

**HOW TO START
YOUR
COACHING
BUSINESS
ON A
SHOESTRING
BUDGET**

By Berry Fowler

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“Four tips to help you launch your coaching business without spending a lot of money.”



Over the past ten years, many people have asked me how much it costs to start a coaching practice. Do I need an office? What equipment and office supplies do I need? How do I attract my first clients? How much money do I need to spend on advertising?

Here's some great news. You can start a successful coaching business with very little money. In fact, I can't think of another business that has more potential for excellent income and costs so little to get started.

In this eBook, we'll explore a variety of ways to launching your successful coaching business on a shoestring budget.

I've also included several exercises to assist you getting organized and started on your journey of helping others to change their lives for the better.

Warm regards,

A handwritten signature in blue ink that reads "BERRY". The letters are stylized and connected, with a long, sweeping underline under the "Y".

Berry Fowler
Chairman
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Tip One:

“You don’t need to rent an office or sign a long term lease to start your coaching business.”



Most coaches work from their homes and provide their coaching services via the telephone or internet. In fact, there has even been research that suggests telephone coaching may be more effective than face-to-face coaching. Also, if you coach your clients by telephone or internet, your market opportunity is much greater than coaching in just your local area.

Even if you are determined to coach your clients in person, you still may not have to rent an office. I know coaches who coach their clients in the client’s home or office. I also know one coach who we call the “Starbucks Coach” because that’s where he meets and coaches his clients. Many times, you can find very nice private rooms at your local library which are available to members for little or no cost.

Tip One continued:

There are many other options available to you - just think outside the box.

For example, if you provide Life coaching, Style and Makeover coaching or Health and Fitness coaching you may be able to find space in a salon, day spa or fitness club. This will allow you to get started without an investment. You simply share a portion of your coaching revenues with the facility once you start earning. It's a win for everyone: you get great exposure – the salon, spa or club gets a new revenue stream while offering a service their customers will really appreciate.

You don't need to invest a lot of money in equipment and office supplies.

All the equipment you really need to get your coaching practice started is a telephone, a computer, internet connection and a printer. As far as office supplies, all you'll really need is a few pens and pencils, notepaper, printer ink, stationery and business cards.

For business cards: check prices at vistaprint.com

Tip Two:

“Launching your coaching practice – It’s not about paid Advertising – It’s about Promotion”



When you are first starting out you don't need to spend money on paid advertising. All you really need to do to get your coaching practice launched is to spread the word. Begin by telling everyone you know, about your coaching services, but before you start, be sure to develop your “Elevator Pitch”.

An elevator pitch is a short, crystal-clear, concise statement about the type of coaching you will provide and the benefits your clients will receive.

How to create an *Elevator Pitch*

Imagine you step into an elevator on the 17th floor heading for the 1st floor. A stranger asks you, “What do you do for a living?” Now, you only have about thirty seconds to answer. With a great elevator pitch you will be able to clearly state what type of coaching you provide and the benefits your clients will receive.

How to create an *Elevator Pitch* continued



To create a great elevator pitch it is easier if you have already chosen your coaching specialty or specialties. Many of our graduates are generalists, they are Life coaches or Success coaches or Business coaches. However, many others choose a specialty or specialties. In fact, it's not unusual for a professional coach to have several areas in which he or she specializes. Since 2008, we have trained and certified over 7,000 coaches who now specialize in over 50 different niches. So be sure to include your specialty or specialties in your elevator pitch.

You may find it necessary to spend several hours over the next few days refining your elevator pitch. It's worth the time and effort... a well delivered elevator pitch will help you engage with the listener and act as a catalyst for more conversation.

Business launching Exercise

Take some time now and develop your elevator pitch. Once you have it memorized, deliver it to everyone who'll listen. The more you say it, the more professional you will sound. The more you say it, the more people will understand exactly what you have to offer. The more you say it, the more clients you will attract.

Once you have your elevator pitch perfected. Who needs to hear it?

Business Building Exercise continued

Now, begin with the first column and fill it with the names of everyone you know. Include friends, family and extended family members, business colleagues, schoolmates from the past, church and other group members you are associated with, folks from your sports team...everyone you know. Take your time and let your mind flow; enter everyone you can think of.

A photograph of a brown-covered notebook with lined pages. The notebook is divided into three vertical columns by blue lines. The columns are labeled as follows: the first column is labeled 'Who do I Know', the second column is labeled 'Need to Know', and the third column is labeled 'Needs to Know me'. The pages are otherwise blank.

Who do I Know	Need to Know	Needs to Know me

Next, in the middle column enter the names of people you need to get to know. These may be people you are familiar with but don't really know. They may be, friends or family members of your friends. They may be associates of your current or past colleagues. They may be folks you have seen around town, but you haven't been formally introduced to yet. These are people you need to know to help you spread the word about your coaching services. Once you have this column filled with as many people as you can think of, it's time to focus on the last column, people who need to know you.

In the last column, list the people or types of people who need to know you. If your coaching specialty is working with teens, you may want to list school counselors, youth ministers, people involved in parenting groups and so forth. If you are specializing in coaching small business owners, you will want to list people involved in the Chamber of Commerce, Women in Business groups and the folks in the local SBA office. You should also include on your list of people who need to know you the business editors and writers for local newspapers and magazines. The most important thing to remember is to focus on identifying as many people you can think of who have relationships with your prospective clients.

Business Building Exercise continued

Once you have your list completed, develop a plan including a timeline, of how and when, you are going to contact each person on your list. Be specific and ask yourself:

Will I send letters, emails or both?

Will I follow up by telephone or in person?

How many people will I contact each week?

Be aggressive, especially when you are first starting out. You've got a great elevator pitch explaining exactly what you have to offer, so contact your list and share it with as many people as possible.



I have used this tool for decades, all the way back to when I first started Sylvan Learning Centers. I still use it today in all my of companies. My team and I constantly update and review our lists as we identify new opportunities.

A student once asked me “What happens when I have contacted everyone on my list?” I simply told him, “It’s time to contact them again.”

If you think of this exercise as a ongoing process and great opportunity to expand your business, you will develop a huge data base of contacts that will help you spread the word and grow your coaching practice.

Tip Four: The Power of Testimonials, Reviews and Referrals

I am going to introduce you to one of the most powerful marketing tools you'll ever use. And, it won't cost you a penny.

Testimonials, reviews and referrals are the most powerful marketing tools a professional coach can use to quickly grow his or her practice.

Now, I know you are already on your way to receiving great referrals because you have completed the exercise in tip #3 and contacted everyone you know about the excellent service you now have available.



“I know successful coaches who have built very lucrative practices by gathering great testimonials, reviews and referrals.”

However, there is something else you can do to accelerate the process. Consider offering your coaching services pro bono (free).

When you are first starting out, providing free coaching to a number of clients can be a highly effective way for you to gather valuable testimonials from very satisfied clients. You may want to begin by offering one or two free coaching sessions in exchange for a written testimonial and three referrals to your client's friends who may be interested in your coaching services.

The Power of Testimonials continued

One way is to offer free coaching sessions to people you know. Another is to check out some of the non-profit organizations in your area. Pick one, two, or even three of these organizations who have people who could benefit from your coaching. If your specialty is helping to empower women, you could contact the women's shelters in your area. Think about your coaching specialty or specialties and match those to the non-profit that best fits your coaching expertise.



If you really want to launch your coaching practice as quickly as possible, do some pro bono coaching. You'll hone your coaching skills, develop valuable contacts, gather great testimonials and help others change their lives for the better.

Get started now - look around your community - identify places where you can help – then pitch in. You'll quickly develop a reputation as a caring, generous and effective professional coach.

A Gift for You:
Two Coaching Certificates for the Price of One
Receive our Certified Disaster Recovery Coach Course Free
when you register for our Certified Professional Coach Course.



Several years ago, our hearts went out to the victims of the numerous and severe tornados that ravaged the southern and central parts of the U.S. We decided we wanted to help so we sent out emails asking our community of coaches if they would be willing to volunteer to provide three free coaching sessions to these people in their

time of need. Within twenty-four hours we received well over two hundred replies from our former students around the world; all offering to help.

More recently with the devastating effects of Hurricanes Harvey, Irma and Maria, and the tens of thousands of individuals and families, desperately needing assistance in recovering and restarting their lives, I have created a Certified Disaster Recovery Coach (CDRC) training and certification course.

This training has proven to be so powerful and effective we are currently offering it free to students registering for our Certified Professional Coach course.

Two Important Questions

As effective and caring coaches we help our client's to move forward, achieve their goals and objectives, and realize their dreams. It's a rewarding responsibility and a true honor.

Because of this, I want to help you to realize your dreams by asking you three important coaching questions.

1) Since you have a genuine desire to help others and start your own coaching business, isn't it time to begin a journey that will change your life, fulfil your dreams and allow you to become a member of the best profession in the world?

2) Do you have any questions?

If you answered yes to my two questions, I invite you to schedule a free one-to-one "Discover Your Coaching Future" call with me or one of my experienced Master Coaches. During our twenty minute session, we'll be happy to answer all of your questions, help you develop a strategy to get you started and explain how easy it is for you to become a Certified Professional Coach.



[Schedule Your Free Discovery Call Now](#)

or, call 888-314-0114

If you enjoyed my tips on "How to Start Your Coaching Practice on a Shoestring Budget", I would love to hear from you. You can reach me by email at berry@fiacoaching.com.