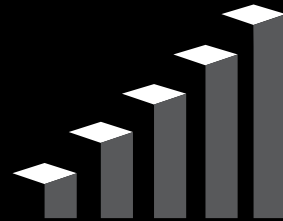


# 5 STEPS

TO BUILDING A SUSTAINABLE  
COACHING BUSINESS

**OPEX**



# INTRODUCTION

As coaches, we love designing programs, interacting with clients on the floor, and conducting assessments. But the business side of coaching tends to get overlooked. While easy to do, this is a major mistake as your business savvy determines whether your career will be long and fulfilling or short lived.

But how do you build a sustainable and profitable business?

**By following the OPEX 5 Ms.**

Pulled directly from the Business of Coaching module in the [OPEX Coaching Certificate Program \(CCP\)](#) the 5 Ms is the first step to operating a sustainable and profitable coaching business.





## MEANING

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The first step to creating a successful coaching business is defining your meaning. Everyone's meaning will be different but understanding your "why" will help you deliver a service that is aligned with your core values. Your "why" will also influence your entire business model, your ideal client, and how your gym is operated.

**Define your meaning by answering the following questions:**

*Why do you coach?*

*What is your coaching personality?*

*What do you want out of coaching?*



# MODEL

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To create a career as a professional coach you must develop a framework for how you are going to deliver your service. This is called your model. Defining your business model will help you define your revenue streams, your cost structure, who you hire and all further aspects of your coaching business.

Choose the model:

## **Define your ideal customer journey.**

*How will your customers interact with your business over time?*

*What are their critical decision-making touch points?*

## **Define your business model.**

*What business model do you want to run?*

- Personal training
- Group fitness classes
- Remote coaching
- The OPEX Individual Design model

*How will this model serve you (the coach) and your clients?*

- Lifestyle requirements
- Working hours
- Hourly income
- Client needs and long-term results



## MARKET

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A successful coaching business needs a steady stream of clients. In order to attract those clients, you need to define and intimately know your ideal client. Once defined, you need to create a strategy to attract your ideal client over and over again that involves marketing and advertising.

### **Define your ideal client:**

*Who is your ideal client?*

- Demographics: Age, gender, income, a particular area of town, etc.
- Psychographics: Where do they spend time, what do they read, what do they listen to, what do they search online, what makes them think, what are their core interests?

*What problem are they currently facing, or will they face in the future?*

*How do they want to be served?*

*What demands and expectations do they have?*

*How will your business solve your ideal clients' problem?*

*How will you connect with and attract your ideal client?*

*What marketing and advertising will you use to connect with and attract those ideal clients?*



## MANAGEMENT

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Coaching businesses are only as good as their systems. You must develop systems and standard operating procedures to deliver an amazing customer experience to each and every client, every single day.

### **Define your standard operating procedures:**

*What is your ideal customer experience?*

- How are your clients onboarded?
- How do you communicate with your clients on a daily, weekly, monthly basis?
- What happens when they walk into your gym?
- How many touchpoints does each client receive during their training session?
- How is your equipment laid out and why?

*What are the key business activities required to deliver the ideal customer experience?*

*What metric will you track in order to repeat this?*

*How will you measure your performance and client satisfaction?*

*How do you spend your time?*



## MONEY

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To become a professional coach, you must master your financials. Without money, you don't have a coaching business. The last M is all about understanding where your money comes from, where it goes, and the ratio between the two.

### **Define your cash flow:**

*What are your sources of revenue?*

*What is your total monthly income?*

*What expenses do you have?*

*What are your total monthly expenses?*

*What is the ratio between your income and expenses?*

*How much are you making per hour?*

*How can you improve this ratio?*



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**The 5 Ms is the first step to operating a sustainable and profitable coaching business.**

# CONCLUSION

While we might identify as coaches, we are business owners first. The OPEX 5 Ms are the perfect starting point for coaches looking to improve their business practices. When used, the 5 Ms gives you the tools you need to create a sustainable, successful and above all, professional coaching business.

## WHAT TO DO NEXT?

The 5 Ms is just one part of The Business of Coaching module in the OPEX System of Coaching. Get introduced to more of The Business of Coaching and the whole OPEX System with our latest course, [The Free 7-Day OPEX Coaching Course](#).

**The Free 7-Day OPEX Coaching Course** introduces you to our system of personalized fitness coaching. Along with the course, you receive a 20-page reference guide and more than a dozen resources to implement with your clients immediately.



SIGN-UP FOR THE FREE 7-DAY COACHING COURSE, TODAY.

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