



# **COACHPRENEUR**

## **BUSINESS ASSESSEMENT**

# COACHPRENEUR Business Assessment

Before you start your assessment... think of this journey as a wave. You gradually evolve from one stage to another. It's not like you take a step to get there. It just happens organically and naturally. So, don't be so rigid with this assessment and understand that they blend together. There's going to be overlap.

## The 3 Stages of the Coachpreneur Journey

1. Emerging (Create a Solid Income Foundation)
2. Expanding (Growth Strategies & Systems)
3. Influencing (Accelerating Growth & Impact)

## EMERGING

Top Goals for the Emerging Coachpreneur

- Start making money as soon as possible!
- Creating your core/signature offer
- Get your first handful of clients and customers.

*Check all that apply:*

- Website
- Visibility plan for how I will show up on social media
- Facebook business page for brand/coaching business
- Secured my name/brand on all the major social media platforms
  - Instagram
  - Facebook
  - Snapchat,

- LinkedIn
- Twitter
- YouTube
- Lead magnet (Freebie)
- Set up lead magnet to delivery automatically to subscriber
- Signature course/ coaching program
- Income (sales) funnel that automatically leads subscriber/potential client to apply for a discovery/strategy session or purchase my signature course
- Email list of 100+ subscribers
- Send at least 1 email a week to subscribers on my list
- Generating enough income to pay business expenses
- A few paying clients

## **EXPANDING**

### Top Goals for the Expanding Coachpreneur

- Develop multiple streams of income where appropriate
- Systematize your marketing to drive traffic, get leads, and convert leads into clients and customers
- Maximize profits with what you currently offer

### *Check all that apply.*

- weekly scheduled (podcast, video, Facebook Live, Instagram Live or IGTV) on the same day and time
- Brand Photos
- Ads set up to build my list / increase brand awareness/ sell my products and services
- Created a webinar (training) that sells my signature course /coaching program
- Facebook /LinkedIn Group with 50+ members

- Content repurpose plan to share on other platforms
- Low dollar digital products
- Send emails to my list informing them of new content on my website or on other platforms
- Paying clients
- Generating consistent income every month \$3,000 or more

## **INFLUENCING**

### Top Goals for the Influencing Coachpreneur

- Grow coaching business and impact while growing your bank account
- Be a top-of-mind name in the industry
- Dramatically up-level your networking and connections
- Streamlining your daily activities by hiring a team

*Check all that apply.*

- Speaker Page on my website with key topics
- Published author
- Paid Speaker
- Interviewed on TV, podcasts, radio
- Hosted my own live event /retreat
- Evergreen webinar that sells my signature course/coaching program
- Created a 3- part video series to sell signature course/coaching program
- Recurring Income (membership, monthly group coaching program, clients on retainer)
- Affiliate partnership with national brands
- Email list at least 3x a week
- Trademark for brand

- Business is a legal entity (LLC, S-Corp, INC)
- Hired staff (personal assistant, social media manager, ads manager)
- Booked Solid with Clients
- Generating consistent income every month \$6,000 or more