THE COACHING BUSINESS ROADMAP TO SUCCESS

The Precise Sequence to Set up and Launch Your Coaching Business
WELCOME TO YOUR ROADMAP TO SUCCESS!

Are we having fun yet?!

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

One of the questions I often get from start-up coaches is “What do I do first, then what should I focus on? And what comes after that?” And with that doubt comes uncertainty and inaction, for fear of getting it wrong.

What I’ve done in this Roadmap PDF is to remove the guesswork and give you the **precise sequence to set up the back-end of your business**. Without the magic working behind the scenes to consistently support your efforts in growing your list, converting prospects, enrolling and onboarding new clients, and doing the work you love, your business will be sporadic at best, and you’ll end up with a very expensive hobby. But when you master the **Business of Coaching**, and can implement a well-oiled machine, your system works on tasks, so you can work the system.
Each of the seven core components of your well-oiled machine are broken down into smaller steps, making it easier for you to focus and move into action, getting optimal results fast. When you know all the steps necessary to run your business AND the precise sequence to set them up in, you can move at your own perfect pace to do so.

The start-up coaches, wellness practitioners, and healers that participate in our Easy-Breezy Bootcamp are from all walks of life. Some have full-time jobs and full-time families, and they’re setting their coaching business up in the evening and weekend hours that they can spare. Some Bootcampers don’t have any job, and they’re diving in to set up their full-time coaching business right out of the gate, while others are still in their coach training programs and just beginning to think and dream about having their own coaching business.

This roadmap is designed to lay out the path, the steps and the sequence, so you can move at your perfect pace.

We had one gal who set everything up in 18 hours over a weekend. Others have taken six months to traverse all the steps. On average, we find it typically takes three months to accomplish everything, if you have guidance and accountability along the way.

Whether it takes you 18 hours or 18 weeks or 18 months, please know that your timing is perfect (or else you’d be doing it differently). In fact, I recommend adopting this as your mantra along the journey:

“My timing is perfect!”

So often when coaches begin their Business Building Quest, they run into their limiting beliefs:

“I don’t know what I’m doing,” “I don’t have enough time,” and “I’m not good at technology,” just to name a few.
Thoughts become things! And when you put your attention on those limiting beliefs, they only get louder, and they become your reality. So be mindful of your mantra as you proceed through the Roadmap. Take it one step at a time, and put your full attention and creativity on each step along the way. Don’t get skip ahead or try to bypass any of the steps. That just leads to a shaky foundation, having likely missed elements that will cause you more time in the future to fix, and you’ll have a sense of feeling scattered.

WE HAVE A SAYING HERE AT THE COACHES CONSOLE:
“SOMETIMES YOU HAVE TO SLOW DOWN TO SPEED UP.”

And that is true with this Roadmap. Initially, it may feel like you’re not making progress fast enough, but it’s like a train picking up speed, as you gain momentum. And you’ll be at full speed ahead, quickly.

And most of all, this is an adventure! Have fun along the way.

We’ll give you reminders along the Roadmap to prompt you to ask yourself “What do you need to do, be or have in place to make this as fun as possible?”

If the journey isn’t fun, why bother, right!?!?

The Roadmap is designed to help you enjoy the privilege and experience of setting up and launching your business. This is a big deal, and it takes a lot of courage … we want you to enjoy your experience!

So, let’s dive in to your Roadmap …

Here’s the breakdown of each of the seven core components, and each step necessary to implement the magic behind the scenes (and the precise sequence to set it all up in). And when you print out the Roadmap to Success below, you’ll see we’ve even mapped it out for you, so you can literally follow the path to success.

Can you see how this can take the guesswork out of everything for you? Just imagine knowing what to do, and where to put your focus and attention to yield the greatest results possible in the shortest amount of time possible.
The Coaching Business Roadmap to Success

The Step-By-Step Guidance and Magic Behind an Easy Breezy Coaching Business

Fun Challenge: “Give Yourself an A”

Fun Challenge: Celebrate your biggest WOW story by posting in FB group

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

In the branding stage of your business, there are eight 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:

- 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

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

In the list-building stage of your business, there are 11 core elements to implement so you can consistently find and organize new leads, segment them, and automate the follow-up and nurture sequence all the way to the point of booking a sample session.

These 11 elements are:

- Personalize the Perfect Lead Magnet
- Collect Existing Contacts
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:

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

In the Enrolling stage of your business, there are 14 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 14 elements are:

- 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
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.

They include:

- 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

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.

The 10 elements are:

- 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

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

In the Referring stage of your business, there are seven core elements to implement to get an effective testimonial, case study, and referral from every client, every time.

The seven elements are:

- 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
OK, there you have it—the Coaching Business Roadmap to Success!

That’s the path that hundreds of my Easy-Breezy Bootcampers have followed.

I truly hope that this Roadmap (and all the free downloads and training videos I’ve given you) have opened your eyes to a whole new way of thinking about your business. Because once you start to put these strategies and best practices into your business ... well, business will never be the same again. Literally.

You will no longer experience the “Oh Crap! Now what?!” moments of overwhelm, scatter, and frustration.

You have a choice!

How do YOU want to experience your business?

You could stick with your old way of being reactionary and piecemealing and cobbling things together, solving immediate needs as they pop up. You can keep pushing through the chaos hoping that something will work and it will all eventually come together.

But if you’re ready to feel confident, accomplished, and truly create the lifestyle you desire, then I’ve given you the resources and tools necessary for your Business Building Quest! It’s time to live the life of your dreams ... the world is waiting and ready for you.

Because when you start down this Roadmap to Success, you’re going to eliminate your fears and doubts about your coaching business. You will have a structure that allows you to attract new prospects and consistently grow your list. You can leverage your business as a tool for converting clients and powerfully supporting them. You’ll have a well-oiled machine that is working steadily on your behalf, so you can focus on what you love doing, making the impact you’re here to make.

I’ve already given you a lot of training materials – in this Roadmap and all the training videos, downloads, and discussions threads in this workshop series.

I know some folks will take these free resources I’ve given, and they’ll get started right away.

And that’s AWESOME!
But 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 open up our next round of the Easy-Breezy Coaching Business Bootcamp Program.

This is something we do once a year. We’ve had hundreds leverage our wisdom, tools, technologies, and resources. In one of our last Bootcamp programs, we maxed out our capacity. But if you act quickly, once we open up, you should be able to get in.

Here’s what you need to do--watch your email over the next few days. I’ll be sending lots more details on the upcoming Bootcamp program and the registration process.

I’m going to sneak in one last free training, our Coaching Business GPS Masterclass, and that’s when I’ll open up registration and start up our new session of the Easy-Breezy Coaching Business Bootcamp.

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!

I’ll also unveil the new Bootcamp Program in this FB group as well. So join the party, and add your comments and questions to the Coaching Lifestyle FB group ... and let’s get you creating your business and life beyond your wildest dreams!

Here’s to your success,
Melinda