

JAMES SCHRAMKO

6 Insights Gained from Selling a Coaching Business

- 1. Decide as early as possible if you want to sell.** This will allow you to set the business up for easy selling, by choosing for instance a business rather than a personal brand.
- 2. Avoid being the business.** Train up subcoaches and let them handle the larger percentage of your clients.
- 3. If you are the face of your business, prepare for selling** by letting other people, perhaps a head coach, represent the business in ads, in YouTube videos, and in other media.
- 4. Ease yourself out of the delivery.** Gradually handle less and less of your clientele till your subcoaches can take on the full load.
- 5. Sell the business to someone you like.** Wouldn't it be great to turn over something you've worked at to a person you feel can do something great with it? Look for a buyer who you want to succeed, and who you know is equipped to take care of the company.
- 6. Know what you're going to do after selling the business.** What will occupy your days when you stop running the company? It had better be something you enjoy.

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