

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)