



JOURNALING &

BENCHMARKING

WHY DO WE **BENCHMARK** AND WHY DO WE JOURNAL?

Simply put, the best minds need the best processes to move forwards at a steadier pace. Its why we do 1-1 Business check ins, Why we catch up weekly with our calls and why clients have access to Business tracking forms.



JOURNALING

Simply writing down your thoughts and feelings to understand them more clearly can be an absolute game changer when trying to run a business. The struggle that many online coaches face, is they lack support.

Often working in isolation, with no work colleagues, nobody to share ideas with or to really soundboard off of, our aim is to give you that at Coaches Corner. Outside of our help, we believe self help is very important too. If you struggle with stress, depression, or anxiety, keeping a journal can be a great idea. It can help you gain control of your emotions and improve your mental health. A very powerful tool not to be overlooked.

BENCHMARKING

No, this isn't writing your tag on a park bench with something cool like 'GEORGE WOZ ERE' no no. Benchmarking is a way of us setting goals and assessing our performance. tracking followers, engagement, leads, transformations, calls booked, calls showed, close rates, touch points, education and more allows us to set the Mark then go implement with clarity.



7 DAY PLAN FOR **JOURNALING**

I believe, with Journaling, to write down what feels right at that time. However, for those newer to it or looking to make the most, here's a 7 day flow to use. Some will deep, some will allow room for creativity.

LET'S START!



7 DAY PLAN FOR JOURNALING

MONDAY

- ✓ Do do you know WHO you are?
- ✓ Do you know WHAT you want?
- ✓ What can you claim as YOURS?
Not material things, but Truthfully,
spiritually and internally?
- ✓ WHO are you today?
- ✓ Who will you allow yourself to
BECOME?

TUESDAY

How do you connect to your
deeper INTERNAL desires,
without falling into EXTERNAL
desires? How will you walk your
own path, on your terms?

WEDNESDAY

What do you really want?
Go deep.
Nobody is reading this but
you. Mean this today.

*Write freely. There are no limits
here. Not now, not ever.*



7 DAY PLAN FOR JOURNALING

THURSDAY

Yesterday, you journaled what you want... today... what do you REALLY WANT? Go as deep as you can and give yourself time for this one.

Here's mine for an example:

- I want to stop feeling guilty for....
- I want to slow down and spend more time with.... To be able to....
- I just want to tell one of my clients to just.....

This final one, was tough, but i had a client who hadn't checked in for 3 weeks, was rude and dismissive. So i offboarded them. I respected my boundaries and i've never felt better for it. So with this, remember to respect your boundaries.

The point to this today.... Be okay speaking about what you REALLY want.

FRIDAY

Are you worthy of success? What have you done to deserve it?

I want to recognise that today, you are worthy of success. It will not be measured by what you've done, but what you're going to do from today.

Your worth is defined by choice.

So, today, or from tomorrow if this is before bed, DECLARE you are worthy. DECLARE what success looks like to you. Then attack.



7 DAY PLAN FOR JOURNALING

SATURDAY

Today we have less of a box to fill.

I want you to list out, as many as you like, it is important to me to be.....

Have fun

SUNDAY

✓ Lets finish this week on a high and get clear on next week.

✓ List down 5 things you were grateful for this week.

✓ Then list down the following:

I know I'm being the best coach I can be when:

I know I'm being the best partner/ friend/ son/ daughter/ parent when:

I know I'm living the way I want to live when:

Have a great week. Reflect on this when needed.



BENCHMARKING

Here is a simple framework to begin tracking business data and get ahead of your goals. This should be done weekly with a monthly review
Targets for each of our Coaches Corner clients will be different dependent on phase theyre in, goal of the coach, the brand, travel commitments etc etc.

Social media	Content posted	Follows/ New follower. Followers lost	Leads gained through conversation	Calls booked
Week 1	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER
Week 2	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER
Week 3	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER
Week 4	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER
Week 5	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER
Monthly review and totals	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER	PLACEHOLDER

Our goal is to post 5-7 days a week on socials. Follow our niche accounts with 20-40 follows per day Start 5 genuine conversations per day Calls booked vary largely.
But experienced coaches want to be looking on average of a call a week.



Sales wise, this will largely vary too. A general framework is:

1 call a week for most coaches, 3 a week on average for scaling coaches. A 70% close rate.

Cash collected varies a lot between clients.

Consults and sales	Calls Scheduled	Calls closed/ new clients	Cash collected on average per client	Total sales
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Monthly review and totals				

We pride ourselves on helping improve coaches' coaching ability. For this reason, this is a vital area to track and benchmark each month. Client check in %. We all want 100%. So make sure check in days are clear, ground rules are set and we follow up as soon as they become late. A realistic target is 80% or more each week. Below this and we have problems to fix.



The old TeamLF record was all clients checking in on time at 66 online clients for 4 weeks running. It would be awesome to see some of you guys hit that too.

Of course we cannot grow every week, but keeping an eye on trends is important to assess anything that needs changing. Results are the foundations of our business... So are clients achieving results? Are they getting what they came for? Are they ready to post? Then Finally, how often are you reaching out between check ins and how effectively? Make touch points specific. Give a shit. It shows

Coaching clients and fulfillment	Client check in %	Clients onboarded Vs left	Client results ready to post.	Total touch points (outside of check ins)
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Monthly review and totals				

