



## KEEP TRACK OF YOUR PROGRESS



### Your Coaching Business Foundation Elements

Make sure to watch the video before you check off any of the items below, as some will be easier to implement when you get some “how-to” direction. For your convenience, you’ll see in parenthesis where in the video I talk about each item.

- I understand the difference between Strategic and Tactical Marketing... and the importance of Marketing Strategically (Min. 6:55)

- I’m aware of the Four Main Reasons why I might Not Get Hired Currently (Min 12:40)

- I know about the Six Elements that I need to put in place to grow a truly profitable coaching business..., and they are (18:03):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

- The 1<sup>st</sup> step – and the most important element - towards building a successful coaching business is: \_\_\_\_\_ (Min. 22:35)

- Once you create good \_\_\_\_\_ Statement, you’ll be able to EASILY put in place about a Dozen more crucial marketing elements in place (23:44)

- **My Vision Statement for my Coaching Business is:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Use the Vision Statement to create your Elevator Pitch; OR create a Vision Statement based on your elevator pitch (depending on which one you created first – Min. 37:37)

- **My Elevator Pitch is:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Marketing** (and other business-growth) **Elements I developed based on my Vision Statement** (39:13):

◦ **Headline** (and Sub-Headline) **for my Home Page or Landing Page:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

◦ **Name or title of your Freebie / Opt-in Offer:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

◦ **Titles for your Articles, Blog Posts:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

◦ **Webinar and/or Live Workshops Titles:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

◦ **Title/s of products or eBooks** you might want to develop in the future: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

◦ What other elements for your business can you create based on your Vision Statement or Elevator Pitch? \_\_\_\_\_

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