

AN INTRODUCTION TO RUNNING
A COACHING
BUSINESS



Turn Your Passion Into a Fulfilling and Profitable Online Coaching Business

Every business needs a good plan. “Running a Coaching Business: An Introductory Guide to Running Your First Coaching Program” can be your first step in creating a coaching program that you can be proud of and enjoy a fulfilling and profitable business from.

Many online entrepreneurs have turned their passions into lucrative coaching practices. If you already have an online business with a following and want to take it to another level, coaching should be a consideration.

Even if you don’t have an online business and want to begin by teaching your area of expertise to others, “Running a Coaching Business” can be the guide you need to formulate a plan of success to become an Internet marketing coach, life coach or business coach.

An online coaching business has many of the same qualities as any other online business, but there are differences that you should consider before you begin the planning stages.

For example, you may need to narrow down your coaching options from being an online marketing coach to a coach for beginning online marketers. Narrowing down your definition will ensure that you get more of the right traffic to your coaching site and gather more clients who need your services.

The focus of “Running a Coaching Business: An Introductory Guide to Running Your First Coaching Program” is the three most popular online coaching professions – life coach, business coach and online marketing coach.

What it Takes to Become an Online Coach

Some types of coaches need credentials or training experience, while others need the necessary skills gathered from experience. You may begin your coaching journey with passion, but you also need to know what the qualifications should be.

In “Running a Coaching Business: An Introductory Guide to Running Your First Coaching Program” you’ll learn about what you need to hang up your coaching shingle. It’s obvious that clients will be attracted to you as a coach if you’re accredited or have studied the craft, but you may also gain popularity because of a vast amount of experience in your chosen coaching field.

Coaching techniques are much the same whether your business is offline or online. The advantage of an online coaching program is that you have the opportunity to build from the online business you’ve already established.

Using the client list, material and popularity that you’ve already built can be incorporated into an online coaching program very easily and gives you a head start from others who are beginning from scratch.

Advantages of Online Coaching

Besides the satisfaction and fulfillment you get from knowing you’ve helped people in life or business choices and put them on the road to success, an online coaching program can take your current online business to the next level of success.

Here are some distinct advantages that you’ll want to think about as you’re developing your coaching program:

- **Convenience** – You don't have to set up an outside office to meet people. They come to you via the Internet at any time of the day or night that's convenient to you both.
- **Developing new contacts** – You can reach others on a global basis to increase your client list when you have an online coaching program.
- **Helps you stay motivated to reach your personal goals** – Helping others and learning new ways to handle important issues with life or business can actually be helpful for your own path to success.

Choosing Your Coaching Niche and Planning Your Program

“Running a Coaching Business” will help you narrow your coaching business choice to a niche that will pay off by letting you target a specific audience that's best for your skills and experience.

For example, if your aim is to be an online business coach, your background might be that you built and maintain an online business. Rather than aim for a wide target audience, you could narrow your niche to one that coaches start ups exclusively.

You'll want to brainstorm and plan strategically before you begin the marketing and selling parts of your coaching program, so this is an important step that will ensure a successful future for your business.

You can learn a lot from other online coaches. Researching their websites and observing advertising and marketing techniques can help you weed out what you don't want to do and focus on the positive points.

Setting Up a Coaching Practice Aimed for Success

Knowing how to price your services and knowledge about which coaching practices to avoid and which to develop is an integral part of your business plan. “Running a Coaching Business” will help you come up with a pricing plan that meets your level of expertise and/or credentials.

Your pricing will determine the caliber and quantity of clients that will be interested in your services and convert to sales. The guide will help you learn how to package, discount and plan your services so that you’re ensured a steady stream of interested traffic to your coaching site.

There are certain practices that you should be sure to incorporate and some that you should avoid completely. “Running a Coaching Business” provides lists for both and you can add your own as you plan and carry out your business strategy.

Some of the practices listed in the guide are:

- Make it your goal to discover the hidden and spoken goals of your clients.
- Be clear about your skills and qualifications necessary to help your clients.
- Encourage your clients to make a commitment to change and progress.
- Use the tools and techniques necessary to coach your clients to success.
- Remain objective to your clients’ issues.

Becoming a coach in any niche requires that you set up and implement a practice of integrity and honesty. It’s the first rule of making any business a success. There are so many online scams that people are becoming skeptical of online offers, so make your practices stand out by setting up a coaching business you can be proud of.

Let Technology Lead the Way to Marketing and Selling Your Coaching Program

With all that technology has to offer in this 21st Century, you've got thousands of choices to choose from when marketing and selling an online business. "Running a Coaching Business" will let you in on those methods that are being used by the most successful online entrepreneurs.

This should be the fun part of setting up your business – where your creativity can shine and where you can show off your skills and expertise in the coaching niche you chose.

Here are just a few of the tips contained in "Running a Coaching Business" that will help you in your marketing and selling quest:

- **You can always tweak and change later** – It doesn't matter if your advertising and marketing plan isn't perfect in the beginning. You'll know from the feedback and the types of clients you're attracting if it's working – or not.
- **Know the methods of attracting prospective clients.** For example, if you're already an online business owner, you can use the lists you've already built for email campaigns.
- **Use testimonials as soon as possible on your website.** People like to see what others experienced, so ask your first group of clients for testimonials about your services.
- **Make your website the driving force of your coaching business.** Learn how to research other coaching websites before designing your own and what strategies work best to get prospective clients to join your list.

- **Offer value for your services.** Giving your clients and prospective clients more than they asked for has been used by successful Internet entrepreneurs as long as the Internet has been around. In “Running a Coaching Business” you’ll learn what techniques will wow your audience.

Asking for Business

You don’t have to use pushy sales techniques to attract and sell clients. All you need to do is be yourself and tell your prospective clients what you can do to help them realize their dreams of success in life, business or Internet pursuits.

There are methods to achieve sales online and begin building a list that will help your business thrive. A couple of them are:

- **Social Media** – Google+, Facebook and LinkedIn are just a few of the social media sites that you may already use in your online business campaigns. It’s a great way to get the word out about your business and develop relationships with present and future clients.
- **Videos and Webinars** – A great way to introduce yourself to the world and tell them about your new coaching pursuits. Many extremely successful online businesses have been mainly built on these two methods.

Turn Your Passion Into a Successful Online Business

It takes passion to be any type of coach, so be sure you have a passion for what you’re doing before you decide to become a life, business or Internet marketing coach. If you have that passion, you’re ready to begin.

People are longing to know what you know and are passionate about so that they, too, can be a success. Using “Running a Coaching Business” as a guide to set up

your coaching business is the blueprint you need to turn your passion into an online business of your dreams – and on your own terms.

That passion, along with “Running a Coaching Business: An Introductory Guide to Running Your First Coaching Program” might just be the beginning of a long and lucrative online business that’s fulfilling personally and financially.