

Diamond Coaching Academy

SIGNATURE MASTERCLASS SERIES

DISCOVER

YOUR

Calling to

Coach

FOR NEW & ASPIRING COACHES

Getting Started As A New Coach:

Discovering My Signature Idea Checklist

GINGER LONDON

Diamond Coaching Academy – Masterclass Series

Getting Started As A New Coach:

Discovering My Signature Idea

- I have identified my strongest skill or attribute - the ones I am known for

- I have determined what fills me with passion and puts me in a zone where time flies by

- I have identified my ideal client's current most gripping problem or question

- I have created a descriptive, catchy title for myself (If you haven't, do this soon)

- I have created a descriptive, catchy tag line for my business/what I can do for my potential client (If you haven't, work on this)

- I have brainstormed and decided on a catchy, easy-to-remember name for my Signature Program

- I have actually achieved what I am promising to coach on or I have mastered the information

- I have planned the best coaching options for my particular ideal client

- I have noted what people always:

Ask me for help with

Ask me for information about

Praise me for and compliment me about

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- Refer their friends to me for
- Other _____
- I have identified my top three most valuable qualities
- I have ascertained my coaching or service business values
- My coaching is unique because _____

- One thing people often say about me is _____
