**Life Coaching Business Starter Template**



ApplicationIn Motion

**1. Vision & Mission Statement**

* **Vision**: What change do you want to see in the world?
* **Mission**: How will your coaching help people reach their goals?

*Example:* “Empowering individuals to live with clarity, confidence, and purpose through actionable mindset coaching.”

**2. Niche & Ideal Client Profile**

* Identify your **coaching niche** (e.g., wellness, career, relationships, performance, mindset).
* Define your **ideal client**:
  + Age, gender
  + Occupation
  + Challenges/pain points
  + Goals/desires
  + Where they spend time online

*Tool:* Create a “client avatar” to guide marketing and service creation.

**3. Certifications & Credentials**

* Complete a **reputable coaching certification**
* Consider related training: NLP, CBT basics, fitness/wellness, financial literacy, etc.
* Build a **coaching portfolio** or case studies/testimonials.

**4. Legal & Business Setup**

* Choose a business name.
* Register your business (LLC, sole proprietorship, etc.).
* Get a business license (check local/state laws).
* Open a business bank account.
* Set up a payment processor (Square, Stripe, PayPal).
* Consider liability insurance.

**5. Branding**

Logo and brand colors (*Tool:* Canva or Looka for brand design)

* Website with:
  + “About Me” page
  + Services offered
  + Testimonials
  + Booking/contact form
  + Blog (optional)
* Tagline or slogan

*Tool:* Canva or Looka for brand design

**6. Coaching Packages & Pricing**

* Offer different tiers:
  + Discovery Call (free)
  + 1:1 Sessions
  + Packages (4, 8, 12 weeks)
  + Group coaching or workshops
* Pricing: Start competitive, then increase as you grow.
* Include bonuses like worksheets, journals, or access to private communities.

**7. Client Onboarding**

* Welcome letter or email
* Coaching agreement/contract
* Intake form (goals, history, challenges)
* Confidentiality statement
* Session schedule and expectations

*Tool:* Use Google Forms or HoneyBook to automate

**8. Marketing & Lead Generation**

* **Social media** (Instagram, LinkedIn, Facebook, X, YouTube)
* **Content marketing**: blogs, newsletters, podcasts
* **Speaking engagements** and webinars
* **Referral program** or affiliate incentives
* Build an **email list** and nurture with value
* *Tool:* ConvertKit, Mailchimp, or Kajabi

**9. Sales Funnel & CRM**

* Lead magnet (freebie: guide, quiz, video)
* Email nurture sequence
* Discovery call script
* Booking calendar (Calendly, Acuity)
* CRM for follow-up (HubSpot, Dubsado)

**10. Ongoing Education & Mentorship**

* Attend workshops and conferences (ICF, Mindvalley, etc.)
* Hire a business coach or join mastermind groups
* Get regular feedback from clients to evolve your services

**11. Tools & Tech Stack**

* Video: Zoom, Google Meet
* Scheduling: Calendly, Acuity
* Payments: Stripe, PayPal, Venmo, Zell, Cash
* Documents: Google Workspace, Notion
* Invoicing: Wave, FreshBooks
* Course Hosting (if needed): Teachable, Podia

**12. Metrics for Success** Track:

* Number of clients per month
* Revenue and expenses
* Client retention and satisfaction
* Referral rate
* Website traffic and conversion rates

**BONUS: Signature Coaching Framework**

Create your own proprietary method or acronym (e.g., “C.L.A.R.I.T.Y. Method”) that clients can associate with your unique approach. This sets you apart and builds trust.