

## THE COACHING BUSINESS BLUEPRINT

### CONGRATULATIONS!!!

You made a super smart decision to wisely invest time and energy to create YOUR Customized Coaching Business Blueprint.

### This Powerful Tool Will Help You...

- ⇒ Gain clarity on what you most want for your business and life.
- ⇒ Create the perfect game plan to achieve it!

### The Coach & Grow R.I.C.H. Coaching Business Blueprint Has 2 Parts:

- ⇒ Part I – Your Coaching Business Annual Success Plan
- ⇒ Part II – Your Sales & Marketing Success Plan

### Recommendations...

- ⇒ The first time you use this tool, write out whatever pops into your head, even if it doesn't totally make sense.
- ⇒ 2-3 days later revisit this tool, read what you wrote and make any desired additions or changes.
- ⇒ One week later do a final review and make any desired additions or changes.
- ⇒ Do this at least once per year!

### Here's To Your Mega Success!



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## **PART I - MY ANNUAL BUSINESS SUCCESS PLAN**

**“Design Your Ideal Life FIRST... Then back your business into it!”**

*-Patrick Summar*

### **Health/Wellness/Fitness Goals:**

(What would you LOVE to achieve regarding your Health, Wellness and Fitness?)

### **Fun/Recreation:**

(Include desired Big Vacations, Weekend Getaways, Weekly Fun and Daily Fun!)

### **Social/Relationships:**

(How do you want to prioritize your Romantic Partner, Friends and Family?)

**Spiritual/Contribution:**

(What is important to you regarding spirituality, religion and giving back?)

**Ideal Work Schedule:**

(Include desired Monthly, Weekly and Daily Work Schedule)

**Ideal Work Environment:**

(Identify what you want regarding your Office, Technology, Support/Assistance, Coaching/Mentoring, Continuing Education, Business/Networking Events and Peers/Colleagues)

**Calendar Planning:**

(Determine how you are going to “calendar” your Coaching Business Success Plan. For example: Annual Laminated Wall Calendar, Online Shared Calendar, such as Google Calendar, a physical “week or month-at-a-glance” calendar.)

**Block Out Your Important Dates:**

Vacations/Holidays

Other Time Off

Your Program/Launch Dates

JV Partner Program/Launch Dates

Industry Events

**“A goal without a plan is just a wish.”**  
 — Antoine de Saint-Exupéry

**Monthly NET Revenue Goal:**

(The amount of money you want to be able to put in your personal bank account)

**Monthly GROSS Revenue Goal:**

(Total Revenue that comes into your business. Conservative estimate is NET x 2)

**Annual NET Revenue Goal:**

(Monthly NET Revenue x 12)

**Annual GROSS Revenue Goal:**

(Monthly GROSS Revenue x 12)

**Revenue Stream Planning:**

Service/Program/Product	Price	Goal # of Sales	Total Sales \$\$

## **PART II - MY SALES & MARKETING PLAN**

**Who I coach:**

(This is my target market - my best and ideal clients. I can find these people!)

**What I coach on:**

(These are the BIG problems I help clients solve or the IMPORTANT results and outcomes I help them achieve.)

**3 "Burning Questions" that keep my ideal clients awake at night:**

(These are perfect topics to address in my free gift, articles and speaking engagements. These questions are typically "keyword rich." These are the common things my ideal clients search for online.)

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

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

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

**How my coaching works:**

(This is my “How” or “Signature System.”)

**My Compelling Message is:**

(This is the answer to the question, “What do you do?”)

I work with \_\_\_\_\_  
(who you coach – your target market)

who \_\_\_\_\_  
(what you coach on – a big problem or challenge faced by your target market)

I help them \_\_\_\_\_  
(a result or outcome you help them achieve)

**My specialty is:** \_\_\_\_\_

(This is what I am known for. It’s what makes my phone ring!)

**My One-on-One Coaching Package:**

(Outline the pricing and details of your primary one-on-one coaching package.)

**My VIP Day Coaching Package:**

(Outline the pricing and details of your primary VIP Day Coaching Package if this is something you want to offer to clients.)

**My Other Ways of Serving Clients:**

(For example this could be group coaching, email coaching, workshops, retreats, online training program, information product, etc.)

**My full practice goal is \_\_\_\_\_ clients.**

**I will focus on doing \_\_\_\_\_ complimentary coaching consultations per week until I achieve my full practice goal.**



**“I have a powerful Marketing Train that drives my business forward.”**

**My Primary Engine Marketing Strategies are:**

(These are the main Active Marketing Activities I will focus on to connect with my target market and attract new clients. For example: grassroots marketing, speaking, networking, forming strategic alliances, online marketing, offering free teleseminars or webinars, etc.)

**Some of My Next Steps are:**



**“The Cars of my Marketing Train provide value and address my ideal client’s Burning Questions.”**

**My Website Marketing Strategy is:**

(This is my website game plan, my next steps.)

**My “Free Gift” is:**

(This is my high value "freebie" I offer on my website in exchange for the visitor's name and email address. These are my next steps.)

**“I have an effective Caboose ("Keep-in-Touch") Strategy in place that enables me to consistently grow my list of prospects.”**

**My "Keep-In-Touch" Email Strategy is:**

(This is my email marketing/ezine strategy and my next steps.)

**My "Keep-In-Touch" Social Media Strategy is:**

(Develop a following on Facebook, YouTube, LinkedIn, Instagram, Twitter, etc. and these are my next steps.)

**“I realize the importance of making smart and strategic investments in my business.”**

**My Marketing Budget:**

(Create your Marketing Budget. Include ongoing monthly expenses such as internet, phone, assistant, bookkeeping, webhosting, etc. AND other business investments, such as website development, business coaching, continuing education, etc.)

**My Theme For The Year Is:**

(This can be a word, phrase, sentence... whatever feels right to you.)