



Physician Coaching Practice Launch Checklist

Everything to decide, set up, and line up before you take your first coaching client.

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How to Use This Template

Make a copy of this document (File, then Make a copy), then work through the sections in order. Each one asks you to write down a decision rather than tick a box, because the decisions are what turn "I want to coach physicians" into a practice that can take payment next month. Use the planning table at the end to give every open item a date.

Step 1: Define Your Coaching Niche

Who exactly are you coaching (specialty, career stage, and the problem you solve):

What you are not taking on. Write the line you will not cross: _____

One sentence a colleague could repeat about what you do: _____

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Step 2: Choose Your Training or Certification Path

Program you are considering: _____

Total cost, including exam and renewal fees: _____

Time commitment and format (live, self paced, or cohort): _____

Do you need it to start, or is it a year two upgrade? _____

Step 3: Set Your Rate

Your target session or hourly rate: _____

The lowest rate you will accept before you would rather keep the clinical hours:

What comparable coaches in your niche charge, and where you checked: _____

Step 4: Build Your Package Structure

Single session price: _____

Core package (number of sessions, session length, total price): _____

What is included between sessions (messaging, resources, accountability): _____

How clients pay (in full, payment plan, or recurring subscription): _____

Step 5: Line Up Your First Five Clients

1. _____ How you know them: _____

2. _____ How you know them: _____

3. _____ How you know them: _____

4. _____ How you know them: _____

5. _____ How you know them: _____

Who could refer you more than once (program director, department lead, peer network):

Step 6: Handle the Legal and Admin Setup

Business entity registered: _____

Coaching agreement or contract drafted: _____

A clear statement that coaching is not medical care or therapy, in your contract and on your website: _____

Professional liability coverage checked: _____

Scheduling, payments, and client records set up in one place: _____

Your Launch Plan

Give every open item above a date and a next action. Anything without a date tends to stay undone.

Action	Due Date	Done?