

How to build a 5 – 7 K per month online coaching business

Stage 1

0 – 2 K

OFFER – It is essential that you get crystal clear on who your target audience is. Without this your marketing won't work, your audience won't know who you're talking to, and no one will understand the value of what you are selling.

CONTENT – Your audience begins to build a relationship with you through the content that you share. Your audience needs to land on your page and immediately connect with what you are sharing. Your audience must want to hang around, learn, engage and build trust with you as an authority.

SERVICE – Your business and your ability to achieve referrals will rely on your service. Your goal is to build raving fans of the work that you do, and that starts with the delivery of your service.

COMMUNITY – Your first 2k will be found within your immediate community. Old PT clients, friends, family, uncles, and aunties. You must drop your ego at this stage. Train anyone who is ready to work with you, so that you can gain experience. You might not be able to charge what you want, but this stage is about getting off the ground.

Stage 2

2 – 4 K

CONSISTENCY – The online space requires a lot of effort and most of all consistency. After the initial push, a lot of coaches slip backwards. Consistency is key, every day, every month, it's a full-time business and commitment.

RESULTS – Within the first phase you take on your first batch of clients, your number one goal here (hence why you might not change at high) is to achieve

results. Your audience needs to see proof of your offer. Whatever it takes to achieve results, and however you can present them, results matter.

CONVERSATIONS – Now you will start to engage with your audience. Starting conversations, engaging with your target audience to build your following, and driving conversations into booked calls. A skill that all coaches must master but avoided by most.

SALES – If you can't sell you won't grow. Selling is a key skill to master and one which is very much overlooked. Learn how to sell and you won't need to have as many conversations.

Stage 3

4 – 7 K

CLIENT RETENTION – You will start to come to the end of the initial phase of coaching with your first set of clients. This is where a lot of coaches see a big dip as clients leave. You can prevent this by maximizing the customer journey and setting a realigned vision in place.

SYSTEMS – As your business grows you will find yourself having to do more, so time efficiency is going to be key. Adding key systems into your business at this stage is key. Systems to speed up your onboarding, client coaching journey, renewals, applications tracking etc.

CASH COLLECTED – Learn how to sell your offer as an upfront payment package, which will result in more cash collected over a shorter period.

CONVERSATIONS AT SCALE – It's time to drive conversations, which means a lot more work (but more new clients). This is where a lot of fitness professionals run out of gas. We call this the dirty work. It's doing the things that you don't like, to get to the places that you want to be.