

BAYLEY COACHING SOLUTIONS

It is one thing to print up some business cards, build a website, and say that you are a coach. It is another challenge altogether to build a professional coaching business that is sustainable!

The reality is that 90% of coaching businesses do not make it to the end of their first year. This rarely has to do with a lack of coaching talent. Rather, most coaches struggle with the business side of building a practice. Sometimes this is due to spending too much time and effort on things that don't drive the bottom line. Other times is due to not reaching the people that they need to reach with a message that resonates.

Our focus is helping coaches build sustainable practices working with high-performing professionals. The coaches we work with know their clients because they too have been highly successful professionals in the same fields. Our clients are driven by a desire to give back and enhance the quality of their peers' lives.

We help by coaching the business side. We help you to take your wealth of professional experience and your coaching talents and turn those into a valuable product. Each coaching relationship is bespoke. We meet our clients where they are at in their business development and figure out the next most important steps.

Common coaching topics include:

Messaging - being clear on what it is you do, and the value-add to your clients

Client cultivation - finding who needs your services and how to get on their radar

Logistics - building the systems you need to on-board and maintain clients (ex: scheduling, records, payment)

Thought leadership - using your website, printed materials, and voice to frame and answer the existential questions that your clients are asking

Credibility - creating social recognition to establish yourself as expert

Leverage - developing products / programs to generate revenue that is not solely reliant on one-on-one coaching sessions

Coaching is done in four or twelve session packages, for \$1500 and \$4000 respectively. Sessions are one hour by phone or Skype/Zoom, and generally occur every two to four weeks as fits the needs of the client. Support materials such as books and exercises as needed are included.