Coaching Business Mastery

Make A Better Living & A Bigger Difference

Complete this worksheet to prepare for the workshop and optimize your results.

1. How do you define success in your life? What lifestyle did you start your coaching business to fund? Complete this statement.

I know I’m being successful when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. What is your #1 business priority right now? How would optimizing your business help you achieve that goal? Complete this priority statement.  
     
   My number one business priority is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by   
    (what you want)  
     
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I will need \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do this.  
    (when you want it) (resource you need)
2. What is your coaching superpower? Define it below.
3. Complete an audit of your coaching business’ digital assets. DON’T WORRY if you don’t use all (or any) of these platforms. You just need a reading on what you’re working with.
   * Email List Subscribers
     1. Average Open Rate:
     2. Average Click Rate:
   * Blog Subscribers:
   * YouTube Channel Subscribers:
   * Podcast Listeners:
   * Social Media Connections, Fans, and Followers
     1. Facebook:
     2. Instagram:
     3. LinkedIn:
     4. X:
     5. List any other social media assets below:
4. List your content assets below (ebooks, courses, webinars, workshops, case studies, lead magnets, whitepapers, etc.).
5. List your relationship assets below (communities, masterminds, forums, groups, etc.).
6. List your skill assets (hard and soft) below.
7. List *any* other assets you can think of below.
8. Rank the following means of connecting with your audience from most preferred to least preferred.

* Writing
* Video
* Audio
* Visual Art/Graphic Design
* Live Events
* Recorded Courses/Workshops