



## **Business Plan Outline for a Coaching Business**

The length of a business plan varies – because you are writing this for your own planning, include the information and level of detail that makes a difference for your focus and action steps.

1. Executive Summary – written last, this explains the history and trajectory of your business
2. Company Description – include a description of who, what, how, where, when, and why
  - a. Bio of each Coach that includes training and experience
  - b. Mission, Vision, Code of Ethics, Core Values
  - c. Goals and Objectives
  - d. Business Philosophy
3. Management and Organization – describe how you are structured and how you operate
  - a. Legal form of Ownership  
(Sole Proprietor, Partnership, DBA, Business License, S Corp, LLC)
  - b. Insurance (Liability, Professional, Other)
  - c. Management
    - i. Oversight and Decision Making
    - ii. Standard Operating Procedures
  - d. Professional and Advisory Support  
(Accountant, Attorney, Mentor, Advisor, other)
4. Products
  - a. Description and Pricing
    - i. Books, White Papers, CD's or MP3's or DVD's
    - ii. Training Programs
  - b. Unique selling points – what makes your products different
5. Services
  - a. Description and Pricing
    - i. Individual Coaching – describe how, list packages and prices
    - ii. Group or Team Coaching – describe, list prices
    - iii. Consulting or Speaking – describe what is offered, prices, and how it is separate from coaching
  - b. Niche and unique selling point – what makes your services different and special
6. Marketing Plan
  - a. Market Research – what is the interest in what you offer?
  - b. Target Market – be specific and include their interests
  - c. Competition - who are your competitors and what do they offer?
  - d. Strategy – how will you reach your audience and make the sale?
7. Operating Plan
  - a. Location – describe office set-up and security
  - b. Production and Inventory – what is your plan for developing products and how much will you keep on hand?
  - c. Service Scheduling – how and when will you schedule with clients?
  - d. Payment Policies and Processes – detail what forms of payment are used and also how and when clients pay



#### 8. Financial Plan

- a. Financial Statements – budget, budget versus actual, profit and loss, income and expense
- b. Start-up Expenses – initial fees for licensing, website, etc.
- c. Regular Expenses – include set monthly amounts, variable monthly amounts, and periodic expenses
- d. Capitalization – will you capitalize large furniture or electronic purchases?
- e. Profit / Loss Projection – consider when income will be received and when expenses will be paid