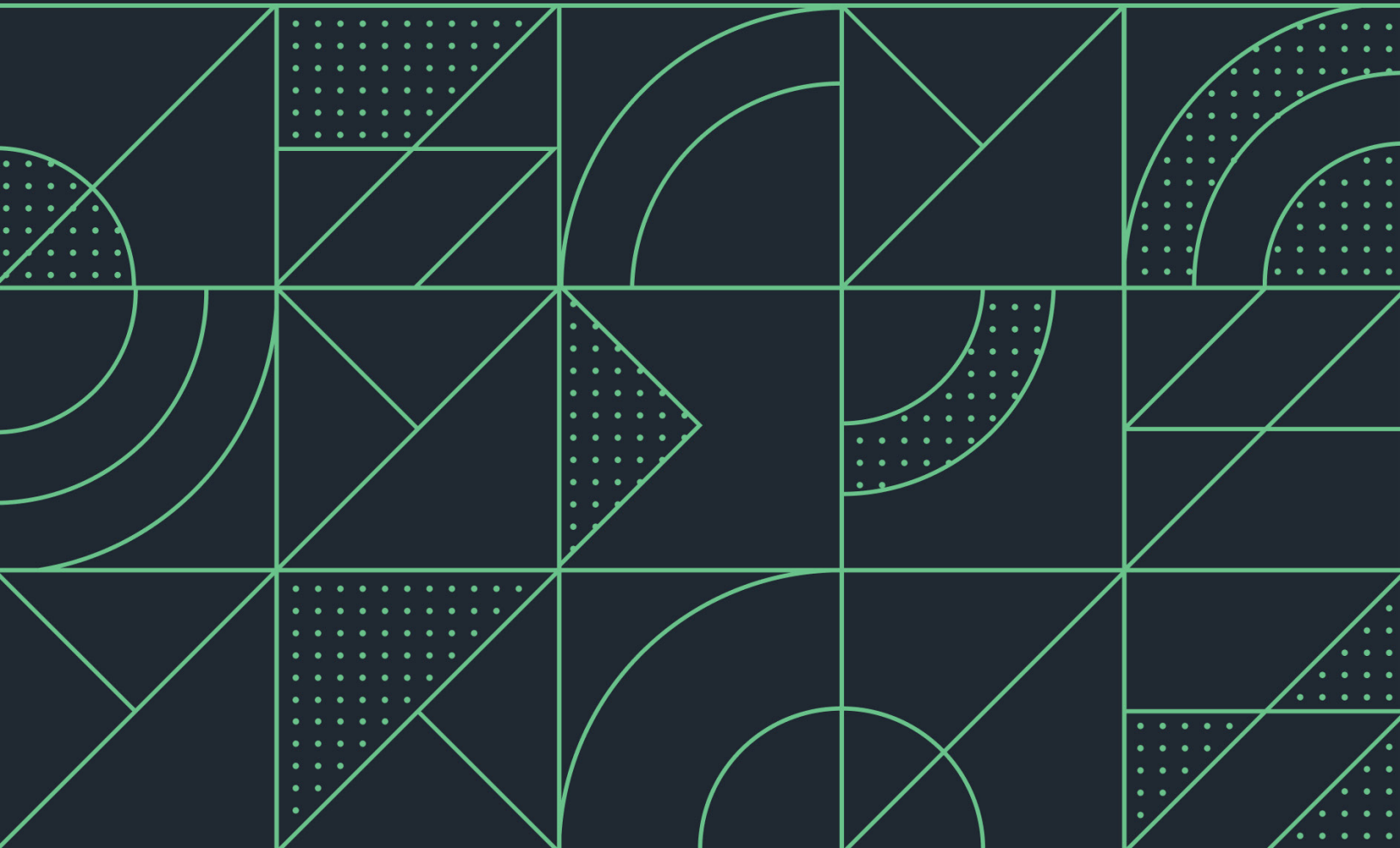




The ultimate guide to create a profitable online coaching program

Your knowledge has value.
An online coaching program can help you monetize it.



If you're an entrepreneur ready to capitalize on your expertise, there's never been a better time to start your online coaching business. It can be a lucrative way to share your expertise and offers the ability to really help people grow as professionals.

In this step-by-step guide, we'll explore how to become an online coach and get the most out of your knowledge. We'll also share tips on how to add successful high-ticket coaching to your existing business offerings.

What is online coaching?



Online coaching is a way for entrepreneurs to leverage their knowledge into a source of income and help others thrive along the way. Mentors and clients can connect from anywhere in the world because everything is done online.

Your skills and guidance have value. They are a marketable service that others are willing to invest in. This applies whether your knowledge comes from higher education or work experience. There are in-demand coaches in every field, from fitness to finance and everything in between.

As an online coach, you'll take on the roles of trainer, analyst, and mentor. The best coaches bring their energy and passion for their topic along with their knowledge and guidance.

Why become an online coach?



Let's take a look at a few of the reasons why you might want to start online coaching.

- **Flexibility** – The old model of commuting to a physical workplace on a conventional schedule has become outdated. More and more professionals are embracing a new work model that includes working from home or on the road. The flexibility offered by an online career means you have more time and freedom to pursue the things that matter most to you.
- **Profitability** – The market for online coaching is exploding. In 2020, the business coaching industry had a market size of **\$11.6 billion**, according to [ZipRecruiter](#). And that's just the stat on business coaches.
- **Fulfillment** – Entrepreneurship isn't just about making money. It's about identifying needs and solving problems. Experts from all different backgrounds have chosen to coach to reignite their passion and empower others to learn a new skill. You'll be able to find purpose in mentoring others from all walks of life.



Even firefighters need coaches. Retired fire chief Dean Guccianie used his career experience to create an online coaching program to train the next generation of firefighters



“They have that dream (joining the fire service) just like I did 30 years ago, and now I can pass that on to them.”

- Dean Guccione

Kajabi’s all-in-one platform can help you create, market, and sell your coaching program.

[See Dean’s Story](#)

6 steps to become an online coach

Launching a new career is never easy. Today's entrepreneurs can get their business off the ground much faster than before with the proper guidance and the right tools.

Consider these steps for how to become an online coach.

1. Find your niche

Identify your specialty within the world of online coaching. You can more easily market and grow your brand once you have a niche. Here are a few different types of business coaching that you might focus on.

- **Teams coaching:** Build an interactive curriculum for groups of all sizes. By introducing teams to your business strategies, you'll help them function with more efficiency and cohesion.
- **Executive coaching:** One-on-one coaching can be a lucrative option when you secure clients who are willing to invest in their top executives. Mentor these titans of industry with your expertise in finance, management skills, shareholder relations, and more.
- **Performance coaching:** A performance coach helps to optimize someone's ability to do their job no matter what role they hold within an organization. As a performance coach, you can work to improve individual parts of the whole, boosting a business's overall output.
- **Leadership coaching:** Many business owners have their products and systems mastered, but they lack natural leadership skills. Help develop these entrepreneurs into better leaders by working on communication skills, strategic thinking, and delegation tactics.
- **Brand coaching:** Leverage your marketing expertise to help business owners establish their voice and build a marketable brand. From social media campaigns to core content, your expertise will guide brands to a more sustainable future.
- **Fitness coaching:** Fitness coaches help individuals meet their health and wellness goals with personal guidance. Their resources can include exercise programs, healthy meal plans, and mindset training.

2. Get the right qualifications

Once you've established your niche, it's time to back it up with the proper qualifications. There are plenty of options to choose from when it comes to bolstering your bona fides. But remember, there's no one-size-fits-all solution.

Consider taking courses in your area to gain a certification. Many coaching institutes offer online courses you can complete from the convenience of your home.

If you have a college degree in a related field, you may be able to leverage your credentials with higher-paying clients. Make sure you put all your qualifications front-and-center to build trust with potential clients.

3. Define your ideal client

Identify the type of people you would like to coach. You might be tempted to define your ideal client as whoever pays the most. And we can't blame you!

But put aside the money for a moment and imagine who you would like to help the most.

Answer the following questions to define your ideal client:

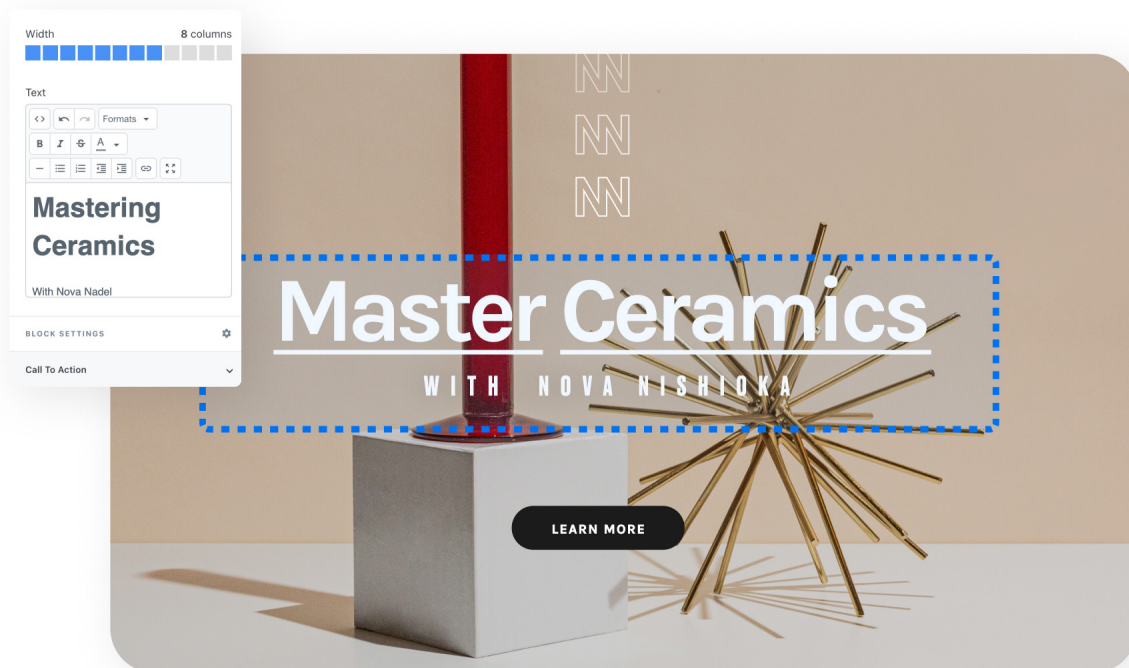
- Is there an industry you've always had an interest in?
- What are your greatest strengths, and what kind of people could benefit from them?
- Do you enjoy speaking to large groups, working with small groups, or individuals?
- What skill level do you see yourself mentoring? Beginners? Or advanced skills?
- What would bring you the most joy from your coaching agreements?
- These are crucial questions to ask when you decide to become an online coach.

4. Create a professional website

Now the fun part! Creating a professional website used to be a time-consuming and expensive task, but you can now create a great-looking website with just a few clicks thanks to tools like Kajabi.

Kajabi's [website builder](#) empowers you to create a fully integrated website for your coaching business. You won't have to invest in expensive designers or deal with unreliable plug-ins. Kajabi handles it all: website building, landing page building, payment gateways, blogging, and much, much more.

An online coach needs a website that runs smoothly on both the front and back end. Kajabi delivers just that, with no coding required.



Wanna know how a makeup artist took her in-person, service-based business of 17 years online — with no coding or tech skills required?



“Building my own online business has completely changed, not just my professional life but my entire life as a whole.”

-Tiffany Lee Bymaster

[See Tiffany's story](#)

5. Make content that increases your credibility

Marketing your qualifications is one way to increase credibility, but don't rely on those qualifications alone. The content you produce can be an even more important tool.

One of the most effective ways to increase your credibility is to [start a blog](#). You can build trust with your readers and show off your expertise by publishing engaging content on your blog.

Infographics are a phenomenal use of visual content. Create your own or cite infographics from industry leaders and peer-reviewed studies.

Also, video content will give your audience an even more engaging option than text and graphics. Be sure to include some short, eye-catching videos on the core pages of your website. The goal of these videos should be to leave your audience wanting more.

6. Market your coaching skills

So far you've got a great website, great content, and a killer online course. Now it's time to get the word out!

Marketing yourself is the true secret of how to become a successful online coach. Take an all-of-the-above approach to marketing whenever possible. This means you engage in [social media campaigns](#), [email promotions](#), as well as word of mouth.

In addition, [search engine marketing](#) (SEM) and [search engine optimization](#) (SEO) are effective strategies for getting the most eyeballs onto your content. Use tracking systems for each of these strategies to see what campaigns are working and what campaigns might need some adjustment

Bonus step: Attend networking events

Prepare for in-person events and virtual events. You may be an online coach, but according to a study by MMBC, 96% of small business owners report that in-person meetings yield a return on investment.

Networking events and conferences are essential to building your business and finding your ideal clients. Research events ahead of time, and choose conferences based on where you think your ideal clients will be attending.

At the end of the day, a career in coaching is about connecting with other entrepreneurs. And there's no better place to do that than a room full of business professionals (or a Zoom room).



5 tips to successful high-ticket coaching

With any kind of coaching, your success has far less to do with credentials and almost everything to do with your ability to produce a result for your prospect. Keep that in mind, and you'll do well.

Hitting your revenue goals is likely easier if you can land high dollar value clients. Let's get into steps you can take to prime yourself for these top-tier prospects.

#1: Know who you serve

Knowing who you serve is the foundation and starting point for all successful high ticket coaching. Starting here enables you to craft your coaching offer in such a way where the right person has no problem paying for the value you provide.

Here are a few questions to help you nail this down and move onto our next step:

- Who is the exact person you can help the most? Describe in detail.
- What is the end result your prospect wants more than anything else?
- What are 3-5 common roadblocks stopping them from getting there?
- How can you turn these 3-5 roadblocks into elements of your coaching offer?
- What does it cost your perfect prospect if they stay where they currently are?
- What could change in their life if they decided to work with you?

The goal is to create your coaching for a clearly defined single person. If you have multiple coaching offers you'd like to create, you may want to tweak each one to best meet the avatar which it would most resonate with.

#2: Clarifying your offer

Your offer should be solving some sort of high-level problem for your perfect prospect. Successful coaching offers are all about one thing: results. Craft an offer that speaks to your prospects' pain points and allows you to promise (as much as possible) the results they seek.

Remember, your offer is based on the questions you answered above. You cannot have a clear, powerful, irresistible offer if it isn't "custom-made" for a specific individual.

Your offer is made up of three specific elements:

1. The What: What problems is your coaching offer solving, and what big results can your prospect expect?
2. The How: How will you help them accomplish this? How long will it take, how will the coaching occur, etc?
3. The Investment: What will they have to invest in terms of money, time, and effort.

There's always some sort of return your client will receive by working together when you've created a powerful coaching offer. You want to constantly be highlighting this point.

Typical high-ticket coaching ranges from \$2,000 - \$10,000 and anywhere in between. It can even be far above that if you're helping solve problems for prospects who can afford that sort of price tag.

Choose a price that best works for you and which you're comfortable with. Maybe even a little lower than what you think it's truly worth if you're just starting out. That way you can get people signed up, make improvements, and raise your price once you're ready.

Use this 3-pronged framework to develop an offer that your perfect prospect would find difficult to turn away from.

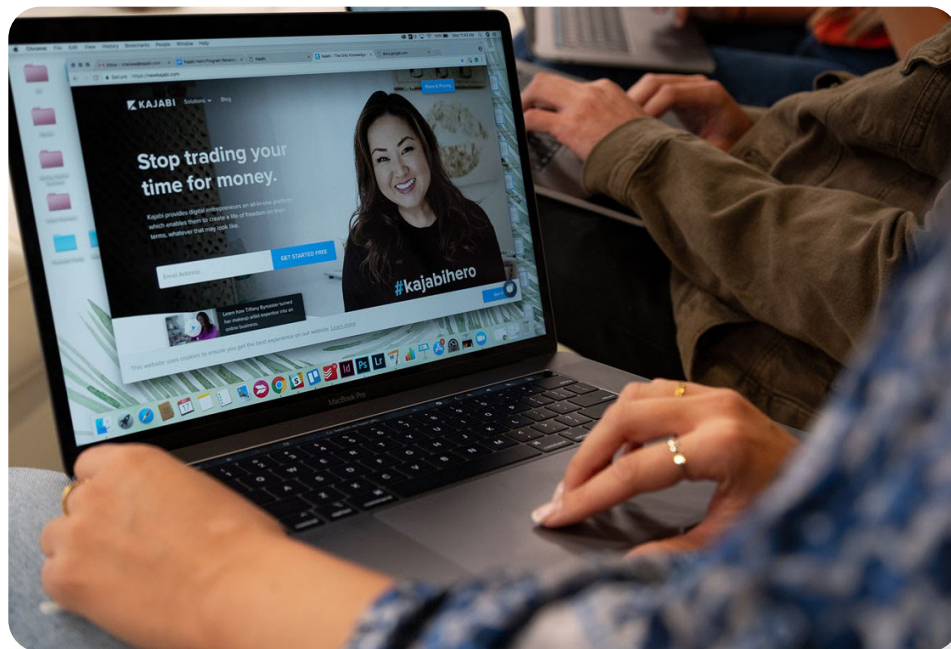
#3: Give them a strong reason why

Ultimately you want to create a rock-solid reason “why,” which can be deployed in all of your marketing. A clear, believable, and proven reason ‘why’ is one of the most influential marketing elements you have at your disposal.

Clearly answer the following questions for your coaching program:

- Why should that prospect work with you?
- Why did you decide to create this offer?
- Why are you qualified to help them?
- Why should they act now and not continue to wait?
- How are you different from other similar offers out there?

The answers to these why questions become the fuel to help your prospects take action. The reason why they should take action should be clear.



#4: Different types of high-ticket coaching

While there are many types of coaching formats, the two most popular formats for digital entrepreneurs and online marketers are one-on-one coaching and small group coaching.

Typically, the more personal the coaching, the more expensive it's expected to be. Both formats have been proven to consistently deliver results, so it really comes down to what works best for your specific business and allocation of resources. You can also create some type of hybrid where you offer a one-on-one call once a month along with weekly group calls.

The question you want to ask yourself is, "What format allows me to deliver the best possible result for my client?"

It's tempting, but you shouldn't start with, "Which one will make me the most money?" Base everything off how your coaching offer will help your end prospect, and everything will flow.

And always remember, you can tweak any of this as you go. Nothing is set in stone. If you launch a one-on-one offer, but then it's just not working with your available time, you can change it for future customers.

#5: Start now with your coaching

The best time to start with adding coaching to your [digital product](#) business is now. The reason is simple: sales and revenue.

These offers are typically far more expensive than your average products. That means you only need to sell a few of them to generate an additional substantial income for your venture.

Here are a few very simple ideas to help get the ball rolling:

- After you've gone through this article and answered some of the foundational questions, fleshed out your coaching offer, investment, and duration, give your new coaching program a name. This will help lend it credibility and get people more interested.
- Send an email "announcing" this new offer to your list of subscribers. Lead the email with all of the main "reasons why" you've identified.
- Post on your Facebook profile, LinkedIn, or business social media page about your new offer.
- Reach out to people in your network directly to make them aware of your coaching offer. Target the people that most closely match your ideal client.
- Instead of sending everyone to a sales page or immediate checkout, take them first to a phone call (strategy session) with you where you can better identify if they're someone who this offer might truly help.

No matter what you sell, the chances are fairly high that there's a way for you to work some type of high-ticket coaching offer into your business. Knowledge Commerce and coaching have always been perfectly aligned.

Turn what you know into a thriving online business.

When you choose to share your knowledge with a simplified, all-in-one platform like Kajabi, you'll find it's easy to monetize your life skills (whether you're teaching fitness, cooking, finance, or something else) without having to pick up new tech skills in the process.

With Kajabi, you can:

- Create professional digital products
- Launch fully-automated sales funnels
- Build beautiful websites
- Send effective emails
- Manage customer relationships
- Track key metrics for growth
- And much more

But we know it takes more than the right tools to get started. So we've packaged our most impactful content into the Idea to Income Kickstart Program. These resources will show you how to build your business on Kajabi, including:

- Bonus video training to guide you step-by-step from product creation to your first sale.
- Video tutorials from entrepreneurs who started out new on Kajabi and went on to become thriving online business owners.
- A free one-on-one onboarding call with a dedicated member of our success team.

To learn more about the Idea to Income Kickstart Program and start your free trial of Kajabi, click the button below:

[Yes, tell me more](#)