

# The Components of Your Coaching Program

---

Now that you have decided to offer a coaching program, devising your own program isn't as easy as you had thought. Use the following outline to create your coaching program effortlessly.

When creating your program remember that you should view this as creating a signature product. This will be a product that is going to stand and highlight who you are, so of course it needs to offer value and showcase your expertise.

**Selecting Your Topic** - define what the topic or purpose of your coaching program will be. Are you offering guidance, learning a specific skill or something else?

**Students/Clients** - write out a clear profile of who your ideal student or client is.

**Obstacles** - list at least 3 - 5 obstacles that your ideal client is facing.

**Outcome** - after taking your course what will your students be able to achieve, what would they have learned from you?

**Create your Brand** - you want to start thinking about a name or brand for your coaching program.

**Course content** - use the obstacles and the outcomes you listed to help you start creating a course outline. Create steps or lessons that will serve as your outline. Use various materials here such as video, written and audio files.

**Define each step** - go back to the steps you created above and define them some more. Add more details in how to overcome each particular obstacle. Each pointer should be something where the student can simply fill in the blanks to see the point you are making.

**Further Breakdown of Each Step** - use these steps to break down each component of your course even more. Define each step and assign a benefit to it. Share an example or short story about this principle. List several learning points that are related to this step. Share a quote or a video that

helps further explain each point. Include an exercise for this step and provide any additional resources if applicable.

By following these steps you will end up with a framework that you can use for your coaching program. Always bear in mind that when it comes to coaching you need to be flexible and adaptable. Some of your students may require more handholding than others. Just remember that it is your experience and expertise that will help them achieve their goals, this will make you feel proud as a coach.