

Do's and Don'ts When Starting Your Coaching Business

6 things that will slow you down when starting your coaching business, and 6 things you need to do to get your business up and running ASAP.

(Yes, even if you are working a full-time day job with kids at home.)

Wondering what you really need to get your coaching business up and running? Here are my do's and don'ts for best results.

The DON'TS

These are the things that can wait or are just plain unnecessary. Your time would be better spent on the do's list.

1. **Website (not yet).** Having a professionally done website requires clarity, time and/or money. It also requires constant updating. Until you have clarity, testimonials, and a solid offer, investing the time and money into website will be just a waste of time.
2. **Complicated marketing funnels** with a multi-step enrollment process. Is it fun to have automated processes? Yes. Is it necessary to have that in place to run your business? NO. If you are just starting in coaching, all you really need is a way to collect money and a way to deliver the service.
3. **A huge mailing list (or any mailing list).** While mailing lists are very important in the long-term health of your business, having one is not a prerequisite to signing up clients on the spot. As the matter of fact, I have consistently been doing at least \$5K/month without a list for several years now.
4. **Thousands of followers on social media.** While a social media presence is important, having a huge following is not needed to start your coaching business. There are ways to start your services and groups without having to have FB private groups, a huge following, or any social media presence. I built my whole \$5K+ a month business solely on talking to people.
5. **A program ready to go.** Unless you are sure you can sell it, I would not build a whole program out. Yes, you have to have an idea of what you going to teach and in what order, but you don't have to have it all ready and neatly packaged to go. Sell your coaching before you spend time

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and money creating the product! You do have to know what results you will deliver and who you are offering it to.

6. **Be an expert in sales.** Running your own business and having to sell can be scary, but in reality, selling is caring, and you already are doing that every day. You don't have to have years of training, an MBA or experience in sales. Don't believe me? Think about your kids, your spouse, or your friend. If you want something from them or them to do something...well, you are selling your own idea.

The Do's

These are the things that you must have before you get started – and in order to continue to succeed as a coach.

1. You do need to **have knowledge in your niche and the skills to coach.** You don't need fancy titles or certifications, but you do need to have the skills and true ability to help people. If you don't have those, please get training and supervision. Working with people without skills and knowledge can actually harm them.

2. **Believe in yourself and in your service.** We all have the little voice in our head, the dictator that says, "I can't," "Why me?", etc. As Henry Ford said: Whether you think you can or you think you can't, you are right." Knowing how to do things even when that voice rears its ugly head is very important. Action builds momentum and momentum will help you build the business.

3. **Clarity on what problem you solve.** What exactly is the pain point that you will solve for your clients? Why should they sign up with you? That is what they want (and need) to know.

4. **Clarity on who you want to serve.** Who is your offer addressed to? Who are the people you can best serve? Be as specific as possible.

5. **Clarity on what your offer looks like.** When the client signs up with you, what exactly are they going to get, and in what format? What is their time commitment?

6. **Commitment to spending at least 4 hours a week working on your business.** If you don't have any time to work on your business, you will need to carve out that time, even if it's just a few hours a week.