

A close-up photograph of a middle-aged man with short, graying hair and glasses. He is wearing a dark blue blazer over a light blue checkered shirt. He is holding a black smartphone to his ear with his right hand. The background is a blurred office setting with a glass wall featuring circular patterns.

COACH'S GUIDE

Build a Thriving Coaching Business

Learn what the Top 5% are
doing in the coaching industry.

Build a Thriving Coaching Business

At BusinessCoach.com® it's our passion to help coaches think like entrepreneurs. Recognizing that, while many entrepreneurs are great at some aspects of their business, they're lacking in some key areas necessary to take their growth and profitability to the next level. This Guide breaks down our Profit Coach System™, the business essentials needed to guide entrepreneurial coaches to create thriving coaching companies. Our mission is to provide you with the tools, ideas, guidance, motivation and accountability you need to conquer the obstacles that are hindering you from what's really possible...and do so by working smarter, not harder. High-end coaches around the world are using this system to catapult to the top of the business coaching arena.

1 | THINK LIKE AN ENTREPRENEUR

In our research of the professional business coaching industry we have discovered 8 entrepreneurial essentials for high-end coaches. These affluent coaches have "grown up" in the industry and have learned how essential it is to think like an entrepreneur; stay focused, execute quickly, measure results, manage risk, make the right decisions, make them fast and commit 100% to their entrepreneurial success. These items speak to the mindset of a true entrepreneur. The Top 5% are not thinking only about how to serve the world in more profound ways, but how to continue to architect their business and focus on profit building strategies. **The idea behind this entrepreneurial essential is to learn to think about strategy, growth and profitability always.**

2 | BUILD A UNIQUE COACHING BUSINESS MODEL

The world of coaching is vast, but gets saturated with information from a variety of different sources. All too often we hear of coaches that are following anyone and everyone, especially when they, themselves, are new in the industry, and it creates confusion. It also causes them to burn out, run out of money and spend too much time reading emails from people they don't even remember contacting. This creates chaos, and causes individual coaches to lose their unique touch and voice. Pick a lane and stay focused.

Your business model should be built around your strengths, passions, expertise and lifestyle. If a coach loves public speaking, for example, their business model should be built around making sure they have goals that support getting in front of audiences. If you love to write, then your goals should entail learning the best ways to write copy that engages your tribe to read your blogs, articles, info-products, etc. It's about what you have in your personal toolkit. **The idea behind this entrepreneurial essential is to build a winning business model that is unique to you, your strengths and your lifestyle.**

3 | DISCOVER YOUR VOICE, STYLE & BRAND

Take a look at successful coaches and you'll agree very quickly they have a particular style, and it's likely one that really resonates with you. The immediate instinct for many is to duplicate that style or voice, but doing this will more than likely lead you to disaster right out of the gate. For example, take a look at Gina Deveen, one of our personal female favorites in the industry.

Discover your Voice, Style, & Brand continued

She has very clearly developed her model based on the lifestyle she loves and she is elegant, but also very sharp and business minded. Her voice, style and brand have continued to evolve and she has grown into a 5%er.

Gina, and the other leaders of the industry, didn't use a magic wand to get where they are; they are growing into their best possible selves. They practice communication and find the right balance of their personality to pull their ideal clients and they have become experts at it. They realize that they are the face of their brand and they look for their unique edge in their style and delivery. Inauthenticity is the foundation of poor coaching and it is immediately picked up on by clients. However, being willing to improve your strengths so they "stand out" will help sharpen your business model and build your credibility. **The idea behind this entrepreneurial essential is to hone in on your uniqueness and you'll discover your ideal clients.**

4 | BUILD CREDIBILITY

Credibility is built in various ways, including the voice of the brand, clients, partners, collaborators and social media endeavors. Testimonials are a clear way to build credibility as well. However, there are a variety of missed opportunities that most entrepreneurs don't think of: writing e-books, creating a "professionally branded" podcast show, video tutorials, creating helpful products and developing high-end coaching programs. For coaches serving in the affluent market, creating resort level events and experiences is very effective if it's "authentic" to the coach. Authenticity plays a big factor when it comes to building credibility, and also ties into your overall brand and reflects on your coaching business model. Sometimes it's as simple as creating a system that grabs testimonials and feedback along the entrepreneurial journey. **The idea behind this entrepreneurial essential is to build trust by having a system for getting constant feedback and sharing it in various mediums.**

5 | HIRE THE RIGHT COACH

It seems like a no-brainer that every coach would utilize the services of a coach, but not all do. However, the Top 5% have either a business or strategic coach that they use for developing quarterly or annual goals. In addition, these coaches consistently use their coaches and mentors to help raise the bar as an entrepreneur and to hold them accountable as their clients move forward. These coaches are not hired to nod and smile, but to help coaches create bigger goals and grow the coach-client into a profitable entrepreneur. Thinking the right way, building the right model, finding your voice, expanding your credibility; finding the right mentor for yourself can help pave the way for all of it. **The idea behind this entrepreneurial essential is to have a strategic accountability partner.**

6 | DEVELOP COLLABORATIONS

In the earlier years of the coaching industry we were learning about this whole idea of coaching and how to leverage the internet. By doing this we developed an entire new approach centered completely on digital marketing strategies. Then we began forming affiliate relationships where we leveraged each other's lists. Coaches ran hard to be a guest on as many shows as possible so they could build their lists as big as possible. There were lots of mistakes being made because many, including us, didn't pay enough attention to the "audience" of our partners and ended up targeting audiences that weren't a good fit. However, the collaborative spirit behind it built relationships today with many other affluent industry leaders. We grew up in this industry together and have watched the progress and the mistakes. This Guide will keep you from taking the wrong path and get you focusing on the essentials that matter. Collaborations are still essential, and you want to ensure the connections you're building are the right ones. We've found these types of collaborations to be the most effective for coaches and their businesses as a whole. Sometimes a smaller list is a much better asset because it's more responsive, engaged and conversions are higher. **The idea behind this entrepreneurial essential is to collaborate strategically, but never out of trying to build a bigger list.**

7 | BUILD AUTOMATED MARKETING SYSTEMS

A big part of running and growing your coaching business is ensuring you have solid backend systems in place. There's no getting away from this. If you're newer as a coach and have a following or list, you will not need to implement the more aggressive softwares just yet. However, the bigger the list, the more crucial it is that these automations are utilized to sell, deliver and keep in relationship with your clients. As you're growing it's essential that you use an email marketing platform that has the modern bells and whistles with social media integration options as well as other integrations. For example, Mailchimp, Simplero, and WebinarIgnition are great for creating your email marketing sequences and segmenting and tracking your customers.

When you're beginning, you'll be focused on two main things: getting clients and building a customer database. Down the road, you'll be thinking about increasing your offerings, developing a marketing funnel and growing from \$50k to \$100k, \$100k to \$200k, \$300k to \$500k and \$500k to a million and so on. Million dollar businesses didn't get there without automated marketing systems in place. By not being proactive about these kinds of tools and systems, you can actually hamper your future progress significantly. **The idea behind this entrepreneurial essential is to be the architect of your coaching business and put the hard work upfront, right now.**

8 | CREATE FRAMEWORKS OR SYSTEMS

If you're a Business coach, you're basically being paid to teach. Frameworks are shortcuts for teaching a system, a concept or a process. However, that's just the beginning. When you utilize frameworks in your business they add to your credibility and position you as an authority expert. Coaches are smart to build visual frameworks of their expertise from the beginning. Frameworks also create speed in your business and save time. People are always thinking about how to get results faster. The time and energy put into learning the steps to build your coaching business, as an example, is why we developed our Profit Coach System™, a framework we use in our 6 Month Mentoring Program to take coaches from 100k to 300k and beyond. Clients pay for frameworks because they make things that can seem overwhelming, or just plain time consuming, quite simple.

Many of the top performers in the industry have trademarked their coaching frameworks. Use them, train your team with them and sell them. By creating simple things, like customized framework worksheets, you can easily add your brand and trademark them and turn them into sellable assets. **The idea behind this entrepreneurial essential is to be the authority expert in your coaching business by teaching with visual coaching frameworks and utilizing systems.**

As with all of these entrepreneurial essentials, it's a process to get all 8 moving like a well-oiled machine, but, it's important that you use this Guide to implement all of them over time.

Your Next Steps: If you're serious about taking next steps as a Business Coach, you'll want to get our **Coach's Playbook**--an in-depth workbook that helps you facilitate and strategize an entire year of coaching your clients. It's packed with training and coaching essentials that remove the guesswork from what to do next as you coach. To purchase, go to: becomeabusinesscoach.com/thecoachsplaybook

