



coaching-online.org

✓ Checklist

9 Steps To A Lean Life Coach
Business Plan



With a 'lean' life coach business plan, you'll be well prepared to launch and manage a successful life coaching business.

How to use this checklist:

Fill in each of the nine sections, including as much detail as you can. Use the prompts to help you.

Your answers will help you identify potential obstacles and opportunities for growth.

It's highly recommended to revisit this checklist once a month, tweaking your answers based on the ups and downs you have encountered with your life coaching business.

Try and answer all these questions in one or two sentences.

Your Lean Life Coaching Business Plan

(1) Mission Statement

Why does your life coaching business exist?

Who can you help, what changes can you bring to people and how?

(2) Vision

What is the ultimate goal of your life coaching business?

How would you like to impact your clients, your local community or the planet as a whole?

(3) Business Type/Business Description

What type of business will you set up? (*sole proprietorship, partnership, LLC etc.*)

List below the products and services you will offer, plus how much you will charge for each of them.

(4) Your Niche

What niche(s) of life coaching will you specialise in?

(5) Target Market

Describe your ideal customer in as much detail as possible.

Include demographic factors including gender, age, spending power, geographical location, occupation etc.

What problems do they typically need solving?

(6) Unique selling point + SWOT analysis

What will make your target audience choose *you* over your competitors?

What are your business's main **strengths**?

What are your business's main **weaknesses**?

What are your business's main **opportunities**?

What are your business's main **threats**?

(7) Marketing

What marketing channels will you use to promote your business? *(Feel free to add details about marketing budget, promotions, deadlines etc.)*

(8) Competition?

Who are your main competitors? Write down and answer the following questions for each of them:

What are their unique selling points?

How much do they charge for their services?

What makes you better than them?

How can you justify charging a higher price than them?

(9) Spending budget and sales forecast

(It's highly recommended to complete these financial projections at least 12 months in advance. Consider using a spreadsheet.)

How much will it cost to launch the business? List all of your expenses below.

What are your estimated monthly expenses? List them all below.

What is your sales forecast for the month? *(List an estimate figure for your worst case scenario, target and stretch target.)*