



## *Coach the Coach, 9-month Cohort*

*The purposes of a person's heart are deep waters, but one who has insight draws them out.*  
Proverbs 20:5 NIV

### **Month 1: Identity and Calling as a Christian Coach**

Clarify your “why” and “who” God has called you to serve.

Holy Spirit as your Business Partner, creating a CEO Framework

### **Month 2: Confidence in Your Calling**

Overcoming fear, self-doubt, and imposter syndrome.

Renewing your mind with Kingdom Declarations.

### **Month 3: Forming Your Business Foundation**

Business basics, niche, messaging, signature offer.

Clarifying the ideal client, problem-solving offers, and pricing.

### **Month 4: Storytelling that Ministers and Sells**

Sharing your testimony and client transformations.

Learning story frameworks that inspire faith and build trust.

Writing your *Signature Story Post*

### **Month 5: Marketing with Authenticity**

Using social media in ways aligned with your personality and values

Content strategies for introverts vs extroverts

Spiritual and practical client attraction



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### **Month 6: *Sales as Serving without Manipulation***

Serving others through sales

Selling with confidence, courage, and calling

Reframing sales as service conversations

### **Month 7: *Systems and Structure***

Choosing administrative systems for your calendar, calls, and clients

Creating contracts, onboarding, and automation tools

Developing a daily, weekly, and monthly work rhythm that fuels productivity

Selecting key players for your team - assistant, bookkeeper/CPA, attorney, etc.

### **Month 8: *Scaling Your Coaching Practice***

Moving from 1:1 sessions to groups, masterminds, and digital offers

Designing scalable offers that multiply impact

Pricing with confidence, stewardship principles, and managing growth

### **Month 9: *Legacy and Kingdom Impact***

Building a business that outlives you

Mentorship and discipleship

Creating an impact in your sphere of influence beyond income

*28 He is the one we proclaim, admonishing and teaching everyone with all wisdom, so that we may present everyone fully mature in Christ. 29 To this end I strenuously contend with all the energy Christ so powerfully works in me.*

Colossians 1:28-29 NIV