Online Coaching Infrastructure

Why You Need Online Infrastructure

- When you start out, you look for only _a few clients_ you can serve.
- You don't a complex system for that. What you do need is tools that help you manage your workflow.
- A client only looks at your online website etc. to verify that you're a legitimate person.
- The **key components** of your online infrastructure are:
  - A very simple website
  - A professional email address
- You most likely already have a social profile on any social media channel to simply talk and engage with people.
- You can add these channels to your profile, as it gives you dimension.

#1 Online Presence Awareness

1. Look up 2-3 coaches that you admire and follow.
2. What is their online infrastructure like?
3. Do they have a website, an email address you can write to?
4. What's their social presence like?

Your Business Email

- To get started, go to one of these two places:
  - https://www.namecheap.com/
  - https://www.godaddy.com/
- Buy your preferred domain e.g. ajitnawalkha.com ($9-$15 a year). Use your first name & last name buying your domain.
- Once you have your domain name, the website will give you an option to create your email address within their server. It's a step-by-step guided process to get it done ($10-$30 a year).
- If you use this service you could create your customized email address (eg. ajit@ajitnawalkha.com) - once created you can check your email whenever you have an engagement or on a daily basis.
- **For advanced services** like sheets & documents:
  - You can buy something called a Google App Suite.
  - This is a set of apps that you can buy (GoogleDocs, Spreadsheets, etc.), + a business email included if you like.
  - Get Google Apps here. ($5-$20 a month)
- Make sure you include a standard signature in your business email, where you include all dimensions of your business, like books, social profiles, website, etc.

#2 Set Up Your Business Email

1. Buy a domain
2. Set up your business email
3. Add a signature to your business email

Online Coaching Setup

- To schedule a session with your clients online you can use softwares like Calendly or Scheduleonce, so that your clients can pick the time that works best for them.

- You can also use GoogleCalendar to schedule your sessions upfront. Find a time that works for both of you via email or text, once confirmed send a repeat invite through Google Calendar.

- To create more certainty in your business, pick specific days on which you coach.

PLATFORM FOR SESSIONS

- There are many softwares available, like Skype, Google Meet or Zoom.

- Zoom has a free version that allows you for 45min of calls at a time. Buy their basic package to enjoy unlimited calling time as well as the chance to send your clients the recorded calls once completed.

- Note: Make sure you have strong internet during your coaching conversations.

#3 Calendar & Platform

1. Set up your calendar for coaching.

2. Choose how you'll invite your clients into a conversation.

3. Choose the platform you'll use to connect online.

Your Website

- 4 different sections you want to consider having in your website design:
  - **The Homepage:** For Direction & Mission or To Collect Email Addresses. The job of the home page is to create a distinction between You vs. The Rest of the World.
  - **The About Page:** This page is about who you are and why you are who you are. Share your story on the about page so people can get to know you.
  - **Testimonials/Client Stories:** You want to tell the stories of your clients on your page so that any new potential clients can see the type of results you're able to drive for people.
  - **The Contact Page:** This page is there to simply get in touch with you. List your email on that page or use a form that reaches you. You can also add your social media profiles there so people can reach you though those.
- *Your website will not be the primary reason why your clients enrol with you. It's just a support system to give you and your clients the confidence to move forward.*
- How to set up your website:
  - **Write it:** Before you do anything, you need to **write your website**, meaning you write the copy (text) that should be on your website on an online document that you can easily share later on. Use any free note-taking software like Evernote or Google Docs to write your website.
  - **Style it:** Once you're written everything, **look for images** that support and illustrate the content you just wrote. Look through images etc. You can get stock images from shutterstock.com or similar OR get a photographer to take professional photos of you (once you know the copy that will go on it - Don't look through images before you have written the page!!! Once you have all images, save them in a folder on your computer.
  - **Publish it:** The **last piece is technology.** The simplest way is to use templatised websites like https://www.squarespace.com/ or https://www.wix.com/ and simply add your content onto them.
- If you want to create a slightly more complex version, check out https://www.fiverr.com/, there are many people who can help you implement your website here for a decent price. Be mindful that Fiverr is often a gamble though, sometimes you find a great implementer, sometimes you don't.

#4 Website

1 Write the first 3 pages of your website: Home, About, Testimonials

2 Find a few images that highlight what you wrote

3 Pick your favourite piece of technology and paste your copy + images on it.

4 Remember to use the Domain you bought when setting up your business email

Keeping Things Organised

- Once you have clients & start working with them, you'll need something that helps you keep notes and stay organised.

- **Physical Note-Taking**: The simplest way to do is a **notepad & pen**. You'll find that you'll get lost if you do that, cause things do get lost easily this way & you'll find it harder to share notes with your clients.

- **Digital Note-taking:** Another way is taking notes on your computer (e.g. https://docs.google.com/ or https://evernote.com/)

  Note: You shouldn't be taking notes on your computer while in the session. Your clients may not appreciate that. If you take notes during sessions, use a physical notebook and transfer it later onto the computer.

- There's also platforms that ofer a complete integrated suite for note-taking, billing and more. Two examples are: https://paperbell.com/ and https://www.coachesconsole.com/.

- Other ideas for community building:

  - *Building an Email List:* Sometimes people will come across you but won't want to sign up right now. In order to stay in touch, use free tools like https://mailchimp.com/ to store their email information. Start with that list once you've gotten initial traction and signed your first 10 clients.

  - *Building a Following:* Be mindful. Social media can be a great distraction when building a business. Once you're reached the 3 milestones in this track, you may want to consider showing up on 1 social media channel to stay in touch and follow up with leads and prospects.

#5 Your System

1 Pick a system that works for you to easily manage payments, keep notes, follow up and schedule coaching conversations with clients.

2 Document all your current clients and prospects in it.