Get With the Program™

21-Point Marketing System for Coaches

PHASE 1
Coaching Niche & Business Model R & D

1. Identify strengths, passion & expertise
2. Research & select viable target market
3. Decide unique positioning strategy
4. Create a client profile
5. Identify coachable goals & client benefits
6. Develop coaching program objectives
7. Tie program objectives to business model

PHASE 2
Signature Coaching Program Development

8. Research content source material
9. Develop coaching program overview
10. Identify key principles & concepts
11. Identify potential activities & exercises
12. Identify potential resources
13. Develop program content
14. Select formats and packaging

PHASE 3
Marketing & Ongoing Product Development

15. Develop launch strategy & offer
16. Write marketing copy
17. Create prospect marketing system
18. Create front-end product
19. Create back-end product
20. Ongoing product development
21. Ongoing marketing

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