Business Profile Pro

Coach Launch Checklist

For coaches and trainers getting clients online

Offer

- [ ] Write your main program in one sentence: who, what, how long
- [ ] Set your prices and what is included
- [ ] Decide on intro offer (free assessment, trial session or none)

Booking

- [ ] One online booking calendar with your real availability
- [ ] Automatic confirmations and reminders
- [ ] Cancellation and no-show policy written down

Trust

- [ ] Certifications and insurance details ready to show
- [ ] Real photos of you coaching (with permission from anyone shown)
- [ ] Ask current clients for honest reviews; never write them yourself

Follow-up

- [ ] Every inquiry gets a reply within one business day
- [ ] Texting only with written consent and a registered number
- [ ] Waivers and parent consent for any minors