

Checklist for Building a Coaching Program

There are many ways to build a coaching program. Each approach has its strengths and valuable techniques appropriate to the behavioral change or intended outcome.

Use the following checklist to see if you are considering everything when building your signature coaching program. Add points as you think of them during design and development to ensure everything is covered.

Tick off each one when completed. Add any comments or reminders in the rightmost column:

Actions	Complete (tick)	Comments/follow-ups
Design and develop your content		
Study the market and your competition		
Identify (focus on) a single problem and a solution		
Outline your program content		
Identify the technology you need to use		
Others		
Pick technology		
Website software		
Sales software		

Actions	Complete (tick)	Comments/follow-ups
Dedicated coaching platform (such as Quenza)		
Others		
Pre-launch		
Understand your goals		
Finalize your offer		
Determine price point		
Set a launch date		
Create dedicated self-care pathways (use Quenza's pathway tool)		
Test the technology (checkout, sending interventions, etc.)		
Others		
Launch		
Create sales page		

Actions	Complete (tick)	Comments/follow-ups
Design email list sign-ups		
Promote coaching program (social media, webinars, etc.)		
Others		
Post-launch		
Follow up on leads		
Address any problems/queries that have arisen		
Tailor coaching program, if needed		
Others		

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