



KEEP TRACK OF YOUR PROGRESS



Your Coaching Business Foundation Elements – 7 STEPS

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.

* Some of the steps in this Action Sheet WILL Overlap with the activities you completed in Action Sheet #1! You

Step 1: Create a Vision Statement for your business (make sure it includes **WHO** you want to work with and **HOW** you’ll help your clients) If you have an elevator pitch you are happy with, you can tweak it and turn it into a Vision Statement... Just make sure NOT to limit yourself – don’t be afraid to think big in your vision statement!

Step 2: Determine whether you Can Easily Find where your Ideal Clients Hang Out (the ones you identified in your Vision Statement) Where do your ideal clients hang out? What online or offline groups, associations, etc. List AS MANY of these places as you can think of (at least 10); as well as ask around, do some research:

1. _____

2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Step 3: Use your vision statement and massaged it into a short elevator pitch:

Step 4: Tweak your vision statement (or Elevator Pitch) into a great headline for your website ... Or create a brand new headline, inspired by your vision

statement: (Headline = The BIG STATEMENT THAT EVERY VISITOR SEES AS SOON AS THEY GET TO YOUR HOME PAGE and makes them stay on your website, as it instantly lets them know they are on the right page! – headlines are usually written in all caps, OR not; but **Always Large Font**... with First Letters Often Capitalized!)

One or two possible headlines for your website could be:

Step 5: Developed a sub-headline, to support the headline! (The sub-headline gives the visitor further reason to remain on your site and engages them even more... For example, if the headline is ARE YOU SICK AND TIRED OF FEELING TIRED AND OVERWHELMED!? The sub-headline could be “Discover the 7 steps that will get you organized, double your energy, and help you accomplish your tasks in half the time!”)

One or two (or three) possible Sub-Headlines – to support your headline – could be:

Step 6*: Based on the focus you gained through the previous steps, what are one or two possible Freebies – or **Opt-in Offer** – that you could give away to your ideal clients? (Usually your headline or sub-headline already contains the title of your giveaway – in the above example “7 Steps to Eliminating Overwhelm and Doubling Your Productivity”)

Now it’s your turn - What could be the name or title of your giveaway:

*-- CRUCIAL STEP! Your freebie should be specific, so ONLY your ideal client would want to download it. It’s an excellent way to generate leads and grow a database of potential coaching clients... or potential clients for you group coaching, membership program, products you might develop in the future, etc. Let me know if you need help with this step.

Step 7: What autoresponder* service will you use?

*-- I recommend www.aweber.com/ – best service and best features at best price. If you also need a shopping cart and perhaps affiliate management software, I recommend www.1ShoppingCart.com/ . There are others that are cheaper – or even free – but they are missing features that you need badly. www.MailChimp.com is FREE, BUT it does NOT have a sequential autoresponder – you can’t send out an eCourse or multi-part messages – you have to send out everything manually, which I’m highly against. You should automate as much of your marketing efforts as humanly possible.

Got Questions or Need Help with any of the above?

Contact E.G. – [Click HERE!](#)