

My Successful Christian Coaching Business:

A comprehensive checklist for pulling it all together

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Check off each item that is completed; enter a target date for those not completed.

Creating Business Vision and Plans

- I have identified and written down a business vision for 1 year, 2 years, 5 years and 10 years from now.

Target date:

- It is clear to me how my business vision intersects with my personal vision (see below - Walk the Talk – A Matter of Integrity).

Target date:

- I have identified and written down business plans – noting numbers and dates - based on my business vision.

Target date:

Marketing Basics

- I have identified and written down a thorough description of my personal brand.

Target date:

- I have identified and written down a thorough description of my target market(s).

Target date:

- I have created products and services that will provide solutions and meet the needs of my target market(s).

Target date:

- I have identified and listed the marketing venues that will best promote my products and services – those that I'm excited to use and will uniquely work best for me.

Target date:

Online Marketing

- I have created a website that I love, that I'm confident speaks directly to my target market and tells them how about solutions I provide and how I can meet their needs.

Target date:

- I offer free stuff on my website that interests my target market, and in exchange for which they will gladly give me their email addresses.

Target date:

Multiple Streams of Income

- I have included multiple streams of income in my business model.

Target date:

- I have documented a roll-out plan for new product income streams that includes development schedules and release dates.

Target date:

Putting it all together administratively

- I have organized and ordered my workspace in a way that maximizes the way I work as a coach and business owner.

Target date:

- I have the technical skills and/or I have a plan to pay for the technical services required to facilitate the business results I expect.

Target date:

- I have implemented a system that will effectively manage my business finances.

Target date:

- I have effectively organized my personal and business visions and plans, to keep them close at hand and to refer to them often (at least weekly).

Target date:

Professional Development

- I have identified and written down a vision for professional development and training for 1 year, 2 years and 5 years from now.

Target date:

- I have identified the class I will be taking next and know the registration deadline, cost and schedule.

Target date:

Walking your talk – a matter of integrity

- I have identified and written down my personal, unique values.

Target date:

- I have identified and written down a personal mission statement or statement of unique purpose based on my personal values.

Target date:

- I have identified and written down a personal vision that describes my ideal vision for each of the important areas of my life. This is based on my personal mission statement or statement of unique purpose.

Target date:

- Based on my vision for each of the important areas of my life, I have established goals and next steps – with plans and dates noted.

Target date:

- I have a schedule – in writing (or electronically managed) - that orders my time around what is most important to me; per my schedule my time is ordered according to my vision for each of the important areas of my life.

Target date:

- I have written down my unique, personally compelling definition of “personal success” and “personal balance.”

Target date:

- I have identified and developed my personal community of support – those who are “there” for me – with whom I can be completely open and from whom I can expect compassionate, challenging conversation.

Target date:

As a Christian coach

- I have time set aside in my schedule to regularly pray for my business and my clients.

Target date:

- I regularly pray for insight and direction on all the business and personal visions and plans referenced above.

Target date:

- I have identified a personal community of supportive Christian family, friends and advisors who pray for my business regularly.

Target date: