



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