

Everything a new coach needs to start taking clients

You've finished the course. This is the list of what comes next. Most of it is boring, all of it is doable, and none of it needs a designer.

- ☐ One clear offer: who you help, what changes for them, how long it takes, what it costs
- ☐ A price you can say out loud without flinching, and a reason for it
- ☐ A website that shows that offer, on your own web address
- ☐ A simple logo and two colours you use everywhere
- ☐ A way for people to book a call with you that goes straight into your calendar
- ☐ A way for people to pay you by card, with the money going to your bank
- ☐ A short intake form new clients fill in before the first session
- ☐ A welcome email that goes to anyone who signs up, without you doing anything
- ☐ A LinkedIn profile and Instagram bio that say the same thing as your website
- ☐ A client agreement, checked by a lawyer (your course is giving you a template; get it looked at)
- ☐ Professional liability insurance (an afternoon online; ask your course group who they used)
- ☐ A simple disclaimer on your site (you coach, you don't diagnose or treat)
- ☐ A two-week plan for getting your first clients: who to message, what to say
- ☐ Three to five good photos of you

Do it yourself, or we do every line except the lawyer and the insurance for one price.

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