

How to Start Your Own Online Coaching Business with Carolin Soldo

In such a booming industry, many people are trying to get a foot in the door of the coaching business. Carolin Soldo shares the best practices to get started.

BUFFALO, NEW YORK, UNITED STATES, October 23, 2018 /EINPresswire.com/ -- Business coaching is an extremely rewarding pursuit which will see you helping countless people find their way in life, and with the internet present, getting in touch with clients is easier than ever. There are no necessary qualifications, however there are some courses you can attend which will go a long way to helping you [establish yourself](#),

build relationships with clients, and ultimately bring home a bigger paycheck. With the help of Carolin Soldo, [a life coach](#) with many years of experience in the field, we'll take a look at the steps you can take to build your own online coaching business.



Discover your niche

The first, and perhaps most crucial step to coaching is discovering what kind of coach you want to be. "There are a number of different niches within the coaching world," Carolin Soldo says. "General life coaches are the most common, and can help you perceive your current situation in a number of different ways to break static-mold thinking." But then there are more specific type of coaches for very definite fields - health coaches, business coaches, social media coaching. Decide where your expertise lies and in what field you would like to help your clients, and let that be your starting point.

Define your brand

Once you've decided on the type of niche you'd like to coach, you have to go about [building your brand](#). Your brand is essentially an extension of yourself, and if the personality and style of your business. A winning and attractive brand is key to drawing in new clients and should be consistent throughout your business plan to demonstrate professionalism. This includes things such as your name, slogan, color palette, and should be geared towards the type of client you'd like to attract.

Build your website

According to Carolin Soldo, your website is one of your most important tools for attracting your clients. It ties in with both your brand and your niche, and is essentially the first calling card which clients will see when they try to contact you. It should include a no-nonsense description of who you are and what you offer, contact details, as well as a comprehensive blog with useful content. This will give customers a reason to keep visiting your site, and increase the likelihood

of turning those clicks into paying customers.

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