



HOW TO

KICKSTART YOUR

COACHING BUSINESS

MINI GUIDE

& WORKBOOK

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HELLO, YOU!

WELCOME TO THE HOW TO BECOME AN AWESOME COACH GUIDE & WORKBOOK!

If you are here, it means you are already a coach or are thinking of becoming one. And that's fantastic news!

Coaching is a very rewarding career. Being a licensed NLP practitioner and having coached people for several years now, in all matters personal, relationship and spiritual, I've really enjoyed working with so many different people and hearing all of their stories. I feel blessed and grateful for all of them. And if you are here, you probably feel the same way.

But, if you are thinking of becoming a full-time coach in the near future, you need to think deeper about the business side of it. Cause a coach, is well, still running a business and selling a - really awesome - service.

If you've not thought through the daily ins and outs of running a business, and have not got proper plans in place, you'll get tired and burnt out real quick. At the same time, you'll be wondering where all your clients are. But worry not, it's not all doom and gloom. I've been through this and I've got your back.

So here are 6 tips for you to take action before you embark on that wonderful journey of being a coach. Rock on!





1. THINK ABOUT YOUR WHY

Why do you want to become a coach?

Many people want to become coaches, because they are good listeners or are great at forming rapport with just about anybody. Yes, coaching is all of that. But there's a lot more to it too! Managing dynamics, differing personalities and problems are also skills you need.

Can you see yourself doing this day in and day out? Imagine taking on 5 clients all day everyday, each with their own unique issues and differing degrees of complexity.

Also, how would you manage your own energy? Can you take criticism? Cause let's be real, not everyone who comes to you is going to like you. Some people just think your methods plain suck & have no qualms letting you know. How would you handle that?

Reflection Time

Why do you want to be a coach?

How will you manage your energy?

How will you handle conflict & criticism?



2. WHAT ARE YOU GOOD AT?

What gives you that extra spark?

There are many different types of coaches and you can be as specific and as general as you want to be. So a good place to start would be to ask yourself, what are your interests in life? What areas or topics can you talk about non-stop or have lots of knowledge about? What do people come to you for advice?

What areas can you provide coaching in?

- a. Do you love helping people with their relationships?
- b. Or are you good with biz systems and processes?
- c. Can you help someone with their career?

Reflection Time

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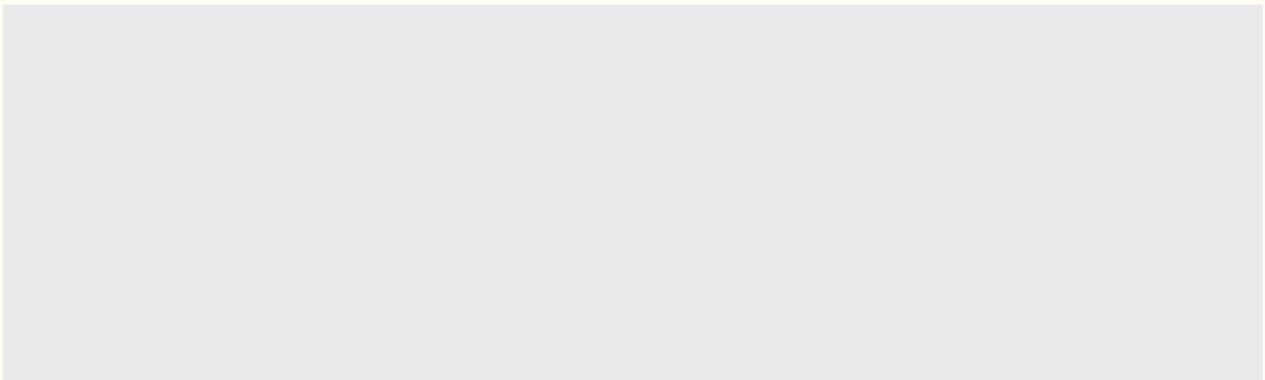


3. START FREE

What are some ways you can start offering free coaching sessions?

Start offering free coaching sessions to different people. It could be friends, acquaintances, anybody who is interested! These sessions don't have to be long or super formal. Just 20 minutes tops. You just need to do a couple to learn how to build rapport and get people talking about their issues. You'll also start to get a feel for drilling down into someone's problems and guiding them to a solution. After the session, ask your coachee for some feedback. What did they like or didn't like about your session? What can you improve on?

Reflection Time



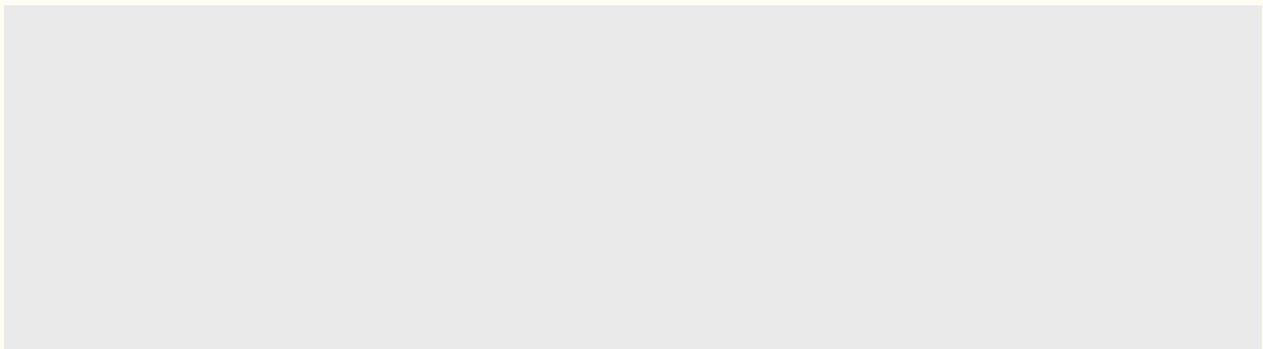


4. JOIN NETWORKS

What are some coaching networks in your area you can join today?

Coaching networks or groups are a fab way to get to know other coaches. You get to hear more about the problems their clients face and how they run their sessions. You also get to hear a lot more about the challenges that coaches face, and perhaps get a better idea of where your ideal clientele hang out at.

Reflection Time





5. KEEP AN EYE ON THE BIZ

*How will you maintain your biz?
What areas do you need help in?*

Yes coaching is the fun bit, but don't forget that you are still running a business! You are now self-employed and do need to take care of things like finances, accounting, scheduling and so on.

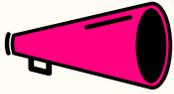
One thing to think about is - what are some things you can do on your own vs What do you need to delegate? How much will you spend per week tidying your paperwork/biz-related activities?

If you are not at this stage of your coaching business, get thinking about the possible areas that you might have to pay attention to, if your amazing biz explodes in the near future. (And that could happen tomorrow!).

Also, always remember to file your taxes and to keep all invoices and receipts should you need them in future. If you aren't able to afford an accountant now, do a search of the things you'd need to keep in file. You don't want to be scrambling at the last minute, or worst, find out that you've never kept any records of payments. Look into accounting softwares or programs if you feel they will help you.

Reflection Time

A large, solid grey rectangular area intended for the user to write their reflections on the business.



6. ADVERTISE YOUR SERVICES

How will you start promoting your biz?

Nobody will know what you are doing or how awesome you are at helping them if you never tell them that you are a coach to begin with!

Post it on social media, tell your friends, send them to your facebook page, send out the occasional email talking about your services. Start telling people what a great thing you are doing! Don't be afraid to toot your own horn, this is the time to shine. You are doing something awesome for people out there, so do let people know.

If you aren't on social media, think about the platforms you feel comfortable being on. Where would your ideal clients hang out? (You don't have to be on all). If you have an email list, send the occasional email to them. Sometimes people need several reminders/emails to realise you exist and that you're providing an amazing service for them.

Reflection Time

A large, empty grey rectangular area intended for the user to write their reflections on the advice provided.

AWWW YES!

YOU MADE IT TO THE END OF THIS QUICK, ACTIONABLE GUIDE! I TRULY HOPE YOU'VE ENJOYED IT AND THAT IT WILL HELP YOU IN YOUR JOURNEY OF BECOMING THAT AWESOME COACH YOU'VE ALWAYS DREAMT OF BEING. GO FORTH AND TOUCH LIVES!

Two quick favours to ask of you:

1. I'm creating more wonderful products just for you! And I'd like to know what areas in life you need help with. Kindly click on **this link** for a short 2 min survey!
2. If you are on **Instagram, Pinterest, YouTube or Email**, do click on the icons below to connect with me!

