



# Life Coaching Business Plan

Life Coaching Business Plan Template by Wise  
Business Plans

[Company Logo]

[Company Name]

[Company Address]  
[Company Phone Number]

Developed By:

[Name]	
[Your Role]	
[Company Name]	
[Address]	
Email: [ ]	
Document Version	

### Business Plan Confidentiality Agreement

The undersigned reader of [Company's Name] Business Plan acknowledges that the information provided is totally confidential, and undertakes not to reveal anything discovered in the business plan without the express written agreement of [Business Owner's Name].

The reader also acknowledges that the information to be provided in this business plan is confidential in all aspects, with the exception of information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to [Company Name].

This business plan document will be returned to [Business Owner's Name] immediately upon request.

This is a business plan. This document does not make or intend to make any offer.

Your Business Name or Logo

# Table of Contents

1. Executive Summary.....	##
2. Company Overview.....	##
3. Industry Analysis.....	##
4. Customer Analysis.....	##
5. Competitor Analysis.....	##
6. Marketing Plan.....	##
7. Operations Plan.....	##
8. Management Team.....	##
9. Financial Plan.....	##
10. Appendix.....	##

# Executive Summary

Provide a one-two-page overview of your life coaching business and highlight the most important details. A typical executive summary includes:

- Business Overview

Describe what your life coaching offers, its goals, and objectives?

- Products or Services

List your life coaching services in more detail, if applicable. Describe the services you offer.

- Customer Focus

Provide a concise and clear definition of your life coaching target market, as well as the need you hope to fulfill.

- Financial Highlights

How much capital, if any, are you seeking for your life coaching business, and how are you going to use them?

- Management Team

Outlines your management team, staff, resources, and how your life coaching business is structured.

# Company Overview

This section summarizes your life coaching business. You should include the company's registered name, physical address, key people, the company's history, its nature, and your company's goals. Let's break down these sections

## Company Profile

- What is your location?
- When did you form?
- What is the legal entity form of your company?

## Company Mission/Vision Statement

- What are the objectives of your company?

## Previous Accomplishments

- Describe the past accomplishments that have your life coaching business already achieved

Your Business Name or Logo

# Industry Analysis

## life coaching industry overview

- Briefly describe the life coaching industry. Define the life coaching industry in terms of its history, geographical service area, and services.

## life coaching industry trends

- Examine trends and growth patterns in the life coaching industry.

## Relevant Market Size

- How large is your relevant market (the number of customers who can realistically buy from you)?

## Factors affecting the life coaching industry

- Determine what factors influence the life coaching industry. These may include government regulations and other businesses' competitive practices.

## Five Years Forecast

- What will your life coaching company's position be in the industry in five years? Identify opportunities that your company can take advantage of in the industry.

# Customer Analysis

Identify your target customers

- Who are your target customers? Please provide a detailed demographic profile.

Factual information obtained is categorized as follows:

- Demographic data: Age, gender, income
- Geographic: Location, type of area (Rural, suburban, urban)
- Psychographic: Values, interests, beliefs, personality, lifestyle
- Behavioral: Behavior patterns, frequent actions, buying habits

Customer Needs

- What are the key needs of your target audience?

How do your life coaching services align with customer needs?

- Explain how your life coaching services benefit the customer and what its Unique Selling Proposition is. Describe how your offerings make your customers' lives easier.

Your Business Name or Logo

# Competitive Analysis

Describe the state of competition in your life coaching industry. You may want to include a SWOT analysis here or in your appendix.

List your top competitors along with the following details for each:

## Direct Competitors

- What are your direct competitors? Which are their strengths and weaknesses?

## Indirect Competitors,

- Who are your indirect competitors? Which are their strengths and weaknesses?

## Competitive Advantage

- What makes you different from your competitors? Do you have sustainable advantages (can your competitors emulate you)

Competitor Name	Strength(s)	Weakness(es)	Competitive Advantage
Competitor A			
Competitor B			
Competitor C			



# Marketing Plan

## Brand positioning

Why are potential buyers going to be interested in your life coaching services? How will you address your buyer persona's biggest challenges and goals?

Example: The [Company Name] brand will emphasize the Company's unique value proposition:

- Serving a specific industry
- Providing highly localized and specialized services for better quality of service
- From a hands-on sales team to delivery options, we provide excellent customer service.

## Pricing Strategy

What is the maximum amount you can charge? And how do you maximize your income by balancing sales volume and price?

## Placing

Place refers to the location of the business office of your life coaching company. Describe how your location might attract customers.

As an example, Is your life coaching located in a busy area? Are you serving downtown, a suburb, or a small town? etc.

## Promotion

How will you market your life coaching services? Are you going to market your life coaching services at a price that matches the quality? Will it be a low-cost, no-frills alternative to similar offerings available from other life coaching businesses? Describe your advertising strategy. When will you advertise?

Your Business Name or Logo

# Operations Plan

The following are two parts to your operations plan.

## Key Operational Processes

- What are the key operational processes your life coaching company must perform on a daily basis to succeed?

Goal	Plan	Action	Responsibility	Deadline

## Business Milestones

- Over the next 1-3 years, what milestones will you need to achieve success?

Date	Milestone
Date 1	
Date 2	
Date 3	
Date 4	

Your Business Name or Logo

# Management Team

Your management team section of the life coaching business plan should contain the following key elements:

## Organizational Structure:

- Highlights the hierarchy and outlines responsibilities and decision-making authority.

## Management Team Members

- Highlights the company's management team. Also, providing details of key employees, such as their qualifications, experience, or skills can add a competitive edge to the image of the business.

## Working Structure:

- Describes how your management team will operate within your life coaching business structure.

## Expertise:

- Provides details about your team's business expertise.

## Management Team Gaps

- Who else needs to be hired?

## Skills Gap:

- Explain what your life coaching company is planning to do to improve staff skills and expertise. In this section, you should address your plans for acquiring new information and knowledge.

# Financial Plan

Your Business Name or Logo

## Revenue Model

- How does your life coaching business generate revenue?

## Sales Forecast

- The sales forecast is exactly what it sounds like: your projections, or forecast, of what you think you will sell in a given period.

## Financial Highlights

- How do you project your topline financials over the next five years?

## Funding Requirements/Use of Funds

- How much money will you need to start and/or run your life coaching business? How will you use these funds?

# Appendix

Your Business Name or Logo

A business plan's appendix is the place where you can include any additional documents that you want to use to give your readers a feel for your services, marketing, services, etc.

Some examples:

- Startup Costs sheet
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement