

Building Your Coaching Business from the Inside Out

Course Syllabus

This program is designed to foster both inner development and practical business building. Each lesson on the inner track surfaces something true about the learner as a coach and a person. Each lesson on the business track that follows asks you to act from that truth. Each pair of sessions is intentionally sequenced, so the inner work feeds the outer work, and the outer work gives your insights traction: a business that reflects who you are as a person and a coach.

Course Objectives

1. Design and formalize a basic health & wellness coaching business structure including entity choice, registration, financial structure, and compliance boundary.
2. Build a minimum viable client acquisition system including one marketing channel, a basic online presence, call-to-action and consult flow, and a plan to secure their first paying clients.
3. Outline and evaluate a complementary revenue stream, using revenue and time ROI projections to decide where to invest effort in alignment with their business.
4. Apply a personal vision-crafting process to construct a written purpose and vision statement, using the same visioning tools applied with clients.
5. Apply a belief-reframing technique to identify and address personal limiting beliefs that could interfere with maintaining professional integrity and boundaries in coaching relationships.
6. Analyze personal beliefs using a fear/trust framework to strengthen resilience and self-regulation as a foundation for sustainable coaching practice.

Personal Development Track		Business Development Track	
Weeks 1 & 2			
Session 1 — You First • Self-awareness and coaching presence • Clarifying your authentic identity as a coach • Personal values as a foundation for coaching	The Thread You explore who you are before you build what you do. Your authentic self and your values need to be clear before any business decision is made with integrity.	Session 2 — Ethical Business Foundations • Business structure, registration, EIN, banking, liability coverage, recordkeeping • Operating expenses, technology needs, workload capacity, revenue projections • Scope-of-practice boundaries and referral considerations	
Weeks 3 & 4			
Session 3 — Life Purpose and Vision • Personal vision crafting • Life purpose exploration • Integrating vision, purpose, and strengths	The Thread Your vision for your life is the filter through which your niche, your clients, and your offers should be chosen. A business that doesn't reflect your purpose won't be sustainable.	Session 4 — Defining Services, Ideal Clients, and Pricing • Defining an intended client population (niche) using health and wellness goals, coaching needs, and scope • Designing introductory and comprehensive coaching offerings • Pricing grounded in time, value, and professional sustainability	
Weeks 5 & 6			
Session 5 — Energy Drainers and Values Alignment • Life balance and self-assessment • Energy management: drainers and fillers	The Thread You can't build a sustainable business around clients and systems that drain you. Knowing your values and energy patterns directly informs how you structure your	Session 6 — Sustainable Operations and Ethical Outreach • Weekly practice-calendar creation (sessions, documentation, admin, outreach, wellbeing) • Selecting an outreach channel; ethical online presence	

• Core values identification	<i>week, your workload, and your outreach.</i>	and scope-consistent language • Website or landing-page structure and sales copy based on offers and niche
Weeks 7 & 8		
Session 7 — Integrity and Inner Blocks • Personal integrity and standards • What's Incomplete: closing open loops • Reframing limiting beliefs and fears	<i>The Thread</i> <i>The fears and unfinished business that block you personally are the same ones that show up when it's time to talk to a prospective client about services and fees. Clearing them internally makes the conversation external.</i>	Session 8 — Client-Centered Consultation and Onboarding • Guided reflection on beliefs and fears about discussing money and services • Sales practice grounded in partnership, not persuasion; triad sales/consultation role-play • Inquiry-to-onboarding pathway: consultation structure, informed client choice, fees, and next steps
Weeks 9 & 10		
Session 9 — Mindset and Resilience • Mindset and belief systems • Fear and trust as a coach • Resilience and coach identity	<i>The Thread</i> <i>A coach's mindset about clients, progress, and setbacks shapes every system they build. Coaches who approach client management from fear build rigid systems. Coaches who approach from trust build flexible, ethical ones.</i>	Session 10 — Client Management, Documentation, and Professional Boundaries • Intake forms, coaching agreements, scheduling, session-note formats, and progress tracking • Client experience workflow: inquiry through intake, foundation session, follow-up, closing, and referral • Client-management workflow
Weeks 11 & 12		
Session 11 — Share Your Vision and Flourishing • Reviewing your inner journey • Defining flourishing for yourself • Forward-facing vision and next steps	<i>The Thread</i> <i>The closing handoff is intentional: your forward-facing vision of who you're becoming as a coach feeds directly into a 90-day plan for the business that reflects that person. The inner work and the outer plan land together.</i>	Session 12 — Sustainable Growth and 90-Day Plan • Growth options: identifying revenue streams outside of 1:1 coaching • Exploring YouTube as a marketing tool • 90-Day Business Plan from the end of the course