

Checklist For Starting a Health Coaching Business

Business Plan Development

- Define business mission
- Identify target market
- Analyze competitors
- Outline service offerings
- Set pricing structures

Legal and Administrative

- Register business name
- Obtain business license
- Secure liability insurance
- Draft client contracts
- Set up accounting system

Certification and Training

- Complete coaching certification
- Attend workshops or seminars
- Stay updated with industry trends
- Pursue specialization if desired

Branding and Marketing

- Create a logo
- Develop a brand message
- Build a professional website
- Set up social media profiles
- Design promotional materials

Client Acquisition

- Develop referral networks
- Offer free initial consultations
- Conduct workshops and seminars
- Utilize content marketing
- Engage in local community events

Service Delivery

- Design coaching programs
- Choose communication tools
- Set up client management system
- Implement feedback mechanisms
- Ensure continuous improvement

Go-to Resources for Starting a Health Coaching Business

Training and Certification

- [Wellcoaches](#)
- [ACE Fitness](#)
- [Precision Nutrition](#)

Marketing Tools

- [Canva](#)
- [Hootsuite](#)
- [Mailchimp](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

*All of the resources are clickable links