



I'm working so hard ...

Why isn't my coaching business paying off yet?

COACHING BUSINESS CHECKUP

Powerful questions to set you onto the path to profit



International Business Mentor for Coaches
and Host of Prosperous Coach Podcast

Rhonda Hess



Meet Rhonda

I'm excited we're connecting! I'm an international business coach, founder of Prosperous Coach and host of Prosperous Coach Podcast.

Your entire business stems from your niche so it's worth getting right.

How did I get here mentoring coaches? The usual way ... angels and surprises.

In 2001, three years into my own coaching business, I was invited to lead the trainer team for Coach Training Alliance and design their certified coach program. CTA still uses my curriculum to certify coaches.

And suddenly coaches were hiring me to help them choose their niche and find paying clients – the two biggest challenges all coaches face.

My zone of genius is helping you to find your zone of genius – one way you can stand out in the crowd and attract attention.

It doesn't matter how great a coach you are if no one knows you're there.

If I were starting my coaching business now, I'd forego all of those group business building programs that leave you confused about how to implement what you learned. Instead, I'd get private VIP support to custom make my business from the ground up. That's exactly what I do with new coaches
Are you ready for hands on private mentoring? [Learn more here.](#)

Rhonda lives in Boulder, Colorado with her husband, Seth, and Freya Underfoot the cat. When Rhonda's not podcasting or helping clients launch their coaching business with confidence, she's painting, puzzling or hiking in the mountains with friends.



Hey Coaches!

You're smart, ambitious and enthusiastic about coaching. The clients you've had love you. But how do you find enough clients to earn well?

Yup. That's the challenge every coach faces. I did too when I started.

If you've been working hard but your coaching business isn't paying off, it more than likely boils down to a lack of strategy. From your target audience to your niche to your messaging and offers ... if they don't all connect powerfully with prospects something is missing.

**No strategy or poor strategy slows you way down.
You might eventually succeed but only after long-term frustration and wasted resources.**

Forget that!

I have a big heart for helping more coaches become financially successful in a shorter time.

I believe you want that too or you wouldn't be here now. So let's dig in!

How to Get the Most From This Coaching Business Checkup:

- Set a timer for 30 minutes to thoughtfully answer the 4 questions in each of the 10 strategies.
- Note where you've answered NO. Raise your curiosity about what's missing.
- Listen to the corresponding podcast episodes.
- Take time to strategize and then take specific actions to effect the greatest positive change.
- If you feel overwhelmed or lost in the process, invest in expert support.

Ready to sort your business out? Here we go ...



Strategy #1

Target a Unique and Viable Audience

Your target audience and niche are the lynchpin to your success as a coach.

So before you do anything else to build your business ...
become crystal clear on who you serve and what they want so much they'll invest
in your help to get it.

If you've already been working hard but your business isn't feeding you financially, then focusing in and standing out will save you heartache in the long run. You can do it!

CHECK IN

- Is your audience narrow enough so you can stand out and quickly become known?*
- Is this audience full of "seekers" – people who do invest in their growth?*
- Are they accessible to you both online and offline?*
- Do they feel seen, heard and understood through your messaging?*

If you can answer 'Yes' to all 4 questions then you're on the right path.

Skip to Strategy #2.

If you've answered 'No' to any of these questions, it's time to narrow and refine your audience to a viable group. One that's:

- easy to find
- accessible
- eager to evolve, and
- motivated to invest

LISTEN IN
How to Strategically Choose Your Coaching Niche



Strategy #2

Center Your Niche On Your Audience's BIG Problems & Goals

At any given time coachable human beings are struggling with top-of-mind challenges and goals.

I'm talking about specific and acute (not broad and chronic) problems and desires that send people searching for answers.

If you know the top problem and goal of your audience then you have the key to your coaching niche.

Remember, your coaching niche is not simply the topics you love to coach around. It's about what your audience wants.

CHECK IN

- Do you know *THE* top goal that your audience is urgently seeking solutions for right now?
- Do you *BELIEVE* your skills can help them solve their big problem and reach their big goal?
- Have you made your experience and knowledge appear credible to them?
- Have you geared all of your messaging and offers to center on that top goal & problem?

If you can answer 'Yes' to all 4 questions then your niche sounds strategic.

Skip to Strategy #3.

If you've answered 'No' to any of these questions, your niche needs further development.

A podcast episode thumbnail. On the left, a dark red square contains the text "EPISODE 65" at the top, "Are You Solving a Big Enough Problem for Your Coaching Clients?" in the middle, and "ProsperousCoach.com/65" at the bottom. A white play button is overlaid on the square. To the right of the square is a green apple with a single leaf. Below the thumbnail, the text "LISTEN IN" is underlined, followed by "Are You Solving a Big Enough Problem in Your Coaching Business?" in a bold, dark red font.

EPISODE 65

Are You Solving a Big Enough Problem for Your Coaching Clients?

ProsperousCoach.com/65

LISTEN IN

Are You Solving a Big Enough Problem in Your Coaching Business?

Strategy #3

Articulate What You Do in a Way That Inspires Investment

Most coaches' websites focus on the benefits and the type of coaching they offer. When they enroll a client they give a sample coaching session. And their coaching package is simply selling a certain number of coaching sessions.

That approach only works well with prospects who already know they want coaching. And that's few people indeed.

IMAGINE ... prospects find you and are already primed to hire you because you have clearly named their greatest goals and their challenges reaching those goals.

That's what happens when you stop selling coaching as THE solution and instead develop messaging and offers that hit the mark for your audience.

Yes, you will still coach your clients ONCE they hire you. But they'll invest a lot more in working with you because they know what you do is DESIGNED specifically for them.

CHECK IN

- Do you have a compelling benefit statement at the top of your website that evokes a response to hire you?
- Does your signature program "tick the boxes" for both tangible and emotional outcomes your audience wants?
- Have you identified specific milestones you'll help your audience achieve on the way to their big goal?
- Are you good at explaining your signature program in a non-salesy way in a Discovery Session?

If you can answer 'Yes' to all 4 questions you know how to articulate your value and inspire investment. **Skip to Strategy #4.**

If you've answered 'No' to any of these questions, your messaging and signature program need to be more strategic.



EPISODE 66

How to Describe
Your Coaching Program
Without Selling Coaching

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ProsperousCoach.com/66

LISTEN IN

How to Describe Your Coaching Program Without Selling Coaching

Strategy #4

Develop a Simple Coaching Business Model

Your business model should seamlessly connect the dots between your ideal prospects and your Signature Program. That's how people in your audience will be motivated to hire you without you having to convince them.

It's an authentic way to do business and earn well.

Most coaches skip over the step of developing their business model and instead cobble together a number of disparate tactics that don't blend well together.

When you intentionally make everything flow with congruent concepts and processes you will attract high paying clients.

Yes, you will still coach your clients ONCE they hire you. But they'll invest a lot more in working with you because they know what you do is DESIGNED specifically for them.

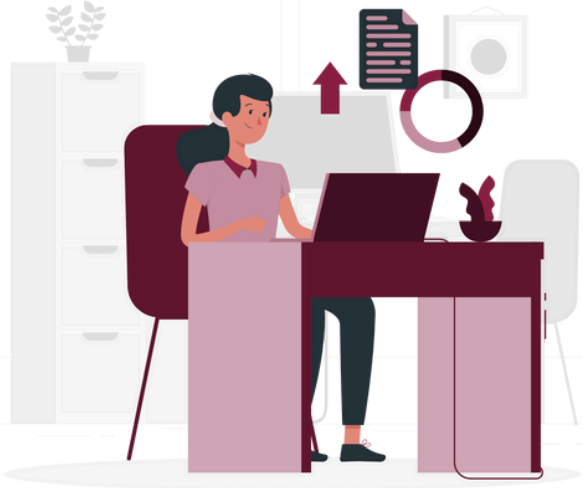
CHECK IN

- Do you have a free downloadable offer that teases your signature program without being salesy?
- Does your freebie deliver enough value while also creating a hunger for more support from you?
- Do you invite prospects to a Discovery Call ONLY AFTER they have applied to work with you?
- Are you avoiding the trap of confusing your audience with multiple offers or packages?

If you can answer 'YES' to all 4 questions then you've strategically planned your business model and created at least one solid conversion process.

Skip to Strategy #5.

If you've answered 'NO' to any of these questions, something in your business model needs attention.



[LISTEN IN](#)
[How to Describe Your Coaching Program Without Selling Coaching](#)



Strategy #5

Create a Simple & Meaningful Customer Journey

It's an amazing feeling when my new clients tell me they have binge listened to my podcast episodes, clicked to my website and then followed the step-by-step process I have designed there to build trust and inspire enrollment!

I want that result for you.
It's time to thoughtfully plan a journey for your audience to find you,
follow you and engage you.

Yes, you will still coach your clients ONCE they hire you. But they'll invest a lot more in working with you because they know what you do is DESIGNED specifically for them.

CHECK IN

- Do you show up daily where your audience can be found to engage them with high quality content?
- Are you reinforcing your brand and leveraging your freebie often?
- Do you continuously hear from new clients that they found you through your content and experienced your website?
- Are there conversion processes on your website to compel SERIOUS prospects to enroll?

If you can answer 'YES' to all 4 questions you've done a beautiful job planning your customer journey. **Skip to Strategy #6.**

If you've answered 'NO' to any of these questions, your customer journey needs repair.



[LISTEN IN](#)

[Attract More Coaching Clients By Planning Their Journey to You](#)



[LISTEN IN](#)

[What Exactly Makes a Coaching Website Client-Winning?](#)



Strategy #6

Master Your Mindset & Focus on High Payoff Actions

The right mindset and habits are a dynamic duo that can catapult you to success.

If you've done all the strategic work up front and then built your business foundation but still aren't getting clients, mindset and habit are the likely culprits.

Everyone has mindset challenges. The best way to overcome blocks is with your own mentor coach.

Mindset drives habits.
The secret is to do the things that make you squirm every day.

Soon you'll master them.

CHECK IN

- Are you raising courage to cross thresholds and moving boldly forward every week?
- Do you practice continuous improvement by making small adjustments and giving those time to take effect?
- Do you take DAILY high payoff actions?
- Have you chosen one mentor to guide you rather than confusing strategies by signing up for every bright shiny object?

If you can answer 'YES' to all 4 questions then you are breaking through fears and taking high payoff actions. **Skip to Strategy #7.**

If you've answered 'NO' to any of these questions, consider how you can shift your mindset and take more strategic actions.

EPISODE 62
Coach,
Are You
Focusing On
The Right Things?
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ProsperousCoach.com/62

LISTEN IN
Coach Are You Focusing On the Right Things?



Strategy #7

Create Ample Enrollment Opportunities

Many coaches start posting on social media without any real plan of how they'll attract people to an enrollment opportunity.

Social media can be a great tool, but it's the cart before the horse if there's no foundation beneath it and no strategy behind it.

Before social media business owners had no crutch. They had to create opportunities to connect. And it was highly effective.

Because there's nothing as powerful as 1:1 real time connection to make an impression and inspire enrollment.

Yes, you will still coach your clients ONCE they hire you. But they'll invest a lot more in working with you because they know what you do is DESIGNED specifically for them.

CHECK IN

- Do enough people associate their top pain and goals with you and your brand?
- Have you shifted away from giving sample coaching sessions to enrolling through Discovery Sessions?
- Are you inviting your audience to pre-planned enrollment opportunities after building trust?
- Does your website have simple conversion processes that pre-qualify prospects?

If you can answer 'YES' to all 4 questions you have enough enrollment opportunities to earn well as a coach. **Skip to Strategy #8.**

If you've answered 'NO' to any of these questions, something in your business model has been skipped over and needs attention.



[LISTEN IN](#)

[How to Develop Your Signature Coaching Program](#)



[LISTEN IN](#)

[What Exactly Makes a Coaching Website Client-Winning?](#)



Strategy #8

Own Your Value and Strategically Price Your Services to Earn Well

When I started as a coach I charged \$25 per hour. What was I thinking? At those prices serving 20 clients each week I would only earn \$20K each year.

But did I do the math? No. I felt that's all I was worth. I had to wake up though and start thinking like a business owner. And I did.

The reality is, even if you charge \$200 per hour you likely won't make a great living as a coach. That's because to do quality work and spend the time marketing you won't have the energy to serve enough clients at those fees.

There's a much better way.
It's called a Signature Program and it's high ticket.

Signature Programs attract more dedicated clients who experience deeper transformation and you earn higher profits working less. Everyone wins.

CHECK IN

- Are you paying yourself a monthly salary from your coaching income and applying that to big expenses?
- Are you charging enough that you can easily rely on only your coaching income?
- Have you stopped selling coaching sessions and instead offer a VIP signature program customized to one audience?
- Do you have a compelling incentive to encourage a single payment of your signature program?

If you can answer 'YES' to all 4 questions then you have priced your signature program well. **Skip to Strategy #9.**

If you've answered 'NO' to any of these questions, it's time to own your worth, charge more and believe you can get it!

A video thumbnail for an episode titled "How To Price Your Signature Coaching Program". The thumbnail is split into two colors: red on the left and blue on the right. On the red side, it says "EPISODE 60" and "How To Price Your Signature Coaching Program". On the blue side, it says "You are Valuable!" in a large, bold font. Below that, it says "Stand in your power and earn well." and "ProsperousCoach.com/60". There is a play button icon in the center. Below the thumbnail, the text reads "LISTEN IN How to Price Your Signature Coaching Program".

EPISODE 60

How To Price Your Signature Coaching Program

You are Valuable!

Stand in your power and earn well.

ProsperousCoach.com/60

LISTEN IN
How to Price Your Signature Coaching Program



Strategy #9

Design and Implement a Smart Visibility Strategy with Generous Content

Unless you have a large network of people ready to hire you as a coach already, you need a content and visibility strategy to get the word out about you in an authentic way.

For 8 years I wrote an award winning blog for coaches. It was 80% of my marketing effort and highly effective. Then I launched *Prosperous Coach Podcast* and *BOOM!* That's all I need to do to attract prospects who are 95% decided by the time I meet them.

Why is it so effective?

It comes down to consistently providing valuable content that inspires trust because you know your audience intimately.

CHECK IN

- Do you post unique, insightful and connective content every week that's specific to your audience?
- Have you mastered one social channel and inspired meaningful engagement?
- Are you building a loyal list of followers who share your content with others in your audience?
- Do you help other coaches & experts by meaningfully commenting and sharing their posts?

If you can answer 'YES' to all 4 questions then you understand how to build visibility and trust. **Skip to Strategy #10.**

If you've answered 'NO' to any of these questions, your content and social sharing approach needs a sea change.

EPISODE 47

5 Rules to Write Better Copy for Your Coaching Business

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ProsperousCoach.com/47

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How to Produce Content for Your Coaching Business That Inspires Engagement

EPISODE 47

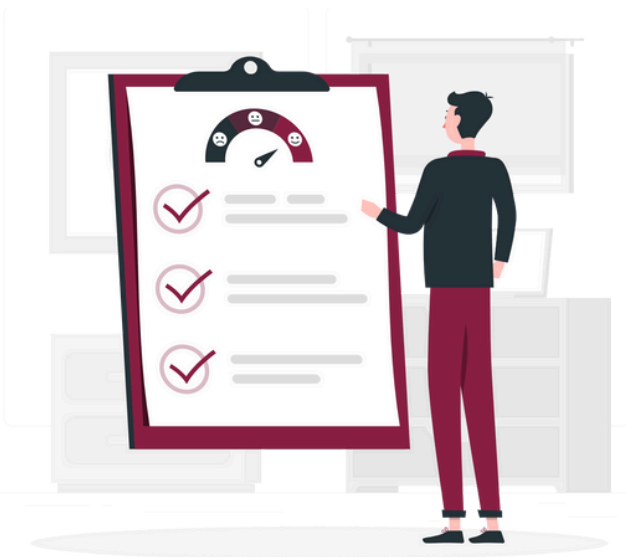
5 Rules to Write Better Copy for Your Coaching Business

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ProsperousCoach.com/47

[LISTEN IN](#)

5 Rules to Write Better Copy for Your Coaching Business



Strategy #10

Deliver a Meaningful Experience for Paying Clients

For a long time I thought excellent coaching skills were all I needed to have satisfied clients. That's only the half of it.

What's often missing from coaching packages is any sense of structure or outcome. We're taught as coaches that the whole client relationship is driven by the client's agenda. That works beautifully ONCE they've hired you.

But often coaching isn't an exciting concept to prospects.
After all, coaching is your toolbox and not the outcome people want.

Attracting motivated clients who truly want to work on themselves requires strategy rather than just hanging a shingle that you're a fill-in-the-blank coach. The customer experience begins well before they hire you and continues well after they've 'graduated'.

CHECK IN

- Have you developed a well thought out VIP experience with milestones your audience wants?
- Do you model good boundaries?
- Do you regularly ask for feedback in sessions?
- Do you ask clients for referrals and testimonials and make it easy to receive them?

If you can answer 'YES' to all 4 questions then you've put real thought into how to best serve your clients. **Skip to Strategy #12.**

If you've answered 'NO' to any of these questions, think through how you could make small but impactful changes in service.



[LISTEN IN](#)

[7 Ways to Create a More Valuable Coaching Client Experience](#)



[LISTEN IN](#)

[Coaching Client Management the Free and Simple Way](#)

What Now?

You probably noticed that each of these 10 strategies builds from the one before it. All work in concert to bring you a steady flow of high-ticket clients who sing your praises to others.

If you're the type of coach who wants to do this all on your own, I've given you a clear pathway to follow.

It took me years of falling on my face and studying solutions to create a coaching business that reliably supports my lifestyle. That's how my Signature System blossomed and ever since I've been helping coaches to launch their business with confidence.

If you're the type of person who wants to get it all right the first time with step-by-step support from an expert ... let's collaborate!



Rhonda Hess

Founder of Prosperous Coach and Host of Prosperous Coach Podcast

In my *5-month VIP Coaching Business Breakthrough* program you and I strategically create every aspect for the foundation of your coaching business together.

I only work privately in this high touch program with 20 coaches each year. We will:

- Nail your niche.
- Discover what your audience wants so much they'll invest in your support to get it.
- Develop your brand and benefit statement.
- Design and price your Signature Program.
- Write your web copy and manage the design of a client winning website.
- Create a visibility plan and content strategy.
- Craft an email campaign, email templates.
- Train you how to enroll clients into a high ticket program.

And more.

[Learn more and fill out the application on this page](#) and I'll be in touch for a free Discovery Call to learn more about you.