

Coaching Strategy Session Script

Directions: Use this as a guide when conducting strategy sessions.

Introduction, Goals & What They Mean

1. Tell me a little bit about yourself (or if you are a business coach, “tell me a little bit about your business”, or if you are a relationship coach, “tell me a little bit about your relationship”, etc.)

2. Let’s pretend that we’ve been working together for the last 6 months and have had a tremendous amount of success. Tell me, what would that look like to you?

3. If you had that in just the way that you’d like to have it, what would that do for you?

4. What would be the best part about it?

5. Why?

Challenges & Their Impact/Cost

6. What do you think could be slowing you down, standing in the way, or stopping you from having all of (list their goals from Question 2)?

7. What else do you think could be slowing you down, standing in the way, or stopping you? (Repeat until they don’t have anything else).

8. What impact do you think these challenges are having on your (business, relationship, etc.)?

9. What impact are these challenges having in other areas of your life?

10. How long have these challenges been going on?

11. What's the worst part about these challenges?

12. Why?

The Turn-Around/Light at the End of the Tunnel

13. If you could turn all these challenges around and flow freely toward your goals, what would that do for you?

14. What would be the best part about that?

15. Why?

16. What have you found most valuable about our time together so far?

17. I have a program designed specifically to help people overcome these sorts of challenges and achieve these kinds of results. Would you like to hear a little bit about it?

How You Help Them

18. Explain how your coaching works (use the 5 part coaching methodology & relate it back to their goals & challenges)

I work with clients for _____ (6 months/a year at a time) and we work on these 5 things...

1. Clarify Your Direction

2. Strategize Your Actions

3. Upgrade Your Skills

4. Optimize Your Environment

5. Master Your Psychology

(Explain what each one means, and how it relates to his/her goals/challenges – if applicable)

19. Check in to see if they are with you after explaining each piece of the 5 part methodology –“Does this make sense?” “Would that be valuable to you?”

20. Explain your fees (\$XXX/month, \$YYY/Full Pay, etc.)

21. Which of these options feels like the best fit for you?

22. Congratulations! I'm looking forward to working with you and helping you achieve/accomplish (whatever they're wanting help with)

If someone isn't ready to move forward now, help them overcome their fear and see if they are ready to move forward after that.