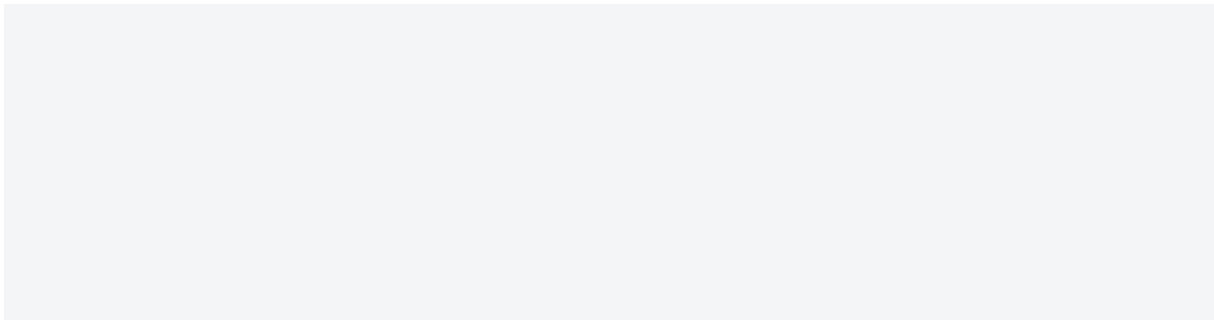


Life Coaching Business Model Plan

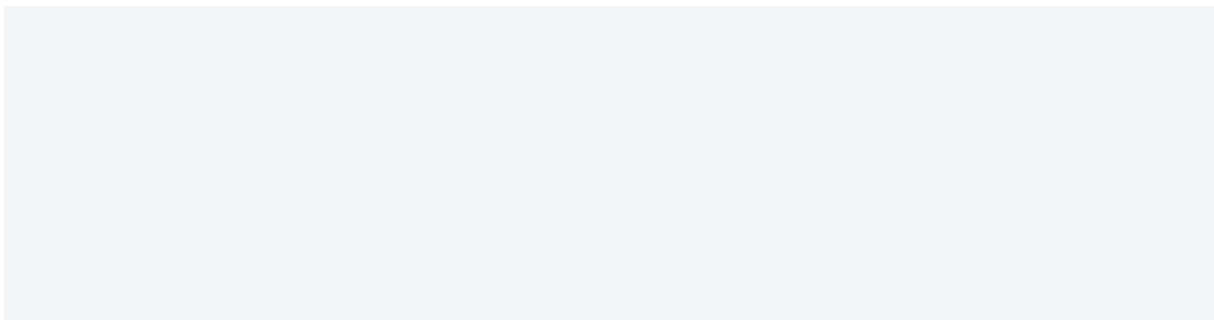
Use the following template to create a draft of your Life Coaching Business Model Plan.

We provide some sample text for an online life coaching business targeting mid-career people who feel stuck and lack direction:

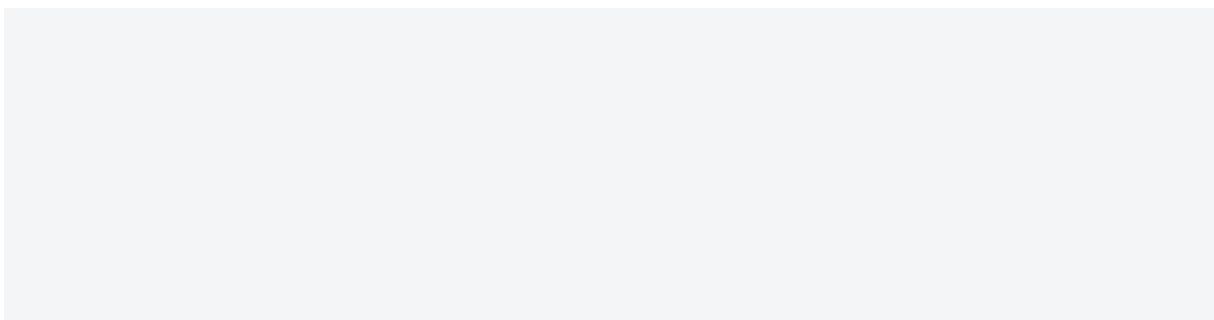
Business Identity: *“Clarity Life Coaching”*



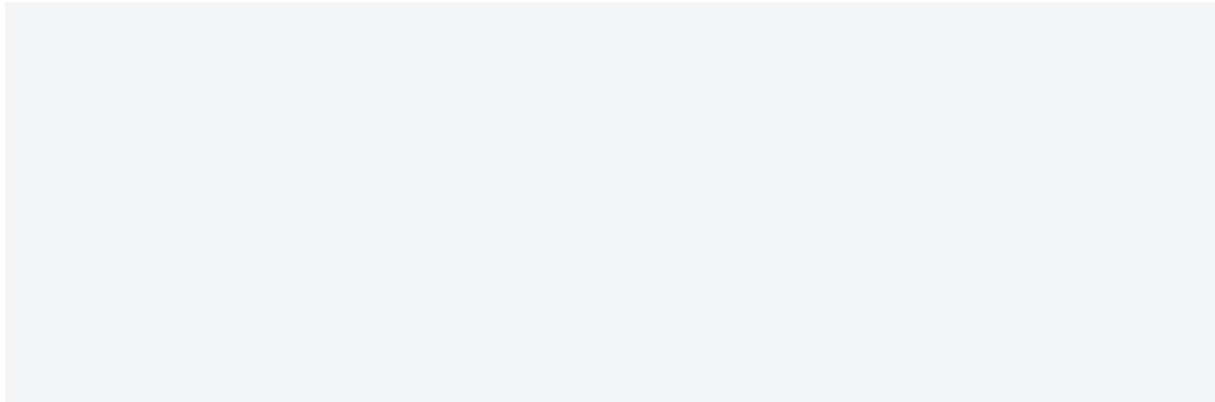
Target Client: *Our target clients are individuals who feel stuck, lost, or uncertain in their personal or professional lives. We focus on individuals in their mid-career or those experiencing significant life changes such as divorce or career transitions.*



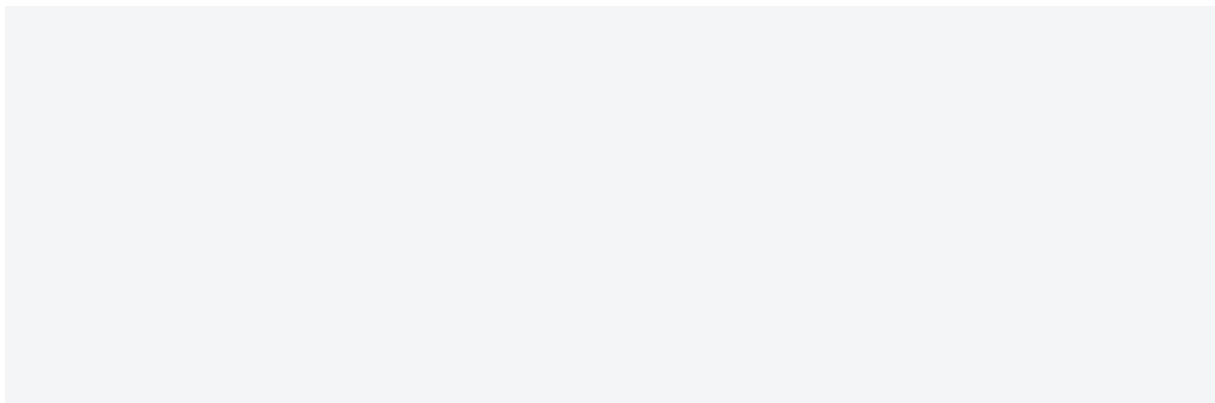
Client Pain Points: *Our clients struggle with a lack of direction, feeling overwhelmed, with a lack of clarity about their goals and values. They may feel stuck in unfulfilling jobs or relationships and experience a high degree of stress or anxiety.*



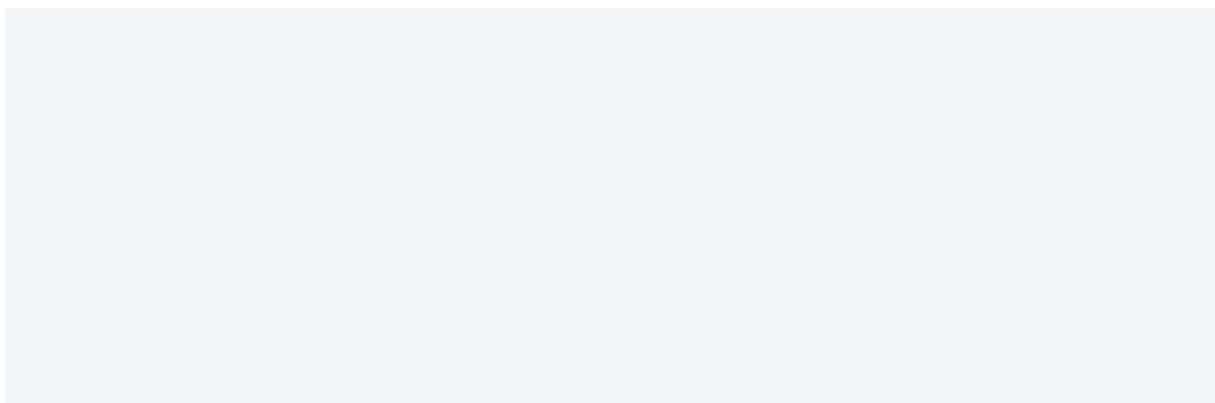
Your Solution: *Clarity Life Coaching provides personalized coaching services to help individuals clarify their values, goals, and priorities. Our coaching process helps clients identify their strengths and areas for improvement, develop a plan to achieve their goals and overcome obstacles that may stand in their way. We use various coaching techniques, including goal-setting, visualization, and cognitive-behavioral therapy.*



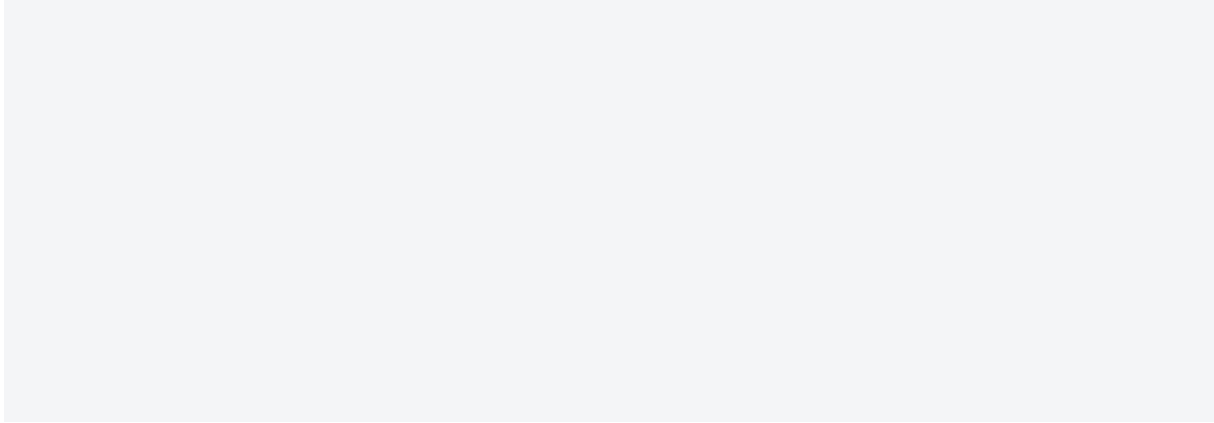
Your Competition: *Several life coaching businesses in the local area provide similar services, but our unique on-line approach and personalized coaching services set us apart from the competition. We focus on a highly customized coaching experience tailored to each client's needs.*



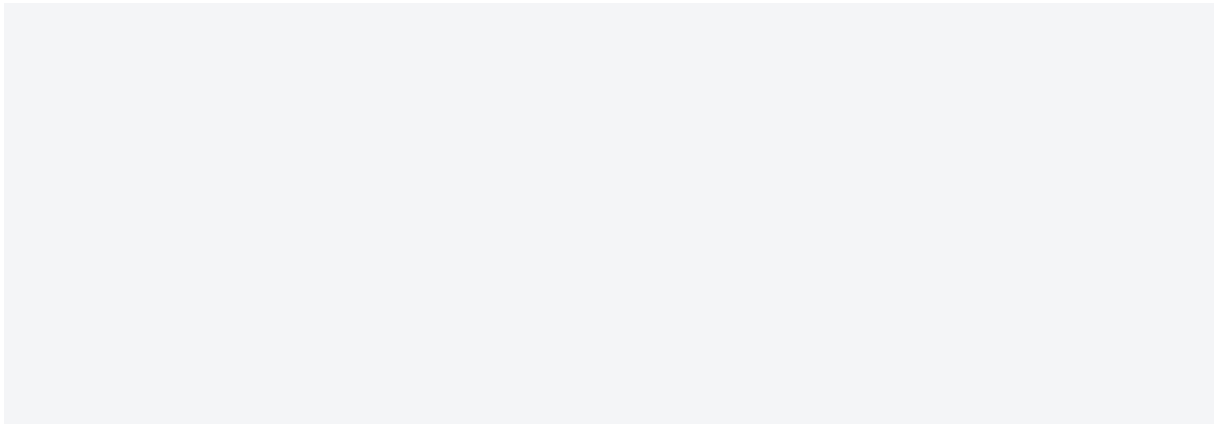
Revenue Streams: *Our revenue streams include one-on-one coaching sessions, group coaching sessions, and workshops on topics such as goal-setting and stress management.*



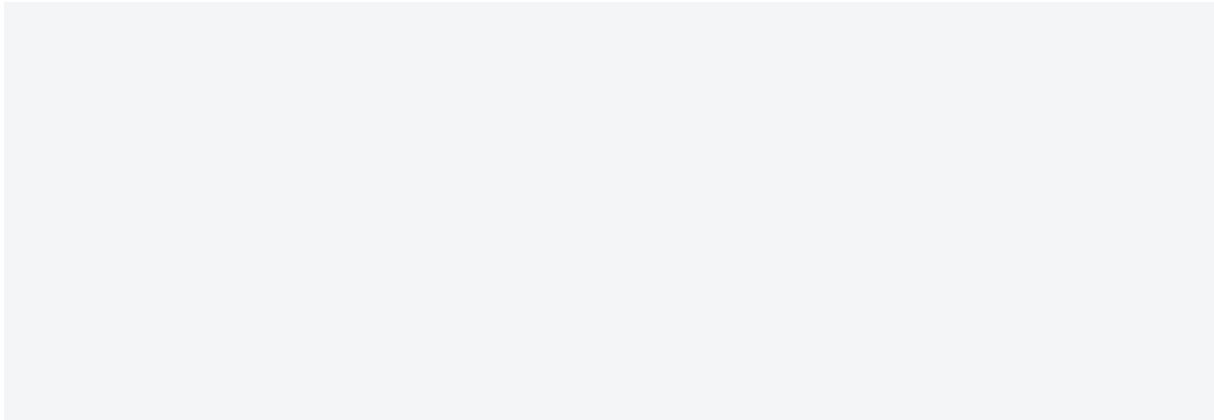
Marketing Activities: *We use online advertising, social media marketing, and partnerships with local businesses and community organizations. We also attend local events and conferences to promote our services and network with potential clients.*



Expenses: *Existing and future expenses include rent for our coaching space, coaching materials, advertising and marketing costs, and attending events and conferences.*

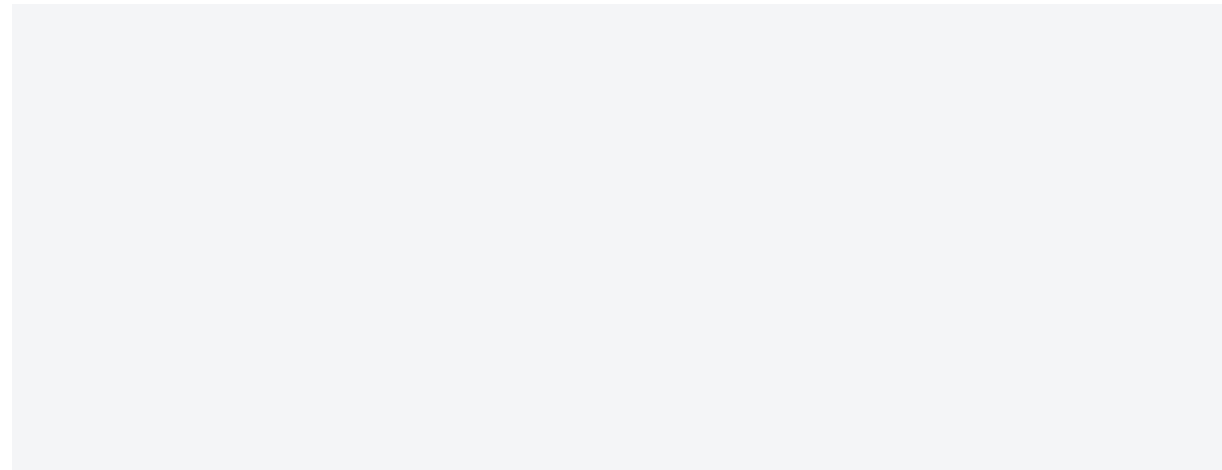


Team and Their Key Roles: *The team will consist of one life coach responsible for providing coaching services, managing client relationships, and handling administrative tasks such as scheduling and billing.*

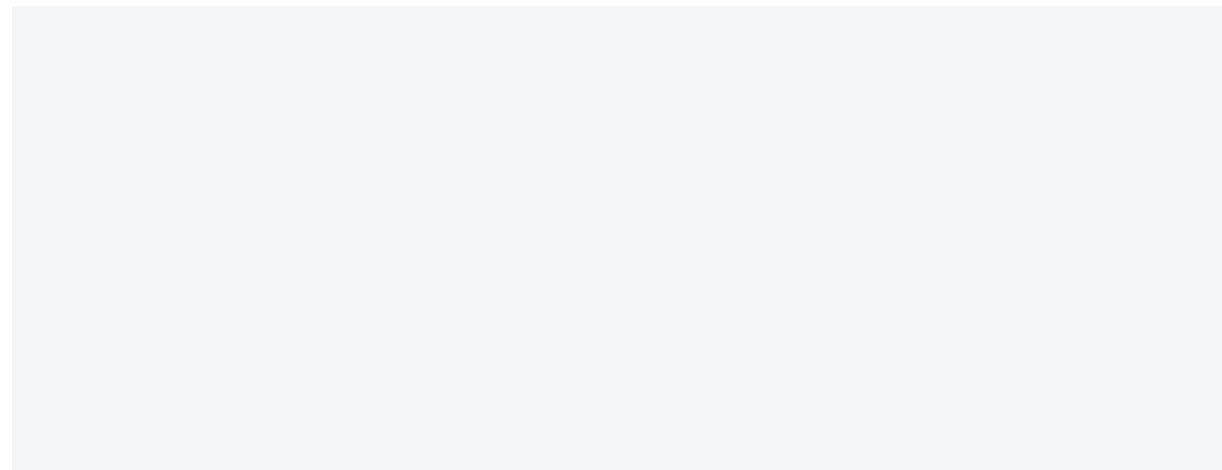


Milestones: *Initial thoughts on milestones include:*

- *Launching the business and securing our first clients within the first three months*
- *Expanding our client base by 25% within the first year*
- *Increasing revenue by 35% within the first year*
- *Hosting a successful workshop or seminar within the first six months of operation*



Goal: *Help mid-career individuals gain clarity and direction and achieve their personal and professional goals.*



Dr. Jeremy Sutton