

***WEBSITE TEMPLATES  
TO START BUILDING  
YOUR COACHING BUSINESS***

**THE BUSINESS OF COACHING**

# In this Business of Coaching session, we will:

- Explore three website essentials to start with
- Talk about tools that help you get a website up and running quickly
- Look at website examples
- Review YOUR website if you have one



# WEBSITE ESSENTIAL 1: CLARITY STATEMENT

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*You have about 3 seconds to communicate who you are and what you do. How?*

- Introduce yourself and how you support people*
- Ask a qualifying question*



# WEBSITE ESSENTIAL 2: ABOUT

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*Tell us the story of you.*

- *What's your origin story?*
- *What do you stand for?*
- *What's the bigger purpose behind your work?*
- *How do you work with people?*



# WEBSITE ESSENTIAL 3: WORK WITH ME

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*Clearly communicate your signature package.*

- *What are the potential outcomes? Use client stories to illustrate.*
- *Who is a good fit? Who is not a good fit?*
- *What's the step-by-step process a client goes through?*



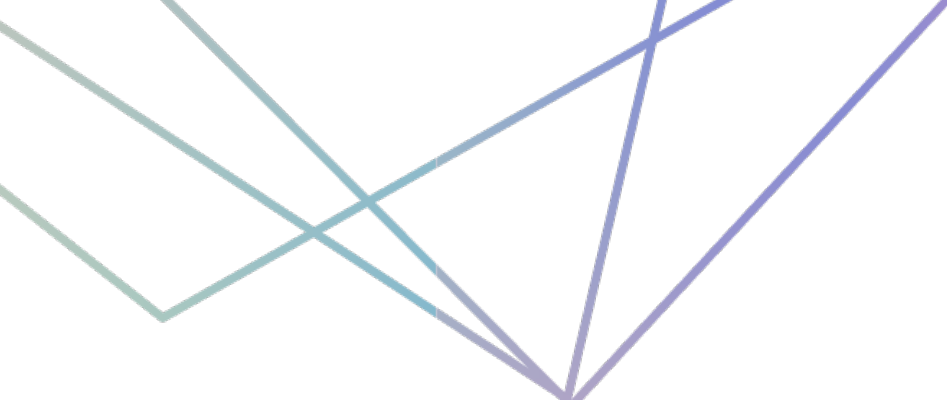
## *PLANNING TOOLS*

- Invision
- Lucid Chart
- Pinterest

## ***BUILD TOOLS***

- Squarespace
- Wordpress
- Elementor
- Divi
- Google Analytics





**PRO TIP: IF HAVING SOMEONE  
BUILD YOUR SITE, DELIVER THE  
WIREFRAME, COPY, IMAGES, AND  
A PINTEREST BRAND BOARD TO  
KICK OFF THE PROCESS.**



Q&A

