



1. A warm welcome (5 minutes)

- ▶ Greet them warmly, set a relaxed tone, and express appreciation for their time.

2. Understand their needs (15-20 minutes)

- ▶ Ask open-ended questions to explore their goals, challenges, and coaching needs.

3. Share your value (15-20 minutes)

- ▶ Briefly explain your coaching approach, success stories, and how you can help.

4. Next steps & close (5-10 minutes)

- ▶ Propose a plan, answer any questions, and outline what happens next.