



13 tips on how to create a coaching program.

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Hi! I'm Inger, copywriter, coach, and writer.

I've run writing programs, business programs for coaches, programs with weird titles like, 'Tiger's Nest' and 'Leopard Print Underwear Optional', and a string of workshops and webinars.

In my previous life, when I worked at the Norwegian Embassy in London, I ran multiple events a week and helped plan everything from Royal visits to London Fashion Week.

I also use to live at a Tibetan Buddhist center where I helped plan (and participated in) events, ceremonies, and retreats.

I'm now pouring everything I've learned so far about planning and running events into this book for three reasons:

One, too many of my awesome colleagues never get their programs off the ground because of 'now is not the right time,' or 'I don't know enough.' They overcomplicate the process and lurk in the shadows. This makes me sad.

Two, I've witnessed too many people throw programs together based on what they think their hypothetical 'ideal client' needs. None of us fortune tellers. We don't know what people need. People don't know what they need. I don't know what I need! This approach makes me crazy, and I want to shout 'Hey! Do this instead!' But since no one is asking for my advice, and you know boundaries. . . I'm writing this book instead.

Three, a lot of people have great ideas, but the execution is exhausting. The irony of running programs that will help us 'live our best lives!' while the person who is running them is slowly dying inside, is not lost on any of us.

Luckily there is a better way. An easier way. A funner way. I teach this approach to my clients. These clients make money, get new clients, and are damn proud of what they do and how they do it.



That is what I want for you as well.

Also. People sometimes ask me:

'Can you tell me where to start?'

'What's your booking system?'

'How do I price my work?'

'Do I need a website?'

'I'm just starting out. Can I still run a program or do I have to wait?'

This made me think, 'If **one** person wants to know this, the answer might be helpful for other people as well.'

So here you are. My 13 best tips for creating a coaching program. Take what inspires you. Make it your own. Try it on for size. Experiment.

Last but not least, have fun with this:)



CREATING A COACHING PROGRAM **tip number one**

What program would you create if you didn't have to justify it?

Run with that idea.

Don't overthink it.

Trust yourself.

CREATING A COACHING PROGRAM tip number two

If it feels too big, make it smaller.

If a five-week program feels too big, can it be a three-day workshop? Maybe you can run book-club, just to grow your program muscles? Can it be a challenge? A two-week program?

What can you start creating within the next ten minutes?
Do that.

CREATING A COACHING PROGRAM tip number three

Forget everything you've learned about ideal clients.

Instead, focus on what problems you love solving. The people who need the solution to that problem will be your ideal clients.

Get super specific here. If you're a writing coach, do you help people with their copy, do you help people write manuscripts, poems, comedy, what?

If you're a business coach, what business problems do you love to solve? What part of the business lights you up? Morning routine? Accounting? Marketing? Take creative risks? Whatever it is, teach *that*.

CREATING A COACHING PROGRAM tip number four

Clarity over clever, always.

It can be tempting to shroud your programs in poetic phrases like, 'be more aligned' and 'embody your inner abundance goddess.'

Why should I be more aligned?

Why should I embody my inner abundance goddess?

How will my life be better?

What transformation can I expect?

Tell me. Drop the clever phrases and just talk to me like I'm a regular person.

Show me the transformation. With words I can understand and take action on.

CREATING A COACHING PROGRAM tip number five

If you catch yourself thinking :

- I'd love to run a program, but I don't have very many Instagram followers.
- If only I could hire a video crew.
- I don't know how to build a community platform.

... stop. Do you need any of the above? Nope.

You can run your program any way you want.

If recording a bunch of videos feels draining, drop it.

If the idea of learning Kajabi or Teachable makes you batshit crazy, don't.

Ask: what's the easiest way I can run this? What are some other options? Audio recordings? Live sessions? Something with art? What would make it more fun?

Speaking of fun.

CREATING A COACHING PROGRAM tip number six

Get clear on your values.

My values are connection, beauty, spirituality, humor, and freedom.

If the way I'm **planning** my programs doesn't match my values, I need to start over.

If the way I'm **running** my program doesn't match my values, I'll end up drained, bitter, and upset.

Your values are your antidote to compare and despair, and they help you stay centered and on course.

CREATING A COACHING PROGRAM tip number seven

Stop overthinking.

You learn by doing. You don't need to spend two hours getting into an inspired mindset before you get going.

You also don't need to have it all figured out before you start.

You need your values to point you in the right direction, but you need action for progress.

PS: When I ask myself, 'Am I overthinking this?' the answer is always YES. Then I go and do something.

(T-shirt design by Sarah Seidelmann.)



CREATING A COACHING PROGRAM **tip number eight**

Create programs for people who already want what you want.

Convincing people is exhausting.

Preaching is a no-go zone.

Lecturing makes us come across as Aunt Lydia from the Handmaid's Tale.

(I've been guilty of all of the above. Why do you think I'm mentioning it?)

The moment you find yourself thinking, 'everyone should be exercising!' or 'everyone needs to make more money!' and 'if only people knew about the benefits of journaling every day,' you're in preacher mode.

And can you feel how tense and offputting those statements are?

Instead. . . .

Speak to the people who desire what you desire. Invite them in. Give them tools that will benefit them on their journey. Treat them as equals, not like someone who needs saving.

See the difference?

CREATING A COACHING PROGRAM tip number nine

Make it easy for people to say NO to your program.

As in, who is this program *not* for?

The easiest way to make sure you don't end up with a lot of clients who don't get your work (or you) is to let your personality and passions sparkle and shine.

I've often been told that I have too much energy and I talk too much. Some people also find it weird that I'm spiritual *and* love having my nails painted.

Since I'm not here to make everyone like me, I let my personality come alive on the page. I talk about all my contradictions. Things I'm passionate about. What I'm into.

I weave it all together. If/when people don't like it, they don't hire me.

Win, win.

CREATING A COACHING PROGRAM tip number ten

Make it easy for people to sign up.

Too many people opt for, 'text me if you're interested or 'DM me if you want me to send you an email about this program.'

That's too many steps, and also confusing. It makes me want to cry.

You don't need a complicated website with elaborate designs and brand colors. But you do need to make it easy for people to enroll in your program.

If you're talking about your program on social media, make sure there is a link to the program. 'Check out my website' is a big no-no.

Be kind. Provide the link. We're lazy. We don't like to squint and type in website addresses.

Speaking of websites. . .

CREATING A COACHING PROGRAM **tip number eleven**

Read through your sales page.

Is it clear?

Is it easy for potential clients to find information like dates, where, when, and cost?

Is it easy to sign up?

Are the benefits clear?

If you bore yourself to death, revamp it. What slang, phrases and fun examples would you use? How can you make it sound more like YOU? What would make your clients feel heard and seen?

Use language that conjures up images.

Skip life-coach speak and dime-a-dozen phrases.

Avoid lengthy paragraphs.

Less is more.

CREATING A COACHING PROGRAM tip number twelve

You know more than you think you do.

CREATING A COACHING PROGRAM tip number thirteen

There is no such thing as a bad program or a good program.

There are programs that are stressful to run.

There are programs that make you go, 'I could have done that!'

There are programs that never see the light of day.

There are poorly explained programs.

There are programs that don't sell for no apparent reason.

There are no formulas or 'secret' methods.

But there are things that point you in the right direction.

Like these tips.

I hope you can use them.

And I hope you create your program:)

One last thing. . .

After reading these tips, you might go, 'I've been doing it all wrong! I'm so stupid.'

Not at all. We're all learning. We all have to start somewhere. Plus, so much of this stuff is not intuitive.

So don't beat yourself up.

Congratulate yourself for having come this far.

Start planning your next program with enthusiasm and joy.

And remember, no one has to love it but you. If you love it, that energy is infectious and attractive. If you feel *meh* about it, go back to the drawing board.

Think: what else can I include? What would make this even more interesting?

Creating a program that speaks to your people is so much fun. It's community building, joy, and transformation, all rolled into one.

Thank you for putting *your* special brand of magic into the world.

THE END



Hello, you!

I help people run their business in a way that makes them feel like they're getting away with something.

If that's you, nice to meet you!

The world needs more people who not only love their work, but the way they do it.

I'm so glad our paths have crossed.

Inger, xoxo