



# ***The Client Creation Program***



## ***Pre-Course Business Assessment***

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First Name:

Last Name:

Street Address:

City, State, Zip Code:

Country:

Phone Number:

Email:

Website:

Age:

Do you have a Facebook Business page? Yes ☐ No ☐

How many followers?

Do you have a Facebook group? Yes ☐ No ☐

How many members?

Do you have an Email List? Yes ☐ No ☐

How many subscribers?



1. How many coaching clients have you had? How many would you like to have a month? Why?

2. How much money are you making a month in your coaching business? How much would like to be making a month? How would reaching that income goal, change your life?



3. How are you marketing your services currently and what kinds of results are you getting with that?

4. What are you not doing that you think you should be doing in your business?



5. Why do you think you are not doing it?

6. Do you have a niche {target market}? If so, what is it? For example, I help female coaches who are struggling to get clients get their first paying clients and fill their practice?



7. If you don't have a niche yet, who ideally would you like to be helping and with what?

8. What are you passionate about and what drives your desire to have a successful coaching business? {This does not necessarily have to do with business} For example, I am passionate about empowering women.



9. What has been working in your business?

10. What's not working in your business?



11. What do you wish you had that you don't have now in your business?

12. What business or personal development programs have you invested in?





13. Who are some leaders in your niche that you admire and why?

14. What are your biggest challenges in your coaching business?



15. What made you sign up for the Client Creation Program?

16. What do you hope to gain from the Client Creation Program?