

YOUR BUSINESS IN A BOX

THE 5 CRITICAL KEYS TO YOUR THRIVING COACHING BUSINESS

CRITICAL KEY #1

ATTRACT

- Educational based website
- Offer a free report/free/gift/download
- Organize and group your contacts
- Automate the follow-up

CRITICAL KEY #2

ENGAGE

- Offer a schedule button on website.
- Send automated appointment reminders
- Call strategy/session prep form
- Organized place to keep notes

CRITICAL KEY #3

CONVERT

- Solid, thorough coaching agreement
- Ability to electronically accept the agreement
- Automatically deliver the welcome packet
- Automate payments by credit card.
- Sell your coaching packages online

CRITICAL KEY #4

SUPPORT

- Your clients can securely access supporting material
- Provide a call strategy form
- Organize your session notes
- Provide a post-session recap form
- Drip content to clients and participants over time
- Automatically tally your coaching hours as you go.

CRITICAL KEY #5

REFER

- Provide your client with a series of questions that create powerful testimonials
- Provide your client with a series of questions that prompt a referral introduction
- Provide a 'refer-a-friend' template



THE BUSINESS OF COACHING MAP