

## COACHING*shift*: List of Business Building Tasks



If you can relate to spending days upon days trying to decide how to build your coaching business, then I invite you to take the next 3 months and strategically focus on your business with the help of a marketing coach and consultant.

Here is what you can accomplish in 3-4 months of focused effort.

- Formulate a compelling vision for your business
- Isolate 2-4 viable niches
- Identify your target audience and how to connect with them
- Become keenly aware of the problems your clients face
- Formulate clear solutions to these problems
- Create a program
- Write your marketing message
- Decide on your business structure, office location, logistics like pobox, business cards, bank accounts, accounting issues, payment methods, writing your bio
- Branding your message, program and service
- The flow of the sale including welcome packets, welcome emails, followup emails
- Creating a marketing plan
- Creating a website
- Creating elevator speeches or 5 minutes speeches on what you do

By the time you end this program your confidence as a business owner will skyrocket. Imagine having all these projects completed and being able to concentrate on generating interest in your business and securing clients.

Are you ready to get started? Want to know if I'm the right coach for you? Contact me at [marcie@coachingshift.com](mailto:marcie@coachingshift.com) for a free 30 minute consultation.