

Preparing to Open a Coaching Business

Before you actually start looking for coaching clients there are certain things that you should have in place. These are details that will help reinforce your expertise and show people why they should sign up with your coaching program.

An Online Presence

It is imperative for any business owner to have an online presence these days. Just about everyone uses some type of device to access the internet. If you can't be found online then this won't help reinforce your position as a coach.

There are some basic ways to develop an online presence. First create your social media accounts and start using them. Post information and tips on what you will be coaching on.

Another valuable way is to set up your own website and start blogging. Again this showcases your experience and highlights your authority. If you have any type of credentials and qualifications, which will help attract clients, then make them visible on your website. It can be helpful to add these sections to your About page.

Publishing a Book

This is an excellent way to showcase your expertise and attract coaching clients. Writing and publishing a book today is very easy. You can easily self publish a book on many of the different publishing platforms such as Kindle or the iBookstore.

If you write and publish your book first, you can always include a link in it to your proposed coaching program. You may even want to consider offering free 15 or 20 minute consultations to a set number of people.

Being Active in Your Field

To be considered an expert it is really important that you are seen being active in your particular field. This can be done by making use of forums and by leaving blog comments or even guest posting on related blogs.

The more your name is connected with your field, the more coaching clients you will attract.

Use Social Media

This is another fast way for people to discover what you do. Just about everyone has at least one type of social media account, this may be Facebook or Twitter or both.

By incorporating social media you are getting your name out where it can be found. Plus it provides you with the perfect opportunity for showcasing your knowledge. Post or Tweet out small tips each day. This will also help you build a following online. Then once you are ready to announce the start of your coaching program you will have eager clients knocking on your door.