

Company Name

Life After Divorce Life Coaching

Date 2012

STEP 1

Company Vision

Vision

What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.

Life After Divorce Life Coaching has a national reputation as a life coach specializing in coaching men and women who have recently gone through or are contemplating a divorce. I help my clients create a new stronger life with visioning, creating a new life strategy, feeling gratitude, and building a new support foundation. I have 20 individual phone clients paying from \$500 to \$800 per month. I have passive revenue from e-books, e-courses, and podcasts. My income exceeds \$150,000 annually. I have contract coaches to handle clients from The New Life After Divorce Coaching Program. By 2014 I will charge \$10,000 per year to coach affluent divorces.

Schedule: I work a total of 30 hours per week and only 12 days per month. Monday morning is for self care and administration. Telephone clients via phone Monday afternoon, Tuesday and Wednesday. Thursdays are for makeup calls and Business Development. I take Fridays and the last week of the month off.

STEP 2

Mission Statement

Mission

What is the purpose of this business? Use no more than 1-2 sentences.

To inspire divorcees to create a new life that is better and more rewarding than the one they had before and to move them to action and success.

STEP 3

Branding

Branding

How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.

Life After Divorce Life Coaching - Helping You Create a New Life After Divorce

New Life After Divorce Coaching Program™ - Group Coaching – Helping You Create Your New Life
The New Life™ Blog & E-zine

Free Report visitors receive to sign up for my E-zine: Live the Life You've Always Wanted – Six Steps to a New Life After Divorce

Bonus Report: Top 5 Mistakes to Avoid While Going Through a Divorce

STEP 4 Creating Meaningful Goals

Meaningful Goals

Create goals that are meaningful to you. Add target dates. How are you going to measure your success?

Business Goals:

- Passive Revenue: Create “New Life After Divorce E-Course” delivered by autoresponder price \$99 by 4/2012
- Create Videos for all of my articles and post on YouTube by 4/2012
- Create a Media Page on my website by 6/2012
- 2012 coaching revenue Goal \$60,000; 2013 Revenue \$85,000; 2014 Revenue \$100,000
- Acquire 3-4 new clients per month -Give two sample sessions per week - Have 26 clients by 06/2012
- Apply for Professional Certified Coach with the International Coach Federation by 6/2012
- 100 unique website visitors per day by December 2012 (currently 12/2008 at 50 per day)
- Get one major keynote speech for 2012; get 4 speeches to other established groups

Personal Goals: improve office aesthetics with rugs, furniture and art work; work out 5 times a week; take a long weekend vacation in the summer once per month; go out on my bike once per week; have friends over for dinner once a month

STEP 5 Strategies

Strategies

How will you build this company over time?

- Create products for passive revenue to be sold on my website and downloaded – wake up each day with Merchant Purchase receipts in my inbox
- Strategic relationships with Divorce Attorneys,
- Be known as a Divorce Recovery EXPERT
- List my website on divorce help websites
- Run for President of American Business Women’s Association local chapter
- Utilize more technology (audio/podcasts/webinars)
- Hire a Virtual Assistant to handle: booking speaking engagements, helping me create the E-course, marketing my E-course

STEP 6 Marketing Activities

Marketing Activities

Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.

- Have coffee with 4 partners/prospects per month. Continue to build my E-zine list. Add prospects who request a Sample Coaching Session.
- Articles: Write two articles per month and list on my site. Rework the article and list on ezinearticles.com.
- The New Life™ Blog: Create 4 300 word posts per month - Make comments on other blogs and ask for reciprocal links
- The New Life™ E-zine: send out my E-zine once per month with a new article.
- Public Speaking: Sign one KEYNOTE speech in 2012 - be an active public speaker – seek out speaking engagements
- Attract the Media: Create a Media Room on my website and list topics I speak about.
- Create profile on Twitter.com and make daily micro posts
- Create one YouTube Video about each of my articles and drive traffic to my site.
- Find two networking events to attend weekly by reading the Business Journal