

COACHING AUDIT

A REAL BREAKDOWN OF WHERE YOU
ARE AND WHAT IS ASKED OF YOU TO
GET TO THE GOALS YOU HAVE

DISCLAIMER: NOTHING I SUGGEST
WORKS IF YOU DON'T WORK
AND/OR ARE SH*T AT THE JOB

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THE COACHING BUSINESS

CONSTRAINT AUDIT

Hi, my name is Callum.

I have been in the fitness industry for over 15 years,
built both in field and out of field businesses',
mentored many others to build their own and
currently run and own 4 different 6 figure business'.

Even more importantly, each of those business'
are extremely good at what they do
(this matters, you can't build on sh*t).

This is a free, objective breakdown.

It should go without saying that every business will
experience unique issues in some format, but all of
you will have the same objective measures around
the business.

THE COACHING BUSINESS

CONSTRAINT AUDIT

There are **4 Phases** between £0 and
£11K/Month as an Online Coach.

A measured personal **brand**,
internal **systems** and the real
means of scaling without **dilution**.

In the right order.

For **ambitious** online coaches
who want a **real business**,
not random months.

Who want to **deliver**
excellent work and keep doing it
over years, not months.



PROOF I AM NOT FULL OF SH*T

CASE STUDY 1

COACH CHRISSIE

at £2.4k/month

Problem: Authority gap

Fix: Offer clarity + proof stacking

Result: £6.8k in 4 months

CASE STUDY 2

Coach at £8k plateau

Problem: Retention + backend

Fix: LTV optimisation + price restructure

Result: £13k consistent months



THE PROBLEM

Most coaches have the idea, but they don't understand the phases - and why would they?

They:

Try to build a brand with some random title, sell high ticket and double down on producing 'high value content'.

Leads are dry because you have no **trust**, no **audience** and they didn't give time to each phase.

There are **4 distinct phases** between £0 and 6 figure income.

Miss one of them, the ceiling gets set.

WHAT YOU WILL LEARN

I am going to break this all down into the basics:

- A **clear breakdown** of the phases of your business.
- What to **focus** on at each revenue level
- What to **ignore** (even if everyone else is doing it)
- The **primary constraint** in every phase

Most of all, why they need to be **PHASES**.

Disclaimer: yes, I am going to tell you to work with me. I am not going to bullsh*t you here, my aim is to speed run as much of this with you as possible.

THE PHASES

There are 4 phases between £0 and £11K
(and a shitload of work):

1. Visibility
2. Authority
3. Infrastructure
4. Scale

Each phase removes a specific bottleneck.

Build in order.

Before we continue, you must be the following to
care about what I am teaching here:

- Coaches earning £0–£10K month (if you're making more I legit don't know why you're here).
- Coaches stuck with inconsistent revenue
- Coaches who want structure, not hacks
- Coaches serious about building long-term

If you're looking for motivation, this isn't it.

If you want **clarity** — Read on.

THE COACHING BUSINESS CONSTRAINT AUDIT

The 0–11K Sequence

Build.



Install.



Scale.

A Sequential Framework for
Online Coaches



THE SEQUENTIAL RULE

Revenue is sequential.

You can't start a phase without
the **ground work.**

Didn't build personal brand?

Can't establish **authority.**

No authority?

No **Sales.**

No sales, no **scale.**

People complain it's hard to 'do it all'.
That is true → When you try and do it
all at once.

When you follow phases?

It isn't.



THE PHASES

1. Visibility

Revenue: £0–£3K

Primary Constraint: Clarity/ Personality, Attention ,
Content, Conversations



2. Authority

Revenue: £3K–£6K

Primary Constraint: Conversion, Offer, Proof,
Pricing



3. Infrastructure

Revenue: £6K–£9K

Primary Constraint: Consistency, Retention,
Tracking



4. Scale

Revenue: £9K–£11K+

Primary Constraint: Optimisation, Close Rate
Price Increases, Client Results, Lifetime Value



PHASE 1 - VISIBILITY

Goal:

(£0-3K)

Become **SOMEONE** to the audience.

Focus:

Establish an avatar → Establish who you are to the audience → Publish content 4-5x per week → Turn content into conversations

Ignore:

Funnels, Ads, Hiring, Complex offers

Key Skill:

Ethos and Values

Brutal Truth:

This is not about solving the problem straight away, it's about being someone people care to listen to.

Key:

10

If you're page is some bullshit like 'benchkingbellend' - You're off to a bad start.

PHASE 2 - AUTHORITY

(£3-6K)

Goal:

Turn general attention into **authority** and **clients**.

Focus:

Establish perspective and skill.

Show your offer/ solution to pain.

Stages to follow surround varied media approach and internal structure.

Ignore:

Expanding to new platforms, multiple niches,
Constant offer changes,

Key Skill:

Demonstration

Brutal Truth:

If you have no skill, you have nothing to sell.



PHASE 3 - INFRASTRUCTURE

(£6-9K)

Goal:

Drive the **business** end.

Focus:

Track leads, develop LTV, foundation of scalable business, build data on conversion

Ignore:

Rapid scaling, adding new offers, overcomplicating delivery

Key Skill:

Systems thinking

Brutal Truth:

If you don't track numbers, you don't have a business. You have a hobby

PHASE 4 - SCALE

(£9-11K)

Goal:

Increase **efficiency**, not effort.

Focus:

Improve close rate, improve retention, increase client results and evidence, raise prices strategically, optimise content for conversion

Ignore:

Any and all changes, focus on driving existing knowledge.

Key Skill:

Optimisation

Brutal Truth:

Scaling amplifies weaknesses.



WHAT BREAKS?

0–3K → Inconsistent leads

3–6K → Inconsistent sales

6–9K → Inconsistent months

9–11K → Inconsistent margins

Every plateau is predictable.

PAGE 9 — **DIAGNOSE** YOUR POSITION

Which phase are you currently in?

What is the one skill or system preventing
you from moving forward?

If you focused on fixing that
constraint for 90 days:

What would change?

What would your revenue look like?

Clarity creates momentum.

THE NEXT STEP

If you want help identifying your **current phase** and **installing** the next **system** properly:

Apply For A Scale Audit.

On this call we will:

Identify your current growth phase

Pinpoint your constraint

Map a build plan



COACHING AUDIT

Let's Build you a REAL business
and career.

Email me, not one word, don't
click a link - Let's take this
seriously.

callumbarney@gmail.com

WHAT ABOUT YOU

Answer the following
questions to see what
phase **you** are in:

VISIBILITY

(£0-3K)

Constraint: Attention, clarity, conversations

1. Can you clearly define your niche in one sentence?
2. Would a stranger immediately understand who you help?
3. Are you posting at least 4x per week consistently?
4. Do you generate 10+ meaningful conversations per week?
5. Do people DM you first without you chasing?
6. Can someone describe your philosophy or angle?
7. Are you known for something specific (not “online coach”)?

If your answer to more than 3 of these is No:

You don't have a visibility problem.

You have a **clarity** problem.

AUTHORITY

(£3-6K)

Constraint: Conversion, offer, proof

1. Do you have one clear primary offer?
2. Can you explain your offer in under 30 seconds?
3. Is your close rate above 30%?
4. Do you track show-up rate?
5. Do you have 5+ documented client case studies?
6. Do prospects regularly say, "I've been following you for a while"?
7. Are you confident raising price by 10% tomorrow?

If your answer to more than 3 of these is No:

Attention isn't the issue.

Authority is.



INFRASTRUCTURE

(£6-9K)

Constraint: Systems, retention, tracking

1. Do you track leads, calls, close rate, and LTV weekly?
2. Can you predict next month's revenue within 10%?
3. Do you have a defined client onboarding process?
4. Is client delivery standardised (not custom chaos)?
5. Is retention longer than 4 months on average?
6. Could someone else deliver your program with SOPs?
7. Do you know exactly where drop-offs happen?

If your answer to more than 3 of these is No:

You don't need more leads.

You need **structure**.



SCALE

(£9-11K+)

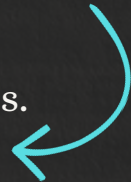
Constraint: Optimisation, margin, leverage

1. Is your close rate consistently above 40%?
2. Is your retention 5+ months?
3. Have you raised prices in the last 6 months?
4. Do you know your exact customer acquisition cost?
5. Are your margins above 60%?
6. Are you optimising conversion rather than adding new offers?
7. Can you increase revenue without increasing hours?

If your answer to more than 3 of these is No:

Scaling will amplify weaknesses.

Fix **optimisation** first.



COACHING AUDIT

Let's Build you a REAL business
and career.

Email me, not one word, don't
click a link - Let's take this
seriously.

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