

Planning Out Your Coaching Program

Before launching any type of coaching program you need to have a plan in place. Coaching is just like any other business in that it requires a business plan. This plan needs to also include what you are going to offer as courses, and how long each course should take to complete.

One key point here is to make sure that you have any required documentation that you may need as a coach. This will depend upon what type of coaching program you are offering. But if it will help it is worth investing in any training so that you are truly qualified as a coach.

Once this part is in order your next step is to start planning out your program. This should include devising a course, complete with content and then deciding how long you want to run this program for.

Another key consideration here is how you will deliver your coaching program. Are you planning on doing individual coaching or do you want to set up a membership type program where students can learn at their own pace? You are just there to help offer advice and answer questions.

Many coaches like to deliver their coaching programs using videos. As this helps provide a visual aspect to the material. It is often easier for students to learn by watching rather than just reading.

Other ways to deliver your coaching material is by holding online webinars or seminars. These could be run over the course of several days or weeks, with each session lasting about an hour. Always allow time for a question and answer session at the end.

It can also be helpful to have student learning material on hand. This can be tracking sheets, cheat sheets, questions sheets and any other type of learning aid that can be helpful to your students.

Using worksheets along with video instruction can be an effective way for students to learn. Plus this allows you to attract coaching clients from further afield. In turn this could increase your revenue from your coaching business.

The planning stages of your coaching program are so important and therefore should not be rushed. Instead take the time and effort into carving

out an in depth and exciting program. You should attempt to over deliver on content with your first program. This will help gain your more reviews and testimonials that you can use to secure future clients or students.