

# 7 Step Guide To Start and Launch Your First Digital Coaching Program



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## Launch Your First Digital Coaching Program By Following This 7-Steps System

If you have a passion, knowledge, and skills on a particular topic then why keep it to yourself?

Let's take it to the world, teach others and build your coaching business around it.

This guide will show you the 7 steps that you need to follow to launch your first digital coaching program.



## Step 1

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# Choose Your Niche By Identifying Your Super Powers

This is the first step toward building your digital coaching business. Find out your niche. *The golden rule to finding your niche is to do what you are good at or love to do and also there is demand in the market for it.*

### **Answer these questions to get the clarity about your niche**

1. What problem you can solve with your skill and knowledge that is also profitable.
2. What is the target market that you will serve and help to get results?
3. What is the end result that you can bring to your target market?





## Step 2

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# Create A Magnetic Offer For Your Program

What you can offer to your target market?

This is the biggest elephant in the room. You need to create a magnetic offer that is a no-brainer and people can't refuse.

**Use these 3 strategies to create a magnetic offer:**

1. **Value Stacking:** Add multiple bonuses to your offer that will increase the perceived value of your offer.
2. **Address Real Rabbit Hole:** Write all the problems of your ideal customer and solve them with your offer.
3. **Make Journey Easy:** Your main product and all the bonus should make the journey towards end result easy.





## Step 3

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# Create Your Product

This is the time to start building your product according to your offer. You already have your offer ready. Now take each part of your offer and start building it.

### **Few steps you need to follow to build your product**

1. Record your courses or at least the main course that you offer.
2. Set up a private community for your clients.
3. Schedule the weekly live calls for your paid members.
4. Create the membership area using the tools like teachable or systeme.io
5. figure out what other things you are offering and what resources you need to create before launching your program.





## Step 4

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# Build Your Sales Funnel To Sell Your Program

This is the time to put your offer into the funnel so that you can start getting clients for your coaching program.

A funnel is a system that you build to sell your program and deliver your product to them.

**The recommended funnels to sell your coaching program are:**

1. Webinar funnel
2. Workshop funnel
3. Challenge funnel

These funnels are best to sell coaching programs as you will have enough time to build relationships and explain your coaching program to your potential clients.



**Sales Funnel Marketing**





## Step 5

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# Create A Lead Magnet To Attract New People

Once you have picked your funnel, it's time to build your lead magnet.

Your webinar, workshop, or challenge will work as a lead magnet that will attract new people into your funnel.

Work on it and decide what content you will deliver to the audience at this stage so that they feel empowered. Also, work on the sales pitch that you will make at the end of your lead magnet.



## Step 6

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# Start Building Your Influence To Gain Trust And Generate Leads

You have everything ready but still, no one knows as an expert coach. You have to create influence in the market and build trust.

The best way to do it is by creating valuable content that talks about your ideal customer's dreams, desires, pain points, etc. Also, your content should add value by solving problems for your audience.

There are 3 types of content you can create. Blogs, podcasts, and videos. Choose the content type that you think you can start immediately. But eventually include videos in your content strategy. Videos are a powerful way to build trust with your audience.







## Step 7

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# Sell Your Program And Build Community

Now you can sell your coaching program as you have everything ready. Your content will help you to build an audience. But don't depend on only free traffic. You have to run ads to get predictable leads and sales for your coaching program.

Once you start getting sales, build the community of your students. Your focus should be on building a powerful community where people are connected with each other and helping each other to reach their desired goals.

This is the key to success in today's world. Many people sell courses and coaching but a strong community will help you to stand out and stay in this game for a very long period of time.





## Bonus Step

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# Invest In a Mentor To Stay Focused and Launch Fast

This is a bonus step that plays a crucial role in your success as a coach. Even if you are a coach himself, you need to invest in a mentor. The most successful entrepreneurs in the world have this one thing in common. They have a coach who guides them in their journey.

The coach will help you with focused implementation. You may know everything but the execution is difficult and life challenges make it even more difficult.

A mentor will push you and help you to stay focused and keep moving in the right direction without giving up or getting distracted by shiny objects on the way.





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