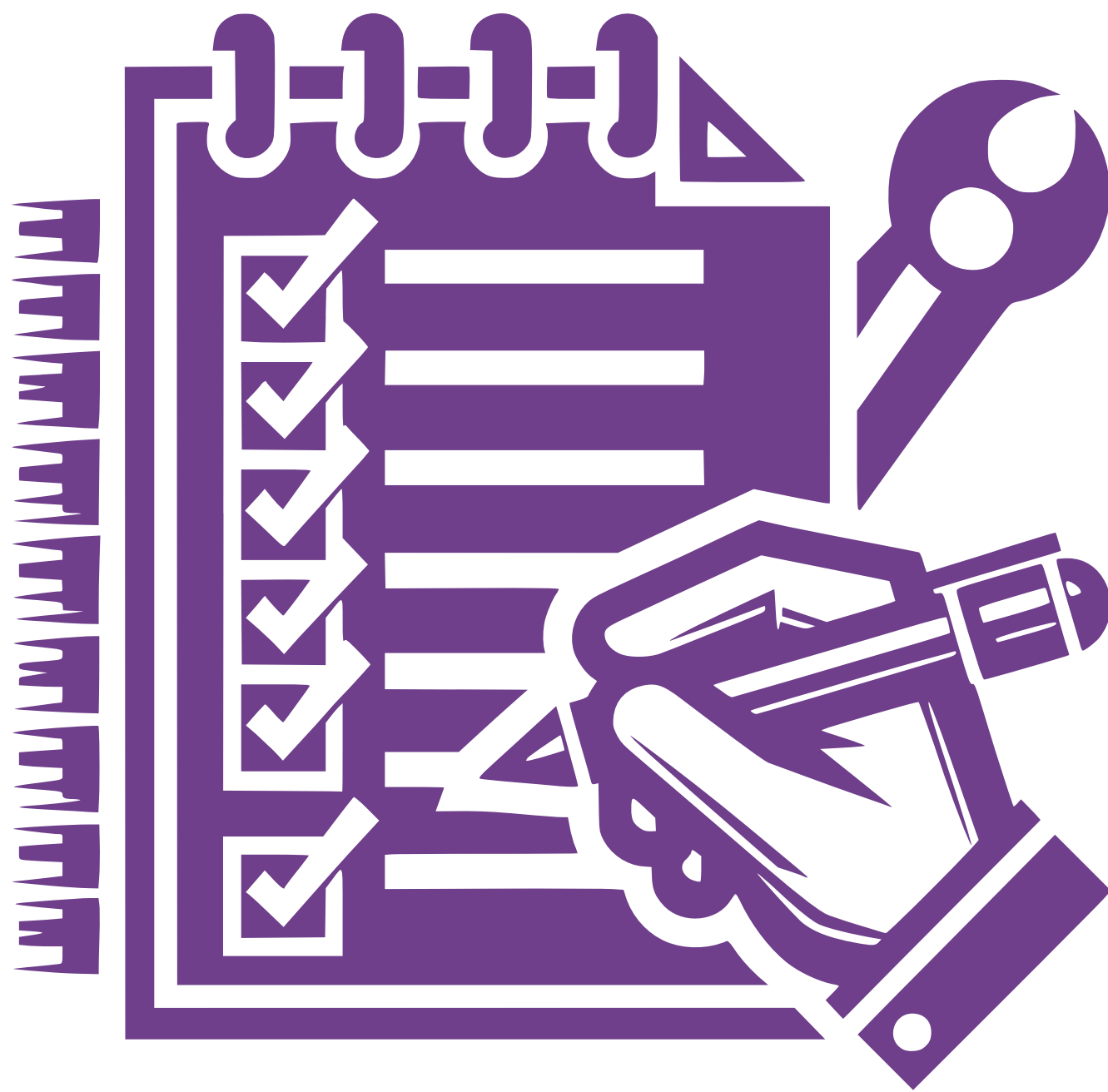


THE COACH'S ONLINE BUSINESS STARTER CHECKLIST



The Coach's Online Business Starter Checklist

*Everything You Need to Launch or
Level Up Your Coaching Business
Online*



Branding & Basics

Choose your coaching niche and ideal client

☐

Pick a business name and grab a domain

☐

Set up a simple website or landing page (WordPress, Squarespace, or Linktree)

☐

Create a basic logo and brand colors

☐

Scheduling & Communication

Choose a simple calendar tool (like Calendly or Google Calendar)

☐

Set up a dedicated email address for your coaching

☐

Create a welcome email template or autoresponder

☐

Payments & Offers

Decide how you'll collect payments (Stripe, PayPal, etc.)

☐

Define your signature coaching offer (session length, format, price)

☐

Create a clear refund or cancellation policy

☐

Marketing & Visibility

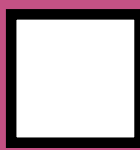
Choose one social platform to start showing up consistently



Write a short bio that clearly states who you help and how



Collect 1–3 testimonials from current or past clients



Draft 3–5 content ideas you could post this week

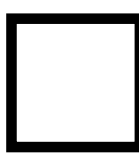


Client Experience

Create a simple intake or onboarding form



Set expectations: send a welcome email or onboarding doc



Keep notes during sessions to track client progress



THANK YOU!

Thanks so much for downloading this guide—I hope it’s helped you feel a little more clear, confident, and equipped to grow your coaching business online.

Running a coaching business isn’t always easy, but you don’t have to figure it all out alone. At Coach Success Lab, we’re here to help you simplify the tech, tools, and strategies so you can focus on what you do best: coaching.

Be sure to check your inbox for more helpful tips, tutorials, and resources coming your way soon.

You’ve got this—and I’m cheering you on every step of the way!

— Coach Success Lab