

ANGEL IN YOUR BUSINESS

7 day challenge



Day 1 The Power of Niching Down

Day 2: Crafting Your Unique Selling Proposition (USP)

Day 3: Building an Engaging Online Presence

Day 4: Content Marketing Strategies

Day 5: Networking and Relationship Building

Day 6: Crafting Compelling Offers

Day 9: Pricing Your Services

Day 1 The Power of Niching Down:

- Understanding why having a niche is essential for client attraction and business growth.
- Benefits of specializing: increased expertise, credibility, and differentiation in a crowded market.

Identifying Your Passion and Expertise:

- Exploring your personal passions, interests, and areas of expertise.
- Reflecting on your life experiences and skills that can contribute to your coaching.

Passion Mapping:

- Create a visual map that showcases your passions, skills, and experiences.
- Identify potential intersections between your interests and what people need coaching on.

Researching Market Demand:

- How to assess the demand for coaching services within different niches.
- Utilizing online resources, surveys, and conversations to gauge client needs.

Niche Demand Analysis:

- Research and compile data on the demand for coaching in various niches.
- Compare the potential client base, competition, and growth opportunities.

Aligning Your Niche with Your Why:

- Connecting your chosen niche with your personal values and purpose.
- Exploring how your coaching can make a positive impact in your chosen niche.
- Craft a concise statement that outlines why your chosen niche resonates with you and how you plan to create value.

- Career Transition Coaching
- Executive Leadership Coaching
- Personal Development Coaching
- Health and Wellness Coaching
- Relationship and Marriage Coaching
- Parenting and Family Coaching
- Financial and Money Coaching
- Stress and Anxiety Coaching
- Time Management and Productivity Coaching
- Creativity and Artist Coaching
- Confidence and Self-Esteem Coaching
- Public Speaking and Communication Coaching
- Goal Setting and Achievement Coaching
- Spiritual and Mindfulness Coaching
- Weight Loss and Fitness Coaching
- Life Purpose and Meaning Coaching
- College and Student Success Coaching
- Business and Entrepreneurial Coaching
- Retirement and Senior Life Coaching
- Conflict Resolution Coaching
- Divorce and Separation Coaching
- Grief and Loss Coaching
- Sports and Performance Coaching

Angel Richardson

Day 2: Crafting Your Unique Selling Proposition (USP)

Understanding Your Ideal Client:

- The importance of knowing your target audience inside and out.
- How identifying your ideal client helps tailor your USP to their needs and desires.

Defining Your Coaching Style:

- Reflecting on your coaching methods, values, and unique approach.
- Determining what makes your coaching style stand out from the competition.

Evolving Your USP Over Time:

- How your USP can evolve as you gain experience and insights.
- Strategies for staying adaptable and relevant in a changing coaching landscape.

USP Statement Development

- Work on creating a compelling USP statement that encapsulates what sets you apart as a coach.
- Ensure it addresses the specific needs and desires of your ideal clients.

Showcasing Your USP:

- Strategies for effectively communicating your USP on your website, social media, and marketing materials.
- Utilizing storytelling and testimonials to illustrate how your coaching transforms lives.

USP Presentation Practice

- Practice delivering your USP statement confidently and authentically.
- Solicit feedback from peers or mentors to refine your message.

Examples

1. Career Transition Coach:

USP: "Guiding professionals through career changes with a focus on passion, purpose, and practical steps."

2. Health and Wellness Coach:

USP: "Transforming lives through holistic wellness, with a science-backed approach to nutrition, fitness, and mindfulness."

3. Business and Entrepreneurial Coach:

USP: "Helping startups and entrepreneurs navigate the complexities of business growth through strategic planning and actionable insights."

4. Confidence and Self-Esteem Coach:

USP: "Empowering individuals to unlock their inner confidence and unleash their full potential through a proven mindset transformation process."

5. Relationship and Marriage Coach:

USP: "Rekindling love and rebuilding bonds by providing couples with effective communication strategies and practical relationship tools."

Day 3: Building an Engaging Online Presence

The Fundamentals of an Online Presence:

- Understanding what an online presence encompasses.
- The significance of having a professional and consistent online image.

Crafting Your Coaching Website:

- Key elements to include on your coaching website, such as an about page, services, testimonials, and contact information.
- Tips for choosing an effective domain name and hosting platform.

Social Media Strategy:

- Identifying the social media platforms where your target audience is active.
- Creating a social media content plan to engage and educate your followers.

Social Media Content Calendar

- Plan out your social media content for the upcoming month, including posts, captions, and visuals.

Email Marketing and List Building:

- The importance of email marketing in nurturing client relationships.
- Building an email list and creating valuable newsletters or updates.

Email Marketing Campaign Outline

- Create an outline for an email marketing campaign that provides value and engages subscribers.

Day 4: Content Marketing Strategies

The Importance of Content Marketing:

- Understanding why content marketing is essential for coaches.
- How it helps establish authority, connect with your audience, and generate leads.

Examples:

- **Blog Posts:** Publish articles on topics like "10 Strategies for Mindful Living" or "The Power of Goal Setting."
- **Videos:** Create short videos sharing coaching tips, client success stories, or behind-the-scenes glimpses of your coaching process.
- **Webinars:** Host live or recorded webinars on subjects like "Overcoming Self-Doubt" or "Building Resilience."
- **Podcasts:** Launch a coaching podcast discussing personal growth, self-improvement, and success stories.
- **Social Media Posts:** Share inspirational quotes, coaching insights, client testimonials, and thought-provoking questions on your social media platforms.

Content Planning and Strategy:

- How to create a content calendar to ensure consistency.
- Identifying your target audience's needs and tailoring your content to address those needs.

Activity: Content Calendar Creation

- Begin building a content calendar for the next month, outlining topics and publication dates.

Creating Engaging Content:

- Techniques for writing compelling posts, creating eye-catching graphics, and delivering engaging videos or webinars.
- The importance of storytelling and relatable examples in your content.

C - Consistency: Consistently deliver valuable and relevant content to maintain your audience's engagement.

O - Originality: Create unique and original content that sets you apart from others in your niche.

N - Niche-Centric: Ensure your content speaks directly to the needs and interests of your target coaching niche.

T - Transparency: Be transparent in your content, sharing insights, successes, and even challenges when appropriate to build trust.

E - Engagement: Encourage engagement with your audience through comments, questions, and discussions around your content.

N - Networking: Leverage your content to expand your professional network within the coaching community and related fields.

T - Testimonials: Incorporate client testimonials into your content to demonstrate the real impact of your coaching.

Day 5: Networking and Relationship Building

The Value of Networking:

- Understanding why networking is essential for coaches.
- How it can lead to collaboration, referrals, and personal growth.

Identifying Networking Opportunities:

- Discovering various networking channels, including in-person events, online communities, and social media platforms.
- Finding the right networking opportunities that align with your goals and niche.

Networking Event Research

- Identify upcoming networking events or communities that you'd like to participate in.

Building Authentic Connections:

- Techniques for authentic networking, including active listening, empathy, and meaningful conversations.
- How to present yourself professionally and authentically to leave a lasting impression.

Examples:

- Share stories or anecdotes related to your coaching journey when networking.
- Ask open-ended questions and express genuine interest in others' stories and experiences.

Leveraging Social Media for Networking:

- Strategies for connecting with fellow coaches, potential clients, and influencers on platforms like LinkedIn, Twitter, and Instagram.
- The dos and don'ts of networking on social media.

Session 5: Following Up and Nurturing Relationships:

- The importance of timely and personalized follow-up after networking events.
- How to nurture relationships over time and offer value to your network.

Day 6: Crafting Compelling Coaching Offers

Understanding Your Ideal Confidence Seeker:

- Identifying your target audience's specific confidence challenges, goals, and aspirations.
- Understanding the unique needs and pain points of individuals seeking to boost their confidence.

Defining Your Coaching Offer:

- Crafting clear and concise coaching packages or programs tailored to address confidence-related issues.
- Highlighting the transformational outcomes clients can expect.

Pricing Strategies:

- Determining the right pricing structure for your coaching offers.
- Strategies for pricing confidence-focused coaching services competitively while reflecting their value.

Crafting Persuasive Sales Copy:

- Writing persuasive and empathetic sales copy that resonates with potential clients.
- Addressing objections and showcasing the transformation clients will experience.

Sales Page Drafting

- Begin drafting the sales page for your confidence coaching offer, highlighting its unique benefits and outcomes.

The Art of Enrollment Conversations:

- Tips for conducting effective discovery calls and enrollment conversations.
- How to connect with potential clients, understand their needs, and confidently present your coaching offer.

Examples of Coaching Offers for Confidence Building:

1. Confidence Kickstart Program:

- Description: A 6-week intensive coaching program designed to help you break through self-doubt and build unshakable self-confidence.
- Included Features:
 - Weekly one-on-one coaching sessions.
 - Personalized confidence-building exercises and challenges.
 - Access to a private support community.
 - Bonus resources like confidence-boosting affirmations and workbooks.

2. Executive Confidence Coaching Package:

- Description: A tailored coaching package for professionals seeking to enhance their confidence and leadership presence in the workplace.
- Included Features:
 - Eight one-hour coaching sessions, including 360-degree feedback analysis.
 - Personalized leadership development plan.
 - On-demand email support between sessions.
 - Post-program follow-up and progress assessment.

3. Confidence for Introverts Group Coaching Program:

- Description: A 12-week group coaching program designed exclusively for introverts to help them find their voice and thrive in social and professional settings.
- Included Features:
 - Weekly group coaching sessions with like-minded individuals.
 - Access to a private online community for ongoing support.
 - Customized confidence-building exercises and role-play scenarios.
 - Expert guest speakers on topics related to confidence and introversion.

Day 7: Pricing Strategies for Coaching Services

The Psychology of Pricing:

- Understanding how pricing influences client perceptions.
- The importance of aligning your pricing with the perceived value of your coaching services.

Factors Influencing Pricing:

- Discussing the factors that can affect your pricing decisions, including your expertise, niche, target audience, and location.
- How to conduct market research to gauge competitive pricing.

Pricing Strategies for "How-To" Content:

- Examples of pricing structures for practical, skills-based coaching content.
- Strategies for pricing coaching packages or courses that provide actionable steps and tangible skills.

Examples of Pricing for "How-To" Content:

Confidence Building Workshop:

- Pricing: \$199 for a one-time 4-hour workshop.
- Includes: Workshop materials, exercises, and follow-up resources.
- Suitable for individuals seeking specific, actionable strategies for building confidence.

Career Transition Coaching Package:

- Pricing: \$799 for a 6-session coaching package.
- Includes: Six one-on-one coaching sessions, resume review, job search strategy development, and email support.
- Geared towards professionals seeking a step-by-step approach to navigate a career change.



★ Online Course: "Life Coach Starter Kit":★



repeat!

**"One Kit a day will keep
low income away!"**
~Angel Richardson

- Pricing: \$349 for lifetime access.
- Includes: Video lessons, practice exercises, quizzes, and a private community forum.
- Ideal for individuals looking to acquire a specific skill set in public speaking.

Pricing Strategies for Inspirational Content:

- Examples of pricing structures for content that focuses on personal development, motivation, and inspiration.
- How to convey the intangible value of your coaching services in your pricing.

Examples of Pricing for Inspirational Content:

Monthly Motivation Membership:

- Pricing: \$29/month for access to monthly motivational content, live Q&A sessions, and a supportive community.
- Designed for individuals seeking ongoing inspiration and personal growth.

Positive Mindset Transformation Program:

- Pricing: \$499 for a 12-week program.
- Includes: Weekly group coaching sessions, guided meditations, and a self-paced workbook.
- Geared towards those looking for a holistic personal development journey.

Annual Empowerment Retreat:

- Pricing: \$1,299 for a weekend retreat.
- Includes: Accommodation, workshops, group coaching, and transformative experiences.
- Ideal for clients seeking a profound and immersive personal growth experience.

Adjusting Pricing Over Time:

- Strategies for revisiting and adjusting your pricing as your coaching practice grows and evolves.
- How to communicate price increases transparently with existing clients.