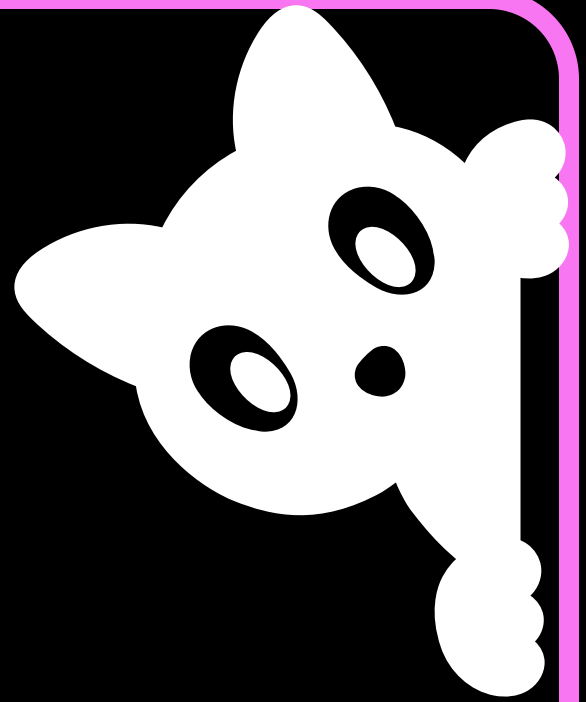
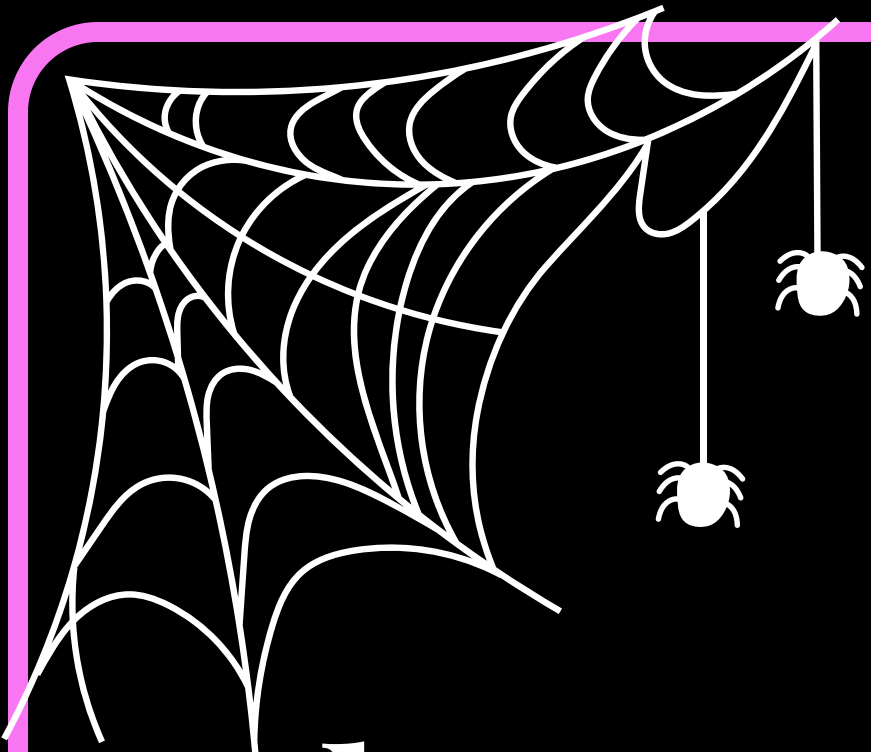




The Scary, Messy Middle Part of a New Coaching Business

What Nobody Tells You About Your
First Year as a Coach



Virtually Debbie



What it is...



You're about a year into your coaching biz

You're past the starting line

- training done
- website live
- a few clients booked

But you're not where you thought you'd be.

You keep wondering:
Am I doing this right?

What it looks like...

Nobody tells you this part might be slow.

You expected a full roster by now.

Instead:

- a few clients
- some momentum
- and a lot of learning in real time.



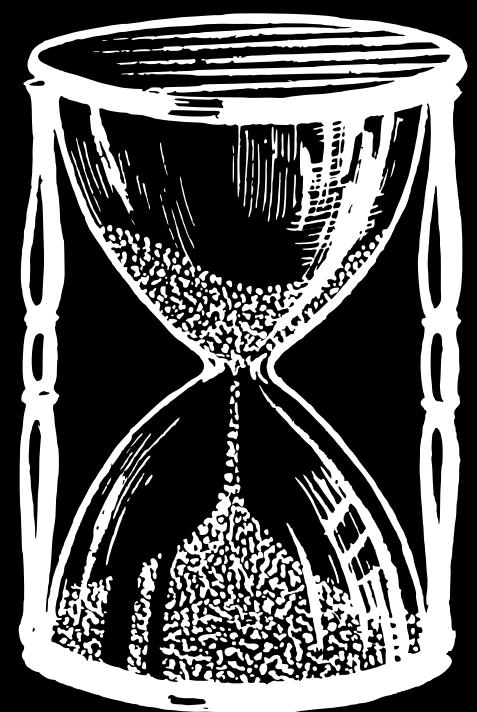
How long it lasts

There's no set timeline.

For some, it's six months.

For others, two years.

The messy middle ends when the inner work catches up to the outer results.



Redefine Your Success

Forget the future milestone.

Success today =

- clients getting results
- you getting sharper
- you not quitting.

TODAY

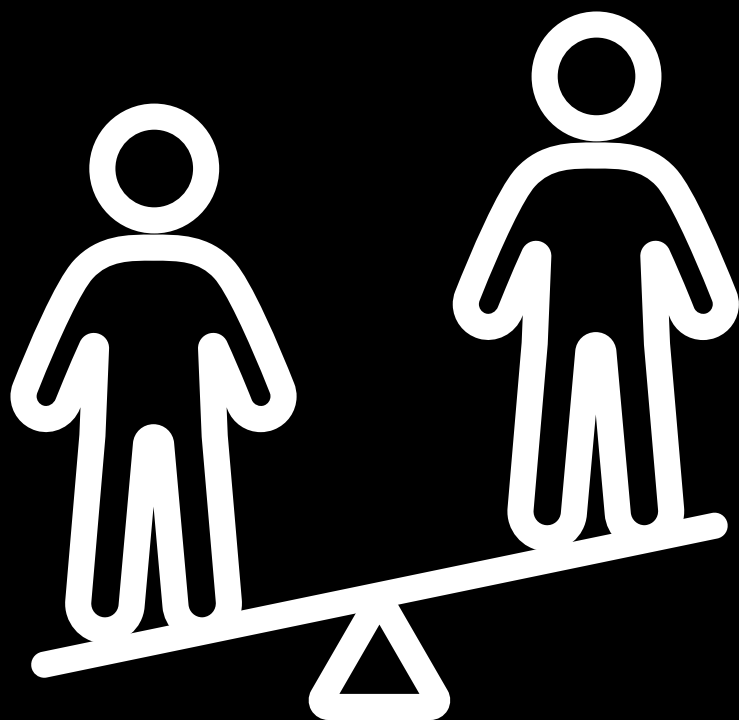
Stop Comparing

That coach who “has it all”?

They were here once too

or they’re great at marketing and
miserable behind the scenes.

Stop measuring yourself against a
highlight reel.



Find Your People

Don't do this alone.

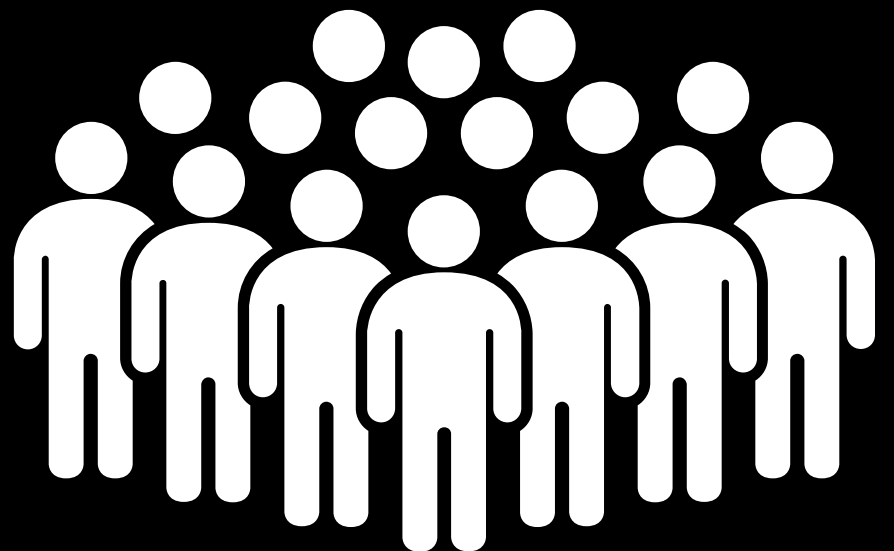
Find coaches, mentors, or friends who get it.

It's easier to say:

"I have no idea what I'm doing"

when someone replies,

"Same."

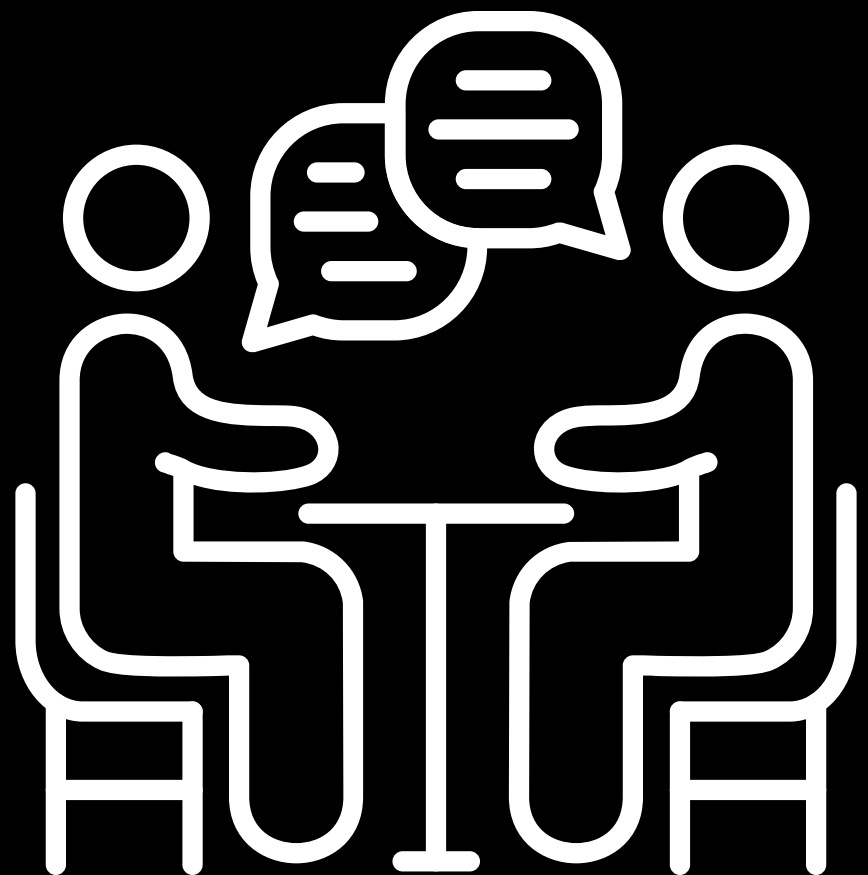


Keep Coaching

Keep coaching...even for free.

You get better by doing, not by waiting to feel ready.

Every client teaches you something.



What's Ahead

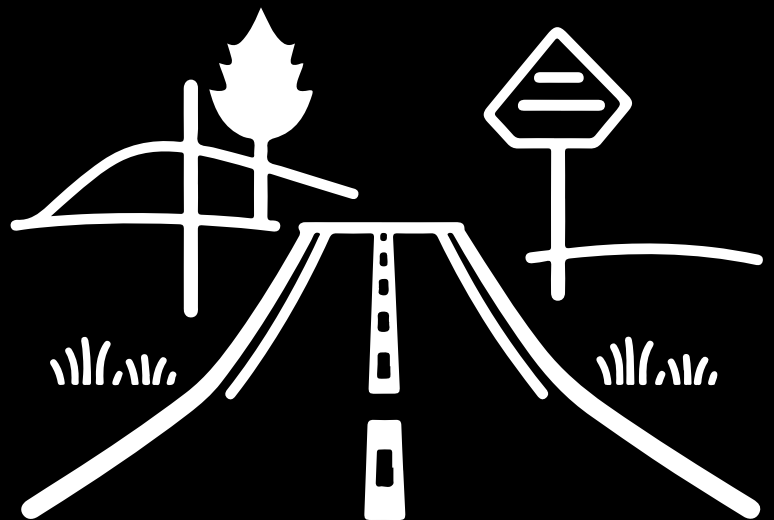
You'll get noticeably better.

What felt hard becomes easy.

Clients refer you.

Your voice emerges.

Momentum builds quietly,
then all at once.



Don't Quit

The messy middle isn't fun, but it's where you become a real coach.

You're not on the sidelines.
You're in it, doing the work.

Keep going.

It gets clearer from here.

