



Part I. Ideal Client Profile

<p>What Characteristics Describe Them? (Examples: sense of humor, curious, high integrity, high achiever, building or starting a business, pursuing personal growth, setting and reaching goals, looking for a mate, wanting life balance, etc.)</p>	
<p>What is their Occupation? (Examples: entrepreneur, high tech, executive, manager, career changer, re-entry, student, retiree, etc.)</p>	
<p>What Are Their Demographics? (Examples: vocations, age, gender, location, socio-economics, etc.)</p>	
<p>What is their response to coaching? (Examples: enthusiastic, arrive on time, pay on time, express gratitude, give feedback, rarely reschedule, give referrals, value your time, etc.)</p>	
<p>How Do You Know When It's A "Fit"? (Examples: inspiring, fun, energizing, motivating, thought-provoking, etc.)</p>	

Part II. Ideal Practice Profile

<p>Number of Clients? (Examples: do you want to have a full time practice with 15+ clients? Do you want to have corporate or retainer clients? Do you want to have only groups or teleclasses?)</p>	
<p>Weeks of coaching? (Examples: some coaches work three out of four weeks each month. You can reserve the last week for marketing, administration, R&D, etc. If that's the case then 3 coaching sessions per month. Other coaches book 4 sessions per month.)</p>	
<p>Monthly fee? (Examples: are you charging for 30, 45 or 60 minute sessions? Is there a different charge for telephone coaching versus on-site coaching? Do you charge for a program/package versus a monthly fee?)</p>	
<p>Annual Income? (How much do you want to earn as a coach? You can make \$100K if you work 40 hours per week at \$50 per hour. But that would be 40 clients each week! Do you want to charge less and work more, or charge more and work less: 20 clients at \$100/hr? Or 10 clients at \$200/hr? Whatever you decide, when starting out give yourself plenty of financial "cushion" to fall back on until you have a full practice.)</p>	
<p>Other profit centers? (Examples: assessments, leading teleclasses, group coaching, professional speaking, selling e-books, etc. Some coaches provide consulting to clients as well.)</p>	

Part III. Ideal Life Profile

Relationships? (Are you in the best relationship you can be? Do you look forward to the relationship outside of your coaching, i.e. do you have clear boundaries between work & home?)	
Vocation/Calling? (Do you have a true passion for the coaching you do? Is there another calling? What is your true purpose?)	
Location? (Are you living in the ideal location? Is your home "perfect"?)	
Vision/Dreams? (What is the vision of your life? What is your biggest dream?)	
Legacy? (What do you want to be known for? What do you want to leave to the world?)	