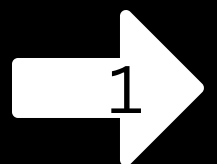


Create Your First Coaching Offer

A simple step-by-step
guide for new coaches

Virtually Debbie



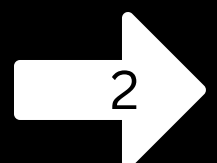
Start Here

You don't need to overthink this.

Start with what you already have:

- your experience
- your heart
- one way to help someone

This guide walks you through each step with calm, practical support.

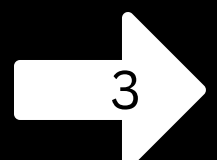


Clarify the Result

What changes after working with you?

Your offer should create a shift. Maybe they feel clearer.

Maybe they finally take action. Use your own words, and think of real people.



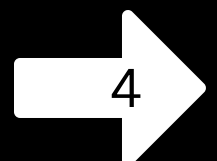
Who Is This For?

Be specific.

Your offer is shaped by people you've helped.

Think of someone who'd feel calmer, more focused, or less stuck after talking with you.

That's who this is for.



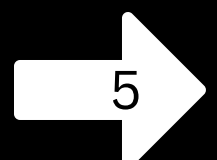
Choose a Format

Pick something simple and doable.

One session:
for quick clarity

Short series:
to stay focused

Small group:
for shared momentum



Define What's Included

Make the details clear.

Let them know what they get:

- number of calls
- email access
- takeaways

It helps them feel confident in the decision.

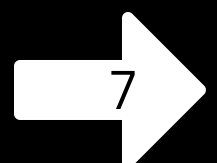
Price It

Choose a number that feels fair and clear.

Consider your time and the shift you're supporting.

The goal isn't perfection.

It's clarity.



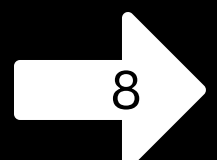
Write a 1-Liner

Make it easy to describe.

Format:

'It's a [format] for [person]
who wants [result].

Example: "It's a 3-session
package for new coaches
who want clarity on their
first offer."

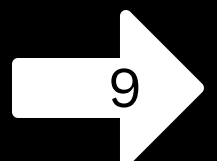


Make It Easy to Book

Keep it simple to say
yes.

Use a booking link with
a few gentle intake
questions.

No tech funnel needed.



Create an Offer Sheet

Summarize it all in one place.

Include:

- name
- who it's for
- what's included
- price
- how to book

Use Google Docs or Canva.

Share It

Reach out directly.

Think of one person who might need this.

Send a thoughtful message.

This is connection, not pitching.

Before You Share

Gut-check it.

Can you say it out loud?

Is it clear on paper?

Could you run it next week?

Start with one clear offer.

You're offering something someone might be quietly hoping for.

That's enough to begin.

If you need some 1:1 guidance, book a call with me!

Virtually Debbie

