

Extraordinary Energy Coaching presents:

From Passion to Profit

The **Ultimate** Blueprint to Starting Your Coaching Business



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Introduction

Hey there! Congratulations on taking the first step towards starting your own business. Whether you're a seasoned entrepreneur or just getting started, it can be overwhelming to know where to begin. But don't worry, I've got you covered.

In this ebook, I'll be sharing my top tips for starting a successful coaching business. From identifying your niche to marketing your services, I'll provide you with the tools you need to establish yourself as an authority in your field.

So grab a cup of coffee (or your beverage of choice) and let's get started!

Enjoy the read,

Dawn

Entrepreneur Mindset Coach

Identifying Your Niche

When it comes to starting a coaching business, one of the first things you'll need to do is identify your niche. This means determining the specific area of expertise that you'll focus on in your coaching practice.

Now, you might be thinking, "But wait, do I really need a niche?" The short answer is no, you don't necessarily need a niche to be successful ([read more in my blog](#)).

However, having a niche can help you stand out in a crowded market and attract the right clients.

Here are some statistics to consider:

- According to a survey by HubSpot, companies that focus on a specific niche have a higher customer lifetime value than those that don't.
- In a study by Forbes, 82% of successful entrepreneurs say that finding a niche was critical to their success.
- According to the National Federation of Independent Business, businesses with a narrow focus are 60% more likely to survive their first five years.

Identifying Your Niche

So how do you go about identifying your niche?

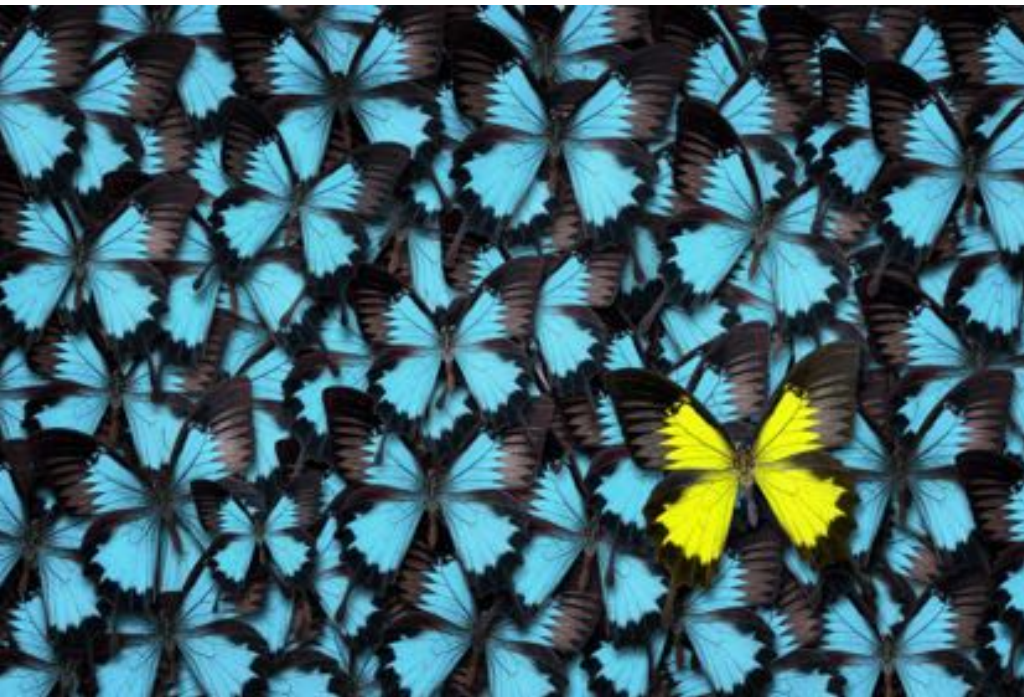
Start by thinking about your unique skills and experiences.

What sets you apart from other coaches?

What do you enjoy doing the most?

Then, consider the needs of your potential clients.

What challenges are they facing that you can help them overcome?



Creating Your Brand

Your brand is how you present yourself to the world, and it's an essential part of your coaching business.

Here are some statistics to keep in mind:

- According to a study by Lucidpress, consistent branding can increase revenue by up to 23%.
- According to a report by Invespcro, it takes five to seven impressions for someone to remember your brand.

In addition to developing a clear brand identity, there are other important elements to consider. These include:

1. Core values
2. Mission
3. Vision
4. Unique value proposition (UVP)
5. Brand voice and tone
6. Visuals
7. Consistency

By taking the time to develop a strong brand identity, you'll be better positioned to attract and retain clients who are a good fit for your coaching practice. Remember, your brand is a reflection of who you are and what you stand for.

Creating Your Brand

So how do you go about creating a strong brand for your coaching business?

Start by developing a clear brand identity by asking yourself:

- What is my mission and what motivates me to do the work I do?
- What sets me apart from other coaches in my niche?
- Who is my target audience and what do they need?
- What are my brand values and how do they guide my coaching practice?



Setting Up Your Business

Starting a coaching business requires some upfront work, but once you have the basics in place, you'll be ready to hit the ground running.

To set up your coaching business, start by deciding what type of business entity you want to form. This could be a sole proprietorship, LLC, or corporation. Each type of entity has different legal and tax implications, so it's essential to do your research.

After registering your business, you will also need to research any permits, licenses and insurances required to run your business.

For many coaches, this is the scariest step. However, it's only scary because you've likely never done it before. Ask questions. Do your research. This is such an important step in your business, but not so important it's worth letting it stop you in your tracks.

Setting Up Your Coaching Business

In general, these steps can be followed when setting up your business:

1. Choose a legal structure for your business (e.g. sole proprietorship, LLC, etc.) and register it.
2. Obtain a tax identification number (TIN) from the IRS, if necessary.
3. Obtain any licenses, permits to operate your coaching business in your state or local area.
4. Obtain any required insurance for your coaching business, such as liability insurance.

It's important to note that the specific requirements for registering your coaching business, obtaining licenses and permits may vary depending on your location and the type of coaching services you offer.



Developing Your Signature Program

Are you ready to take your coaching business to the next level?

Developing a signature program can help you stand out in a crowded market and attract the right clients. But where do you start?

In this chapter, we'll explore the key steps to developing your signature program, from identifying your niche to crafting your program offering.

According to a recent study, coaches who offer structured programs are more likely to generate higher revenue and have more satisfied clients than those who don't.

What unique skills or experience do you bring to the table that could be leveraged to develop a signature coaching program?

Developing your signature program starts with defining your niche (which we already explored in chapter 1). The next thing to do is....

Developing Your Signature Program

- 1. Determine your program goals:** What do you want your clients to achieve through your program? Setting clear goals will help you develop a program that is focused and effective.
- 2. Craft your program offering:** What services will you offer as part of your program? Will it be a group coaching program, a one-on-one coaching program, or a hybrid of both? Determine the structure of your program and outline the specific services you will provide.
- 3. Develop your program content:** What topics will you cover in your program? What resources will you provide to your clients? Creating engaging and informative content will help your clients achieve their goals and increase their satisfaction with your program.
- 4. Test and refine your program:** Once you have developed your program, it's important to test it out and make any necessary tweaks or changes. Solicit feedback from your clients to improve your program and increase its effectiveness.



Marketing Your Business

Marketing your coaching business is essential to attracting new clients and building your brand. But with so many marketing channels available, where do you start?

According to a survey by HubSpot, companies that prioritize marketing are 13 times more likely to see a positive return on investment. By investing in your marketing efforts, you can attract more clients and grow your coaching business.

What marketing channels or strategies have worked best for you in the past, and how can you improve your marketing efforts moving forward?

In this chapter, we'll explore the key steps to marketing your coaching business effectively, from identifying your target market to developing a marketing plan.

Marketing Your Business

Here are some tips to help you effectively market your business:

- Define your target audience and tailor your marketing messages to their needs and pain points.
- Utilize social media platforms to connect with potential clients and promote your services.
- Offer valuable content through blogs, webinars, and other channels to establish yourself as an authority in your niche.
- Leverage word-of-mouth marketing by asking satisfied clients for testimonials and referrals.



Systems & Technology

Implementing systems and technology can help you streamline your coaching business and improve efficiency.

According to a study by Salesforce, businesses that invest in technology experience on average a 40% increase in productivity. By implementing systems and technology, you can improve your coaching services and grow your business.

But this is where I start to caution about shiny penny syndrome. There are MANY techs out there for everything from social media scheduling to analytics and coaching platforms.

And they're all amazing.

And most cost money.

But you're starting your own business and likely don't have thousands or hundreds to spend. So what is the tech you absolutely need JUST to get started? There is not a one size fits all answer for this, but in the next page I'll give you my list.

Systems & Technology

Need To Have:

- Website/Social Media profile (aka Your Home On The Web)
 - Marketing funnels
 - Checkout pages
- Email address
- Email marketing platform
- Google Analytics (or any analytics platform)
- Web metting software/service

Nice to Have:

- Online scheduler
- Social media scheduler
- Assessment platform
- Bookkeeping software



Conclusion

Congratulations! You've made it to the end of our guide. Starting a coaching business can be challenging, but with the right strategies and a solid plan, it can also be incredibly rewarding. We hope this ebook has provided you with the knowledge and inspiration you need to get your coaching business up and running. However, if you still need some support in your journey, I'm here to help!

As an Entrepreneur Coach, I've seen firsthand the impact coaching can have on a business. Whether you're just starting out or looking to take your business to the next level, working with a coach can help you stay accountable, gain new insights, and achieve your goals more quickly.



So, if you're ready to take your business to the next level, I invite you to book a Chemistry Call with me today. Let's work together to build a thriving coaching business that helps you make a difference in the world.

Thank you for reading, and best of luck on your coaching journey!

Sending you extraordinary
vibes,

Dawn

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If you want new results, you need some new mindsets with a side of extraordinary energy. Click here to sign up to receive 33 days of affirmations delivered right to your inbox.

Mindset Moment

This year I choose to focus more on the things I can control and less on things I cannot.



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