

COACHING AUTHORITY



CHECKLIST

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This checklist will give you a series of steps that you need to complete, mostly in order, to get your coaching business started. Some of the items have other items or sub-lists within them, and those are meant to be completed before moving onto the next step. These steps are in standard outline format to make them as easy as possible to follow.

- ☐ Learn about coaching and decide if coaching is really right for you and if you have what it takes to become a successful coach. If you believe you have something unique and valuable to offer people, you will do great at coaching.
- ☐ Figure out what type of coaching you want to pursue. There are hundreds of different niches that a coach could specialize in, and then there are the all-encompassing coaching styles of executive, business and life coaching.
- ☐ Decide if you are going to offer one-on-one coaching as part of your practice. You probably want to have more than one method of coaching, but you should evaluate each one carefully to see which ones fit your practice best.
- ☐ Determine if you are planning to offer group sessions as well as, or in place of, other types of counselling that you offer. Group coaching can have some great benefits and will help

you maximize your income and coach more people.

- Check out the Facebook group page or check out some existing Facebook groups to know if you want to offer coaching this way. There is an entire chapter in the book about offering a private Facebook-based coaching group.
- Look into coaching via email. Many people prefer email coaching over everything else because they find that they can express themselves better through writing than they can verbally. Check out the section on email coaching and find out if it is something that you might want to incorporate into your practice.
- Look at all of the options and opportunities you have for video coaching. Video-based coaching can not only turn into another income stream ñ it can also be a great way to build your coaching business online, by doing either pre-recorded video courses or by holding live video sessions through something like Google Hangouts or Skype.
- Learn about coaching people to make more money, which is a huge part of the life coaching that you are planning on doing. Make sure that you are familiar with some of the strategies that exist these days for making money and research enough so that you can help your clients achieve their goals if they are using any of these strategies to increase their income.

- ☐ Check out some of these money-making strategies for yourself. You might find some ways that you can supplement your coaching income with income streams that not only bring in money, but also act as promotion for your coaching business.
- ☐ Do the research in your local area and find out what coaches are getting. Each area has its own general rate for coaching and Bismarck, ND will be a completely different price than Los Angeles. Also, check out what people are making for the specialty that you have decided on.
- ☐ Decide what you are going to charge and make up a rate chart that you can refer to when clients ask you what your prices are. You can base this on all of the factors discussed in chapter or just price what you think you are worth.
- ☐ Decide if you want to be a specialty coach working exclusively in an area like weight loss, increased confidence or getting a date, or if you want to work with people as a life coach and help them with the issues that they are struggling with over the entire scope of their life. This may include help with: work, school, personality, income, self-esteem or relationship problems.
- ☐ Decide how you are going to promote your coaching business and examine some of the methods of promotion that are examined in Chapter Ten. There are promotional methods that cost money, some that cost nothing and still

others that actually work as an additional income stream and you will have to decide which ones you want to pursue.