

PURPOSE

PRODUCT

MANAGEMENT

MARKETING



How to Build a Successful Coaching Business

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Your Market

PROBLEM
What is wrong, why can't they achieve what they want?

THE OUTCOME THEY SEEK

SOLUTION

Your solution to a specific problem or way of achieving a specific result.

PRODUCT

Your signature package, products and pricing. What you actually sell.

USP

Your unique advantage - why people should choose you.

MARKETING

A clear strategy to introduce your market to your product

SALES

A sales system to take a prospect from interested to a paying client

CLIENT JOURNEY

Happy clients receiving a wow experience and an engaging experience referring others

HOW YOU WANT TO HELP THEM

DESIRE
Your strengths, passion and experience

Your Life

- BELIEF
- ATTITUDE
- ACCOUNTABILITY
- ACTION
- PERSISTENCE

SYSTEMS MANAGEMENT

Marketing, sales, client, finance, referral and time management.

What for Whom and Why
CLEAR MESSAGING

Free download Trial or taster Sales pitch
CLIENT CREATION

Welcome pack Newsletter Behind-the-scenes support
WOW MANAGEMENT



CONFIDENT TO COACH



- 1. Clarity**
- 2. Coaching**
- 3. Clients**
- 4. Confidence**



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