?

Remarks: _____

23. An online agenda

Can clients book their appointments online so they can talk to you? This is important, so you don't lose time calling your clients. They can schedule a sales conversation, an intake session or a follow-up session with this agenda system. You save tons of precious time.

Remarks: _____



24. Brand yourself as an expert

Do you brand yourself as an expert through vlogs, blogs, podcasts, FaceBook Live? Can people see that you are an expert in your niche?

Remarks: _____

Sales and marketing:

25. Lead generation through paid advertising

Do you gather new leads (possible clients) through marketing? Do you run paid FaceBook ads on a daily basis, even if it's only 3 dollars or 2 euro a day? Consistency compounds results. Run your ads every day and don't stop. Ameliorate your ads, but don't stop.

Remarks: _____

26. Sales funnel

Do you have a system to lead your leads towards sales without being *salesy*? Do you have evergreen sales webinars? Do you broadcast sales video's, calls or webinars that generate sales?

Remarks: _____

27. Sales system and intake session

Do you have a system to sell your leads into your programs? You need a sales script that helps you sell your leads into the best program for them. Therefore you need different programs.

Remarks: _____



28. Clients campaigns

Do you lead your clients through goal-oriented campaigns to add value and keep them close to you? Do you use upsells and cross-sells? Your best clients want to buy everything you have.

Remarks: _____

29. Personal price policy

Do you have a particular way how to handle your pricing, limited editions, bonuses, promotions, killer deals? Money is the fuel for your business, and you determine who, when and how much your clients pay. Limited editions, bonuses, promotions and killer deals drive behavior.

Remarks: _____

30. Healthy price - value relationship

Do you offer more value than the price you charge? To create fans and ambassadors, you need to exceed their expectations by giving them more value than they paid for.

Remarks: _____

31. Online Invoice system

Do you have a program that generates invoices? You don't want to do this 'by foot' An online invoice system will save you time and money.

Remarks: _____

32. Clients relationship management system

Do you have this virtual PA that we call a CRM system? This system is the PA that never sleeps, doesn't get pregnant or sick, doesn't need a vacation, works day and night and is a whole lot cheaper in price. But the best of all is that a CRM system knows everything about your clients and manages their programs, payments, subscriptions, etc.

Remarks: _____
