



# BUSINESS BUILDING CHECKLIST

A **COACHING BLUEPRINT®** GUIDE

BY KATE SWOBODA

CREATOR OF [YOURCOURAGEOUSLIFE.COM](http://YOURCOURAGEOUSLIFE.COM) AND DIRECTOR OF  
TRAINING AT [LEADERSHIPCOACHTRAINING.COM](http://LEADERSHIPCOACHTRAINING.COM)



**TIRED OF TRYING  
TO WRITE STUFF  
FOR YOUR BLOG?**



## THE COACHING BLUEPRINT® CAN HELP.

I'm Kate Swoboda. I became a life coach in 2006, growing my practice at [YourCourageousLife.com](http://YourCourageousLife.com). Since that time, I've landed a book deal ([The Courage Habit](#)) and become Director of the ICF-Accredited [Certified Life Coach Credential](#) program. I'm also the host of the [Craft of Coaching](#) podcast.

Since then, I released The Coaching Blueprint®, a digital marketing guide to help life coaches learn how to make more money, in less time, than it ever took me. *Better Than Blogging* is an excerpt from The [Coaching Blueprint](#)® program. Enjoy!

Photo by In Her Image Photography

(c) Kate Swoboda, Your Courageous Life, LLC. All rights reserved.  
Distribution prohibited.

# TRANSFORMING HOW WE HOLD SPACE-- IN WORK AND IN LIFE



**The first life you change, will be your own. We're a life-changing program, for life-changing coaches.**

Becoming a coach is one of the most life-changing decisions you can make.

But that doesn't mean it has to be dramatic.

You don't have to quit your job, uproot your life, or have it all figured out.

Most coach training programs focus on performance.

This one centers transformation.

- ICF-accredited, so your certification carries weight
- Structured for working professionals (evening/weekend schedule)
- Small cohorts with real community
- Training that's both practical and personal

Want to learn more about the Certified Life Coach Credential program offered by the Center for Organizational Development?

Head to <https://LeadershipCoachTraining.com>

# THE ESSENTIAL BUSINESS BUILDING CHECKLIST



The full Coaching Blueprint® program gets into these questions in more detail. To best assist you with this checklist, before you go any further answer these two questions:

1.) What's the problem that I'm helping people with?

2.) What's the solution that they desire?



# THE ESSENTIAL BUSINESS BUILDING CHECKLIST



## **Behind the Scenes:**

These are the things you'll want to identify before you open the doors for your coaching practice.

- Determine the problems your clients face and solutions they desire. These are your "deliverables" or the "value you provide" to your clients.
- Ask people to audit your website, to make sure those deliverables are clear on your website. Articulate not just that you help people to "change their lives" and make sure you state specifically HOW you change lives, WHAT changes as a result of working with you.
- Establish the vision or goals for your business.
- Get an online scheduler so that you can schedule clients.
- Write up your Client Agreements and have them ready and waiting.
- Create and verify your PayPal, Stripe, or Shopify account so that you can accept payments.

Pro Tip: Using Squarespace integrates many of these items--website, scheduler, payment processing.

## **Websites:**

- Sign up with a web host. I recommend Squarespace.
- Create ten blog posts that are related to the topics you want to coach on, and get them on your website. This helps with SEO/search engines finding you.
- Use your phone to take a professional headshot.
- Write two different versions of your bio: a 1-2 line statement for social media, and a more detailed paragraph that can go on your website.

# THE ESSENTIAL BUSINESS BUILDING CHECKLIST



- Write your "About" page.
- Write your "Services" page.
- Get payment buttons installed on "Services" page if you are doing automatic signups
- Get all pages copy-edited or check with friends for errors.
- Get an email account that matches your domain name.
- Ask everyone who has worked with you as your client for a testimonial that answers this simple question: "How did working with you help (specifically) with a particular issue?"

## **Social Media:**

- Establish your purpose for using social media. When you post to a platform, your intent will be to educate, inform, or entertain people around the topics you want to coach on.
- Sign up for accounts. Where possible, keep your name consistent across all accounts.
- Follow accounts on social media from people in your industry.
- Use Buffer or a social media scheduler to schedule across multiple social media accounts.

Pro Tip for 2024: Facebook and Instagram are...dying. Those of us who remember the good times are sad about it. They are likely intentionally throttling down how many views your content gets to try to force you to "pay to play" and boost posts. If you don't see a lot of traction on those platforms, it's not you! You will probably have more luck on YouTube, YouTube Shorts, TikTok, or LinkedIn (or whatever new platform pops up after I share this!).

# THE ESSENTIAL BUSINESS BUILDING CHECKLIST



## **Newsletters:**

- YES, you need a newsletter! I recommend FloDesk as a good introductory email option.
- Create a welcome email for new subscribers.
- Clarify the benefit people will get out of being a subscriber to your newsletter, the reason that they should sign up to receive emails from you. (Note: "Getting updates" is **not** a benefit).
- Create an opt-in of some kind that functions as a free reward for people who sign up for your newsletter.
- Have some people review your Opt-In and ask if you can use their review as a testimonial.
- Make sure your Opt-In feeds into an action people should take. After they use the Opt-In, are they signing up for coaching? Buying your program? Something else?
- If your newsletters don't seem to get much traction or response, consider hiring someone who can give you feedback.



## It's time to start making more money for your coaching business, in less time.

With the Coaching Blueprint® marketing program, learn how to:

- identify and market to your ideal audience without inauthentic, slickster marketing tactics
- structure and set pricing for your different offerings
- save time by learning what really works--stop feeling like you're "trying everything and hoping something works."

**THE COACHING BLUEPRINT® DIGITAL MARKETING PROGRAM, CAN GUIDE THE WAY. YOU CAN START NOW--TODAY.**



Get clear on how to help potential clients see that you--yes, you!--are the coach for them with the Coaching Blueprint® approach.

You'll learn how to create values-aligned marketing practices that get more clients in the door.

Begin today:

<https://CoachingBlueprintProgram.com> .



you

were

always

meant

to

do

this