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# 7 Steps To Build A Thriving Online Coaching Business In 2019

[See Step 5](#)



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Online coaching businesses provide freedom to thousands worldwide. GETTY

How do you build a thriving online coaching business?

One word: Strategy.

**Step one: Stop LYING to yourself**

Stop trying to do things perfectly. Stop searching online for the *best way* to start your business. No one has a magic pill, and if you are looking for one, you will most likely end up scammed.

The first step is to commit to building your coaching business. Start by creating income, lifestyle and contribution goals.

- What is your target monthly revenue? Write it down as an income goal.
- How many hours do you want to work? Write it down as a lifestyle goal
- What legacy do you want to leave behind? Write it down as a contribution goal.

Make sure your goals are visible everywhere you spend over 2 hours at a time.

**Step two: Know who you want to help, in-depth**

Business success whether in retail, avionics or coaching is about serving clients in ways the market is not, or not effectively doing so at the moment.

How hard did Apple have to sell you the iPhone? What about the iPod?

To succeed as a coach, you must know the pains, desires, and troubles of those you wish to serve to later offer a solution irresistible to them.

Consider reading conversations on social media, search for customer reviews on [Amazon](#), [Udemy](#) and any platform your audience is active in. Talk to people, observe them and question their every move and choice. Don't stop researching until you know your audience better than they know themselves.

### **Step three: Create a differentiated offer**

To achieve success, especially in the early stages, you must stand out as a coach.

This is especially important in crowded markets like coaching that are growing at [around 7% annually](#).

How do you stand out? By delivering a result that matters to the people you serve.

Your task is to develop an enjoyable offer that consistently solves one of their top 5 pain points.

Be creative but remember who you are serving:

- One on one sessions alone put an excessive burden on your shoulders.
- Online programs may not be suitable for executives wanting a break from technology.
- Long presentations or webinars may not be suitable for those in grief.

## **Step four: Price your offer**

There is nothing expensive or cheap in this world. There is just value for money.

If your offer solves some pressing issues for your clients, charge premium prices, which is anything upwards of \$2k per client. This will avoid bargain hunters and those uncommitted from working with you, which will preserve your worth as a coach.

## **Step five: Get Clients Now**

You don't need elaborate website designs, marketing funnels or mentions on TV to get clients. You need resourcefulness.

Tap into your existing network right away and don't over-complicate things by describing your method or coaching process you follow.

Katja Kempe, founder of [Viveka](#), the [world's largest marketplace for coaches and speakers](#) advises:

“Your clients don't care about the process, when people buy coaching services they want to know what results you will achieve for them. Focus on the outcome and not how you will get them there.”

Speak to people's emotions and show you understand and care. At the end of your communication prompt people to get on a call with you. Once you are on the phone, ensure they are a good fit and enroll them as a client.

## **Step six: Scale operations**

Start by freeing up your time. How can you better leverage your time to spend less time client facing whilst producing the same or better results

for clients? By doing so you start evolving your coaching from a profitable hobby into a scalable business.

With time in your hands, consider starting an online community for your clients. Post regularly and invite members to share the group with others in your target audience. Do client interviews and provoke the group to take action and solve once and for all the issues you can help them with.

Grow your community by driving traffic from joint ventures, content marketing, advertisement or the [countless other options available to you](#), whichever is most suitable for your coaching niche.

### **Step seven: Get help**

There will be a point where complexity takes hold of your coaching business.

You will have to make sacrifices and balance life at work with the endless struggles of running a business.

To continue to thrive as a coach you will have to learn to [let go](#) and trust mentors to guide you. This is because no matter how skilled you are, you are limited as a human being. Mentors have mentors, and so should you.

At this stage, your role shifts away from execution and into leadership, a rewarding shift that comes with its own troubles.

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