



# LIFE COACHING **Business Plan**

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Congratulations on taking this big step in your career! This template is designed to help you create a business plan – a kind of roadmap to success – to define your business strategy, present your idea to investors, and set goals for future growth.

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## Instructions

To use this template, just fill in the text boxes and charts with your information. This template includes:

<b>Cover Page</b>	2
<b>Business Plan</b>	3
<b>Market Analysis Charts</b>	5
<b>SMART GOAL Mapping Template</b>	7

**Let's get  
started!**



ADD YOUR  
**Business Logo**

# Executive Summary

<b>Vision Statement</b>	
<b>Mission Statement</b>	
<b>Company</b>	
<b>Services</b>	
<b>Goals &amp; Milestones</b>	

# Value Proposition

<b>Coaching Niche</b>	
<b>Client Problem</b>	
<b>Unique Selling Proposition</b>	

## Marketing Strategy

<b>Customer Reach Strategy</b>	
<b>Referral Generation Strategy</b>	

## Pricing & Revenue Strategy

<b>Pricing &amp; Billing Strategy</b>	
<b>Revenue Streams</b>	

## Financials

<b>Projected Income</b>	
<b>Projected Expenses</b>	
<b>Projected Profit</b>	

# Certificate of Insurance

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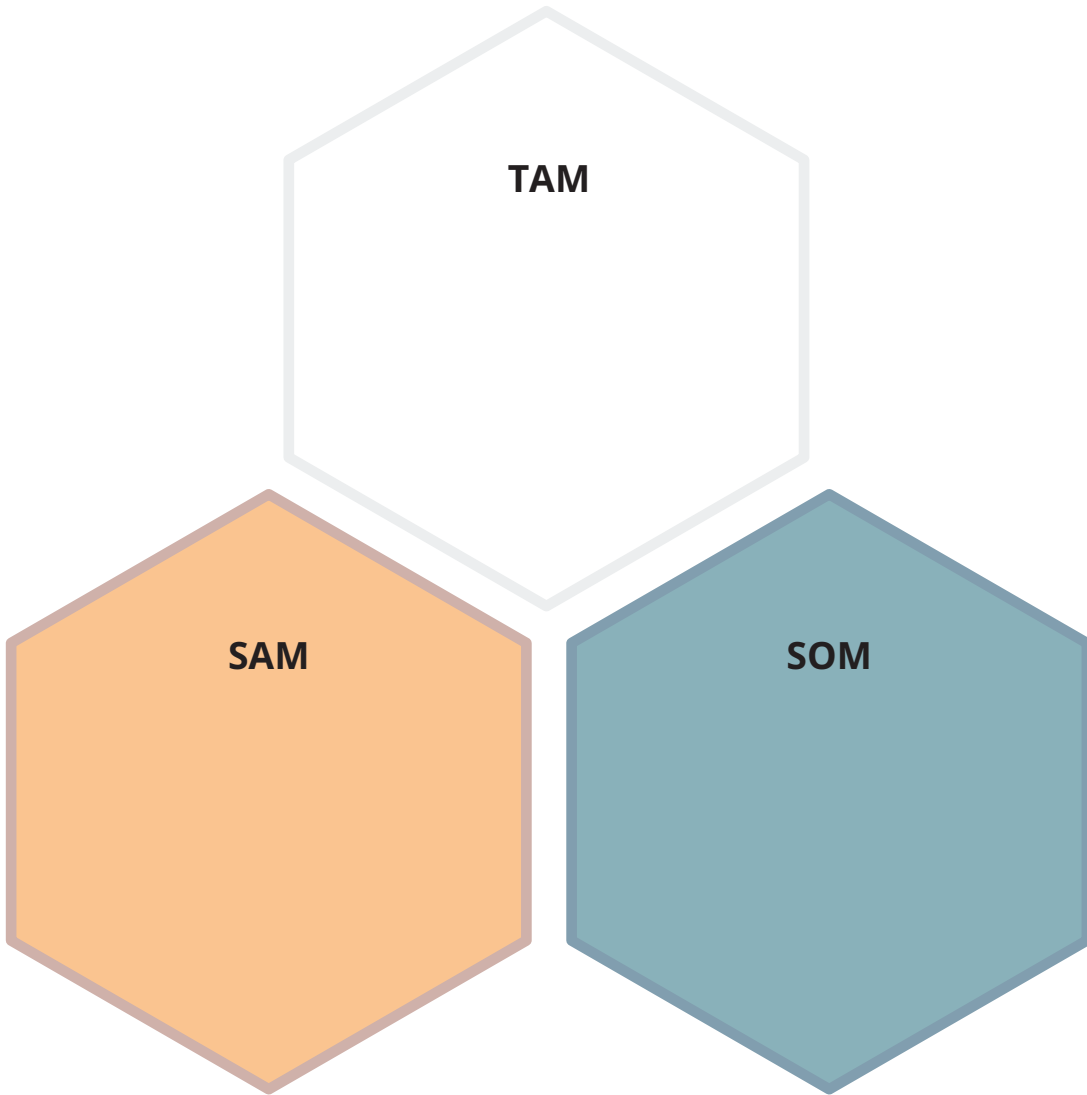
# Market Opportunity

<b>Top Competitors</b>	
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## Competitive Landscape SWOT

INTERNAL FACTORS	
Strengths	Weaknesses
EXTERNAL FACTORS	
Opportunities	Threats

# Life Coaching Market Size



<b>Total Addressable Market</b>	
<b>Serviceable Addressable Market</b>	
<b>Serviceable Obtainable Market</b>	

# SMART Goal Mapping

This one's just for you! Start by organizing your ideas so you can work smarter, not harder. When you're finished, summarize each SMART goal into one sentence and add it to the goals section of your business plan – it'll make you look smart.

<b>S</b>	What <i>specific</i> goals do you want to achieve?	1
		2
<b>M</b>	How will you <i>measure</i> your progress?	1 Metrics I will use: I will check progress every:
		2 Metrics I will use: I will check progress every:
<b>A</b>	Is each goal <i>achievable</i> ?	1 Achievement date target: Resources I need:
		2 Achievement date target: Resources I need:
<b>R</b>	How is each goal <i>relevant</i> to your business success?	1
		2
<b>T</b>	What's your <i>timeline</i> for these goals?	1 Start date: Due date:
		2 Start date: Due date:





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