

# The Coaching Business Roadmap to Success

The Precise Sequence and Exact Steps to a Thriving Business

SCALING

## FOUNDATION



**Mindset: What Business Phase Are You In?**



**"Give Yourself an A" Statement**



**Calling Out Villains and Superpowers**



**Tech Made Easy Jump Start**



### Milestones

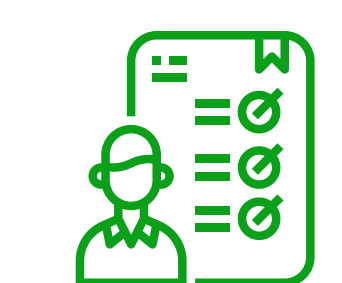
- Identified Current Business Phase
- Defined Success on Your Terms

## BUSINESS PHASE I COACHING CLIENT QUICK-START



### Branding

- Complete 5-Part Conversation
- Customize and Send Dear Jane Letter
- Immediate Networking for Quick Results



### List Building

- Collect and Organize Contacts
- 3 Ways to Follow Up Without Being Pushy



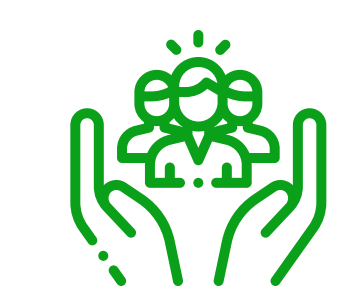
### Converting

- Set Up Online Appointment Scheduling
- Branded, Automated Reminders



### Enrolling

- Follow Simple Sample Session Outline
- Practice List of Effective Marketing Questions
- Get Paid Easily



### Supporting

- Secure, Organized Client Notes



### Milestones

- Facilitated 5 Sample Sessions
- Got Your First (or Next) Client
- Generated New (or Additional) Revenue

## BUSINESS PHASE II OPTIMIZING CONVERSIONS AND MASTERING ENROLLMENT



### Branding

- Nail Your Niche
- Create 2 Basic Web Pages



### List Building

- Lead Magnet Created
- Opt-in Pages and Form Built
- Five Effective Autoresponders Included



### Converting

- Result-Based Title Added
- Session Prep Form Attached
- Post-Session Recap Form Automated



### Enrolling

- Results-Based Packages and Pricing Established
- Agreement / Written Contract Terms Set Up
- Packages/Products Created in Shopping Cart



### Supporting

- Onboarding Sequence Created
- Set Up Private Client Portal
- Exquisite Client Support Implemented



### Referring

- Automating and Collecting testimonials
- Top 10 Strategic Referral Partners
- Track Referral Leads and Sales



### Milestones

- Added 100 Contacts to Your List
- Facilitated 10 Enrollment Conversations
- Added New Coaching Clients and Revenue

## BUSINESS PHASE III LEVERAGED LEARNING, TIME AND MONEY



### List Building

- Measure Metrics of Open Rates/Click Rates and Continue to Optimize Conversions
- Create Additional Lead Magnets
- Grow Your Audience, Grow Your List



### Enrolling

- Continue to Facilitate Enrollment Conversations
- Improve Each Part of Enrollment Conversations for Increased Conversions



### Supporting

- Track Client Results, Compile Client Success Stories and Integrate into Marketing and Sales



### Referring

- Increase Strategic Referral Partner Promotions



### Leveraged Learning

- Begin with the End in Mind: Craft Your Results-Based Offer, Outcomes and Bonuses
- Map Out Stages of Progress, Milestones, Action Items, Deliverables and Exercises
- Create Group/Course Content
- Organize and Upload Group/Course Content in The Coaches Console
- Integrate Coaching into Program/Course
- Track Student's/Client's Progress and Results
- Create Upsell Offer into Private Signature Coaching Package



### Milestones

- Created and Launched Group Program/Online Course
- Have 5 Beta Members Enrolled into Program/Course
- Facilitating Beta Program