

Running a Coaching Biz

So You Want to Be a Coach?

- ✓ Three popular types of coaches are marketing, life or business coach.
- ✓ Online coaching is different from mentoring, training, managing and counseling.
- ✓ Certain skills, experience and credentials may be needed to set yourself up as a successful online coach no matter which type of coaching you choose.
- ✓ Things to think about before choosing to coach. There are many advantages to you, personally and in your own online business.
- ✓ You should ascertain which coaching niche you'd like to work towards.

Building Your Coaching Program

- ✓ Use the skills you already have to choose a coaching niche.
- ✓ Narrow down the niche if the subject is too wide. For example, you may want to become a life coach, but narrow it even further by choosing to become a life coach for women.
- ✓ Brainstorming by yourself or with others is a great way to develop your coaching program.
- ✓ Decide how you're going to deliver your coaching advice – videos and webinars are just a couple of methods to consider.
- ✓ Spend some time researching how other successful coaches have set up their coaching programs.

- ✓ A plan of action is necessary before you begin the coaching process. Don't neglect the details as you set up your program and begin to formulate your marketing and selling techniques.

Best Practices for Running an Online Coaching Program

- ✓ Price your coaching services so that you attract the target audience of your niche. Offering several types of coaching packages could be good for business and can help you plan ahead.
- ✓ Incorporate practices in your online coaching business that reflect the ethics and experience you have for your niche.
- ✓ Listen carefully to your clients so that you can use your expertise to put them on the path to success.
- ✓ Worth within your client's competence level. Don't offer advice or information that's over his head or bore him by offering coaching techniques that he may already be familiar with.
- ✓ Strive to get a commitment from your client about seriously working on the issues that can help him succeed.
- ✓ Some practices you should avoid in your online coaching practice include becoming subjective to your clients' problems, offering information without first looking at it and offering advice without having the knowledge or experience to know if it's right.

Marketing & Selling Your Online Coaching Program

- ✓ Don't wait until you have a perfect marketing and selling strategy. The feedback you'll receive will tell you if you're on the right path.

- ✓ The design and content of your coaching website should be the hub of your marketing and selling strategy.
- ✓ Be sure to include personal information and testimonials in your website.
- ✓ Bundle information and coaching offers to include discounts, free bonus reports and other attractive offerings.
- ✓ Always give your prospective clients and present clients value in any material you offer.
- ✓ Use the up sell strategy to get your clients to want more of what you have to offer.
- ✓ Use email campaigns, social media, advertising, webinars and videos to get the word out about your coaching business and to help make the sale.