



**COACH KELLY J'S**

# Impactful & Paid Coach Workshop

**WORKBOOK**

# W E L C O M E

Heeey!

Welcome to the Impactful & Paid Coach Workshop!

I'm excited to have you join me for this transformative experience, designed specifically for coaches who are ready to elevate their practice and achieve consistent success.

## **My Mission**

My mission is to empower coaches like you to consistently attract and enroll high-value clients, ensuring a steady and reliable stream of revenue.

## **A Journey of Growth and Success**

This workshop is your opportunity to streamline your client attraction process and ensure consistent revenue.. .

By the end of this workshop, you'll have the tools and confidence to attract and enroll clients consistently, creating a coaching practice that is both impactful and profitable.

I'm thrilled to support you on this journey and look forward to seeing the incredible results you'll achieve. Let's dive in and fast-track your coaching success together!

*Coach Kelly J*



# WORKSHOP OBJECTIVES

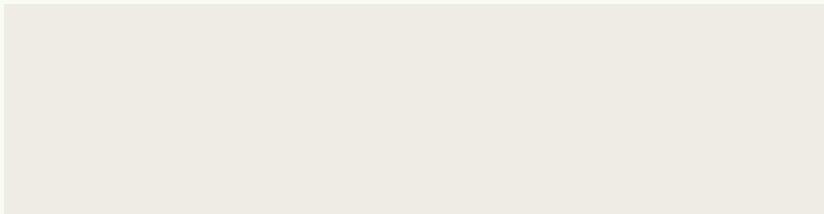
- **Discover the P6 Coaching Formula:** Learn the six key areas essential for building a solid foundation in your coaching business.
- **Clarify Your Messaging:** Understand how to craft clear, impactful messages to attract clients who are eager to work with you.
- **Establish Your Authority:** Become a recognized expert in your niche, even without formal certifications.
- **Differentiate Coaching and Therapy:** Learn how these roles differ and how to maximize your income and time freedom as a coach or therapist.
- **Attract Dream Clients:** Develop strategies to draw in clients who are ready and willing to invest in themselves.
- **Explore Pricing Structures:** Align your pricing with your revenue goals.
- **Adopt High-Income Producing Models:** Identify business models that generate maximum revenue in minimal time.
- **Optimize Social Media Use:** Choose the right platforms to enhance your visibility and reach.

# PREPARING FOR THE WORKSHOP

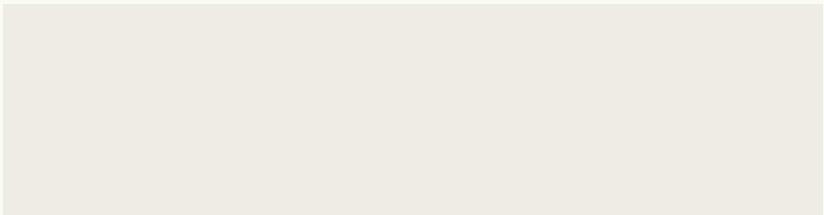
## SELF-REFLECTION



Where do you want to be in 90 days?



What do you feel is missing in your current approach?



# PREPARING FOR THE WORKSHOP

## **GOAL SETTING**

List five actions you need to take in the next 90 days to advance your coaching journey.

# P R E P A R I N G   F O R T H E   W O R K S H O P

## **CLIENT ASSESSMENT**

Evaluate your current client base:

Have you had less than five clients or more than five clients?

Is your niche well-defined, and can you articulate your message with clarity? If so, write it below:

Are you attracting ‘dream clients’ that pay you at least \$1K to work with you?



## 3 KEY SECRETS

On How To  
**FAST TRACK**  
Your Coaching  
Practice.



# SECRET #1

## OVERVIEW

This is the framework for creating a robust infrastructure in your coaching business. It encompasses six critical areas that you must address to ensure long-term success.

**P1**

**P2**

**P3**

**P4**

**P5**

**P6**

# SECRET #2

## OVERVIEW

This process is designed to guide you through the essential stages of enrolling clients effectively. Each step builds upon the previous one to ensure a seamless transition from identifying your niche to developing your coaching skillset.

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

# CHOOSING YOUR PATH:

## Life Experience vs. Educational Experience

### OVERVIEW

Understanding which path to take—Life Experience or Educational Experience—can help you leverage your strengths and position yourself effectively in the coaching industry.

#### LIFE EXPERIENCE

List key experiences relevant to your niche.

#### EDUCATIONAL EXPERIENCE

Note your formal education and certifications (if any).

# CHOOSING YOUR PATH:

## Life Experience vs. Educational Experience

**MAKE YOUR DECISION:**

### **VISION ALIGNMENT**

Which path aligns with your long-term vision?



### **MARKET FIT**

Which path suits your target market's needs?



### **PERSONAL FULFILLMENT**

Which resonates with your values and passion?



# CRAFTING YOUR MESSAGE

## NICHE CLARITY

Align your niche and target market to streamline your messaging and attract the right clients.

## EXERCISE

Use the 3-Step Niche/Target Market Messaging Formula to refine your message.

## TEMPLATE

I help \_\_\_\_\_, struggling with \_\_\_\_\_, so they can \_\_\_\_\_.

**Write your final “I Help” statement here:**

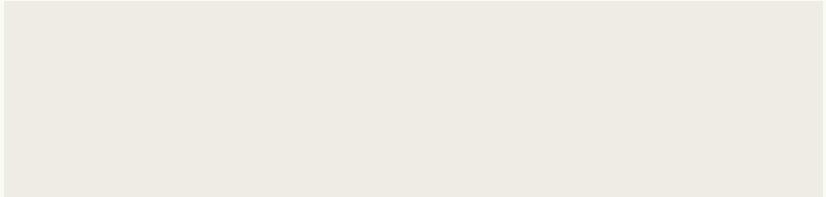
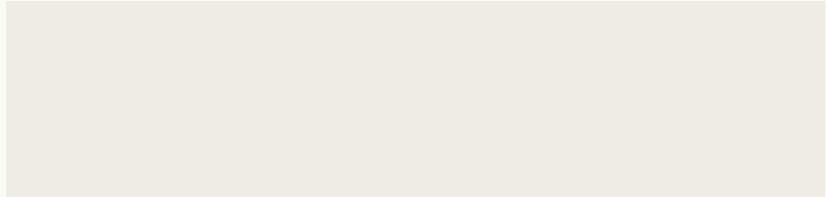
# BUILDING AUTHORITY

## **STRATEGIES**

Explore ways to position yourself as an authority and key influence in your space.

## **ACTION PLAN**

Identify three steps you will take to enhance your authority in your niche.



# THE R.U.L.E.O. METHOD

Learn this method to facilitate client discovery calls effectively.

**R:** \_\_\_\_\_

Notes:

**U:** \_\_\_\_\_

Notes:

**L:** \_\_\_\_\_

Notes:

**E:** \_\_\_\_\_

Notes:

**O:** \_\_\_\_\_

Notes:

# COACHING VS. THERAPY

## DEFINITIONS

Understand the differences between these roles and how they can impact your business model.

Coaching:

Therapy:

## DISCUSSION

How can you leverage your unique skills and experiences to enhance your coaching practice?

# SECRET #3

## 4 STEP “CLIENT FAST TRACK METHOD”

### STEP 1:

Notes:

### STEP 2:

Notes:

### STEP 3:

Notes:

### STEP 4:

Notes:

# YOUR NEXT STEPS

## Congratulations on completing the Impactful & Paid Coach Workshop!

You've taken a significant step toward fast-tracking your coaching journey and achieving greater success. As you move forward, remember to implement the insights and strategies you've learned today to build a thriving coaching business.

**1.** **Set Clear Goals:** Define specific, measurable goals for the next 90 days.

**2.** **Implement Strategies:** Apply the frameworks and strategies discussed in the workshop to your business.

**3.** **Engage and Network:** Connect with peers, mentors, and your audience to grow your coaching practice.





# STAY CONNECTED

If you have any questions or need further guidance, feel free to reach out to me!

**Direct Message on Instagram:**

Follow me and send a DM @CoachKellyJ for additional support.

**Text Us: 404-609-0960**

We're here to support you on your coaching journey and help you achieve your goals.

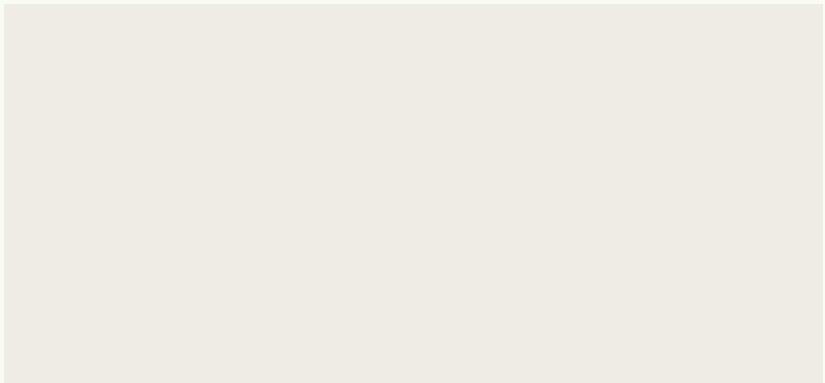
Thank you for participating in the workshop. We look forward to seeing the impact you create and the success you achieve!

# POST-WORKSHOP REFLECTION

## SELF-REFLECTION



**Implementation Plan:** Outline the key actions you will take after the workshop to apply what you've learned.



**Accountability:** Identify a peer or mentor who can help hold you accountable for executing your plan.

