

C-PASS

The **Launch Pack** for new coaches

Five fill-in templates from the C-PASS guides: your first-steps plan, your programme, your website checklist, your page copy, and your channel plan. Print it, fill it in, launch.

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1 • The first-steps plan

From the guide: Why new coaches quit · getcpass.com/en/guides/why-new-coaches-quit

Research on implementation intentions shows one thing clearly: people who define when, where and how are far more likely to actually start. One line per step. Dates are the point.

1 By [date], I will write one sentence: who exactly I coach and with what observable problem.

2 By [date], I will package one programme with a name, outcomes, structure, and one price.

3 By [date], my one-page website with that programme will be live.

4 By [date], I will have told [n] people from my network what I now do and who I look for.

5 Every week after: [n] real conversations, one owned surface updated, everything routed to one booking link.

6 I will judge progress by conversations started, and I will not judge before [date].

2 · Your programme, one page

From the guide: How to package coaching services · getcpass.com/en/guides/how-to-package-coaching-services

If you can fill in every line without promising an inner state or naming a cause, you have a programme. Not a pack of sessions.

- 1 Name: **[observable current situation]** → **[observable desired situation]**. No method names, no assumed causes.
- 2 One-line description: For **[specific person]** who **[observable situation]** — to **[direction of the work]**.
- 3 This programme is for you if: three daily situations your ideal client will recognize as their own, written in their words.
- 4 Outcomes (3–5): each one as "what we examined together" + "what you walk away with". Maps, plans, tested behaviors, written summaries.
- 5 Structure: 3–4 phases, each named by the question it works on, with a session count per phase.
- 6 Between sessions: 1–2 tools that prompt thinking. Reflection prompts, tracking sheets, or an AI companion that asks rather than answers.
- 7 The practical frame: total number of sessions, overall duration, and one price for the whole programme.

3 · The website pre-launch checklist

From the guide: Coaching website checklist · getcpass.com/en/guides/coaching-website-checklist

Launch when every line is true. Not when the design feels finished.

- 1 The first screen says who I help and with what, in the client's words.
- 2 My programme is on the site with outcomes, structure, and a visible total price.
- 3 The about block has my real photo and the experience that qualifies me.
- 4 The proof block works without testimonials (history, method, specificity).
- 5 The FAQ answers the five questions prospects actually hesitate over.
- 6 One primary action, reachable in one click from every screen.
- 7 Booking shows real availability, asks max 1–2 intake questions, and confirms by email.
- 8 I tested every form and booked a test appointment myself, on a phone.
- 9 Own domain, HTTPS, mobile-clean, fast, legal pages in place.
- 10 Every page has a real title and description; site submitted to Google and Bing.

4 • The website copy skeleton

From the guide: Coaching website copy · getcpass.com/en/guides/coaching-website-copy

Fill in every line in plain language and you have a complete first draft of your site. Write it in one sitting. Refine later.

- 1 Headline: For [who exactly] who [observable situation] — [direction of the work].
- 2 Support line: [Programme name] — a [n]-session programme to [what it examines] and [what they build].
- 3 Button: [the one action, verb first — "Book a 30-minute call"].
- 4 For you if: three daily situations, in the client's words. Feelings allowed.
- 5 Programme: outcomes (examined + walk away with), phases with session counts, total price.
- 6 What happens next: one line describing the step after the click.
- 7 About: [years + relevant roles] · [lived connection to the problem] · [training, stated once] · [why you coach this].
- 8 FAQ: the five questions people actually hesitate over, answered without hedging.
- 9 Footer: the same one action, one last time.

5 • The channel plan

From the guide: Client acquisition channels · getcpass.com/en/guides/coaching-client-acquisition-channels

At zero to five clients your goal is not audience building. It is trust-based conversations that prove demand. Two channels, not six.

- 1 My client: **[one specific person whose situation I can describe in their words]**.
- 2 When the problem bites, they: **[search / ask peers / ask in a community / scroll — the honest answer]**.
- 3 Focus channel: **[one warm path]** — weekly rhythm: **[what exactly happens every week]**.
- 4 Owned surface: **[website or landing + email path]** — where every conversation gets sent.
- 5 Repurpose: **[one existing asset I distribute]**. Nothing new produced for it.
- 6 Not now, on purpose: **[the channels I deliberately ignore this quarter]**.
- 7 Judgment rule: I count **[real conversations started]** and review after **[a fair window of consistent weeks]**.

The guides behind every template are free at getcpass.com/en/guides — with sources for every number.
C-PASS builds these steps with you: brand, offer, website, first clients. getcpass.com