

The *Real* Path to Growing a Coaching Business

Slow.
Steady.
Built to last.



Virtually Debbie



What Growth Really Looks Like


Most coaching businesses grow:

- step by step
- client by client
- year over year

This carousel maps out **REAL WORLD DATA:**

- average timelines
- income ranges
- common offers for U.S. coaches

💡 I put this research together as a guide so you can plan your business with clarity and confidence.


 Data sources: ICF Global Coaching Study 2023 (fielded late 2022); US pricing norms compiled from public coach pricing roundups and operator reports (Paperbell 2025, Bonsai 2025); US market context from Marketdata 2024

New Coach Snapshot (0–2 Years)

 **Average Annual Income:**
\$12k–\$30k (before taxes/fees)

 **Clients per Year:**
8–15 total

 **Typical Package Rate:**
\$1,500–\$2,000 per 3-month
package


 This stage is about building skills and
proof of concept, not maximizing income.

Experienced Coach (5+ Years)

 **Average Annual Income:**
\$45k–\$80k (before taxes/fees)

 **Clients per Year:**
18–25 total

 **Typical Package Rate:**
\$2,500–\$3,500 per package

 At this stage, your pipeline is steadier, referrals increase, and you spend more time delivering the work you enjoy.

Established Coach (10+ Years)

 **Average Annual Income:**
\$90k–\$150k (before taxes/fees)

 **Clients per Year:**
25–30 total

 **Typical Package Rate:**
\$3,500–\$5,000+ per package

 Years of consistent relationships and visibility mean your brand is well known, and repeat clients are a core part of your business.

How Coaches Build Offers

Most follow this path:



One-to-One Coaching

Foundation offer (first priority).



Small Group Coaching

Leverage your proven 1:1 results.



Workshops

Short, focused trainings.



Webinars

Build reach and fill other offers.



Repeatable Courses

Scalable income once you've run it live.



Start with your foundation. Add new offers in stages as your business grows.

One-to-One Coaching

What it is:

Private, personalized coaching
(foundation offer).

When to add:

Year 1 — your first priority.

Typical pricing:

\$1,500–\$2,500 per 3-month package.

Pros:

High-touch; deep results; fast testimonials.

Cons:

Time-intensive; income capped by hours.

Small Group Coaching

What it is:

4–12 clients in a structured, live cohort.

When to add:

Year 2+ — once your 1:1 income is steady.

Typical pricing:

\$500–\$1,500 per person (6–12 weeks).

Pros:

One-to-many leverage; community; higher revenue per delivery hour.

Cons:

Requires audience + facilitation; enrollment effort.

Workshops

What it is:

Short, interactive training on one focused topic (1–3 hrs).

When to add:

Year 2+ — as a feeder to your main offers.

Typical pricing:

\$50–\$300 per person.

Pros:

Quick revenue; visibility; great for testing topics.

Cons:

Lower ticket; needs consistent promotion.

Webinars

What it is:

Live presentation for education + lead generation/sales.

When to add:

Year 2+ and once your offer is validated.

Typical pricing:

Free (lead gen) or \$30–\$100 (paid).

Pros:

Scales reach; builds authority; fills groups/programs.

Cons:

Needs strong delivery + follow-up to convert.

Repeatable Course



What it is:

Pre-recorded, self-paced program.



When to add:

Year 3+ and after running it live.



Typical pricing:

\$200–\$2,000.



Pros:

Low delivery hours after creation; scalable.



Cons:

Upfront build; requires ongoing marketing.

Additional Income Stream Ideas

Once core offers are steady, explore:

- Speaking engagements
- Books / e-books
- Podcast or YouTube monetization
- Affiliate partnerships
- Licensing your content
- Corporate contracts
- Retreats / memberships

Your Path, Your Pace

Remember, this is the **average** path.

Yours may be faster or slower.

Solid foundation fuels faster growth in the long run

Build a business that fits your energy and life.

**Ready to plan your
next 12 months?**

**I'll help you map a path
that fits your life and
values.**

***Send me a DM and let's
talk about your next
steps together.***

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