

Your Coaching Business Plan

Your business is unique, so your business plan should be too. As you work through this business plan template, remember that it's just a starting point.

Feel free to tweak it, change it, or completely overhaul sections to really make it your own. Customize it to fit what you need and what feels right for you. After all, it's your vision and your coaching journey that this plan is all about.

Happy planning!

1. Executive Summary

- 1) **Business Name and Location:** [Your Business Name], [Location]
- 2) **Services Offered:** [Type of Coaching Services Provided, e.g., Life Coaching, Business Coaching, Health and Wellness Coaching]
- 3) **Mission Statement:** [A brief statement about the goals of your coaching business]
- 4) **Vision Statement:** [What you envision for the future of your business]
- 5) **Objectives:** [Specific objectives you aim to achieve]

2. Business Description

- 1) **Industry Background:** [Overview of the coaching industry]
- 2) **Business Model:** [One-on-one coaching, Group sessions, Online courses, etc.]
- 3) **Value Proposition:** [What makes your coaching services unique or desirable?]

3. Market Analysis

- 1) **Target Market:** [Who are your potential clients? (Demographics, psychographics, location, etc.)]
- 2) **Market Need:** [What specific needs does your coaching address?]
- 3) **Competition Analysis:** [Who are your main competitors, and what can you learn from them?]
- 4) **SWOT Analysis:** [Strengths, Weaknesses, Opportunities, Threats]

Strengths	Weaknesses	Opportunities	Threats

4. Marketing Strategy

- 1) **Branding:** [How will you develop your coaching brand?]
- 2) **Marketing Channels:** [Social media, Online advertising, Speaking engagements, Networking, SEO]
- 3) **Sales Strategy:** [How will you convert potential clients into paying clients?]
- 4) **Customer Retention Strategies:** [How will you keep your clients engaged and returning for more coaching sessions?]

5. Operations Plan

- 1) **Business Structure:** [Sole proprietorship, Partnership, Corporation, LLC, etc.]
- 2) **Location:** [Where will your business be based and operate?]
- 3) **Tools and Technology:** [Coaching platforms, CRM systems, communication tools]
- 4) **Staffing Requirements:** [Do you plan to hire any staff or other coaches?]

6. Financial Plan

- 1) **Startup Expenses and Capitalization:** [Detailed list of expenses and assets needed to start the business]
- 2) **Revenue Model:** [Pricing strategy and revenue streams]
- 3) **Financial Projections:** [3-5 years of financial projections, including income statements, cash flow forecasts, and balance sheets]
- 4) **Break-even Analysis:** [When do you expect to break even?]

7. Appendix

Supporting Documents: References, credentials, legal documents, additional data or charts