

# Top 8 FAQs Every Online Coach Should Prepare to Save Time

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As an online coach, you probably get asked the same questions over and over again. Instead of constantly repeating yourself, having a well-prepared FAQ section on your website, social media profiles, or ready-to-send email / DM answers can save you time and help potential clients make informed decisions.

**Below are 8 essential FAQs every coach should prepare, along with example responses you can customize for your own business.**

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## 1. What services or products do you offer?

Clearly explain the range of coaching services and products you offer, including 1:1 premium coaching, group programs, courses, workshops, etc.

**Example Response:** *"I offer 1:1 coaching, group programs, and self-paced courses designed to help [ideal client description] achieve [specific goal]. My coaching focuses on [specific approach or methodology]. You can learn more about my programs [insert link]."*

👉 **Why this matters:** This saves you from constantly explaining your offerings and helps potential clients see if your services align with their needs.

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## 2. What results can I expect from your coaching / How can you help me?

Be realistic and specific about the outcomes you can help your clients achieve. Back this up with testimonials or case studies.

**Example Response:** *"My clients have achieved [specific results], such as [success story or testimonial]. While results vary depending on individual effort, I provide the tools and guidance to help you make lasting changes. You can read more client success stories here: [insert link]."*

Coaching is a collaborative process, and the outcomes depend on your commitment and consistency too. Here are some of the key transformations my clients have experienced:

- Increased confidence in making decisions and taking action.
- Clearer direction and goal-setting strategies that align with their vision.
- Improved time management and productivity.
- Overcoming limiting beliefs and self-doubt to step into their full potential.

*I will provide accountability, support, and a proven framework to help you succeed. Let's work together to create the change you desire!"*

👉 **Why this matters:** Sets realistic, measurable goals, and builds credibility.

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### 3. How long will it take to start seeing results?

Be honest and transparent about timelines based on your program structure. Stress the importance of the client's effort and commitment.

**Example Response:** *"Results vary based on individual effort and consistency. Some clients see changes within a few weeks, while others take a few months to achieve their goals. My coaching is designed to provide both immediate insights and long-term transformation."*

👉 **Why this matters:** Sets realistic expectations and prevents frustration.

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### 4. How much do your programs cost?

Convey the value you deliver, while sharing prices. If you don't list prices publicly, prepare a range, with an option to discuss further.

**Example Response:** *"My coaching programs start at [\$X] for [specific program]. Custom coaching packages are also available based on your needs. I offer payment plans to make investing in your growth more accessible. You can find full pricing details here: [insert link]."*

👉 **Why this matters:** Filters out prospects who are not ready to invest.

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## 5. What makes you qualified / Why should I choose you over other coaches?

Highlight your certifications, education, relevant experience, and success stories to build credibility. Position yourself as the best person to help them achieve their goal.

**Example Response:** *"I have [X years] of experience in [your field], along with certifications in [relevant certifications]. I have helped [number] of clients achieve [specific results], and my approach is based on [specific methodology or experience]. You can check out my credentials and testimonials here: [insert link]."*

👉 **Why this matters:** *Establishes trust and authority in your niche.*

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## 6. Do you offer any free resources or a trial?

Make it easy for them to get a taste of your content through lead magnets, free web classes, initial calls, ebooks, etc.

**Example Response:** *"Yes! I offer a free [guide/workshop/webinar] to help you get started. You can access it here: [insert link]. I also provide a free discovery call to see if we're a good fit before you commit."*

👉 **Why this matters:** *Provides a low-risk way for potential clients to experience your expertise.*

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## 7. How do I know if I'm the right fit for your program?

Explain who your ideal client is, and invite them to connect further if they'd like a personalized assessment. While describing your ideal client, talk about elements like age, career stage, their specific challenges, etc.

**Example Response:** *"My coaching is best suited for [describe ideal client traits]. If you're ready to take action, open to feedback, and willing to invest in your growth, then you're likely a great fit! If you're unsure, book a free discovery call here: [insert link]."*

👉 **Why this matters:** *Helps potential clients self-assess whether you'd be the right coach for them*

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## 8. What if I sign up and it doesn't work for me?

Offer reassurance by emphasizing your commitment to their success and the measures you've put in place to reduce risks of failure.

**Example Response:** *"Coaching requires commitment, and I do my best to set you up for success. However, if you feel my program isn't the right fit after our first session, I offer [refund policy/exchange options]. My goal is to ensure you get value from our time together."*

👉 **Why this matters:** *Addresses concerns about investment and risk.*

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## Additional FAQs you could add

- How does your coaching process work?
  - What tools or platforms do you use?
  - How can I book a session / get started?
  - Do you offer any discounts?
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## How to Use This FAQ Guide

- Add it to your website or sales page.
- Use it in your Instagram captions or carousels.
- Save it as a canned response for quick replies in DMs and emails.

**By preparing these FAQs in advance, you'll save time, filter out unqualified leads, and make it easier for ideal clients to say YES to working with you!**