

# Practice Design

Designing the ideal practice. Please respond to each question in the space provided.

## I WORK WITH PEOPLE WHO

ARE \_\_\_\_\_

WANT \_\_\_\_\_

CAN \_\_\_\_\_

## I SPECIALIZE IN THE FOLLOWING AREAS OF COACHING

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SPECIAL FEATURES OF MY COACHING

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SPECIFIC BENEFITS OF MY COACHING TO CLIENTS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## BASIC MESSAGE I SHARE WITH CLIENTS

\_\_\_\_\_

## WHAT MAKES MY COACHING IRRESISTIBLE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 5 SERVICE UPGRADES I OFFER THAT MOST CONSULTANTS DO NOT

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SUPER SIX REFERRAL SOURCES**

- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS
- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS
- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS
- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS
- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS
- \_\_\_\_\_ HAS AGREED TO SEND ME \_\_\_\_\_ CLIENTS

**FINANCIAL SUCCESS**

I CHARGE \$ \_\_\_\_\_ PER MONTH AND/OR \$ \_\_\_\_\_ PER HOUR

MY PRACTICE IS FULL WITH \_\_\_\_\_ CLIENTS @ AVERAGE OF \$ \_\_\_\_\_ /MO = \$ \_\_\_\_\_ MONTH

**MY CLIENTS COME VIA**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

I WORK AN AVERAGE OF \_\_\_\_\_ HOURS PER WEEK, AS FOLLOWS \_\_\_\_\_

I SPEND \_\_\_\_\_ HOURS PER WEEK MARKETING MYSELF, WHICH IS \_\_\_\_\_ % OF MY BILLING HOURS

MY ENTIRE BUSINESS EXPENSES ARE \$ \_\_\_\_\_ MONTHLY WHICH IS \_\_\_\_\_ % OF MY INCOME

**ULTIMATELY, MY PRACTICE LOOKS LIKE THIS:**

**MONTHLY REVENUE**        \$ \_\_\_\_\_

**NUMBER OF CLIENTS**    \_\_\_\_\_

**WEEKLY BILLED HOURS**   \_\_\_\_\_

**HOURLY RATE**            \$ \_\_\_\_\_

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