

Getting Your Coaching Program Online

Do you already have a coaching program and are looking to bring it online? Or are you brand new to coaching and want to fulfill your dreams by offering online coaching? Either way this article will provide you with lots of valuable tips on how to accomplish just this.

Your first step is quite simple and that is to ensure that you set up a coaching related website or blog. If you are using your own name for your coaching business, buy the domain for it and set up your site. If not then choose an appropriate business name and go with that one. Check with your State's requirements for setting up as a local business as well. You may need to purchase a license for this.

Now, one of the biggest obstacles with setting up an online coaching program is that of being afraid of technology! You really don't want to let this stop you from setting up shop online. Yes there will be lots of things to learn, but once you do, you won't believe how easy everything is to run and maintain.

Technology has come a long way and this includes how we set up websites. You don't have to pay someone to design and code your website. Simply use a Wordpress site and you can have your site up and running the same day. If you are stuck for time or if this is your stumbling block then consider hiring a virtual assistant to set up your site for you.

The next problem with setting up an online coaching program is not knowing what to charge. The nice part about having an online program is that you can change your prices. When you first start advertising you can promote your program as an Early Bird or Limited Time Special offer. This gives you the flexibility of increasing your prices if necessary.

It never hurts to start with a lower price as this will definitely attract clients or students for you. You can then ask for testimonials afterwards and post these on your website. When you do increase your prices these testimonials will help solidify your expertise and why you are worth the prices you are charging.

Another problem area for potential online coaches is knowing how to market their business online. Too many businesses have promoted themselves in a tasteless fashions. This can make it seem as though you have to be spammy or too salesy to find new business clients. This is totally untrue and all you need to learn is how to write a good sales page for your program. This along with your established online presence will be how you attract new clients.