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## 15 Full Practice Proficiencies

**1. Has strong menu of services that the marketplace is buying.**

Urgent need, compelling desire, investable opportunity

**2. Describes the compelling benefits your coaching provides.**

Tangible outcomes, palpable benefits, long-term positioning

**3. Knows and leverages your most attractive qualities.**

Know what you offer, strengthen your style, reduce friction

**4. Easily converts and upsells prospective clients.**

Curious to interested, free to fee, referral to client

**5. Serves a network of at least 100 professionals**

Develop team 100, add undeniable value, educate via evidence

**6. Uses assessments and other tools for marketing and delivery.**

Self scoring checklists, behavioral assessments, needs analysis

**7. Has built ample traffic to website.**

Traditional search engines, pay per click, advanced techniques

**8. Has a website converts at least 10% of visitors to the next step.**

Solution-centric, single slippery step, automatic follow up

**9. Serves current clients extremely well.**

Latest coaching skills, on top of/ahead of clients, exceed client expectations

**10. Has automated/virtualized practice and client management.**

Merchant account, Client management, Virtualize your practice

**11. Packages what you know into distributable elements.**

TeleClasses/presentations, ezines/ecourses, book/ebook/report

**12. Delivers client coaching programs that produce results.**

Run a pilot, perfect the program, document results

**13. Is a credible package.**

Top 5% of specialty, position as recognized expert, price accordingly

**14. Makes an e-impression via branding yourself and coaching.**

Tweak your listing, email signature, two-word tagline

**15. Hosts a virtual community of at least 1,000 members.**

pick your passion, website as coach, solutions factory