



Evolve Your Coaching Business

Map Instruction Sheet

Download the PDF of Evolve Your Coaching Business to refer to exercises in the book and online at <https://soulandrivensuccess.com/exercises/>. Then use the map, the book and the worksheets as outlined below to create your sustainable, fulfilling coaching business.

1. You Are a Genius

Do the online exercises from Page 28 and Page 212

Now write down your top 3 business values and top 3 strengths you want to bring to your business.

These will be your north star moving forward.

2. Four Stages (ECB page 60)

Take the Four Stages Quiz

Download the Four Stages of a Coaching Business eBook

Identify your stage of business & the top 3 activities you need to do next

3. A Resonant Niche (Part 3 & Page 93 exercises)

Download Top 6 Niches of Coaches

Do the "Who What Why" Exercise (Page 91)

Choose one general area and then begin honing your niche to a very specific ideal client.

Now you can start marketing effectively.

4. A Message That Matters (Page 92)

Inquiry: What is the one thing you most want to help people achieve with your coaching? This is at the heart of your message.

Do the Story of Your Life exercise (page 111)

Explore this inquiry and begin to brainstorm your story.

Include this story in your marketing outreach.

5. A Marketing Mindset

Inquiry: What personal values, when honored, would make your marketing easy and fulfilling?

Do the exercise: Personal Values at Work (Page 223)

Also do the Marketing Values Exercise



6. Engage in the Marketplace

Inquiry: What are the easiest ways for you to make personal connections with people?

Read Part 3: Marketing Your Way and take one action to connect with your ideal client.

7. Inspirational Entertainment

Inquiry: What is an activity that connects your creativity to your marketing?

Read Attract a Crowd and choose one activity to try out. See what happens when you are having fun and connecting with kindred spirits.

8. Business Essentials

Inquiry: Considering your stage of business, what's one system you could put in place that would make doing business easier?

Do the Simple Systems exercise on Page 154

9. Keep Your Business Alive

Inquiry: What is one limiting belief that you are ready to shift in order to succeed as a coach?

What is an empowering belief that you would like to replace that with?

Read Keep Your Business Alive (Part 7 page 193)

10. Good Habits & a Working Plan

Inquiry: What becomes possible when you dedicate two hours a week to work on your business?

Read "A Working Plan" (Part 1, Page 19)

I encourage you to dedicate two hours each week to work on your business - with no interruptions - so that you can see the big picture and track your progress.

In Conclusion:

This map begins and ends with the word, "Evolve", because creating a successful coaching business is a journey, not a destination. All you need to do is to keep taking the next best step and follow the map. I encourage you to do this in community with kindred spirits, because that will make it fun and keep you inspired.

Read all about it in Part 9 of the book: The Value of Community, and join our free online community here: community.souldrivensuccess.com