

# SURFACE TO SOUL

Live Well | Lead Well | Coach Well

## 10 Questions About Your Coaching Business

### 1 | Can I share with other people what I do as a coach in 12 words or less?

- "I have powerful conversations with people that help them live their best lives."
- "I have powerful conversations with people that help them be better leaders and project managers."
- 3 key questions: What do you offer? How will it make people's lives better? What do they need to do to buy it?

### 2 | Do I have a vision of my coaching ministry that includes my next steps?

- Learning: ICF chapter events, coaching books, using a coach, mentor, etc.
- Coaching: clarify people's needs you're seeking to address; who is your target audience?
- Marketing: Create your one-liner, write your 3 question paragraphs. List your basic services.

### 3 | Am I practicing my coaching skills and growing my coaching capacities?

- Schedule 3 30-minute complimentary sessions.
- Try on a 1-2 hour coaching session to help a client envision a preferred future.
- Try on coaching sessions with target audiences. Try on new scripts for inviting people into a conversation.

### 4 | Can I describe how my coaching ministry is different from other coaches?

- What kind of problems are you solving?
- What settings do you most enjoy?
- What are the life/work stages people are in that you wish to walk alongside?
- Do you offer a combination of assessment, training, coaching, and resourcing?
- Is there a unique approach or perspective you bring to your coaching?

### 5 | Do I have a virtual brand? Can people easily identify my practice in my brand?

- Website: Jim will share info from "Business Made Simple" book.
- Social sites: LinkedIn? Facebook Groups?
- How much time do you have to create and maintain your digital presence?

### 6 | Do I do more than coaching? If I provide content, do I give away my intellectual property?

- Training/teaching/workshops (Udemy).
- Assessments and consultations.
- Writing/content creation.
- Your package of services doesn't have to be limited to coaching.

### 7 | How much am I investing in my business financially? What is my financial plan?

- Budget: legal, marketing, networking, publications.
- Marketing costs: storybrand, logo design, etc.
- Financial/legal issues: create an LLC, business bank account, etc.

### 8 | What is my plan for growing my current client base?

- Prospect list with 50+ names on it (name, contact info, why you listed them, challenges/dreams).
- Script for inviting them into a coaching conversation.
- Script for asking people for referrals.

### 9 | Do I wish to function as a lone ranger or be part of a team?

- Independent: enjoy more freedom and flexibility.
- Team: collaboration, shared learnings, greater wisdom, mutual accountability, invoicing/payments, etc.

### 10 | How much time do I spend daily building my coaching business?

- Spend 3-4 hours in deep work focused on building your business
- Spend 2-4 hours coaching current and prospective clients



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