

Business Growth Assessment for Beginner Coaches

Check, Qualify, and Enhance your coaching impact with Coaching Success Navigator

- I have a clear action plan about what content to post on my social media.

Having a clear action plan for social media content ensures consistent messaging and engagement with your audience, boosting your online presence and attracting potential clients. I have lost so many opportunities just because I didn't focused on creating a proper action plan.

- I have properly designed my social media handle bio, photo, title, and description to give a clear about my business to my audience.

You can check my [Instagram Bio](#) to check how I have designed my profile and bio to give clarity about my services to my audience. Properly designing your social media profile gives a professional impression, establishing credibility and clarity about your coaching services to your audience.

- I am confident enough to create engaging videos to post on social media.

I completely relate that, as a beginner it might a bit challenging for you to face camera. But believe me you are just that one video away from your very first client, and it really worth. 3 years back I was at the same stage as you are today. The best past this is a skill and it can be learned.

- I have my coaching website visually appealing for the customer journey or to create trust.

In the coaching industry, where our expertise and advice are our primary products, a website serves as the storefront, showcasing our offerings and guiding potential clients through our journey and experience

- I have my landing page ready to promote my upcoming webinar/Event.

In simple words, you can say landing pages one-page websites to tell your audience about your specific program/event. This is a powerful tool to add value to your audience.

- I am ready with my Lead Magnet that I can offer for free to my leads to add value.

A lead magnet is a free gift that you share with your audience when they interact with you for the very first time. It can be an eBook, a small checklist, or some part of your course. From my past experience, I think this is the most important part where every coach must invest sufficient time to create a lead magnet.

- I have implemented a seamless appointment scheduling system for my leads.

The appointment scheduling system is the most powerful system where your client can book to one call with you, after interacting with your particular videos or content. And the best part this is free but most of the coaches don't know how to use and integrate it.

- I have access to reliable tech support resources when needed.

I was making the mistake at the starting journey by not asking for help from any professional, who are doing better than me in the same industry. I was thinking that I knew everything which delayed my progress. On the other hand, I wasted too much time.

- As a business owner, I believe in learning and investing in myself to scale my business

Most my colleague (in coaching) misunderstand that this is not a business and some kind of a part-time job. Even though you are doing this business as a part time in the end this is a business that requires attention learning investment just like other businesses. So every coach must be ready to invest in his business