



From Coach to Coachpreneur

**A Guide to Taking Your
Coaching Business Online**

By Ryan Del Nero with CoachLauncher by [Consume Media](#)

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1. Introduction

Welcome! If you're a coach who's passionate about your sport but struggling to grow your client base online, this guide is for you.

Athletes and parents are increasingly searching for coaching services online. Without a professional online presence, even the best coaches get overlooked. This guide walks you through essential steps to take your coaching business online, attract clients, and start generating revenue — even if you've never built a website or posted on social media before.

By the end, you'll see how CoachLaunch can help you **skip the tech headaches** and launch faster with professional systems already set up.



Step 1: Define Your Coaching Offer

Before going online, get crystal clear on **what you offer**:

- **Identify your niche:** Hitting, pitching, softball, youth coaching, or multi-sport coaching.
- **Decide on delivery method:** One-on-one sessions, group classes, or online video programs.
- **Set your pricing:** Consider hourly rates, packages, or monthly memberships.

Example: "I offer a 4-week online hitting program for youth players, \$147 per program, plus optional one-on-one video review."

Knowing exactly what you offer makes your online content and promotions **laser-focused and easy to sell**.

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Step 2: Set Up Your Online Hub

Your online hub is where potential clients learn about you, see your services, and book sessions.

- **Landing page:** Include your bio, services offered, and contact info.
- **Booking & payments:** Set up a simple system so clients can easily schedule and pay online.

Tip: Keep it simple — one page is enough to start. You can expand later as your business grows.

Step 3: Build a Lead Magnet

A lead magnet is **free content** you give to attract potential clients and capture emails.

Example: "5 Drills That Instantly Improve Swing Power & Pitching Velocity"

Offer the guide in exchange for their email address.

Deliver automatically via your email system.

This positions you as an expert while starting your client list.



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Step 4: Promote Your Coaching Business

Once your hub and lead magnet are ready, start sharing your expertise:



- **Social media:** Post 30–60 sec tips or drills on your preferred platforms.
- **Repurpose content:** Turn a single video into multiple posts — captions, short clips, or graphics.
- **Email nurturing:** Send 1–2 emails per week with tips, updates, and program promotions.

Example: Share a tip from your lead magnet as a short video → link to your landing page for the full guide.

Step 5: Engage and Convert Clients

The goal is to turn leads into paying clients:

- Offer **mini-assessment calls** or free consultations to answer questions.
- Send follow-up emails with value + a call to action.
- Make it easy to pay and book — clear buttons and forms.

Example: “Thanks for downloading the drill guide! If you want hands-on coaching, click here to schedule your first session.”

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Step 6: Scale Your Coaching Business

Once your first clients are booked, start expanding:



- Convert one-on-one clients into **group programs** or monthly memberships.
- Offer **recorded online lessons** to increase revenue with less time spent.
- Promote through **local teams, leagues, or word-of-mouth referrals**.

This is where your online business can start earning **more than in-person sessions alone**.

Bonus Tips & Resources

Here are tools and tips to make everything easier:

- **Quick tools checklist:** Tools for graphics, websites, email delivery, and video lessons (generic, no brand names).
- **Sample email template:**

"Hi [Parent/Player], thanks for downloading the drill guide! If you want to take your skills further, I offer a 4-week online program designed to improve [skill]. Click here to learn more and book your spot."

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- Social Media Suggestions:

Tip of the week

Short demo drill video

Client progress highlight



9. Ready to Launch Faster?

Building your landing page, email list, social media presence, and programs can feel overwhelming. **CoachLauncher** can **do it for you**, providing:

- A professional landing page
- Starter social media content
- Email automation setup
- Guidance on attracting and booking clients

[\[Book a Free Call\]](#) to see how we can launch your coaching business without the tech headaches.



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