

# Start Your Own Coaching Business – Resources Report

## Resource #1

Look for other examples online of why you should start an online coaching business

Research case studies online of how others have made good money by offering online coaching

Goal: Be sure that the online coaching business is right for you by finding evidence that other people in a similar position have succeeded with it

## Resource #2

Research online for ways that you can increase your confidence to become a successful online coach

Look online for resources on how to determine what you want and set goals to support this

Look for examples online of how other successful online coaches provide solutions to their clients

Identify people that you can collaborate with to find clients for your online coaching business

Goal: You need to have the right mindset to be a successful online coach so you need to be very confident in your abilities to provide solutions to your clients.

## Resource #3

Find out how to set goals online using the SMART FOR ME method

Look for examples of powerful WHY statements that will drive you forward with your online coaching business

Research different ways online that you can identify your target market and reach out to them in the most effective way

Goal: You need a plan to ensure that your online coaching business has the maximum chance of success. Identifying and targeting your target market is a critical part of your plan.

## Resource #4

Search online for the best free and paid tools that will enable you to deliver really effective coaching sessions and follow up

Download and install the free Skype call recorder which creates MP3 audio files of your coaching sessions when you use Skype

Find alternative platforms that you can use for video calling and recording

Set up a priority email address so that you never miss any communications from your clients outside of your coaching sessions

Goal: Make sure that you have all of the right tools available to launch your online coaching business.

### **Resource #5**

Look for your competitors online and other online coaches to see what kind of domain names and website themes they are using

Use domain registrars like GoDaddy and Namecheap to find the best domain name for your business

Search for web hosting comparisons online and choose the web host that offers the best package for the money

Goal: You need to setup a professional website for your business that will convert visitors into leads.

### **Resource #6**

Conduct keyword research for your niche using the Google Keyword planner

Investigate the use of social media ads to see if they are a good fit for your business

Investigate the use of PPC ads to see if they are a good fit for your business

Check to see what groups exist on Facebook and LinkedIn that are relevant to your niche

Identify high traffic blogs in your niche and see if they will accept guest blog posts

Goal: Getting clients for your online coaching business is very important so find the best ways to reach potential clients.