



Presented by
[MyNAMS Insiders Club](#)



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Calendar

Use this calendar as a general Timeline for your Coaching overhaul and refinement plan. Add extra time as needed for outsourcing or consulting your own coach.

Week 1: Revisiting your "Calling"

Monday

A.M.

Go over your business model. Re-define:

- ✓ **Why** you want to coach
- ✓ Your single most important mission
- ✓ Your single focus
- ✓ Your motivations
- ✓ **Who** you want to coach
- ✓ **What** their most pressing need is
- ✓ **What** you can offer
- ✓ **How** you can help

Make sure you identify these areas and then keep drilling down to narrow your focus and increase clarity and specificity

P.M.

In the coaching world, identify 3-6 of your closest:

- ✓ Competitors
- ✓ Influencers

What is the main "message" of each one?

How well do they get it across? Is what they are (a) all about (b) offering clear the moment you land on their sites?

What communication format do they use?

- ✓ Video
- ✓ Podcasts
- ✓ Written posts
- ✓ Other

Study your direct coaching modality competitors' social media pages.

- ✓ Note which posts and post types elicit the highest degree of interaction, Likes and questions

COACHING PROFITS: CALENDAR

	<ul style="list-style-type: none"> ✓ Note questions asked by your competitors' fans ✓ Brainstorm ideas for your own coaching business based on these ✓ Do the same if your competitors belong to groups or forums you visit.
Tuesday	
<p>A.M.</p> <p>Study notes from Monday morning's brainstorming session. Does anything leap out at you?</p> <p>For example:</p> <ul style="list-style-type: none"> ✓ Areas you thought you were covering, but aren't ✓ A change in your mission or goals ✓ Clients you're targeting that aren't really an exact match <p>Study your own website and tweak it to better match your mission and goals, if needed.</p> <p>(TIP: Print out each page. Highlight and make notes on your printouts!)</p> <p>Set a content strategy plan for your website, so that it is always highly relevant and current to changing (and universal) client lifestyles, conditions and needs</p> <p>Your strategy plan can include:</p>	<p>P.M.</p> <p>Add any coaching resources you need to add. Organize them.</p> <p>Schedule time for learning any new software or systems.</p> <p>Take a look at your current email marketing series. Brainstorm new ones, based on your new strategy plan. Decide who is going to create them, when and how.</p> <p>Consider adding a Coaching Newsletter as a sign up incentive: And if it should be paid or free</p> <p>Go over your coaching business plan and highlight any additions, deletions or tweaks you need to make. Take steps to start implementation</p> <p>Do you have a signature plan? Is it outdated or has it run its natural life cycle?</p> <p>Brainstorm how you can update it to:</p> <ul style="list-style-type: none"> ✓ Attract new clients ✓ Re-engage and delight old clients

COACHING PROFITS: CALENDAR

<ul style="list-style-type: none"> ✓ Writing and updating content yourself – regularly ✓ Outsourcing content to a specialized copywriter or copywriting company ✓ Hiring a VA or project manager to assist you or take over web updating functions for you (including social media or email marketing) ✓ Brainstorm new offerings, email courses, videos, products, etc. for clients ✓ Schedule in their creation 	<p>Create and distribute client surveys</p>
Wednesday	
<p>A.M.</p> <p>Research and choose a coach for yourself, if you don't already have one. Look for coaches that talk "strategy sessions" rather than "consultations".</p> <p>Book an appointment</p> <p>Assemble your notes on your proposed changes and tweaks. Have them ready for your consultation.</p> <p>Evaluate how you are handling your current learning and updating in your field. If you don't already have one, make a plan to include time for upgrading and current learning. Schedule it into your main organizer.</p> <p>Consider outsourcing to save yourself time and money. Make</p>	<p>P.M.</p> <p>Research and contact outsource contractors</p> <p>Choose and read a book relevant to your field or to coaching in general</p>

sure you are easily able to generate a good ROI on outsourcing.

Areas to consider:

- ✓ eBook formatting and uploading
- ✓ Autoresponder management
- ✓ Content creation and repurposing
- ✓ Social media management
- ✓ Setup and/or maintenance of systems such as podcasting, video or webinar platforms, equipment or plugins
- ✓ Graphics creation
- ✓ Finances and bookkeeping
- ✓ Project and team management

Thursday

A. M.

Work on any aspects of your new program creation focus (website updates, content creation etc.) that you have decided to perform yourself

Contact outsource providers to schedule outsourced material or functions

P. M.

Further brainstorm a new major incentive to drive clients to your program and/or boost your validity as a coach

Create or outsource it

Friday

A.M.

Line yourself up as a guest interviewee, if this is part of your new strategy. Contact key talk radio blogs, local TV or radio

P.M.

Update resources or handouts you offer clients; either on your website or in workshops

COACHING PROFITS: CALENDAR

<p>shows, etc.</p> <p>If you've decided to present local workshops, prepare a proposal (if it's for a community college) or source venues and create your workshop content or script</p>	
Saturday	
<p>A.M.</p> <p>Review your week. Complete anything that needs completing</p>	<p>P.M.</p> <p>Content creation or program tweaking</p>
Sunday	
<p>DAY OFF WITH FAMILY</p>	<p>DAY OFF WITH FAMILY</p>

Week 2: Refining your Online Presence

Monday

A.M.

Contact or follow up on anyone you need to contact.

Review all your calls-to-action. Tweak these as needed (or create new ones if you see missed opportunities that currently exist in your content or site.)

Ask your subscribers, customers, fans to help you share your video

P.M.

Monitor feedback

Research and join any professional organizations or mastermind groups you might find stimulating or useful as a coach.

Introduce yourself.

Tuesday

A.M.

Create content and work on program refinement

Increase your social presence. Be helpful and proactive in visiting client or influencer pages.

P.M.

Contact affiliates. Let them know you will have exciting developments to report soon.

Work on designing new affiliate contests or other incentives

Wednesday

A.M.

Work on new landing pages

P.M.

Work on a Twitter strategy

Work on a Facebook strategy

Pick a third social network of your choice and work on a strategy

Fit your new strategies into your schedule, business plan and organizer

Create social posts that position you well for your main focus-and-locus as

COACHING PROFITS: CALENDAR

	a coach
Thursday	
A.M. Proof any content, landing pages or other material that needs to be proofed (or assign it to an assistant) Implement your new social media strategy on the platforms of your choice Create a QR code for your main incentive or sign up Create a hashtag. Register it with hashtags.org .	P.M. Work on new posts for your updated blog. Publish Cross promote across social media Create a coaching Facebook Page, if you don't already have one. Share and promote your page (advertise) as prompted. Let your affiliates know of new Pages or posts
Friday	
A.M. Work on your affiliate contest, if creating one. Announce it.	P.M. Optimize your site for SEO Make sure every part of your online (and offline) presence is all about your client
Saturday	
A.M. Monitor social networks and tracking metrics Boost posts that are driving comments and replies	P.M. Celebrate! Go to a spa. Do Tai Chi in the park. Get your hair done. Do something just for you!
Sunday	
DAY OFF WITH FAMILY	

Week 3: The New You

Follow up with project manager, VA and/or outsource contractors

Prepare to create, implement and launch your new program or incentive

Make sure you include:

- ✓ Daily exercise and healthy nutrition
- ✓ Improved sleep routines
- ✓ Professional development for yourself (reading, consulting your own coach, etc.)
- ✓ Rewards such as pedicures, picnics or trips to the ball game

Follow your new schedule

Enjoy a more relaxed lifestyle and a re-vitalized coaching business!

CASE STUDY

HOW A \$47 PLR PRODUCT GENERATED OVER \$200K FOR MY BUSINESS



INSTANT ACCESS WATCH FREE TRAINING



Presented by
David Perdew



With
Jen Perdew - Houlk



IN THIS TRAINING I'LL SHOW YOU

- 1 The Exact \$47 PLR I used to generated over \$200,000 in revenue selling 6700 units... just on Front-End sales
- 2 How and why a simple mindset shift changed how I looked at PLR.
- 3 The right way to use PLR vs the LAZY way that so many people do. (Hint: the way to make PLR work for you!)
- 4 How to find the BEST PLR for your needs!
- 5 Examples of what you can use PLR for in your business (its not what you think)
- 6 HOW to use PLR to build a business and list virually overnight!

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