

Tips for Launching Your Coaching Program or Business

Are you trying to set up your own coaching program and are not quite sure of where to start? You are not alone, the minute you think about setting up a business your mind starts to go into a whirlwind of activity. Setting up a coaching program online, is really no different to setting up any type of online business. Let's take a closer look.

There are basic tools that you will need for your online coaching program and these include:

1. Website or blog
2. Social media presence
3. Willingness to learn

Really you don't need much at all! This is one of the attractions of running an online business. The overheads are much smaller when compared to a traditional brick and mortar type business.

The third point above: the willingness to learn, is really important. You must be prepared to learn certain things such as running and maintaining your website. You will also need to learn how to market online and you should be willing to learn how to run a webinar and shoot videos if necessary.

In a traditional business you have invested thousands of dollars before opening day. With an online business you may have invested a couple of hundred if that. Which is why too many people give up too quickly with an online business. They can afford to walk away from a couple of hundred dollars more easily than walking away from thousands.

If you are brand new online then one of the quickest ways to get your name out there is by using social media. Now, you don't have to use all of the platforms. Just select one or two to get started with now. We would suggest using Facebook and Twitter for now. Get into the habit of posting a little bit of content each day at first.

In the meantime you want to set up your coaching website and start blogging about what it is you do regularly. Remember this is going to be how you make a living, so put time and effort into it.

Once you have these things in place you can start working on your actual coaching program. Outline what it is you want to offer and how you will deliver the content to your students. You can use videos, the phone or webinars to give you a few ideas.

If this is going to be your first venture into coaching you may want to offer a deep discount for your first 5 or so students. In return you ask them to give you a testimonial for your website.

To really succeed with any online business it takes time and effort that you must put in on a regular basis. Your clients won't magically appear, you have to put your coaching program right in front of them first!