



# **THE ULTIMATE** COACHING BUSINESS BLUEPRINT

The Behind-the-Scenes Magic  
That Creates a Smoothly-Running  
Coaching Business

## WELCOME TO THE ULTIMATE COACHING BUSINESS BLUEPRINT.

I'm so excited to share with you the fastest (and funnest!) way to start and scale a coaching business ...

What I've done in this Blueprint PDF is twofold.

**First**, I've given you the big picture, so you can see at a glance ALL the magic it takes behind the scenes to set up, launch, grow, and manage a coaching business.

**And secondly**, I've simplified the core essence in just one page.



## THE FASTEST WAY TO BUILDING YOUR BUSINESS

You see, **the fastest way to building your coaching business is NOT to go out and get clients first!** That's actually one of the worst things you can do when you start your business.

Being a great coach is one thing. Running a thriving coaching business is all-together different. I know you have big dreams and goals to work with clients, generate a steady income to create the lifestyle you desire, and that you want to do it in big ways, making a big impact.



And when it comes to mastering the Business of Coaching, there are hundreds of necessary details behind the scenes just so you can be prepared to attract prospects, convert them, enroll them, onboard and engage them, support them, and get referrals by them easily and effectively. This is what I call **the “magic behind the scenes.”** When you stop to think about all it takes to have a coaching business, as you'll discover in the first big-picture glance (what I call the Mind-map of a Thriving Business), it's a LOT! And when you can focus and know just a bit of information, you can **organize all that chaos into action that gets you quicker results!** I'll take you through it step-by-step throughout our 8-day Business Building Quest Workshop Series.

## THE CONTRARIAN APPROACH

When I first started my coaching business back in 2003, without even realizing it, I took a contrarian approach to turning my coaching-hobby into a business.

Because I am a systems gal who geeks out over things working as effectively as possible, I took that same approach to starting my business. Instead of following my enthusiasm and blindly rushing out to try to find new clients like most eager start-up coaches do, I spent a small amount of time initially to make sure the back end of my business was set up and in place, so I could **feel confident that I could deliver what I was promising when I was networking and marketing.** I knew that if I was about to start talking to people about coaching and how I could help them, and the kinds of clients I was looking for, I wanted to **be darn sure that I could deliver what I promised, while creating the optimal experience for my clients to get the best results possible;** after all, that's why they were hiring me.

And I wanted to be sure I wasn't spending all my time behind the scenes, instead of focusing on doing what I loved. So, I took the time, up front, to get organized behind the scenes, so things were organized and streamlined.

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*"I'm celebrating myself for letting go of my perfectionism as it relates to getting the pieces of my business in place and telling myself that "Done is better than perfect and not done." I've struggled with everything having to be perfect before I roll it out for a long time. Now I'm freeeee! Thank you!" ~ Lisa McNally*

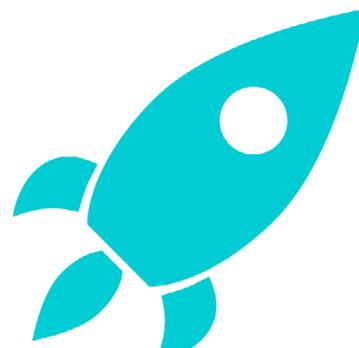
Something you'll hear me say over and over is that old saying - you know the one: *"If you want something done right, do it yourself."* - I actually put a slightly different twist on it: *"If you want something done right, create a system that will get you those results over and over and over."*

And that's what you're about to discover on the next few pages: **the system that allows your business to run like a well-oiled machine**, so your list building, converting, onboarding, engaging, payment processing, and supporting are **seamless, integrated, and even automated**.

Once you have this system, this well-oiled machine in place, you have more confidence in marketing and networking, knowing that you'll consistently grow your list and convert clients, and you can put your attention on doing what you love - coaching and serving your clients!

Because I'm a systems geek, I naively thought that all new coaches were starting their business this way. In my research, I quickly discovered that most entrepreneurs, 40% of them in fact, close up shop within their first year. It was shortly after I had created a thriving coaching business with a full client load and full-time income that I had the vision ...that I realized I could help other coaches do the same. Since then, **I've shared this Blueprint with over 58,000 coaches and practitioners around the world!** And now... I'm so happy to share it with you!

Okay, enough about the back-story ... let's dive in!



## MIND MAP OF A THRIVING COACHING BUSINESS

On the next page, you'll see the VERY BIG PICTURE of the Mind-Map of a Thriving Coaching Business.

It's hard to read since we had to resize it so it would all fit on one page. (typically, I have this in a large poster version pinned up on my wall). And I have to warn you ... when folks see everything they need behind the scenes of their business for the first time, all in one place, there are mixed reactions. Some folks respond with a sigh of relief and say *"FINALLY, everything I need to know in one place."* While others react with *"Holy s#\*t, what the bleep?!"* and others have responded with *"I can't read that, what does it say,"* and they experience a bit of frustration initially because they can't read it all.



But keep going, because the good news is on Page 5. I give you the Ultimate Coaching Business Blueprint, where you'll be able to see the core essence of each segment. Then, I break each segment of the Mind Map out and blow it up, so you can read all the details. (And don't worry; I'll break it all down for you step-by-step!)

Ready to dive in?

This is what the big picture Mind Map looks like for the behind-the-scenes magic of a thriving coaching business.

The Mind Map of a Thriving Coaching Business **outlines ALL of the Best Practices for ALL 7 of the Critical Components of Your Well-Oiled Machine** – it includes the details for all 7 Components: Branding, List-Building, Enrolling, Converting, Onboarding and Engaging, Supporting, and Referring. This Mind Map also includes the additional resources needed and primary reports to measure.

**Everything is right here in one place, organized for you.**

You can finally begin to **bring some order to the chaos and overwhelm** from all the research you've been doing to start your business! Doesn't that feel good?!?!

**1. BRANDING**

- Complete transformational statement
- Identify business model
- Outline sales funnel
- Create, redirect or integrate URL
- Establish profile settings for automation
- Select brand theme
- Fill in business plan template
- Nail your niche

**7. REFERRING**

- Acquire effective testimonials from every client
- Learn how to strategically ask for referrals from every client
- Implement testimonial & referral form
- Customize and utilize refer-a- friend email template
- Automate the testimonial and referral asking process
- Establish & track affiliate commissions
- Analyze essential reports

**2. LIST BUILDING**

- Personalize the perfect lead magnet
- Collect existing contacts
- Segment contact list
- Send "Dear Jane" letter
- Create optimal opt in page
- Set up ideal opt in form
- Include the 5 most effective autoresponders
- Maximize opt in thank you page
- Establish nurture sequence
- Review critical metrics
- Analyze essential reports

**3. CONVERTING**

- Establish online scheduling available slots and appointments
- Automate appointment confirmations
- Customize appointment reminders
- Include link to session prep form in reminders
- Utilize note-taking and assign tasks
- Create "No, Not Yet" nurture sequence
- Analyze essential reports



**YOUR BUSINESS**

The Behind The Scenes Magic To Growing Your list, Getting new Clients and Making a Steady income.

**6. SUPPORTING**

- Review exquisite client support
- Implement ECS Before the session
- Execute ECS During the session
- Establish ECS After the session
- Complete ECS In-Between the session
- Organize client dashboard
- Automate certification time tracking
- Monitor participant tracking
- Set up MIA report
- Analyze essential reports

**4. ENROLLING**

- Clarify two result-based packages & pricing
- Outline # of sessions, sequence, frequency
- Define money back guarantee
- Understand how to articulate what's included in packages
- Practice presenting package options
- Learn enrollment conversation outline
- Master the top 3 objections
- Decide if offering invoicing and/or selling online
- Demystify merchant accounts
- Prepare for the YES! using client agreements
- Establish written contract terms
- Develop agreement proposal email
- Set up Agreement Thank You Page
- Analyze essential reports

**5. ONBOARDING & ENGAGING**

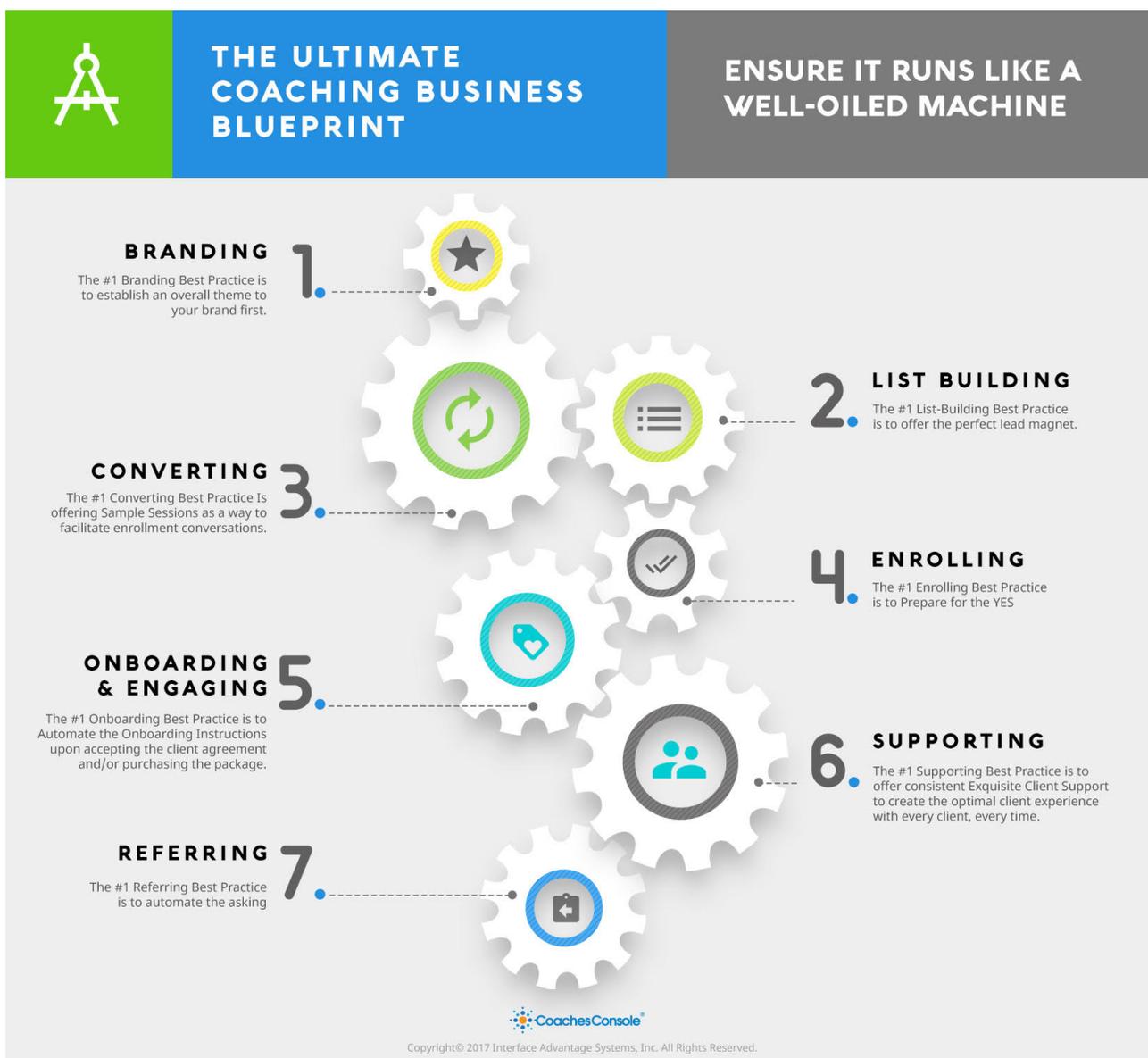
- Define onboarding instructions
- Set up new client autoresponders
- Establish private client portal
- Educate clients on use of private client portal
- Finalize welcome packet content, forms and documents
- Customize private resources page
- Create other private pages and content
- Analyze essential reports

## THE ULTIMATE COACHING BUSINESS BLUEPRINT

Knowing all of this is one thing. Knowing how it all works together and implementing takes it all to the next level. And that's what you'll find on the next pages, and in the upcoming downloads and video trainings in this workshop series.

To really create the magic behind the scenes, each of these seemingly separate sections need to work together. You'll see the 7 Core Components of your business, the corresponding best practice for each, and **what is needed to streamline and automate the best practices into your business seamlessly all in the Ultimate Coaching Business Blueprint.**

Here's the summary version of the Mind Map, so you can see how each segment integrates with the next, and how they all must talk to each other and work together, to be seamless:



Now let's dive into the juicy details of each of the 7 Critical Components.

## **BRANDING: The #1 Branding Best Practice - Establish an Overall Theme to Your Brand First.**

In the branding stage of your business, there are seven core elements to implement. These serve as the foundation to your automation, and as the consistency for your marketing message and optimal client experience.

They include :

- ✓ Business Plan
- ✓ Business Model
- ✓ Sales Funnel
- ✓ Nail Your Niche
- ✓ URL (List building?)
- ✓ Profile Settings for Automation
- ✓ Theme Brand for Website, Logo, and Core Pages of Your Website

## **LIST-BUILDING: The #1 List-Building Best Practice - Offer the Perfect Lead Magnet.**

In the list-building stage of your business, there are 12 core elements to implement so you can consistently find and organize new leads, and automate the follow-up and nurture sequence all the way to the point of booking a sample session.

The 12 elements are:

- ✓ Transformational Statement
- ✓ The Perfect Lead Magnet

- ✓ Collecting Existing Contacts
- ✓ Segmenting Contact List
- ✓ Sending out Dear Jane Letter to Begin Your Official Business Contact List
- ✓ Creating the Optimal Opt-in Page
- ✓ Setting up the Ideal Opt-in Form
- ✓ Including the 5 Most Effective Autoresponders to Optimize Your Follow up
- ✓ Maximizing Your Opt-in Thank- You Page for Greatest Conversions
- ✓ Establishing Your Nurture Sequence
- ✓ Reviewing Critical Metrics
- ✓ Reviewing Essential Reports for Optimization

## **CONVERTING: The #1 Converting Best Practice - Offer Sample Sessions as a Way to Facilitate Enrollment Conversations.**

In the Converting stage of your business, there are seven core elements to implement so you can turn pressure into prompting, to easily convert prospects and sign them up for your sample session.

The seven elements are:

- ✓ Online Calendar Scheduling
- ✓ Automated Appointment Confirmation
- ✓ Automated, Time-Zone Specific Appointment Reminder
- ✓ Reminder Llinked to Session Prep Form
- ✓ Note- Taking Area with Tasks & Assignable To-Dos
- ✓ "No Not Yet" Follow-Up Automated Sequence
- ✓ Reviewing Essential Reports for Optimization

## ENROLLING: The #1 Enrolling Best Practice - Prepare for the YES.

In the Enrolling stage of your business, there are 15 core elements to implement so you can confidently coach prospects in getting clear about their next steps to working with you (or not). Preparing for a prospect's "YES" in advance allows your enrolling and onboarding to be smooth and seamless.

The 15 elements are:

- ✓ Clarifying Your Two Result-Based Packages & Pricing
- ✓ Knowing How to Articulate What's Included in the Coaching Package/ Program and the Benefits
- ✓ Having a Graceful Way of Presenting Package Options
- ✓ Defining # of Sessions, Sequence, Frequency and Duration
- ✓ Defining Money-Back Guarantee
- ✓ Learning The Enrollment Conversion Outline
- ✓ Determining Invoicing vs Shopping Cart
- ✓ The "ins and outs" of Merchant Accounts
- ✓ Preparing for the "YES" Using Your Coaching Agreement
- ✓ Establishing Your Written Contract
- ✓ Developing Your Agreement Email Proposal
- ✓ Setting up Your Agreement Thank-You Page for Optimal Onboarding and Easy Engagement
- ✓ Mastering the Top 3 Objections: of Money, Time, and Think-about-It
- ✓ Reviewing Essential Reports for Optimization

## **ONBOARDING & ENGAGING: The #1 Onboarding Best Practice - Automate the Onboarding Instructions upon Accepting the Client Agreement and/or Purchasing the Package.**

In the Onboarding & Engaging stage of your business, there are eight core elements to implement for optimal onboarding and easy engagement of new clients, so they can immediately experience momentum and quick results.

The eight elements are:

- ✓ Defining Onboarding Instructions
- ✓ Setting up Your New Client Autoresponders
- ✓ Setting up Your Private Client Pportal
- ✓ Educating on Use of Your Private Client Portal
- ✓ Finalizing Your Welcome Packet Content, Forms, and Documents
- ✓ Creating Your Private Resources Page
- ✓ Creating, Formatting, and Finalizing Other Private Pages, Content and Drip Sequence
- ✓ Reviewing Essential Reports for Optimization

## **SUPPORTING: The #1 Supporting Best Practice - Offer Consistent Exquisite Client Support to Create the Optimal Client Experience with Every Client, Every Time.**

In the Supporting Stage of your business, there are 10 core elements to provide exquisite client support to every client, every time for the Optimal Client Experience. There is so much more to supporting than just showing up for the session. This allows you to be the greatest version of you, so you can powerfully serve your clients.

The 10 elements are:

- ✓ Exquisite Client Support Overview

- ✓ ECS Before: Appointment Reminder & Call Strategy Form
- ✓ ECS During: Notes, Time Tracking, Recording the Session
- ✓ ECS After: Post Session Recap & Follow-Up Notes
- ✓ ECS In-Between: Online Access to "Just-in-Time-Coaching"
- ✓ Establishing Your Client Dashboard
- ✓ Participant Tracking
- ✓ Tracking Time for Certification
- ✓ Reviewing the MIA Rreport
- ✓ Reviewing Essential Reports for Optimization

## **REFERRING: The #1 Referring Best Practice - Automate the Asking.**

In the Referring stage of your business, there are eight core elements to implement to get an effective testimonial, case study, and referral from every client, every time. As you support your clients in becoming raving fans and they tell others about you, your marketing becomes easier.

The eight elements are:

- ✓ Getting an Effective Testimonial
- ✓ Implementing the Testimonial Form
- ✓ How to Ask for a Referral
- ✓ Implementing the Referral Form
- ✓ Customizing and Utilizing the Refer-a-Friend Email Template
- ✓ Automating the Process within Your New Client Autoresponders
- ✓ Establishing & Tracking Affiliate Commissions
- ✓ Reviewing Essential Reports for Optimization

Alright, there it is the Ultimate Coaching Business Blueprint!



Now I have a question for you:

When you put together a puzzle, what do you do *before* you start putting the pieces together?

Right ... after you turn all the pieces over, you set up the box top cover and see what it is you're making before you begin.

Well, this **Ultimate Coaching Business Blueprint**, it's like the **box-top cover for your business**.

And it is your foundation for knowing what you need when building the infrastructure of a business ... it's everything right here in one place.

I truly hope that this Blueprint (and the free training video I've given you) has begun to help you organize all the overwhelming research you've been gathering about starting your coaching business. Not only can you see the entire picture at once, you can also begin to see how each section within your business interconnects and integrates with the next; **freeing up your time and energy!**

Now you have a whole new understanding so you can **be BOTH a great coach AND a confident business owner**: because it takes both to fulfill your dreams and desires!

Once you begin to set up your business in this way, and get organized and streamlined behind the scenes, the **quest of building your business is more of an adventure than a burden**.

You won't be scrambling behind the scenes, freaking out with that "oh, crap, now what do I do?!" moment. You won't be exhausted from the piecemealing your back end together with redundant technologies, or spinning your wheels just trying to find new leads and convert them to paying clients.

And this is just the beginning. This Blueprint and the video training that goes along with it is just the start of our Workshop Series. I have several more resources coming your way. And when you combine this Blueprint, with the template I'm providing in the next segment of our workshop series, along with the Coaching Business Roadmap to Success that I'll be giving you in the third segment of our workshop series, you'll have literally everything you need to **start and launch your business in a powerful and confident way**.

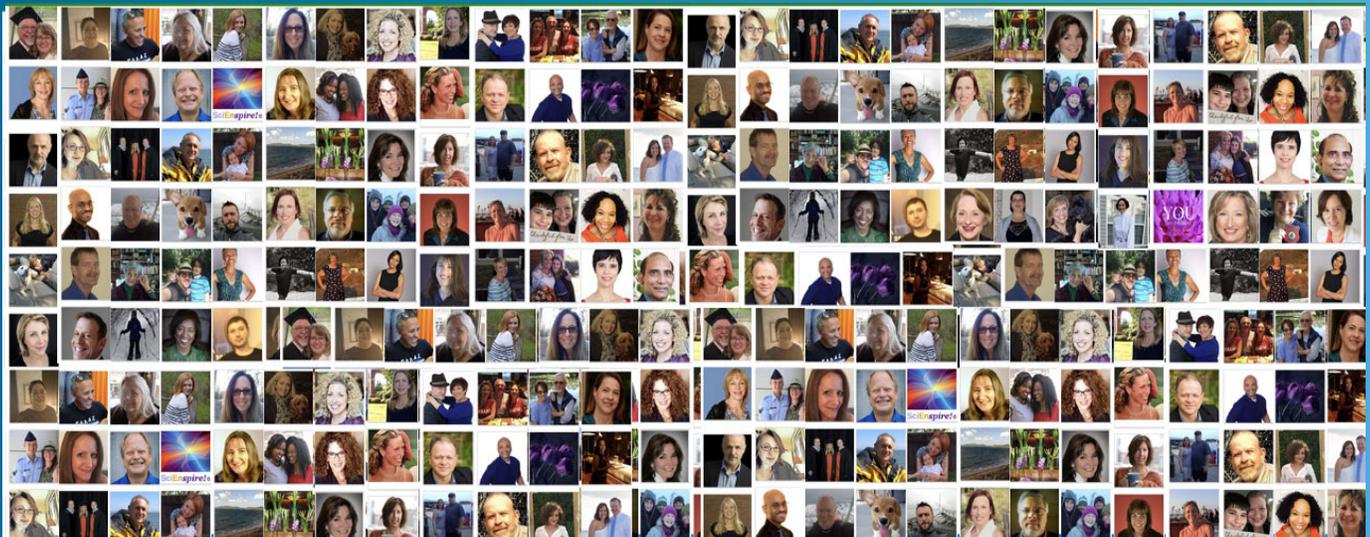
Pretty awesome, right?!?!



*"Commitment" is my word of the quarter and I have stayed committed to this! Yay! And, big thanks to you for making this so organized so I can provide an amazing website and backend to support my clients in the best way possible." ~ Paige Hamilton*

if you want to take the next step ... if you REALLY want to step up and stop the overwhelm, and break free from the chaos, fear, and doubt about your business ... well, in a few days I'm going to release the next resource and mini-training video in our Workshop Series. So be on the lookout, in your inbox, and get your hands on that as well. When you combine these two resources, you create a solid foundation to your business that is sustainable and scalable to whatever level you want your coaching business to reach.

In the meantime, you can continue the adventure in this private, Coaching Lifestyle FB group where I'm continuing these discussions and teachings on my resources and video trainings. I'll be conducting FB Lives, answering questions, and sharing additional resources. So be sure to **join this FB Group that is supporting continued learning, deeper discussions, and implementation throughout this Workshop Series!**



Here's to your success,  
Melinda

