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## Build Your Coaching Empire Business Essentials Client Intake Questionnaire

Thank you for choosing the Business Essentials for Coaches experience. This questionnaire helps us build your coaching business accurately and efficiently. Please complete all sections carefully.

### SECTION A: BUSINESS BASICS

1. Legal Name
2. Business Name (or Working Name)
3. Email Address
4. Phone Number
5. Coaching Niche (e.g., life, business, wellness, faith-based, leadership)
6. Target Audience (who you serve)
7. Current Stage:
  - New business
  - Rebrand
  - Scaling / established

### SECTION B: BRANDING DIRECTION

8. Describe your brand in **3 words**
9. Color preferences (if any)
10. Brands you admire (links)
11. Styles or colors you want to avoid
12. Do you already have a logo?
  - Yes (upload below)
  - No (create from scratch)

## **SECTION C: WEBSITE SETUP**

13. Preferred platform:

- GoDaddy
- WordPress
- Wix

14. Domain name preferences (list up to 3)

15. Services you plan to offer (list or describe)

16. Pricing (if known)

17. Do you currently have a booking link?

- Yes (provide link)
- No (please set one up)

## **SECTION D: LEAD MAGNET**

18. Choose your lead magnet type:

- Checklist
- Guide
- Workbook
- Mini-ebook

19. Topic or idea for lead magnet

20. Email platform:

- Mailchimp
- Constant Contact
- Other
- Not sure (recommend one)

## **SECTION E: CONTENT & AUTHORITY**

21. Blog topics you want covered

22. Podcast theme or focus

23. Tone preference:

- Professional
- Friendly
- Faith-based
- Bold / confident
- Corporate

#### **SECTION F: SOCIAL MEDIA INTEGRATION**

24. Instagram link

25. LinkedIn link

26. Facebook page

27. YouTube / Podcast link (if any)

#### **FINAL CONFIRMATION**

28. Is there anything else we should know before we begin?

#### **Submit Button:**

Submit & Begin My Project