

4-Part Ideal Client Checklist

To consider working with someone in a coach-client capacity, the person must:

Be Ready for TRANSFORMATION

You are a life coach, not a therapist.
You're not here to sit and listen to stories of their past about why something didn't work out. Your job as a life coach is to help your clients focus on and move toward the results they DO want to create for their life.

Have a GOAL OR DREAM

Ideally, you want to work with someone who either has or wants to have a dream for their future.
What is it that they want to create for themselves and their lives? What is it that they want to bring forth? Without this, you'll have nothing to work toward in your coaching relationship.

Be COACHABLE

A person who is coachable is willing to listen to feedback. They're able to receive constructive criticism without taking it personally. *Your ideal client is a person who understands the value of mentorship and doesn't hesitate to apply what he or she learns.*

Be Willing to INVEST IN THEMSELVES

They know that if they could have fulfilled their goals and dreams on their own, they would have done it by now!
They know that you are the jet plane that is going to help take them there, and so *they are willing to invest in working with you to achieve the results they want in their lives.*

When it comes to the success of your life coaching business, rather than taking on every potential client who comes your way, I highly encourage you to have YOUR ideal client in mind.