

Online coaching launch kit

1. Offer and service scope

SERVICE NAME

WHO IT IS FOR

PRIMARY OUTCOME

FIRST DELIVERY PERIOD

Recurring deliverables

What the client receives	Frequency	Channel / format

INCLUDED

EXCLUDED

COMMUNICATION RULES: CHANNEL, DAYS, RESPONSE TIME, VIDEO

CLIENT'S FIRST ACTION

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2. Capacity in a four-week block

MODEL
Fictional operating model. It is not a recommended service level or promised result.

Activity	Calculation	Weekly
Records and check-in review	20 min / client / week	
Routine messages	10 min / client / week	
Review and plan update	44 min / client / 4 weeks	11 min / week
Recurring per client	20 + 10 + 11	41 min / week
12 active clients	12 x 41	492 min / week
2 onboarding calls at 75 min	150 / 4	37.5 min / week
Buffer	added explicitly	90 min / week
Total	492 + 37.5 + 90	619.5 min, about 10 h 20 min

IMPORTANT DIFFERENCE
The web calculator uses an average calendar month. This sheet uses a simple four-week block, so conversions may differ.

My own model

Activity	Assumption	Weekly

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3. Onboarding and weekly delivery

Onboarding

- ☐ The client received the service description and booked a consultation.
- ☐ They completed intake information and any separate official screening.
- ☐ Goal, schedule, experience, equipment, and barriers are clear.
- ☐ Scope, boundaries, communication rhythm, and next action are confirmed.
- ☐ The client received the plan, logging instructions, and first check-in date.
- ☐ After week one, you will verify that the process is clear.

Weekly workflow

When	Activity	Output
Ongoing	Client records status, RPE, and necessary comment	Current record
Agreed day	Client sends a short check-in	Weekly context
Coach review	Coach checks exceptions and asks questions	One clear response
End of period	Coach reviews the plan and explains the decision	Keep or change

WHAT I SEE IN PERSON BUT NOT ONLINE

HOW I WILL OBTAIN IT OR LIMIT THE SERVICE

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4. Pilot and launch readiness

START DATE

REVIEW DATE

PILOT CLIENT COUNT

Pilot time log

Activity	Planned	Actual	What to change

Readiness

- ☐ I can describe the client and primary outcome in one sentence.
- ☐ The service scope and boundaries are specific.
- ☐ The capacity model includes admin time and a buffer.
- ☐ Onboarding ends with a concrete action and due date.
- ☐ I have a place for the plan, records, check-ins, and review.
- ☐ The client knows when they train without direct supervision.
- ☐ I know how the service can change or end.

KEEP

CHANGE

REMOVE

ONE CONCRETE ACTION BEFORE LAUNCH

SOCRA.FIT

Run online coaching in one workflow.

Deliver the plan in Socra.fit, let the client log workouts, and review check-ins and adherence.

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