



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