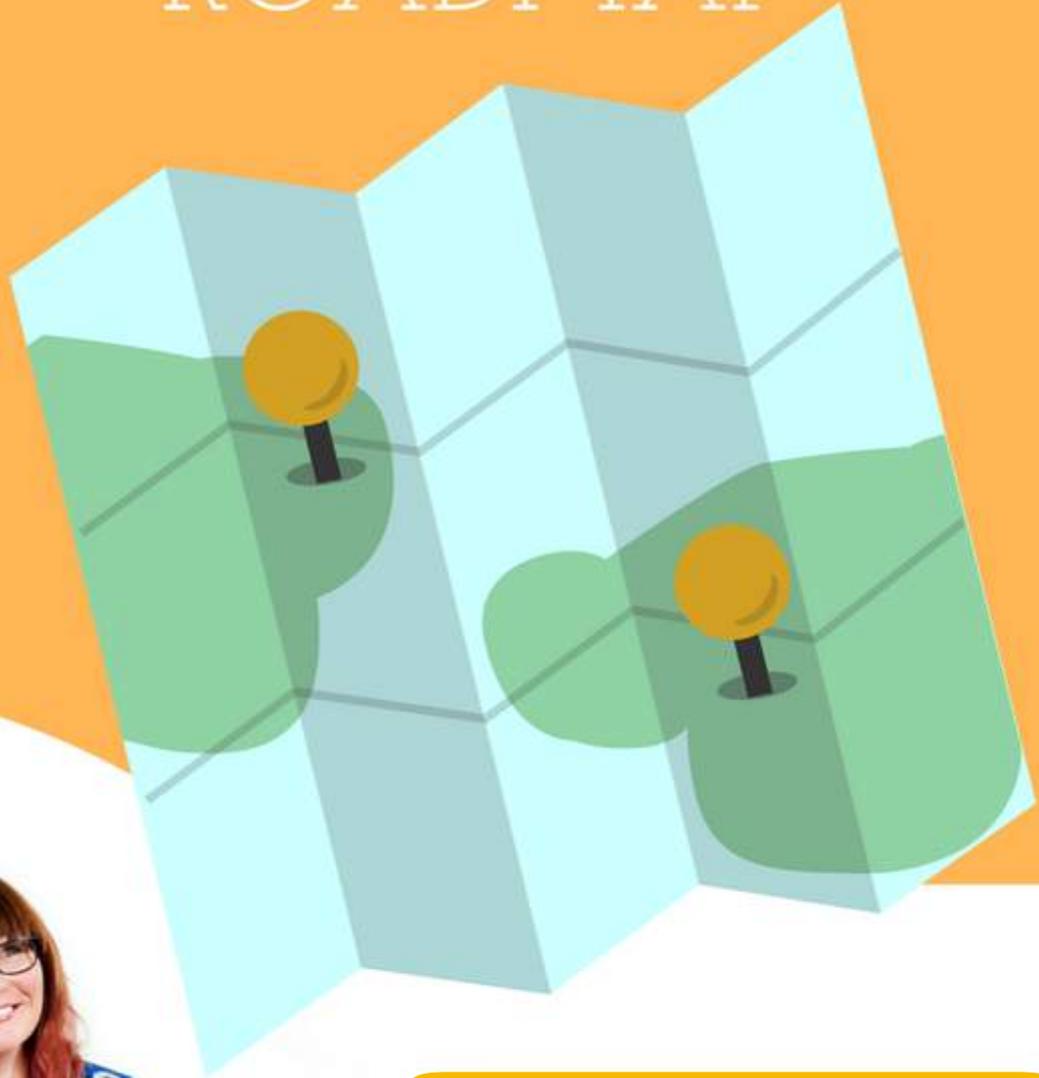


THE PROFITABLE & SUSTAINABLE COACHING & HEALING BUSINESS ROADMAP



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by


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Hi There!

Maybe you've just finished coach school, got your Reiki Master certification or qualified in your chosen healing modality.

Or...

Perhaps you've been practicing coaching or the healing arts for a while now.

Whether you've been in business for five minutes or 5+ years you likely have noticed that it's not nearly as easy to build a profitable and sustainable business as some people online will have you believe.

Either way, the Profitable & Sustainable Coaching & Healing Roadmap will help.

I promise you it IS possible to have a thriving, sustainable practice that feels good and makes you a great living.

I started my business properly (I'd had a few 'failures to launch' before then) in 2011 and for the first 2 years, NOTHING happened! Oh I was busy doing #AllTheThings I thought I should be doing - built my own website, spent months getting the 'right' logo, business cards, had some headshots taken that I thought made me look 'professional', posting on social media every day - but I was struggling to get any consistent income and the clients were few and far between.

A LOT has changed since then - I now have a roster full of clients and sell out my group programs.

AND I do it all without resorting to manipulative and sleazy tactics, high-pressure sales techniques or any other methods that are at odds with my values.

This roadmap will walk you through the steps you need to launch and grow your own profitable coaching or healing business.

And if you have any questions, come over and ask them in [The Coaches & Healers Collective](#) - my free Facebook Group where you'll find the friendliest group of people on the internet (in my opinion!)

Jo xo



The Roadmap

1

Pinpoint your uniqueness

To stand out in a crowded market takes 1 thing - and you, fortunately, have it already - yourself! Understanding and promoting what makes YOU different is key to your 'brand'

2

Identify your people

Know who the people are you do your BEST work with and get a deep understanding of their wants and needs

3

Define your message

Your Message is EVERYTHING when it comes to a profitable business. It needs to be CLEAR (to your potential customers) and TRUE (bone deep true to you). It's the magical intersection of your unique skills and personality and your clients' needs.

Create enticing packages

Selling services by the hour does not make for sustainability. Packages are more than bundles of hours of sessions - and they're the key to keeping your business financially sustainable.

4

Implement sustainable marketing plan

Marketing needn't feel gross or manipulative - in fact, it can be an extension of your personality. The key is not MORE but BETTER.

5

6

Grow your community

Every sustainable business has a thriving community of customers and fans who want to buy.

7

Sell from the heart

Selling based in serving and providing excellence for your clients can feel easy and 100% aligned - promise.

Mistakes To Avoid

Mistake #1 Trying to be like everyone else.

I get it – when I first started my business I modelled what I did on the other coaches out there – who were all glamour and tailored shift dresses. Except that I wasn't remotely glamorous or living my #BestLife in a Malibu beach house!

Trying to fit into who I thought I should be in my business was exhausting!

The good news is as soon as I gave up trying to be someone I wasn't, everything changed. And you can save yourself a whole lot of time and angst by using what makes you uniquely YOU in your business.

Mistake #2 Hoping if you build it they will come

Just because you have a website and a lovely logo doesn't mean you'll have a roster of clients. I know because back in 2014 I had a beautiful website and a fantastic logo – but zero income!

A website is a 'nice to have' but what's far more important is to have a clear message, a compelling set of packages and an effective, authentic marketing plan.

And that's what the Roadmap gives you!

Mistake #3 Trying to do it all alone

Building your business can be lonely - and entrepreneur isolation is most definitely a thing that leads to depression and many people giving up on their dreams before they've really had a chance to succeed.

Mistakes To Avoid

Having fellow travellers and a support network is ESSENTIAL - whether that be having a coach (which I recommend to everyone - how can you believe in coaching if you don't have a coach yourself?), a mastermind or a set of business besties you can call on when the chips are down (having all 3 of these is epic!)

Want to know where you can find them? A great place to start is [The Coaches & Healers Collective](#) - my free Facebook Group.

Mistake #4 Ignoring your emotional and psychological needs

Sooooo many of the messages out in internet land are about #HustlingHard and pushing past your fears. Except it's never that easy. The one thing that I see missing from most business coaching programs is a recognition of the emotional impact growing a business has. It brings up ALL of your stuff - (like seriously, ALL OF IT!)

Got money hang ups? Building your business with highlight that. Troubles with self worth? Yeah, that too. Leaky Boundaries? Imposter Complex? Building your business will force you to face it all. That's why rather than ignoring business fears and pushing past them, we need to work through them in order to overcome and really build a business that thrives.

I'm a hypnotherapist, NLP Master Practitioner and I've been a Coach for 17 years. ALL of my programs have this work baked into them because it's impossible to build a truly successful business without addressing the psychological needs too. Don't ignore this step! I've seen way too many businesses go by the wayside because of this.

Mistakes To Avoid

Mistake #5 Trying to DIY Everything

When you are in the early stages of your business you don't necessarily have a lot of money to invest so it's tempting to DIY lots of things in your business. That's OK, I DIY'd a lot early on but there are some things that you are holding yourself back by DIYing.

For example - taking every free course you see, attending a ton of webinars and signing up for challenges will only help you if:

- a. You implement what you learn, and,
- b. They're the RIGHT strategies for YOUR business.

It's a recipe for overwhelm and confusion - with very little growth and even fewer clients to show for it.

Investing in the right help will SAVE you time and money by cutting through the noise and developing a plan that will work for YOUR business and your personality.

PSSST!

It's never too late to get serious about growing your coaching or healing business. My signature program [The Supernova Collective](#) runs once per year but in the meantime you can get a head start from the [free resources on my website](#) and in my [Facebook Group](#).

Jo xo

