

# The 6-Figure Coaching Business Strategy Blueprint



I help you to achieve immense clarity on your coaching or consulting business and brand strategy, attracting more clients, increased income and freedom doing fulfilling work with that makes an impact in the world.

# Get clear on your business and brand strategy

## Key question:

### **Why did you start your own business?**

Every leader in the coaching industry can articulate why they do what they do. Of course they started to run a profitable lifestyle business, but also to solve a meaningful problem in our society and change the lives of others by using their skills or knowledge. If you're not doing that, why not?

### **Not delivering**

You probably know 80% of new coaching businesses fail in the first two years, but even the majority that trade beyond the first two years, fail to transform into a profitable lifestyle business.

### **The Coaching and Consulting Business Sweetspot**

There is a threshold where it changes from self-employment to the formation of a business. That's the VAT Threshold of £85,000 - The business sweet spot for coaches and consultants in the UK. Unfortunately, in my experience most are trading below 50% of that threshold.

### **What's going wrong?**

There are a lot of reasons but I have identified two key problems. Most coaches and consultants fail to identify their unique value and can't articulate the problems of their target audience well. The second reason is that most of them have a poor business model.

## **#1: What do you do?**

Most coaches can't articulate their true value. So you're just another Life Coach. Just another Leadership Coach. And ironically, just another Marketing Consultant struggling to generate leads and attract clients.

You are overworked, underpaid and also do work you don't like just to pay your bills and survive.

Importantly, you don't know what makes you and your business unique in the sector and can't express this to the market.

## **#2: Is that working for you?**

Business is a game of numbers, right? If you were able to pitch your business and services for investment in front of industry leaders you would have to tell what makes you unique and also present them with your business plan.

The problem is that 96% of coaches and consultants in the UK don't have a solid business plan. Does this sound like you? If yes, it's immensely possible that your business is trading under its potential because of mistaken assumptions.

### **"What do I do next?"**

Serkan Fidanci is a highly qualified and experienced expert in business development and marketing who helps coaches and consultants get a dramatic uplift in business performance, by providing them with strategic direction and clarity on their business and branding.

He helps you to get clear on your unique value proposition and challenges your business model. The intersection of his deep experience in marketing and business, results in a clear game plan to grow your business to the level it deserves.

# Get your brand message and strategy right

You have two strategy session options to choose from.

## Option 1:

2-hour business and branding strategy. £350 (This is ideal for coaches and consultants trading below the VAT Threshold of £85k)

The intense session commences with a basic nine-point business strategy designed to flush out and stress test the hidden assumptions that underpin your business.

1. Why did you start the business? Where are you now? Where to next?
2. What is the core business concept and core offering?
3. Who exactly is the ideal target customer and why them? What problem do they have and what is the value proposition?
4. Who is on your operating team and who do you need?
5. What is the route to a target minimum viable market?
6. What are your product/services and price points?
7. How will the numbers stack up? Revenues, profits, margins etc.
8. What is the business model?
9. Is the business scalable or salable? Do you have written systems and processes?

## Option 2:

3-3.5 hour business and branding strategy workshop. £600 (Typically for coaching and consulting practices currently trading above £100k).

The session commences with a basic nine-point business strategy and the brand MOT, which delivers clear recommendations for revenues and profits.

Companies trading above £150K benefit more from Option 2 because they usually want more time to unpack the value of the business. Often they need to include key staff on the call.

## About the Sessions

Every session is recorded on Zoom for your future reference and for reviewing. You need to download Zoom at [zoom.us](https://zoom.us) (its free). I don't use Skype because I have found it is clunky especially when there are more than two people on the call.

## And then what?

The Accountability Programmes (Optional)

The conclusion of either session will result in a set of clear recommendations for the next 30 days, 90 days and moving forward over next 12-18 months. Invariably, there's a lot you will be able to do yourself. But often clients need support to maintain momentum and drive the outcomes. If appropriate I will recommend the most appropriate of three accountability support programmes:

- 3-6 months
- 6-12 months
- 12-24 months

## Work One-to-One

Of course, you can also book individual sessions to work with Serkan individually at any time after the initial session.

# About your mentor



## Serkan Fidanci

Serkan is an expert in branding and marketing strategy, customer offering design and business coaching.

"My clients are typically ambitious coaches and consultants running a business for 3 to 5 years. They want to grow their business and build a more profitable lifestyle business with 6-figure revenue.

They are very good at what they do but often have no training in management, marketing and sales to run a successful business. They don't have a documented business plan and are running a business based on their memory or even luck.

The Business and Brand Strategy session helps them to achieve clarity on their business model and the necessary next steps to grow their business to the level it deserves.

Most of them realise that they are sitting on a mountain of values and were undervaluing themselves.

My aim is to help you get the commercial results you desire, so that you can make the contribution in society that you've always dreamed of.

My aim is to help people who are focused on really making a difference in the lives of others."

### Next Step

The next step is to contact Serkan on [sf@serkanfidanci.com](mailto:sf@serkanfidanci.com) and chat. Let's be really sure you will benefit from this approach.

### One Last Thing

Payment for the sessions are upfront. You are buying an intense strategy session that will shave immense amounts of time off your business learning curve and add value to your top and bottomline performance. It is a very focused conversation. I need your full attention.