

# *Start a coaching business*



## *1 Step:*

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### *Basic recommendations*

### *Synopsis*

*Learning something new is fun; it can also be a challenge. Many times we are required to learn something new with our job and there are times when we are interested in something and want to learn more about it. That's why a coaching business offers a great way to make some nice profits.*

*There is so much information out there so it seems very easy to just do some research and find what it is you need to know. How easy is it to apply your new found*

knowledge in a real life situation, and how much can you trust the information out there? It is not really that simple. Learning something and doing something are two different things.

Learning something and putting it into practice takes time, patience, and a good coach. This is where you come in handy. Think of your current niche, and as you are thinking about it, is there something within your niche that people need or want help with? It is best to do some research and test your own methods out. Remember that you can research the internet, but get as many sources as possible. Many people will create a site or blog and say whatever they want. So when you get a good number of sites, compare the sites and blogs with the credible information you found. Take the marketing ideas that make the most sense and use them to guide you.



### ***Making your business fun and engaging***

*Being an enthusiastic person greatly increases your ability to attract more people to your coaching business. Attracting people is way more than just speaking in an enthusiastic way and sounding exciting. You have to be authentic as well because people will be able to tell if you are or not.*

*If you are just going through the motions, you will not seem real or that you are really interested in what you are doing. The best way to be successful with this part is to really have an interest and passion for what you will be doing.*

*You also want to attract the right people to your business. Trying to get as many people as you can to jump on board and get coaching from you seems like the ideal thing, but if those people seem like they are on board then drop off the face of the planet, it will just be wasted effort in the end.*



*One thing I warned about early on is be careful of the resources you use. However, one thing you can do as an exercise to help your business to be more fun and engaging is to read blogs. Since many blogs are not expected to be professional and people may not be writing about the subject in the most professional manner, you can always get some good ideas from it.*

*When reading the blog, think about what makes reading it fun and engaging for you. Apply that to your own business and it will be easier to get motivated. Motivation is the key to a successful coaching career.*

### ***How to get your clients engaged?***

*How do you get clients engaged? Remember earlier I said you want to attract the right type of people. So once you have the right people, then it will be that much easier for you. One thing to ask yourself is what gets you engaged? I know one thing that gets me engaged is simple; eye contact and using my name when someone speaks to me.*

*Acknowledge as many people as you can. "I have a bad memory", or "I'm not good with names," are the most common excuses people make. The problem is that neither excuse is accurate. You just did not "learn" how to remember someone's name.*

*Learning and remembering go hand in hand. Find out different methods that people use to help them remember things and practice it. The best way is to try and continue to try.*





### *Find out what people want and need*

*How do you know what people want and need? It is a great open ended question to start you out with. You will never know right off the bat, and it can be hard to pinpoint what people actually want. If you are a social person, it may be easy for you to approach someone and have a nice conversation and from there learn what they want and need.*

*This is considered small talk and is a great way to find the information you are looking for. On neutral ground, people are more likely to talk about superficial things. They don't know you on a personal level, so it is easier to simply talk about what is happening at the given moment. This is to your advantage. And if you are not the most social person or are shy or even a little self-conscious, don't be.*



*The reason being is you should not worry about what people think of you at that moment. They do not know you and if your conversation was not the greatest, they probably will not remember the negative things about it. And that is okay. Consider it practice and keep going out in the world and try again.*

*Once you build up confidence, you will begin to see a change in how people react to you. Take note of how things have changed and realize those changes. The more you connect with people and learn their needs, the better things will get for you.*

### ***Plan each session before you start***

*Hopefully you have heard of the saying, “failing to plan is planning to fail.” Write this one down and put it into view either on your bathroom mirror, the bedroom or front*

door, or anywhere where you will see it. This will act as a reminder that you need to make sure you planned for what you will be doing from day to day.



### ***Keep a schedule***

*Having a schedule is so important. You want to know when you hold coaching sessions and also know what activities you will need to do to accomplish certain goals. Many people get stuck here because structure is not a huge part of our daily lives. Get something into practice before you begin your business and make a point to follow it daily. This will be a big step toward getting into the habit of being organized and prepared.*

### ***Organization is important***

*Being organized and staying that way is very important. In fact, this is one of the most important attributes to your business and will save you from huge headaches later. It goes along with planning as well. You plan needs to be organized and having an*

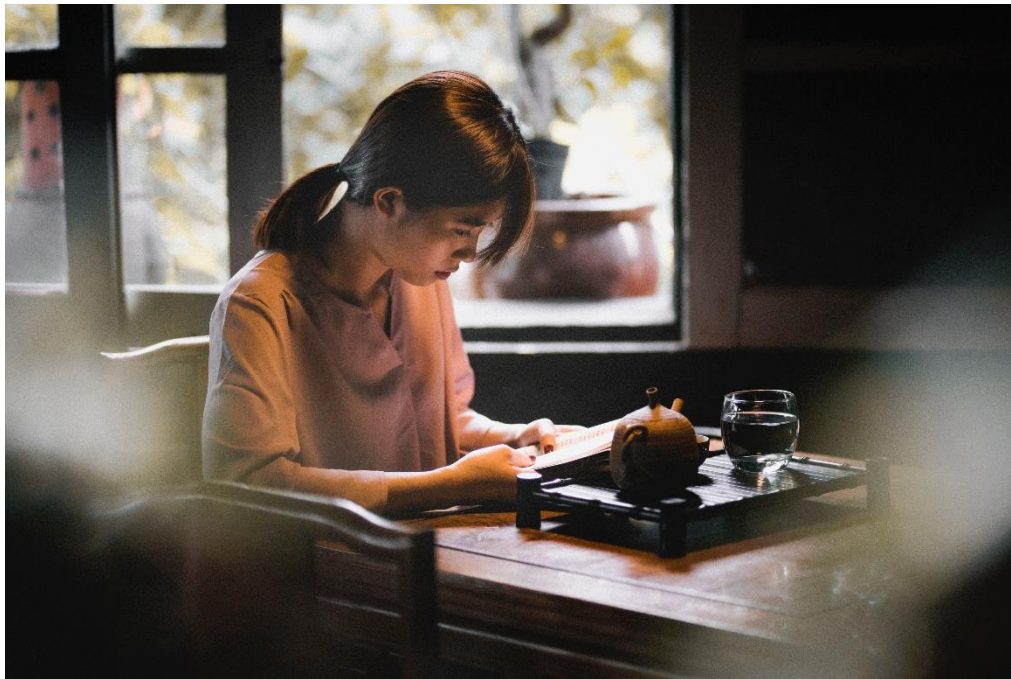


*organized plan will help you here.*

*I have some tips and advice for being and staying organized and so I want you to read once, then go back and read it again. The second time you read it, you will think to yourself how you will accomplish this task. In the end I hope you will be better organized and see success down the road as a result.*

### ***Be prepared to answer questions***

*You want people to ask questions. That is how you know they are engaged in what you are presenting to them. You will never be able to have all the information you need set in place as to avoid any uncertainties. In fact, it is actually good to have uncertainties because as you are able to answer the questions, you will also learn something new. Coaching isn't about knowing everything, but knowing enough to help people who want it. If you do not know the answer to something, do not just tell them anything. If you do, you will be in a world of hurt in the future.*





*Create a calendar (so people can view your schedule)*

*My favorite thing is to have a calendar with all my events written in. There are digital calendars you can share with people and even free software you can find from your website hosting to meet your needs for this.*

*Experience tells me to write everything down; EVERYTHING. If you have working experience, meaning you have held a job of some sort, you will realize that people will tell you something one time then later on, what they told you will be irrelevant. Even at your job you should write everything down not just to cover your end, but so you can refer back to it to help you remember what was said.*

*With the calendar software of your choice, you can have your schedule viewable to your clients and to whomever you choose. If you have workers who are helping with your business, it is a great way for them to know what is going on.*



## 2 Step:

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### *Build A Remarkable Brand*

## *Synopsis*

*Branding building is very important as it is supposed to be the clear representation of the company or the business endeavor being promoted. Effective brand building will help to bring the items being promoted to the forefront of the clients' attention, thus creating the opportunity for both the merchant and the client to come to a mutual and beneficial partnership.*



### *Make Something Great*

*The following are some points on how to build a remarkable brand:*

- *Image is very important to the brand building concept. The right image used will ensure the desired attraction and interest to the material being promoted. This is important, as the target audience is usually overwhelmed with choices, that it would be hard to choose the individual's brand, if it is not marketed in a style that is able to capture the attention of the client immediately.*
- *Accessibility is also another important point to consider when addressing the brand building exercise. Often the promotions for the brand building exercise, takes up the entire focus of all involved, that the easy accessibility to the material or product being promoted is over looked. This is very frustrating for the client, who would like to commit to the brand, but has no recourse to do so, thus forcing the client to look elsewhere.*



- *In the actual designing phase of the brand building, it would be wise to explore all the various tools available in the market place today to ensure the best are used to create an attention grabbing campaign. This would include identifying the best colors, designs, captions, characters and anything else that should ideally be included in the end promotional campaign. Consistency in making the promotional*
- *campaign a memorable one is important as this will work as the ideal pulling factor to ensure the overall success of the end results.*

### **3 Step:**

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## ***Develop Effective Marketing Strategies***

### ***Synopsis***

*Every business endeavor requires a certain amount of market planning, and each step requires the undivided attention of the individual in order to ensure all the correct decisions are made to strategically position the business for success.*





## *Create Strategies*

*The following are some tips on how to develop effective marketing strategies to ensure the success of the business endeavor:*

*Taking the time to identify and suitably describe the company's unique selling point will help when it comes to promoting the company's services to the potential client.*

*The promotional material used can focus heavily on this selling point to ensure the client is sufficiently impressed and thus be more inclined to make a commitment. Being able to create the adequate amount of awareness will be a helpful marketing strategy.*



*Defining and identifying the target audience, should also another marketing strategy that could be explored. This will help to design the other connective parts of the presentation material to entice and gain the client's attention.*

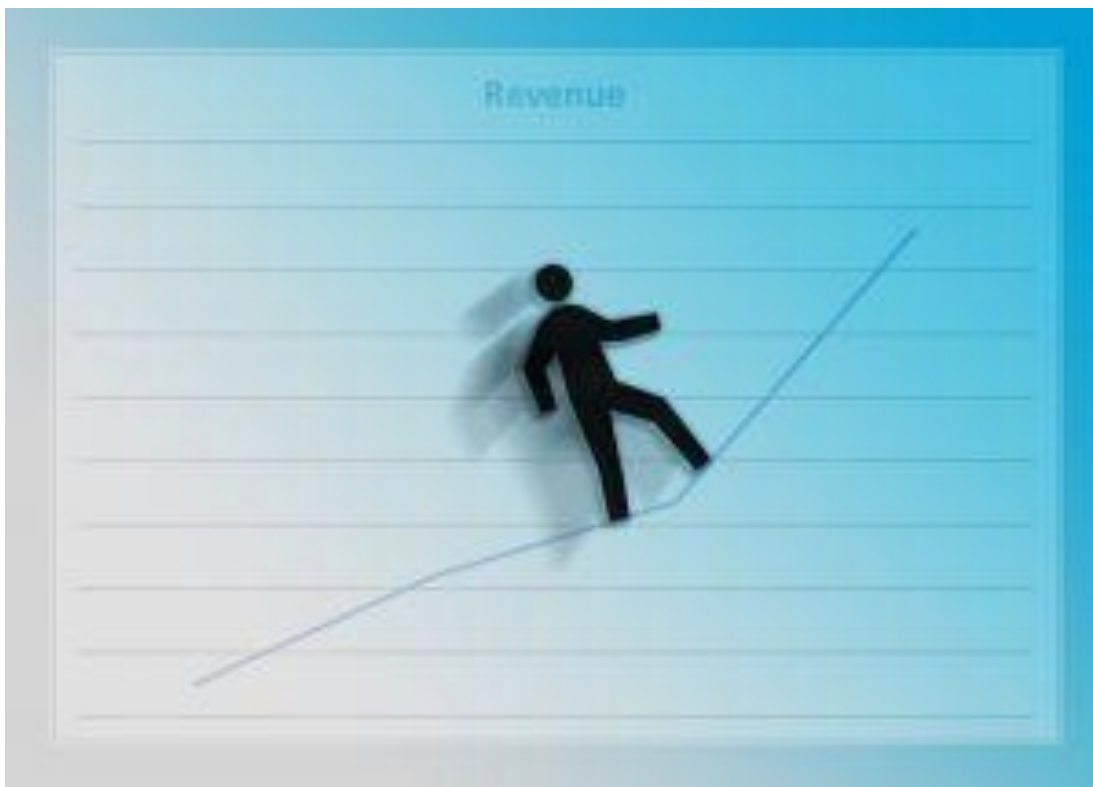
*If the marketing strategy is well planned around this information, it would be easy to encourage the client to commit, as the material being promoted would ideally be what the client needs or wants.*

*This will ultimately be the defining factor of exactly how good the strategy being used, will eventually ensure the supporting information is designed to create the ideal package for the client.*



*Defining the marketing tools to be used is also another way of creating suitable marketing strategies for the business. With the relevant amount of research done, the individual should be able to identify the suitable tools for the advertising platform that will eventually be use to launch the business entity and reach the prospective clients effectively.*

*These strategies could include the use of the internet, advertising campaigns, direct marketing, public relations and any other ways that would create awareness for the business.*



## Step 4:

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### *Advertising Is Important To Get Noticed*

#### *Synopsis*

*Creating awareness is one of the most effective ways of getting the client's attention and consequential commitment towards any endeavor. Therefore, in the quest to create this very important awareness aspect, the individual would explore the opportunities provided for, by the advertising angles available.*





### *Put Your Name Out*

*Advertising is a great tool to use when there is a need to connect the prospective client to the source producing the product, service or materials needed. Being the ideal platform for informing the client of the various positive points that can be enjoyed with the use of the said product, service or material, the individual would effectively be able to make a success of the business endeavor, without actually having to physically sell to the client. Advertising creates the ideal opportunity for the company to reach a larger target audience with relative ease.*

*Advertising is also beneficial in keeping the current customers and clients still interested in the product, service or material being advertised.*



*A lot of businesses, seem to forget to tap into the already existing market as they wrongly assume, that once the customer signs on to the commitment, there is no further need to promote the qualities of the business any longer, wrongly thinking the customer is already well informed and impressed with the results the business entity offers.*

*However, changing this mindset is important, to the survival of the business, as advertising can also be used to refocus the possible waning attention and interest of the client back to its original enthusiasm.*



*At some point loyal customers would also like to be wooed and considered special enough to be privy to the advertising campaign being promoted.*

*There is a lot of competition in the market place, to garner the attention of clients; therefore, equal focus would be given to the advertising part of the business to encourage the awareness factor, so that the eventual positive results can be garnered for the furtherance of the business entity.*

## 5 Step:

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### *Expand Your Business To Cyberspace*

#### *Synopsis*

*A lot of business entities today are exploring the possibility of expanding their business and getting the attention needed for this through the cyberspace platform. There is a lot of interest in this particular way of getting the business entity recognized, as it is done on a much larger scale than any other more conventional method.*



### *Use The Web*

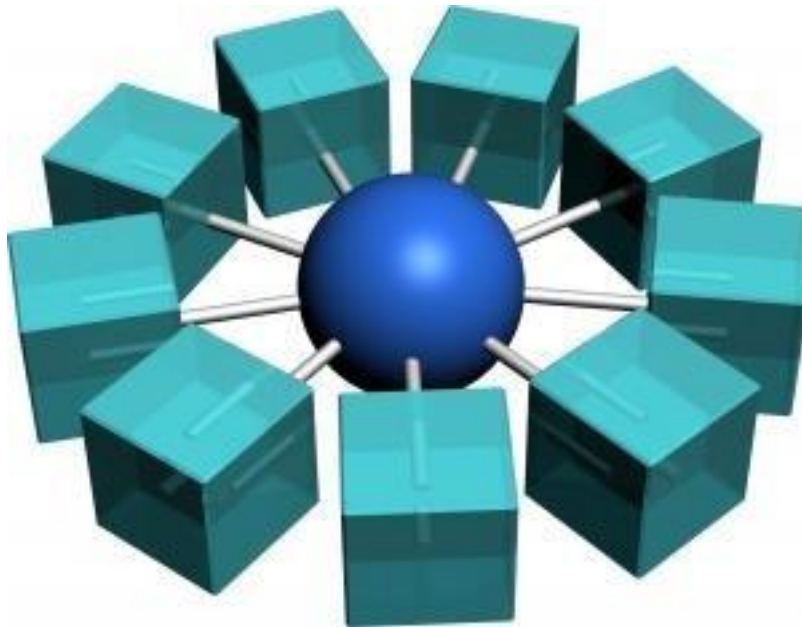
*The following are some of the contributing factors that are currently encouraging businesses to seek the cyberspace exposure, as a suitable platform for creating effective awareness:*



- Perhaps the most obvious reason for this option being explored is the main advantage of being able to reach a wider target audience. With the use of the cyberspace platform, the infinite possibilities of being able to reach anyone with an internet connection is rivaled by no other advertising tool. Such advertising possibilities are hard to be able to guarantee but with the cyberspace tool, this is no longer an issue.*
- There is also the cost factor when it comes to advertising, which is almost always expensive. With the use of the cyberspace tool, this cost factor will no longer be a negative element that curbs the ability of the business to reach the target audience. Comparatively, using the cyberspace platform as the ideal advertising tool, is definitely a lot cheaper and easier to explore and implement.*



- *Another attractive reason to use the cyberspace as a business expansion tool would be manpower or lack of it. In considering any business expansion, the individual would have to factor in the need to have all the supporting equipment and the work force in place, to handle all the additional work. With the cyberspace tool, this is not only not necessary but it may also allow the individual to give up the current workforce already in service, as the cyberspace tools will be able to adequately create and handle any incoming business for the individual.*



## 6 Step:

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### *Joint Venture With Reputable Coach*

#### *Synopsis*

*Teaming up with other people can have value added benefits that both parties can enjoy and grow from. However, choosing the ideal individual to team up with requires a little careful thought and consideration.*

#### *Join Someone*

*The following are some reasons why it would be beneficial to form a joint venture with a reputable coach:*



- *Looking out for new advantages, to help give the extra edge to the individual, when it comes to expanding or getting recognition for the business can be done with the possibility of forming a joint venture with a reputable coach. By simply being linked to such an individual who has already worked at building and establishing his or her reputation as a formidable coach, the potential client will be suitably impressed. To be able to engage the services of such a partnership, particularly based on the fact that the commitment would include getting the services of the reputable coach, would be something worth exploring on the part of the client.*
- *With the joint venture established with a reputable coach, would come the benefit of having access to a larger market share, where the business endeavor can be introduced. Such a strategic alliance will allow the individual to tap into a larger customer base and bigger geographical markets. This expanded reach could eventually bring better revenue prospects into the current business position.*



- *Teaming up with a reputable coach would also mean, the individual is now privy to technology and resources used by the coach. These added benefits will allow the individual to further expand his or her own contributions to the partnership with the use of these new tools. This is a better option to being able to have more up to date tools and techniques as opposed to having to take out a loan to make such purchases.*





