

Checklist: Becoming an ADHD Coach

Stay on track as you work towards your goal of becoming an ADHD coach with this handy checklist.

1. Leverage Your Experience

- Reflect on your personal experience with ADHD (yours or a loved one's)
- Identify relevant work experience (e.g., education, counseling, healthcare, social work, etc.)
- Build familiarity with ADHD symptoms and traits, including challenges and strengths
- Sign up for sessions and allow yourself to be coached to get a feel for what techniques you find most effective

2. Build Skills Through Certification

- Complete a foundational coaching program (ADHD- and executive-function-focused)
- Choose certifications such as:
 - [Basic or Advanced ADHD Coaching Certification](#)
 - [Certified ADHD Life Coach \(CALC\)](#)
 - [ADHD Professional Credential](#)
 - [ADHD & Executive Function Coach Certification](#)
- Study how ADHD affects people across ages, genders, and backgrounds
- Take detailed notes on new tools, frameworks, and coaching techniques you learn

3. Start Your ADHD Coaching Business

Set Your Pricing & Packages

- Pick rates aligned with your experience and qualifications
- Offer monthly plans or multi-session packages
- Consider offering a discounted or free first session

Create Your Website

- Write a simple “About Me” page
- Add your pricing, packages, and scheduling/inquiries form
- Include testimonials (from coworkers or early clients)
- Make sure your contact info is easy to find

Develop Your Marketing Strategy

- Build a social media presence
- Network with ADHD coaches and attend events
- Create a client referral program
- Participate in ADHD forums or online communities

Write a Business Plan

- Executive summary
- Value proposition
- Market & competitor analysis
- Marketing strategy
- Pricing + revenue model
- Financial projections

4. Protect Your Business With Insurance

- Purchase ADHD life coach insurance with:
 - Professional liability coverage
 - General liability coverage
- Confirm that you’re covered for online or in-person coaching sessions
- Review your policy limits and renew annually

Get [life coaching insurance](#) from Insurance Canopy for as low as \$21.08/month!

5. Invest in Continuing Education

- Attend ADHD or life coaching workshops
- Read current ADHD books, research, and coaching resources
- Renew or upgrade certifications as needed
- Take business or entrepreneurship courses
- Join professional groups (e.g., ADHD Coaches Organization)
- Volunteer in your community to build experience and confidence