

# 6 Resources to Grow Your Coaching Practice

## 1 Have A Standard Intake Process

An effective intake process helps bring in clients who are coachable and willing to put in the work and sustain change – which sets them on the path to success.

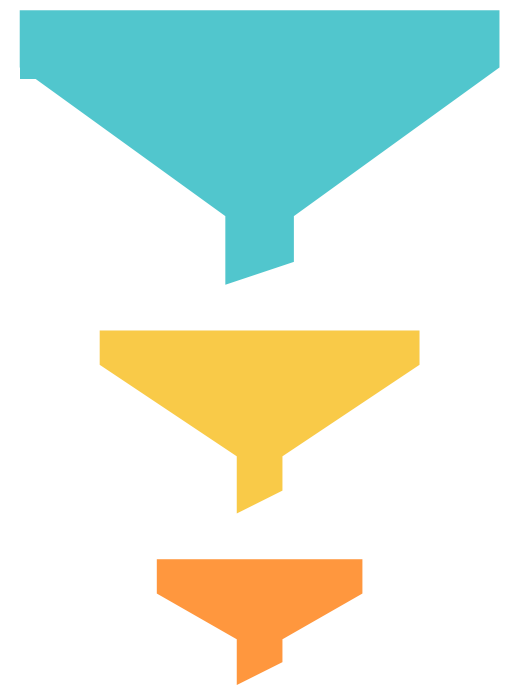


## 2 Offer Free Discovery Sessions

A discovery session helps to understand the needs and goals of the clients and whether you have the right expertise to guide them.

## 3 Create Custom Coaching Packages

Creating coaching packages that deliver specific results within a specified time frame helps clarify your offerings to prospective clients and sets clear expectations.



## 4 Make Yourself Easily Accessible

Through social media, a website or even a simple landing page with lead generation touch-points, you can easily have an online presence, share valuable content, and actively engage with prospects.

## 5 Invest in Tools & Resources

By investing in an online coaching platform that takes care of administrative work, gives you access to a repository of tools and helps in scaling your business, you can free up your time to focus coaching and delivering results.



## 6 Make a Good Marketing & Sales Plan

Creating 'content pillars' or identifying core areas of your specialisation and working on a fool-proof sales funnel will help bring in more clients, thus aiding in the growth of your coaching practice.

