

# My Successful Christian Coaching Business or Ministry Checklist



A note from Linda...

This checklist has been formed over the last fifteen years as I have worked with hundreds of prospective and new Christian coaches who want to know what it takes to create a successful business or ministry. Those thinking about becoming a coach have used this checklist to learn what they will do after they take coach training to leverage their new skills for success. New coaches who have just completed training and are ready to set a foundation for success use this checklist to get organized, identify next steps and move forward. Even established coaches find this checklist helpful to audit their business practices and/or refocus and re-launch their businesses.

This checklist is offered with a couple of basic assumptions:

First, not all of the items listed are necessary for every business or ministry. Evaluate all the items and then choose the action steps that will contribute to your unique vision.

Secondly, since you are planning to establish a professional coaching business or ministry, I'm assuming you are taking or have taken professional coach training. If you need information on professional coach training options, please reference my book, *The Complete Guide to Christian Coach Training* at [www.ChristianCoachTrainingGuide.com](http://www.ChristianCoachTrainingGuide.com).

Many will find this list a welcomed relief because it organizes the big picture all in one handy document. Others may find the list overwhelming. If you feel overwhelmed, I encourage you to go through the list and find the action items that will best contribute to your vision today. Try choosing three items, break each of them down into smaller steps, and put the steps on your schedule. Then take one step at a time – and keep going!

All of the action steps on the checklist can be addressed with a mentor coach who helps with starting up a coaching business. If you could benefit from working with a coach who has gone before you, contact me to learn about the current business start-up coaching packages I offer.

The checklist is titled “My Successful Christian Coaching Business” because you own your success! All the best to you as you discover, create and achieve the success that God has inspired you to pursue!

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## My Successful Christian Coaching Business or Ministry:

A comprehensive checklist for pulling it all together

Created by Linda Hedberg

This is a list of action steps that can contribute to a foundation for success in a coaching business or ministry. Choose the actions that match with the vision you are pursuing – every step is not necessary for every business or ministry. Check off each item that is completed; enter a target date for those not completed.

### Walking your talk – a matter of integrity

- I have identified and written down my personal, unique values.  
**Target date:**
  
- I have identified and written down a personal mission statement or statement of unique purpose based on my personal values.  
**Target date:**
  
- I have identified and written down a personal vision that describes my ideal vision for each of the important areas of my life. This is based on my personal mission statement or statement of unique purpose.  
**Target date:**
  
- Based on my vision for each of the important areas of my life, I have established goals and next steps – with plans and dates noted.  
**Target date:**
  
- I have a schedule – in writing (or electronically managed) - that orders my time around what is most important to me; per my schedule my time is ordered according to my vision for each of the important areas of my life.  
**Target date:**
  
- I have written down my unique, personally compelling definition of “personal success” and “personal balance.”  
**Target date:**
  
- I have identified and developed my personal community of support – those who are “there” for me – with whom I can be completely open and from whom I can expect compassionate, challenging conversation.  
**Target date:**

## Creating Business Vision and Plans

- I have identified and written down a business vision for 1 year, 2 years, 5 years and 10 years from now.  
**Target date:**
- It is clear to me how my business vision intersects with my personal vision (see above - Walk the Talk – A Matter of Integrity).  
**Target date:**
- I have identified and written down business plans – noting specific goals, numbers and dates - based on my business vision.  
**Target date:**

## Marketing Basics

- I have identified and written down a thorough description of my personal brand.  
**Target date:**
- I have identified and written down a thorough description of my target market(s).  
**Target date:**
- I have chosen a name for my business that is available, reflects my brand and attracts my target market.  
**Target date:**
- I have created products and services that will provide solutions and meet the needs of my target market(s).  
**Target date:**
- I have identified the marketing venues that will best promote my products and services – those that I'm excited to use and will uniquely work best for me. Including these venues, I've written down my basic marketing plan.  
**Target date:**

## Online Marketing

- I have created a website that I love, that I'm confident speaks directly to my target market and tells them how I can meet their needs.  
**Target date:**
- I offer free stuff on my website that interests my target market, and in exchange for which they will gladly give me their email addresses.  
**Target date:**

- I am using an email marketing service to collect email addresses from the opt-in at my site and to facilitate my bulk emails and newsletters sent to my target market.

**Target date:**

- I have evaluated social media (blogging, Twitter, Facebook, LinkedIn etc.) and am thoughtfully implementing a social media strategy that supports my unique business vision.

**Target date:**

### Engaging Clients

- I have established rates for my services.

**Target date:**

- I have created all forms I will be using to engage new clients (i.e. a Welcome Letter, Coaching Agreement, questionnaires, assessments, etc.).

**Target date:**

- (If going for ICF credentialing) I have established a log of my client hours according to the ICF requirements for my credentialing process.

**Target date:**

### Putting it all together administratively

- I have registered my business according to the requirements of my governing body(ies).

**Target date:**

- I have created business cards and carry some with me always.

**Target date:**

- I have organized and ordered my workspace in a way that maximizes the way I work as a coach and business owner.

**Target date:**

- I have the technical skills and/or I have a plan to pay for the technical services required to facilitate the business results I expect.

**Target date:**

- I have implemented a system that will effectively manage my business finances.

**Target date:**

- I have engaged the professional advisors I need for my unique business needs, such as an account or a lawyer.

**Target date:**

- I have effectively organized my personal and business visions and plans, to keep them close at hand and to refer to them often (at least weekly).

**Target date:**

### Multiple Streams of Income

- I have included multiple streams of income in my business model.  
**Target date:**
  
- I have documented a roll-out plan for new product income streams that includes development, delivery and follow up.  
**Target date:**

### Professional Development

- I have identified and written down a vision for professional development and training for 1 year, 2 years and 5 years from now.  
**Target date:**
  
- I have identified the class I will be taking next and know the registration deadline, cost and schedule.  
**Target date:**
  
- (If going for ICF credentials) I am familiar with the ICF website and especially the credentialing requirements for my next credentialing goal.  
**Target date:**
  
- I have an understanding of ethical issues that face professional coaches.  
**Target date:**

### As a Christian coach

- I have time set aside in my schedule to regularly pray for my business and my clients.  
**Target date:**
  
- I regularly pray for insight and direction on all the business and personal visions and plans referenced above.  
**Target date:**
  
- I have identified a personal community of supportive Christian family, friends and advisors who pray for my business regularly.  
**Target date:**