

## Starting & Running life coaching practice

### ASSESSMENT # 16

Total Marks: 30

1. Provide short answers for the following questions: (15)
  - i. What challenges are you likely to face when setting up a new life coaching business?
  - ii. Discuss some of the more effective ways of attracting clients.
  - iii. Why should every life coach follow the Life Coaching Practice Charter?
2. Discuss the advantages and disadvantages of going into business as a self-employed life coach. (8)
3. Write a basic business plan outlining the steps you'll need to take to progress from your current position to becoming a successful self-employed life coach. (7)