

An overhead, high-angle shot of three people sitting around a light-colored, round table. The person on the left is wearing a red shirt and is looking down at an open book. The person on the right is wearing a light blue shirt and is looking towards the center. The person at the bottom is wearing a light blue shirt and is looking down at a laptop. The table is cluttered with various items: a laptop, several open books, a smartphone, a water bottle, and several sticky notes in yellow and teal. The background is a plain, light-colored wall.

Am I Really Ready to Be *The Face* of My Coaching Business?

**A Reality-Check Checklist for Certified
Coaches Who Want to Stand Out, Get
Clients, and Build a Personal Brand
That Sells**

Who this is for:

You've got your coaching certification.

You've coached people.

You know you can help.

But...

→ **You're not consistently getting clients.**

→ **You're not sure how to market yourself without feeling salesy.**

→ **You're watching other coaches grow while you're still figuring out what comes next.**

This checklist is your wake-up call: a brutally honest inventory of what it really takes to build a coaching business with you as the brand.

You won't find fluffy affirmations or recycled advice here.

Just **sharp questions, strategic blind spots, and a gut-check moment.**



The 10-Part Reality Check

**Rate each area from 1 (Not at all) to 5
(Fully confident & consistent)**

1. Positioning Power

Do I have a clear, compelling answer to “What do you do?” that makes the right people say, “I need that”?

2. Business Identity

Have I defined what my brand stands for — and can someone else feel it in 30 seconds of seeing my content?

3. Signature Offer

Do I have a coaching offer that solves a specific problem, not just “I can help with anything”?

4. Pricing Confidence

Can I say my prices out loud without flinching — and do they reflect the transformation I create?

5. Visibility Engine

Do I have a repeatable way to show up online and offline to attract the right clients?



The 10-Part Reality Check

**Rate each area from 1 (Not at all) to 5
(Fully confident & consistent)**

6. Conversion Skills

Do I know how to lead a conversation that turns interest into paid clients — without manipulation?

7. Personal Brand Voice

Am I visible as me, or am I hiding behind generic coaching language?

8. Client Experience

Do I have a structured, intentional journey for my clients that makes them feel invested and proud to refer me?

9. Energy & Time Boundaries

Am I running this as a business — or just squeezing it in between other priorities?

10. Ecosystem Awareness

Do I actually know what the top-performing coaches are doing differently — or am I just guessing?



Your Coaching Business Readiness Score

Add up your answers from the 10-point checklist above and find your range below.


40–50 points: On Track, But It's Time to Refine Your Edge

You've laid the foundation — congratulations. You're clear on your value, and you've probably had a few wins: paying clients, positive feedback, maybe even some visibility.

But here's the next level:

-  **Are you known for something specific?**
-  **Can your business grow without you hustling for every lead?**

This stage is where many coaches plateau — not because they're failing, but because they stop evolving. You're doing good work. Now it's time to make it strategic, scalable, and magnetic.

 **Your Next Step: Focus on building authority and consistency — refine your messaging, clarify your signature method, and systematize your client journey.**



Your Coaching Business Readiness Score

● **25–39 points: You're Building... But the Gaps Are Costing You**

You're doing the work. You've got passion. Maybe even a few clients or leads from referrals. But things feel... wobbly.

You might be second-guessing your niche. You might be trying 5 different tactics and seeing minimal traction.

You might be spending more time learning than executing.

Here's the hard truth: coaching skill is not enough. If your offer, brand, and visibility are misaligned, you're burning energy without building momentum.

🔍 **Your Blind Spot: You likely have business activity, but not business clarity.** Without positioning and systems, your growth stays unpredictable.

💡 **Your Next Step: Get focused.** Stop tweaking the surface. It's time to step back, zoom out, and build your coaching business like a business — with structure, identity, and a growth plan.



Your Coaching Business Readiness Score

● **Below 25 points: You're Certified, But Not Yet Positioned to Thrive**

This is the most common place new coaches get stuck — and it's not a reflection of your talent or potential. In fact, many coaches here are incredibly skilled... **but invisible.**

You may feel overwhelmed.

You may be unsure how to describe what you do — or how to price it.

You may avoid showing up online because it feels fake or forced.

Here's the truth: certification gave you coaching tools — not a business model.

And without that model, all the passion in the world won't pay your bills or fill your calendar.

⚠️ **Your Risk:** You start questioning whether coaching is really for you, when in fact, **what's missing is a real path to run it like a business.**

💡 **Your Next Step:** You don't need another coaching certificate — you need clarity, confidence, and coaching for your business. Focus on the few core things that move you from invisible to impactful.



Want Help Interpreting Your Score?

Understanding where you stand is only the beginning.

What truly matters is **knowing what to do next** - and in which order - so you stop spinning and start building.

We've put together a short, eye-opening video for you.

🎬 **Watch the video now and get a behind-the-scenes look at what it really takes to go from “I’ve got my certificate...” to “I run a thriving coaching business as me — confidently and sustainably.”**

And if it resonates?

We'll tell you more about how to join our **step-by-step program** designed to help you build the **real business behind your coaching** — without overwhelm, guessing, or yet another certification.



WATCH NOW