



Assignment Activation Checklist

From Revelation to Revenue



Welcome, Ambassador!

I'm JJ, Founder of The Assignment Academy

You must be ready to step into your assignment and build a purpose-driven, profitable and powerful coaching business. I'm here for that!



Every coach has a unique gift to offer the world, and my mission is to help you unlock and share that gift in the most impactful way. Whether you're here to inspire transformation, promote healing, or lead others to their highest potential, this is your roadmap to guide you through the stages of launching a business that aligns with your values and serves those you're called to help.

What This Checklist Covers:

- **Laying the Groundwork:** From defining your 'why' to understanding who you're destined to serve, we begin at the core of your coaching vision.
- **Building Your Brand:** Identify the key elements of your brand identity and how it resonates with your ideal clients.
- **Market Insights:** Steps to conduct essential market research, setting the stage for a business that meets real needs.
- **Legal and Technical Setup:** Covering the business formation, legalities, and the digital tools that will support your operations.
- **Lead Capture Strategies:** Tips on creating compelling lead magnets to attract and nurture your future clients.

This checklist is designed to organise your actions and ensure you're building on a solid foundation. It's the first of many steps towards creating a business that doesn't just exist to make profits but to enact genuine transformation in people's lives while aligning you with your Kingdom purpose..

Let's get started!

[The Assignment Academy](#)

Step 1. Mindset and Foundation

1. Identify Your Why:

- Clarify the core reason behind your desire to become a coach.
- What drives you? Is it a personal journey, a desire to impact lives, or a specific vision for change?

2. Define Who You Want to Serve and Why:

- Specify your target audience. Who do they embody, and why do you feel drawn to help this particular group?
- Understand the connection between your experiences and their needs.

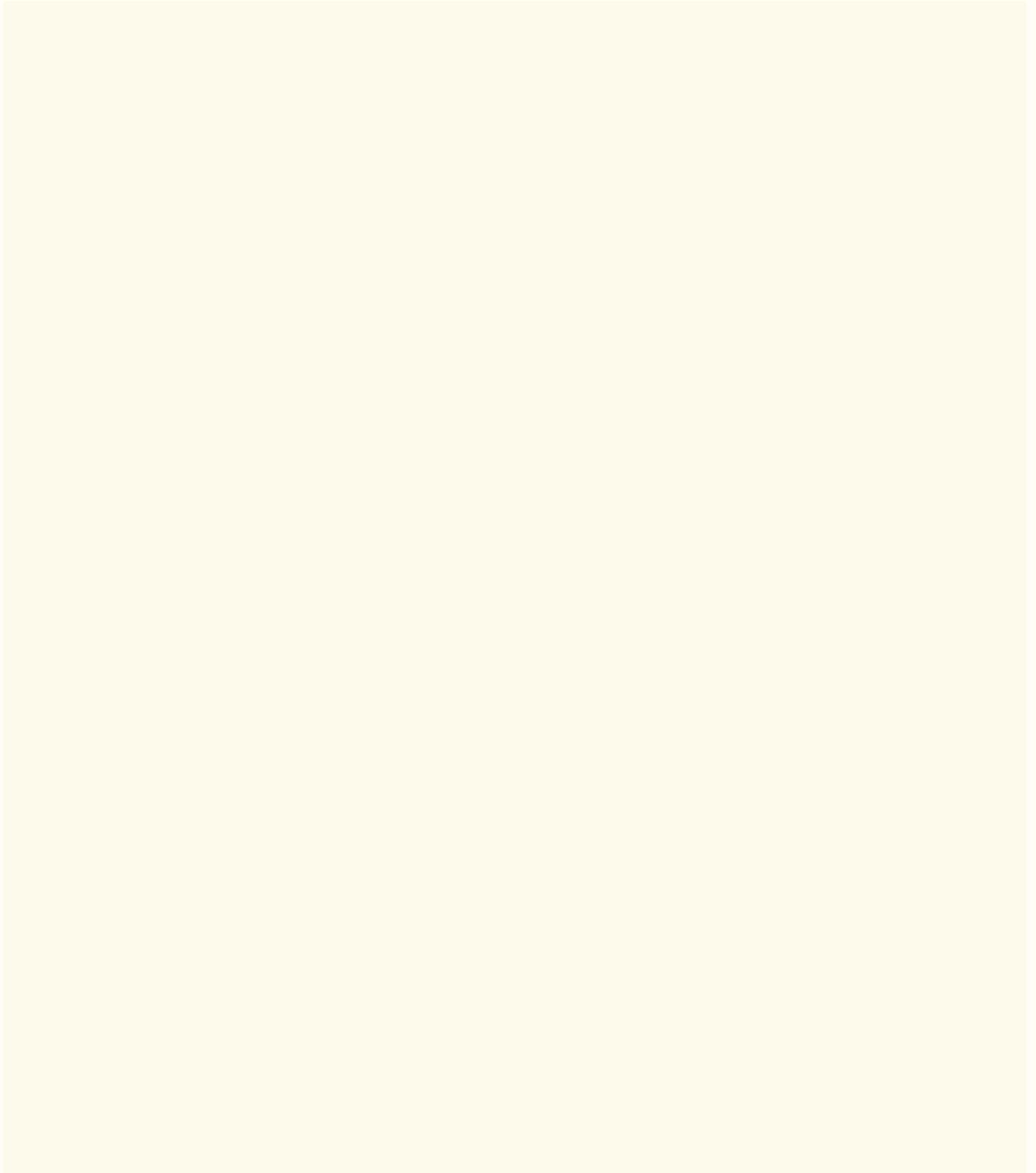
3. Articulate the Problem You Solve:

- Determine the main challenge or issue your coaching aims to address.
- Why are you the right person to tackle this problem?
- Reflect on your unique insights and experiences that equip you to provide solutions.

4. Choose Your Service Delivery Methods:

- Select the vehicles through which you will offer your coaching services.
- Consider formats that align with both your strengths as a coach and the preferences of your ideal clients.
- Why did you choose these methods, and how do they facilitate effective support and learning for your clients?

Step 1. Mindset and Foundation



Step 2. Understanding Your Brand Identity

1. Define Your Brand's Core Values:

- What are the core values that underpin your coaching business? How do these values influence your coaching philosophy and approach?

2. Identify Your Brand's Personality:

- If your brand were a person, how would you describe its personality? Consider traits that resonate with your ideal client while reflecting your unique coaching style.

3. Craft Your Brand's Visual Identity:

- What visual elements will represent your brand? Consider your logo, color scheme, typography, and imagery. How do these elements communicate your brand's personality and values?

4. Determine Your Brand's Voice and Tone:

- How do you communicate with your audience? Is your brand voice professional, friendly, inspirational, or perhaps a mix? Ensure your brand's tone is consistent and resonates with your target clients.

5. Define Your Unique Selling Proposition (USP):

- What makes your coaching service stand out from others? Identify your unique strengths and how they benefit your clients, focusing on what sets your coaching apart, and what clients can expect from your coaching.

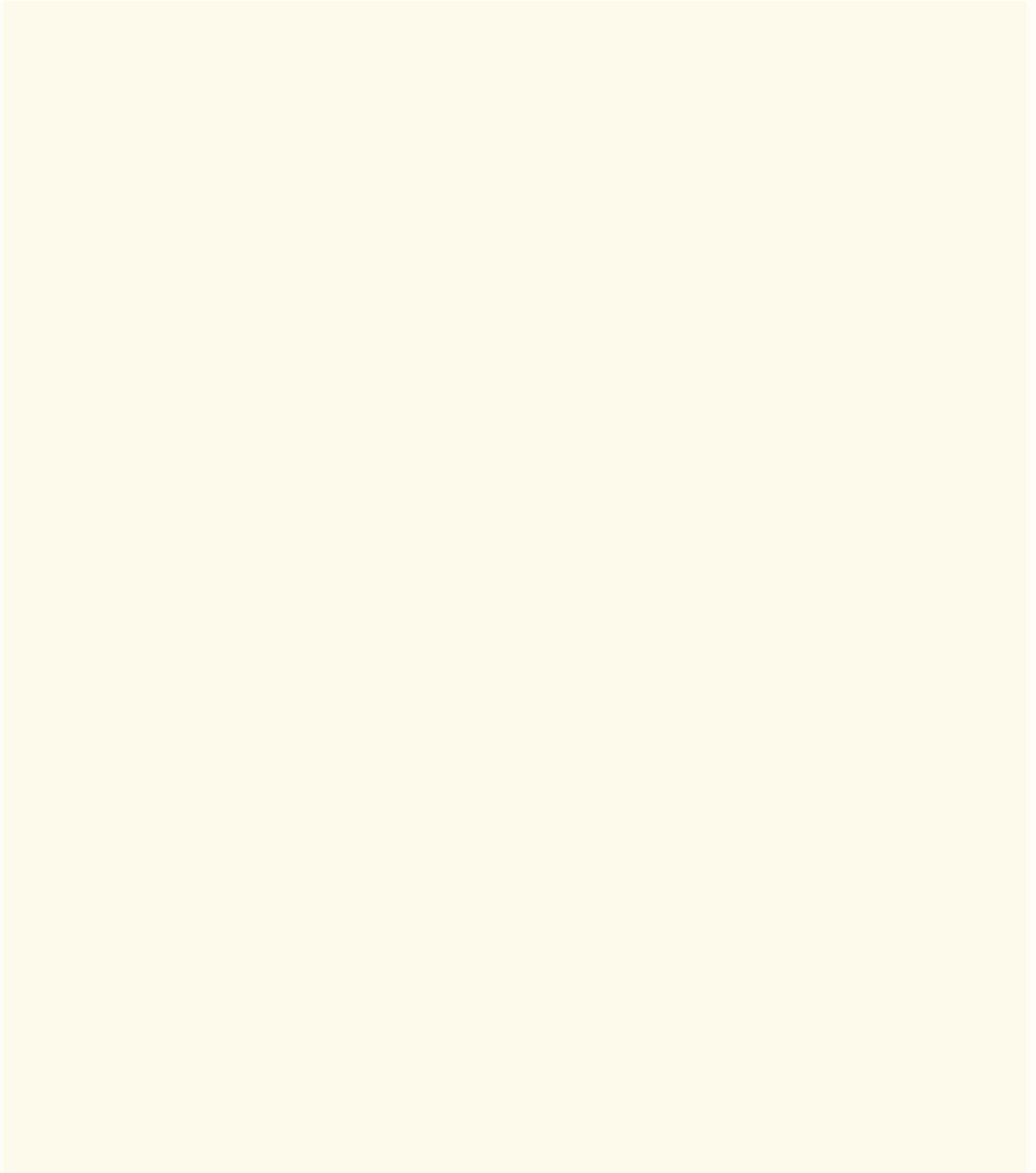
6. Outline Your Brand's Story:

- What is the story behind your coaching business? How does your journey and background inform your brand's mission & values?

7. Assess Your Brand's Online Presence:

- How does your brand present itself online? Review your website, and social media platforms to ensure they align with your brand identity.

Step 2. Understanding Your Brand Identity



Step 3. Market Research and Ideal Client Clarification

1. Conduct Market Research:

- Delve into the coaching industry to uncover trends and demands within your desired niche. Employ a mix of surveys, interviews, and online research to understand what your potential clients are seeking.
- Analyze findings to identify gaps in the market that your coaching business can fill, focusing on areas where client needs, preferences, and challenges converge.

2. Identify Your Niche:

- Reflect on your market research to select a niche that resonates with your expertise and passion, ensuring it also reflects a clear market demand.
- Focus on carving out a unique position within the coaching market that leverages your strengths and differentiates you from competitors.

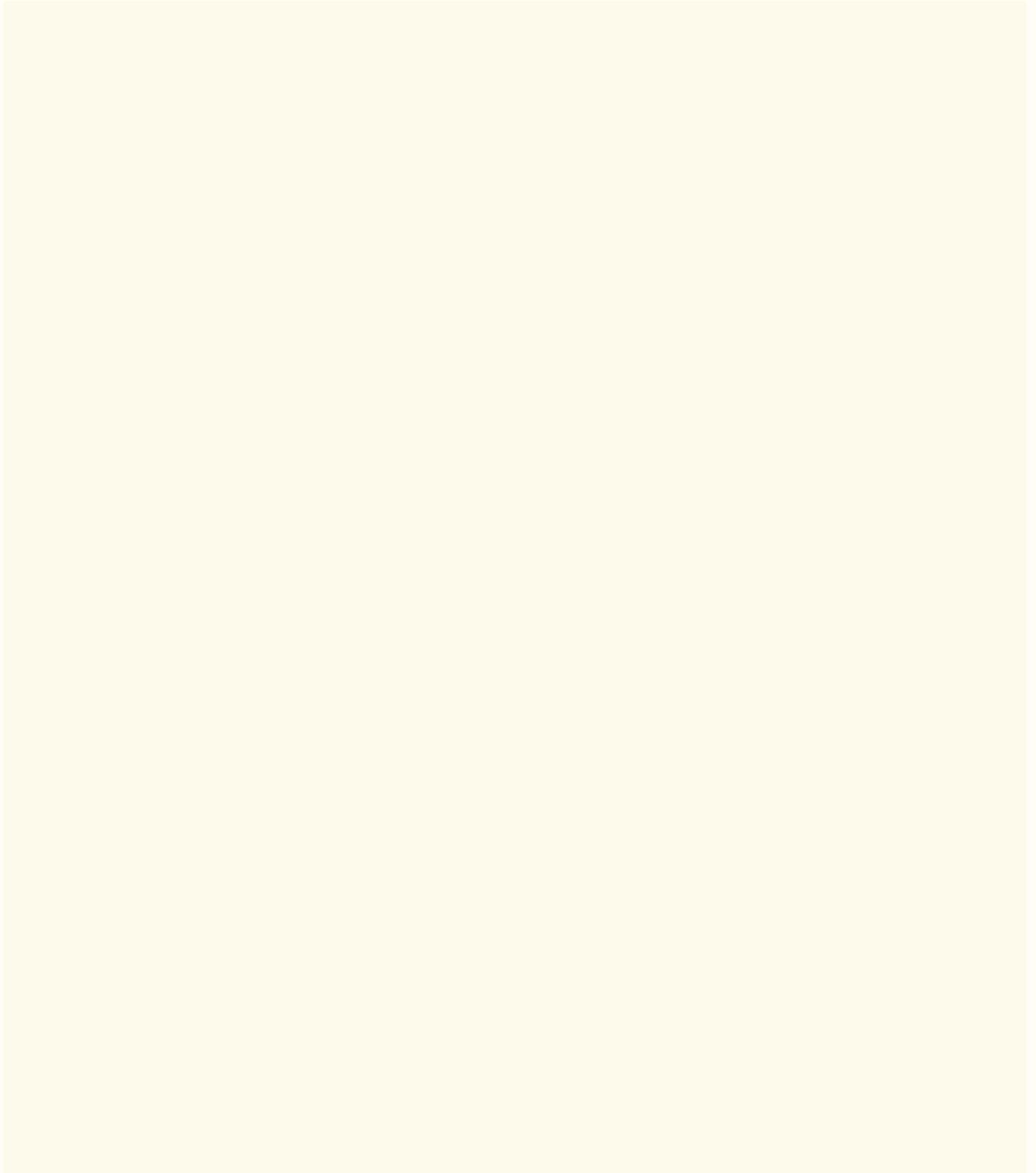
3. Clarify Your Ideal Client Avatar:

- Develop a comprehensive profile of your ideal client, incorporating both demographic and psychographic elements to fully understand their world.
- Consider their challenges, aspirations, and what drives them, aiming to create services that speak directly to their needs and desires.

4. Validate Your Business Idea:

- Test the viability of your coaching concept by seeking feedback from your target audience. Utilize tools like surveys, social media polls, and one-on-one conversations to measure interest and solicit feedback.
- Use the insights gathered to refine your business idea, ensuring it aligns with client needs and has a strong potential for success.

Step 3. Market Research and Ideal Client Clarification



Step 4. Your Coaching Offerings and Pricing Strategy

1. Define Your Coaching Services:

- Detail the specific coaching programs or services you plan to offer. Are you focusing on one-on-one coaching, group sessions, online courses, or a combination? Clearly outline the scope and structure of each service.

2. Determine Your Pricing Model:

- Decide on a pricing strategy that reflects the value of your services and matches your ideal clients' investment capability. Consider factors like the depth of the program, length, and exclusiveness.

3. Create Packages and Programs:

- Bundle your services into attractive packages or programs that cater to different needs and budgets. Consider offering a range of options, from entry-level to premium, to accommodate various client segments.

4. Establish Clear Outcomes and Benefits:

- For each offering, clearly communicate the expected outcomes, benefits, and transformations clients can anticipate. This clarity helps justify your pricing and encourages investment.

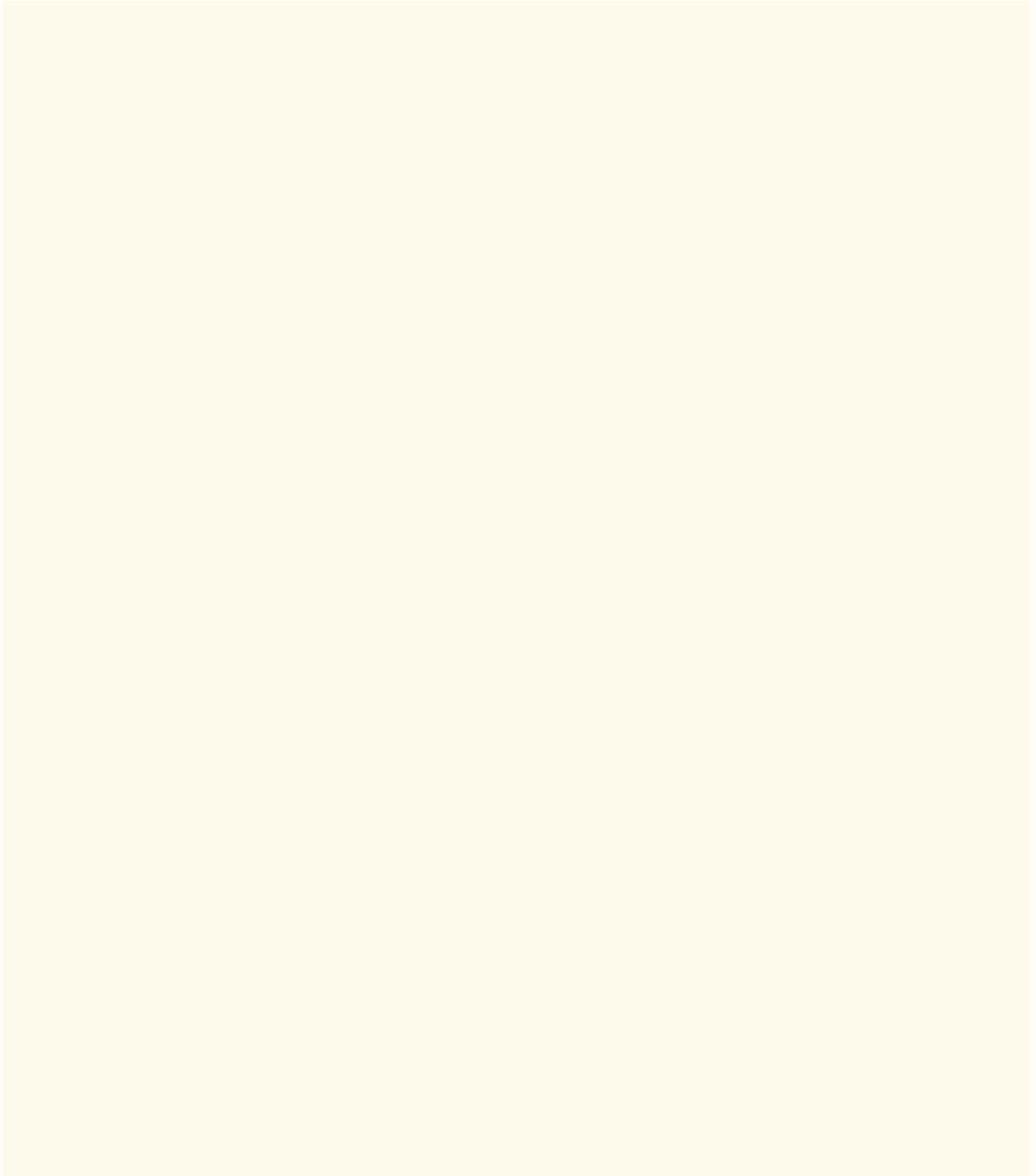
5. Review Competitor Pricing and Offerings:

- Conduct a market analysis to understand the pricing and services offered by competitors. This insight will help you position your offerings competitively while ensuring they're unique and compelling.

6. Create a Lifestyle & Financial Plan:

- Develop a financial plan that covers your business expenses, desired income, and how your pricing strategy supports these financial goals. Ensure there's a clear path to profitability.

Step 4. Your Coaching Offerings and Pricing Strategy



Step 5. Optimizing Your Online Presence + Visibility

1. Content Strategy:

- Developing a Content Plan: Guidance on creating a content strategy that attracts and engages your ideal client, including blog posts, videos, and podcasts.
- Consistency and Quality: Emphasizing the importance of consistent, high-quality content that positions you as an expert and builds trust with your audience.

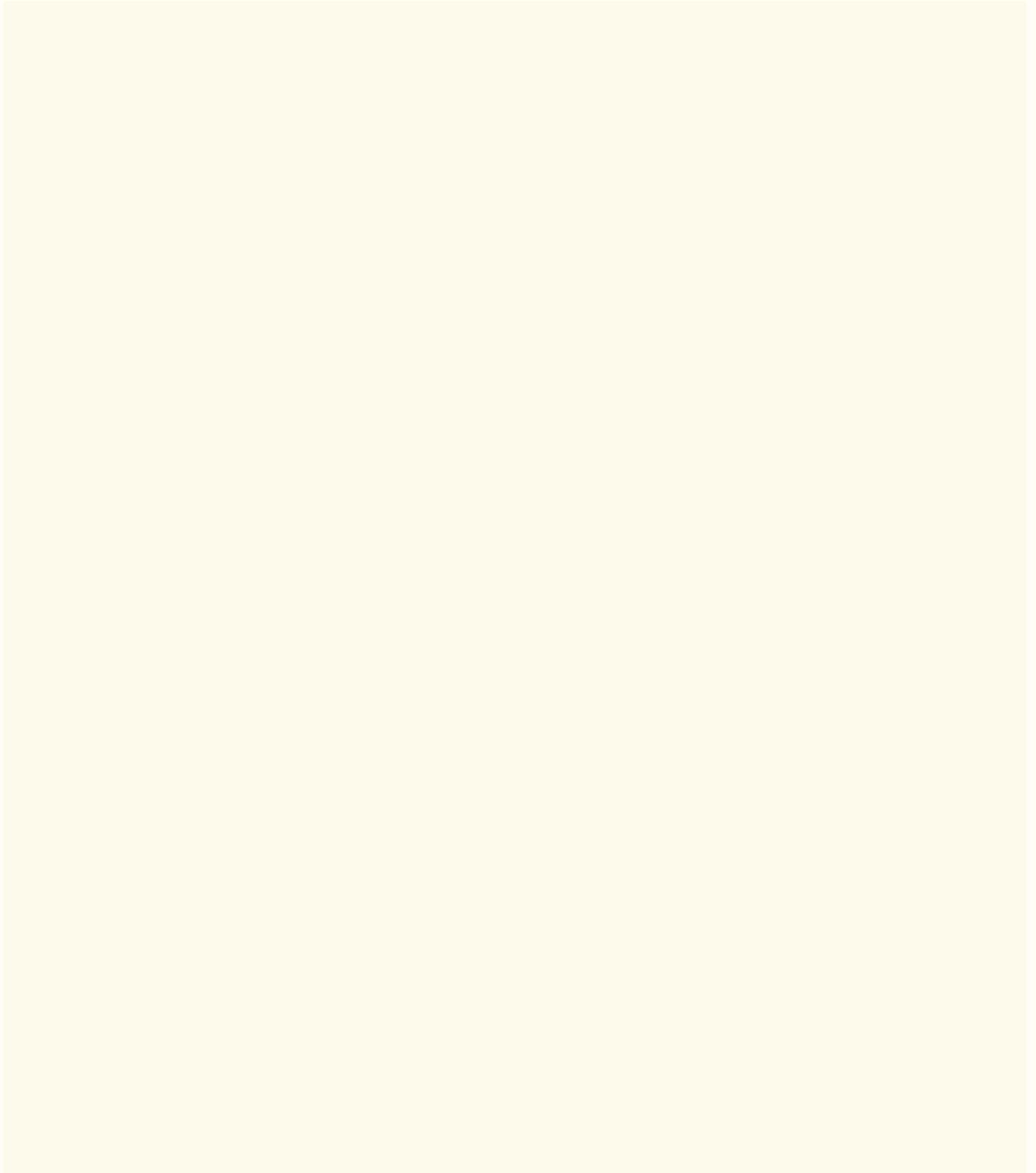
2. Social Media Engagement:

- Choosing the Right Platforms: Help in identifying which social media platforms your ideal clients use the most and how to effectively engage with them there.
- Social Media Strategy: Strategies for using social media to increase brand awareness, connect with your audience, and drive traffic to your website.
- Content and Interaction: Ideas for social media content that resonates with your audience and tips for encouraging interaction and engagement.

3. Email Marketing:

- Building Your Email List: Techniques for growing an email list of prospective clients interested in your coaching services.
- Email Campaigns: Best practices for designing email campaigns that nurture leads, provide value, & encourage conversion into paying clients.
- Automation & Personalization: Intro to email automation tools and how to use personalization to make your emails more effective.

Step 5. Building Your Online Presence + Visibility



Step 6. Client Acquisition Strategies

1. Networking and Referrals:

- Leveraging Your Network: Use personal and professional networks to gain referrals.
- Partnerships & Referrals: Establishing partnerships with other businesses or coaches to expand your reach and incentivise current clients or contacts to refer new clients.

2. Content Marketing:

- Value-Driven Content: Developing and sharing content that solves problems or addresses the pain points of your ideal client to attract them to your services.
- Lead Magnets: [Grab the guide](#) to learn how to create lead magnets to capture the contact information of potential clients.

3. Offering Free Sessions:

- Discovery Calls: Use free discovery calls as an opportunity for potential clients to learn more about your coaching style and how you can help them.

4. Speaking Engagements, LIVE's and Workshops:

- Public Speaking: Leveraging public speaking opportunities to showcase your expertise and attract clients.
- Online Workshops/Webinars: Hosting webinars or workshops on topics relevant to your ideal client to provide value and introduce your coaching services.
- Live Sessions: Utilising live streaming on social media platforms to engage with your audience in real-time, answering questions, and sharing insights that highlight your coaching approach and values.

Step 6. Client Acquisition Strategies



Extras. Business Formation and Legal Foundations:

1. Business Setup:

- Choose Your Business Name: Conduct a name search to ensure availability.
- Domain Registration: Secure a domain name and establish social media profiles aligned with your business name.
- Business Address: Consider a virtual address if operating from home to maintain privacy.

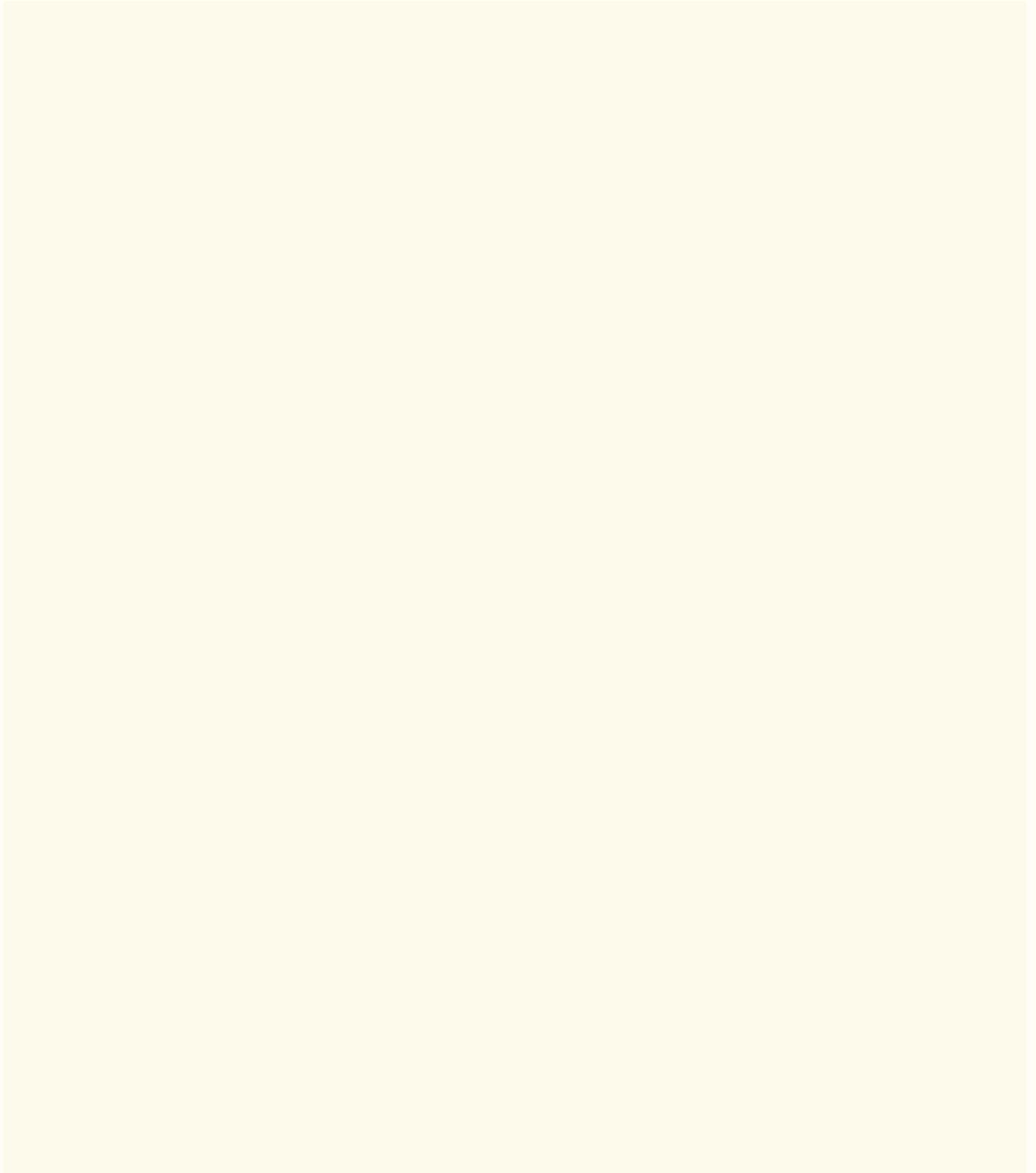
2. Legal Structure and Finances:

- Decide on a Legal Structure: Evaluate the benefits of forming a Corporation, LLC, LTD, Self-employed, sole proprietor.
- Accounting: Hire an accountant, choose an accounting system, and select your fiscal year.

3. Insurances and Legalities:

- Professional Insurance: Research and secure the right insurance policies for your coaching business to mitigate potential liabilities.
- Website and Coaching Policies: Develop and implement necessary legal policies for your website, including privacy policies, refund policies, and terms of service.
- Coaching Contracts: Create clear, comprehensive coaching contracts that outline the scope of services, payment terms, confidentiality, and cancellation policies.

Extras. Business Formation and Legal Foundations:



Extras. Business Tools & Resources

1. Communication and Scheduling:

- Appointment Scheduling Tool: Automates the process of booking sessions with clients, including reminders and calendar syncing.
- Email Marketing Platform: Essential for managing your email lists, sending out newsletters, and automating your marketing campaigns. One that integrates CRM would be helpful.
- Video Conferencing Software: For conducting virtual coaching sessions, webinars, or group coaching calls.
- Client Onboarding Software: Streamlines the process of welcoming new clients, from signing contracts to initial assessments.

2. Content Creation and Management:

- Content Management System (CMS): For creating and managing your website content easily without needing extensive technical knowledge.
- Graphic Design Tool: Enables the creation of visual content for your website, social media, and marketing materials.

3. Productivity and Organization:

- Project Management Tool: Assists in organizing tasks, deadlines, and project planning to keep you on track.
- Document Storage and Sharing Service: For securely storing and sharing files and documents with clients or team members.
- Digital Notebook or Planning Tool: Ideal for note-taking, brainstorming, and planning content or coaching sessions.

Extras. Business Tools + Resources Continued

4. Financial Management:

- Accounting Software: Simplifies financial tracking, invoicing, and tax preparation.
- Payment Processing Tool: Enables you to accept payments online securely and conveniently.

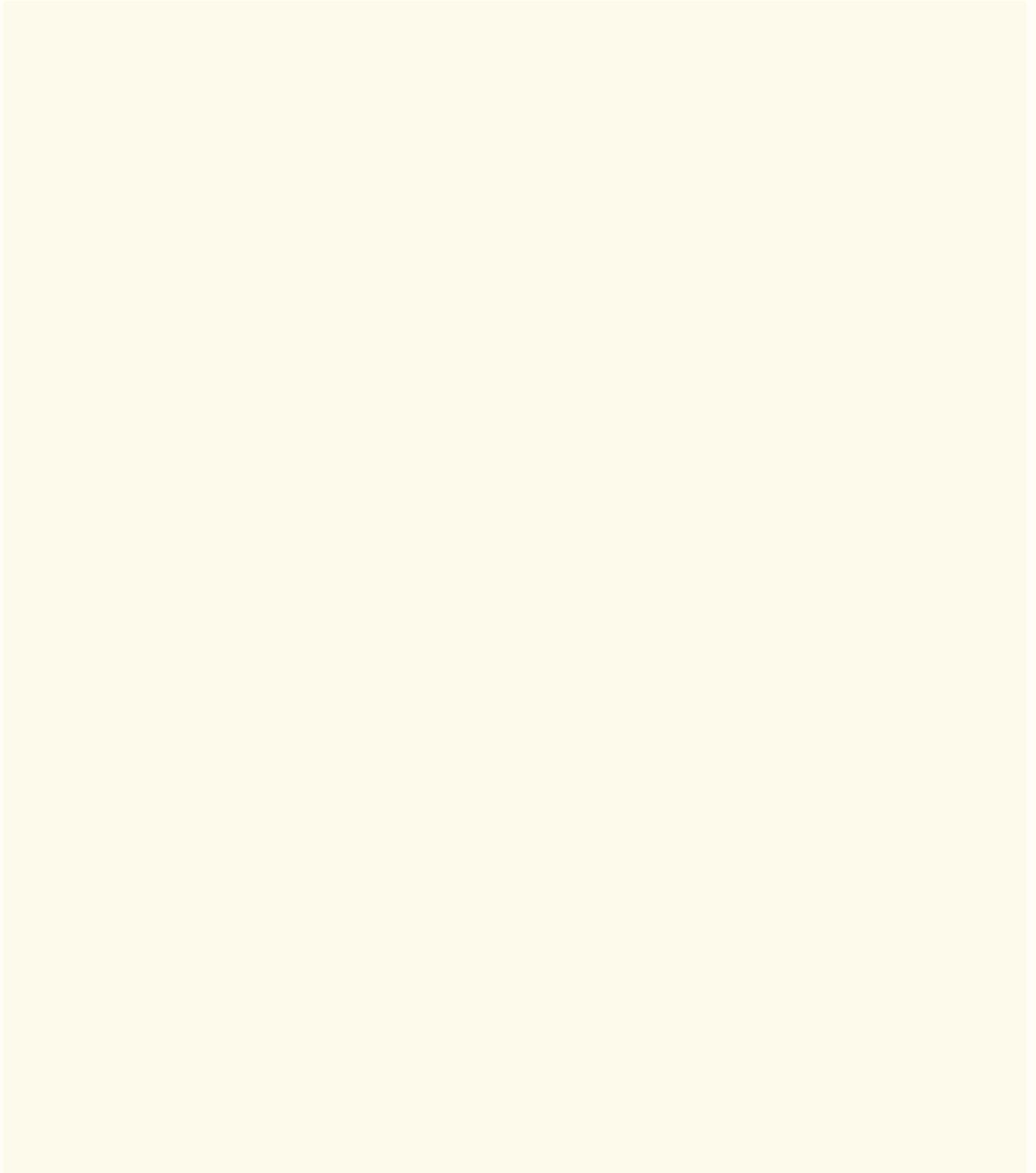
5. Marketing and Analytics:

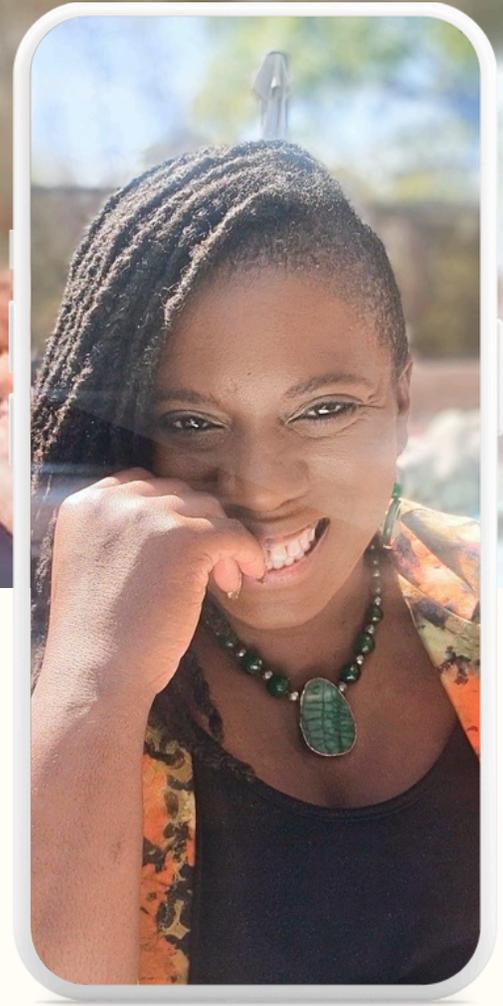
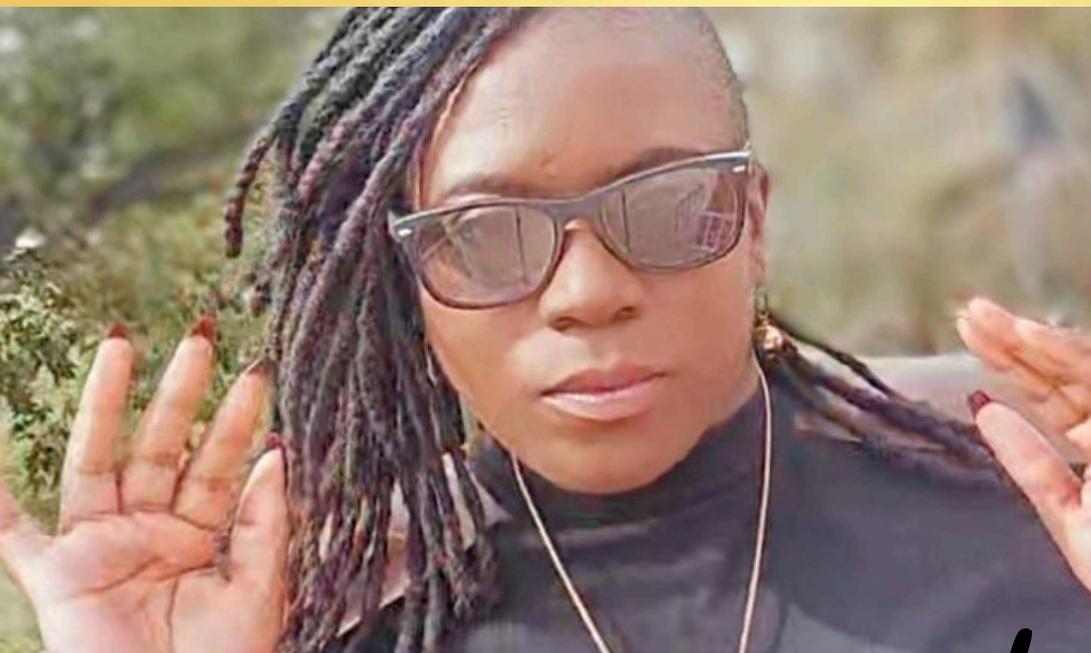
- SEO Tools: For optimizing your website's search engine ranking and visibility.
- Social Media Management Platform: Allows you to schedule posts, analyze engagement, and manage multiple social media accounts in one place.
- Analytics Platform: To track website performance, user behavior, and measure the success of your marketing efforts.

6. Security and Compliance:

- SSL Certificate for Website Security: Ensures your website is secure and builds trust with visitors.

Extras. Business Tools + Resources





Congrats!

By investing your time and energy into this process, you've taken a significant step towards launching a purpose-driven business that's not just a vision, but a viable pathway to impacting lives and walking in your purpose.

Remember, every successful coach and leader started exactly where you are now, with a passion, a plan, and a purpose.

**Thank you for allowing me to be a part of
your journey.
Can't wait to see where it takes you.**



Looking Forward To Taking Next Steps With You!

LET'S CONNECT   

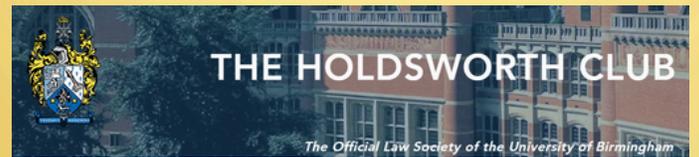
TRUSTED BY

CLIENTS & ENGAGEMENTS INCLUDE:

EVERSHEDS
SUTHERLAND



ARUP



AWARDS, HONOURS & MEMBERSHIPS

