

MODULE 2

BUILDING YOUR
BUSINESS

The Coach School



Workbook

ALLI WORTHINGTON

Building Your Business

You will learn how to build a sustainable (and protected!) business while living out your dream of helping others. Learn how to set up the structure of your business the right way to avoid future financial, legal, or administrative headaches.

Lesson Checklist:

- **Training 2.1 : Setting Up Your Business**
- **Training 2.2 : How to Design Coaching Packages**
- **Training 2.3 : How to Set Pricing**
- **Training 2.4 : How to Get Clients**

Setting Up Your Business

In this workbook, we'll walk through how to legally and practically set up your business from start to finish, as well as developing your packages and crafting your offerings.

When building anything great, you need to start with a strong foundation. It's not glamorous work in the beginning, but building these structures into your business is going to set you up for stability and success down the road.

Think of it as scaffolding – the stuff that hangs on the outside of buildings while construction is going on. Sometimes it looks bulky and not so pretty. But when that beautiful building is standing all on its own, functioning the way a building should, you're not going to regret the time you had to spend looking at all the bits and pieces it took to get there.

You are already a great coach, so now let's train you to run your business like a pro!

Let's get started!

► *Name Your Business*

You'll want to name your business after yourself. That way, if your niche or offerings change in the future, the name grows with you. You can use your name with a defining word after it: Media, Coaching, etc. (ex. Jennifer Smith Coaching)

Draft some name ideas below, and then do a quick Google search to see if it's already in use.

► *Decide on Your Tagline*

A tagline helps people know what you do. It's short, catchy, and ideally memorable. It should not describe you; it should show your value to the client.

TRAINING 2.1: SETTING UP YOUR BUSINESS

When choosing a tagline, remember:

- Don't put too much pressure on yourself
- It can be changed! (Business names shouldn't change, but taglines often do.)

Components of a great tagline:

- It's clear and easy to understand.
- It's concise. You want to keep it short.
- The tagline should show your value to the customer. It should not be about you.

Here are some templates you can use to create your tagline:

▼ TEMPLATE 1 - OUTCOME FOCUSED

Helping (target market) (do a specific thing) so they can (outcome).

Example: Helping photographers increase their rates so they can work less.

Let's practice!

Create 2 tagline options based on this template:

▼ TEMPLATE 2 - ACTION FOCUSED

(Verb). (Verb). (Verb).

Example: Build. Launch. Sell.

Have a go writing 2 tagline options using this template:

▼ **TEMPLATE 3 - AUDIENCE FOCUSED**

(Noun) for (target market).

Example: Yoga for new moms.

Develop 2 options based on this:

▼ **TEMPLATE 4 - VALUE FOCUSED**

(Verb) (specific benefit).

Example: Build your business without fear.

Write 2 options based on this:

▼ **TEMPLATE 5 - TARGET MARKET FOCUSED**

(Verb) for (specific description) of your (noun).

Example: Coaching for total transformation in your health.

Create 2 options based on this:

▼ **TEMPLATE 6 - NICHE FOCUSED**

(What I do) for (certain people).

Example: ACT exam coaching for students in Nashville.

Write 2 options based on this:

▼ **TEMPLATE 7 - SPECIFIC NICHE FOCUSED**

(Super specific one thing I do) in (specific way).

Example: Custom logos in seven days.

Develop 2 options based on this:

Now choose the top three taglines that resonate with you:

Take these three taglines to your audience – those in your target market – and take a poll. Choose the one on which you get the best feedback. It's key to let the customer choose the best one!

You can do this by using the poll feature on Instagram stories, asking ten friends who are in your target market, or using a polling service like pickfu.com.

► *Decide How Your Business Will Be Structured*

An LLC is a type of legal structure that protects your personal assets if the company comes under fire. There are many different options you can use for your business, like an S corp or C corp, and you'll want to speak to an attorney or CPA to make your decision.

Laws vary from state to state, so it's best to hire an accountant or attorney to set everything up for you. It's a small investment that can save you thousands of dollars and headaches down the road.

Schedule time on your calendar to research local attorneys and accountants, and then arrange to meet with one.

► *Set Up Your Finances*

Start by setting up a business-specific bank account that will keep your company income and expenses separate from your personal finances.

BANK ACCOUNT SET UP AT: _____

Done? Now choose a program to track your receipts, expenses, income, and help with your taxes. A great place to start is an easy program like Quickbooks. Quickbooks is accounting software that is really easy to use and is specifically designed for small businesses.

ACCOUNTING SOFTWARE CHOSEN: _____

Be sure to use your calendar and schedule in time to complete all the steps above. Seriously – pause filling out the workbook right here, and go make appointments with yourself. Then follow up to DO each of these things.

► *Secure Your Domain*

Next, let's work on securing your domain. You can use whichever domain provider you prefer, but GoDaddy is a great option!

MY CHOSEN URL: _____

► *Setting Up Your Email*

Now that your domain is purchased, go to Google Workspace and secure your professional email. Go ahead and get your `firstname@yourURLname`. You can always add additional email addresses for your business as you need them.

Setting up a Google Workspace

1. Click **Get Started** on the homepage.
2. Enter your **company name**, including the number of employees you have; this can be changed as your team grows.
3. Enter your **contact information**.
4. You will then be asked about your **business domain name** - if you already have one, link it here. If you don't yet have a domain, you can find and purchase one through Google (typically \$12/per year).
5. Complete the rest of your **company information**.

On the review page, you will see options to automatically renew your domain and keep your domain information private. Best practice is to keep those checked to streamline the purchase of your domain.

MY GOOGLE WORKSPACE IS SET UP!

How To Design Coaching Packages

Let's decide how you will structure your coaching packages. The important thing to remember with structuring your services is that you get to decide what works for you. Don't just do what someone else is doing. You want to be comfortable and confident with the format you choose.

Make decisions on the following:

▼ CONSIDER HOW YOU WILL MEET CLIENTS.

What is the goal of your coaching sessions?

What format is going to help you achieve this goal?

- Zoom/Online Platform
- Phone call
- In-person
- Offer a combination
- Other _____

▼ DECIDE ABOUT RECORDINGS.

Will you offer recordings of your coaching sessions or suggest that the client record it should they want a copy? Be sure to consider the privacy and legal implications of your decision.

- Always provide recordings of your sessions
- Provide recordings of your sessions upon request
- Allow clients to record your sessions
- No recording at all
- Other _____

▼ DECIDE ON THE LENGTH AND FREQUENCY OF MEETINGS.

Do you want to offer 30-minute or hour sessions? How often will you coach your clients? Weekly, bi-weekly, or monthly?

Length of sessions

- 30 minutes
- 60 minutes
- 90 minutes
- Other _____

Frequency of sessions

- Weekly
- Biweekly
- Monthly
- Other _____

► *Creating Packages*

Creating packages is about having something concrete to sell rather than simply “coaching.” Packages give potential clients confidence in the process and what their outcome will be. It’s hard to trust something new and decide what you want when you aren’t familiar with the experience.

Bottom line: Great packages get clients! Let’s talk about how to create a great package. A lot goes into the process.

There are two things that make a successful coaching package.

1. Focuses on a specific result that your clients already want
2. Bundles your coaching and other services into a process that gets them the results they want

► *Setting Up a Package*

A package is made by identifying the purpose, process, plan, and price.

Packages allow you to get an upfront investment and commitment from clients. They also allow for income stability, enabling you to focus on taking your client through your program rather than working on getting them to just commit to another session.

When setting up your packages, consider the following:

▼ IDENTIFY THE PURPOSE

What specific results do you want your client to get?

▼ IDENTIFY YOUR PROCESS

How will you get results?

What systems, secrets, shortcuts, and strategies will you use?

What will you call the system/strategy?

▼ IDENTIFY THE PACKAGE

How many sessions will it take to go through the system?

How will you facilitate it?

How long will each session be?

Is it group or individual coaching?

Will there be add-ons or bonus elements? If so, what?

▼ IDENTIFY THE PRICE

What are others charging for a similar product?

What are people willing to pay?

► *Elements of a Package*

When creating a package, there are a number of elements you can create to add value. This not only incentivizes people to buy your package but helps your client achieve their goals.

Some ideas might be:

- One-on-one coaching
- Group coaching
- Facebook and other social media groups
- Email support between sessions
- Daily or weekly check-ins/prompts (via text or email)
- Book or ebooks
- Video/online courses
- Access to a membership site
- Access to a bigger workshop or conference
- No questions asked 30-60 day money-back guarantee
- MP3 recordings

Example Package:

- One 30-minute discovery session
- Private Facebook group
- 8 60-minute coaching sessions (one per week for two months)
- 6 video lessons
- 1 online course
- 3 PDF guides
- 16 weekly activities and reminder emails
- 8 weeks of exclusive access to a membership site

DON'T FORGET TO GIVE BONUSES!

Bonuses add incentive and value to your client. This could be an extra tool, video course, training, or even an extra session. Bonuses help get potential clients over the line in deciding to work with you, and any of the elements above can be used as a bonus. Don't overcomplicate it.

List some ideas for bonuses you might offer.

► *Presenting Your Packages*

I know there is a lot to consider when you're building packages, but let me encourage you with this: two package options are plenty at first. Start with two options so people can clearly see what you're offering and how it will serve them.

The best packages:

- Drive your perfect person to action
- Offer something you're super-passionate about!

Come up with a list of package ideas specific to your niche (e.g. "Health Boot Camp," "Skin Glow Up," "Couch to 5K," "Complete Body Makeover") and choose the two you feel you can best develop.

Package Name Ideas

The two packages I'm going to focus on first are:

► *Package Examples*

MODEL 1: ONE-ON-ONE PACKAGES

Key Elements:

- Focus on specific outcomes
- Clients purchase a package that includes a set amount of sessions
- Paid upfront or with a set payment plan

MODEL 2: PREMIUM ONE-ON-ONE PACKAGES

Key Elements:

- Niche-specific
- Add-ons (online courses, groups, or other pre-created services)
- Teaching focused (rather than general coaching it focuses on teaching the client a specific tool or program)

MODEL 3: GROUP COACHING

Key Elements:

- Lower cost
- Niche, topic-based
- “Mastermind” group opportunities

Now let's get to designing.

Don't overthink it! You can always come back and rename a package later if you need to.

▼ PACKAGE 1

- What will you name your package? _____

- In-person or virtual? _____
- Group or individual? _____
- Frequency of sessions? _____
- Duration of sessions? _____
- Number of sessions? _____
- What will be included in the sessions? _____

- What will be homework from the session? _____

- Will you provide worksheets, reflection questions or action steps? _____

▼ PACKAGE 2

- What will you name your package? _____

- In-person or virtual? _____
- Group or individual? _____
- Frequency of sessions? _____
- Duration of sessions? _____
- Number of sessions? _____
- What will be included in the sessions? _____

- What will be homework from the session? _____

- Will you provide worksheets, reflection questions or action steps? _____

► *Checklist for Establishing Your Business*

- The name I chose for my business is _____

- My tagline will be _____

- I will be structuring my business as a _____
- I have set up my business bank account at _____

- I will be using _____ as my finance tracking program
- My new domain is _____
- My email is _____
- I will primarily be meeting my clients _____

- My coaching sessions will be _____ minutes long
- I will coach my clients at this frequency _____

- I will/will not provide recordings of my sessions _____

How to Set Pricing

What to charge? This is the question. In this training, we're going to break this big question down into bite-size pieces so you can serve your market and make a living, both at the same time.

Let's start by looking at what other coaches in your niche are charging and ask why they can charge what they charge. Knowing the market is crucial in establishing your own price point.

► *Creating a Price Guide*

You'll want to find a comfortable spot in the market for who you want to serve. Your pricing structure will determine who you work with. You don't want to give away your coaching, but at the beginning, you'll want to start at the same level or lower than the market average to get your first few clients and reps in.

HERE'S A PRICING GUIDE:

For one-on-one sessions, which last 30–90 minutes, you can typically charge anywhere from \$50–\$75 per session if you're just starting out.

Established coaches will typically charge \$150–\$500 per session.

On the other hand, Group Coaching is typically priced at 1/10 to 1/4 of the one-on-one fee.

Research 3 different coaches in your field and see how they price their products.

▼ COACH #1

What packages do they offer?

How much are they charging at each level?

Do they have automated products that can be made once and won't need to be recreated?

How do they present/market their packages?

▼ COACH #1 (CONTINUED)

What's the price comparison between virtual/in-person?

How long has this person been in business?

What is their perceived credibility (have they authored a book, featured on TV)?

If there is additional credibility, what add-ons does this allow them to sell?

▼ COACH #2

What packages do they offer?

How much are they charging at each level?

Do they have automated products that can be made once and won't need to be recreated?

How do they present/market their packages?

▼ COACH #2 (CONTINUED)

What's the price comparison between virtual/in-person?

How long has this person been in business?

What is their perceived credibility (have they authored a book, featured on TV)?

If there is additional credibility, what add-ons does this allow them to sell?

▼ COACH #3

What packages do they offer?

How much are they charging at each level?

Do they have automated products that can be made once and won't need to be recreated?

How do they present/market their packages?

▼ COACH #3 (CONTINUED)

What's the price comparison between virtual/in-person?

How long has this person been in business?

What is their perceived credibility (have they authored a book, featured on TV)?

If there is additional credibility, what add-ons does this allow them to sell?

► *5 Factors of Pricing*

1. What is an hour of your time worth?
2. What is the true value of your expertise?
3. Where do you fit in the marketplace?
4. What is your target market's financial position - can they afford you?
5. Consider the elements of your packages - what are you including? What is the value of each element?

► *Putting it all Together*

● I believe an hour of my time is worth _____

● The true value of my expertise is _____

● I believe my place in the marketplace is _____

● My target audience is _____

● The elements of my package are: Value of this element:

To give you further help, I have a proposal template that will be unlocked after completing Module 9 (Sales).

How to Get Clients

For any business to be successful, it needs clients! Let's look at how a free discovery call can bring in new clients.

► *Why Free Discovery Calls?*

- Gives you an opportunity to find out if the client is a right fit for your services
- Gives the client an opportunity to establish trust and rapport with you and receive high-value results

You'll spend a ton of time the first few months doing free calls. This is normal, and it doesn't devalue your brand. You'll get experience, gain confidence, and get your reps in. The only way we get good at anything is to get our reps in and allow ourselves to get good at it!

Your free sessions have two main goals. The first goal is finding out if your service is the right fit for the potential client. This call gives you an opportunity to gain the trust that you are the person to provide high-value results. The second goal is to close the sale and to help this person become a client!

Never shy away from this second goal. This is how your business grows. Each time you make that offer, you're building that closing muscle and getting over the discomfort of putting yourself out there.

► *Purpose of a Discovery Call*

- Gain clarity around the client's goal
- Help solve an immediate problem they have
- Define what's at stake if they don't take action
- Explain how your coaching can help them further
- Make your offer (connecting them to a paid service)
- Typically 30 minutes long

► *What to Include in a Discovery Session*

1. Build Connection
2. Develop an understanding of their pain point
3. Help them gain clarity about their goal
4. Identify what is at stake if they don't take action
5. Offer a plan and hope their problem can be solved
6. Explain how your coaching can help them and make your offer. Don't skip this step! This is the most important part of the call!

▼ LET'S BREAK IT DOWN

How will you provide your discovery calls?

- Zoom/Online Platform
- Phone call
- Other _____

How long will your discovery calls be (typically 30 minutes)? _____

How many discovery calls will you allow for each week? _____

What key questions will you ask to help a potential client get clarity around their goal?

TRAINING 2.4: HOW TO GET CLIENTS

Let's map out some common goals, roadblocks, and solutions as a guide for these calls:

EXAMPLES:

Common Goal: To lose weight after having a baby

Common Roadblock: New mom exhaustion and perceived lack of time to exercise

Potential Solution: 10-minute workouts that can be done while baby sleeps or a week's worth of 15-minute healthy meals

Common Goal: To nail a job interview

Common Roadblock: Lack of self-confidence, especially when letting the brain wander down a rabbit hole of self-doubt

Potential Solution: To repeat affirmations about qualifications in the days before an interview and to practice power poses

Now it's your turn. Map out some common goals, roadblocks, and solutions for your potential clients.

1

Common
Goal

Common
Roadblock

Potential
Solution

Common
Goal

2

Common
Roadblock

Potential
Solution

TRAINING 2.4: HOW TO GET CLIENTS

3

Common
Goal

Common
Roadblock

Potential
Solution

Common
Goal

4

Common
Roadblock

Potential
Solution

Common
Goal

5

Common
Roadblock

Potential
Solution

Common
Goal

6

Common
Roadblock

Potential
Solution

► *Checklist for Setting Up Discovery Calls*

How will you provide your discovery calls?

- Add an option to book discovery calls on your website and any option relevant platform where people might find and request your services
- Add a number of free spots to your calendar for these discovery sessions

Make sure you prioritize these appointments in your calendar. They are the gateway to growing your business!

Great work developing your packages and prepping your business for clients! You are well on your way to success. Don't forget to check out the bonus training you unlocked on pre-qualifying clients who want to work with you.

Wrap Up

Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.

My biggest takeaway from this module is . . .

The changes I made based on this module that will help my business be successful are . . .

Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .
