

# Growing Your Coaching Business

From **Lessons** to **Experiences**

Turn coaching into a thriving, outcome-driven business

GR

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PGA Teaching Professional



**Position**

Market Edge



**Programs**

Scalable Offers



**Pricing**

Value-Based

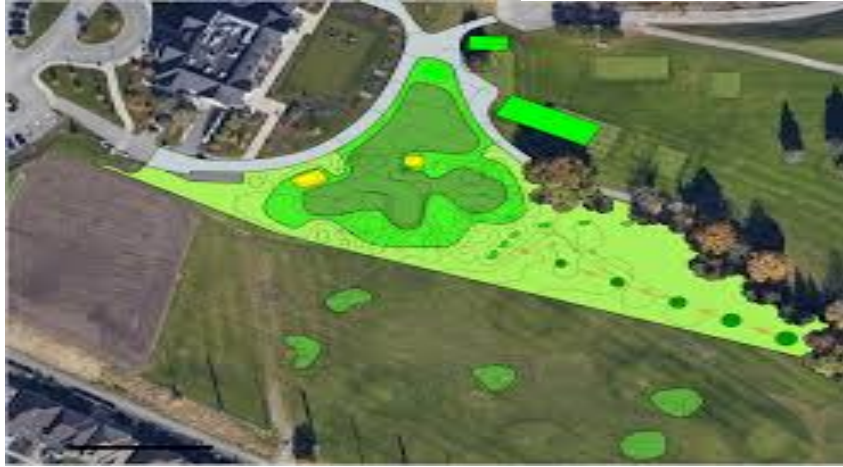


**Proof**

Results

# RAFLEWSKI TOUR

BY GARETH RAFLEWSKI



# PING





# The Problem with Selling "Lessons"

Why traditional lesson models fail and how to shift to outcome-based experiences



## What's Broken

Why lesson-based coaching doesn't scale



**One-off transactions:** No continuity or accountability, clients come and go



**Price competition:** Competes on cost, not outcomes or value



**No clear path:** No roadmap from assessment to results



**Unpredictable revenue:** Low client lifetime value

**80%**

Clients  
(One-off)

**20%**

Revenue



## The Shift to Experiences

Outcome-based programs that scale



**Outcome-based programs:** Clear milestones and measurable results



**Multi-touch coaching:** On-course, skills, data, community



**Accountability:** Progress tracking and regular check-ins



**Predictable revenue:** Premium pricing tied to results

**20%**

Clients  
(Packages)

**80%**

Revenue



# Position Yourself as the Expert

Tell your story, showcase your skills, and make people see why you're the right choice



## YOUR STORY

Why passion matters

I fell in love with golf as a kid—something about the challenge of getting the ball closer to the hole captivated me. That obsession never faded.

**"I didn't choose golf as a career—golf chose me."**

That same passion I felt as a kid is what I bring to every player I coach. When your coach loves what they do, you feel it.

PGA Teaching Professional

Short Game & Putting Coach

LPGA/PGA Tour Players



## YOUR SKILLS

What makes you different

**Specialized Expertise:** Specialized in the scoring zone (100 yards and in)

**PP Short Game System:** Predictable Outcomes, Percentage Choices, Routines

**Data-Driven Results:** Trackers, Game, SWI, PuttLab, GCQuad technology

**Measurable Outcomes:** 3-5 shots saved in 6 weeks

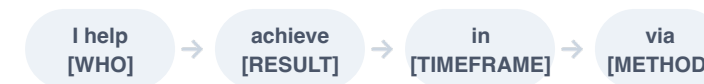


## YOUR ELEVATOR PITCH

What to say when asked

“  
*"I don't sell lessons—I coach golfers through structured scoring programs designed to lower their handicap. I specialize in short game and putting, where 60% of your strokes happen. My players typically save 3-5 shots in 6 weeks. Want me to show you where your biggest scoring opportunity is?"*  
 ”

THE POSITIONING FORMULA:



# Create Programs and Packages

Move beyond one-off lessons with a scalable product ecosystem

## The Offer Ladder



### Membership & Subscription

Recurring revenue: Ongoing coaching + supervised practice.



### Performance Package

Core Offer: 8–12 weeks, on-course integration, stats tracking.



### Foundations Program

Skill Builder: 4–6 weeks focused on wedge/putting fundamentals.



### Assessment & Blueprint

Entry Point: 90-min evaluation + personalized plan.



### Group Clinics & Camps

Lead Gen: Scalable revenue and new client acquisition.

## Package Design Elements

**Objective:** Defined outcome (e.g., "Break 80")

**Cadence:** 1x/week or 2x/month

**KPIs:** Up & Down %, Putts per Round

### Inclusions:

- On-course playing lessons
- Video analysis feedback
- Custom practice plans


## Revenue Boosters

- Wedge Gapping Session
- Putter Fitting Analysis
- Video Analysis Pack

## Retention Levers

### Video Subscription Service

- Recurring/Monthly Billing
- Community Leaderboards
- Seasonal Re-evaluations

 **Strategy:** Move 20% of clinic students into the Assessment phase each quarter.



# Multiple Entry Points: Programs for Every Golfer

Flexible program structure with clear pricing tiers and progression paths

<p>Putting</p>	<p><b>Starter</b> 4 weeks • 1x/week</p> <ul style="list-style-type: none"> <li>✓ Baseline assessment</li> <li>✓ Basic putting drills</li> <li>✓ 3-putt reduction focus</li> </ul> <p><b>\$450</b> <i>For beginners</i></p>	<p><b>Accelerator</b> 8 weeks • 2x/week</p> <ul style="list-style-type: none"> <li>✓ Green reading skills</li> <li>✓ Start line control</li> <li>✓ Speed control drills</li> </ul> <p><b>\$750</b> <i>For &lt;32 putts goal</i></p>	<p><b>Elite</b> 12 weeks • 3x/week</p> <ul style="list-style-type: none"> <li>✓ Pressure practice</li> <li>✓ AimPoint/tech training</li> <li>✓ Tournament prep</li> </ul> <p><b>\$1,800</b> <i>For competitive players</i></p>
	<p><b>Starter</b> 4 weeks • 1x/week</p> <ul style="list-style-type: none"> <li>✓ Setup &amp; strike basics</li> <li>✓ Basic up-and-down</li> <li>✓ Chipping fundamentals</li> </ul> <p><b>\$450</b> <i>For beginners</i></p>	<p><b>Accelerator</b> 6 weeks • 2x/week</p> <ul style="list-style-type: none"> <li>✓ Bunker techniques</li> <li>✓ Wedge distance control</li> <li>✓ Scoring zone focus</li> </ul> <p><b>\$750</b> <i>For improving players</i></p>	<p><b>Elite</b> 12 weeks • 3x/week</p> <ul style="list-style-type: none"> <li>✓ SG:ARG focus</li> <li>✓ Scoring zones mastery</li> <li>✓ Performance games</li> </ul> <p><b>\$1,800</b> <i>For competitive players</i></p>

Pro Tip: Multiple entry points with clear pricing help capture different skill levels and commitment levels

6 Program Options



# Fast Start Golf School – Half-Day Season Kickoff

One Half-Day to Shape Your Whole Season

 **Ideal For**  
**Recreational Golfers**  
 (10-25 Hcp)

 **Format**  
**Small Group (4-6)**

 **Duration**  
**4 Hours Coaching**

 **Price Per Person**  
**\$200 - \$300**

## 4-Hour Intensive Schedule

 **15-20 min**



### Welcome & Goal Setting

Set expectations and personalize. Quick questionnaire on handicaps, frustrations, and season goals.

 **75-90 min**



### Full Evaluation Station Circuit

Rotate 3 key stations: Full Swing, Short Game, Putting.



 **20-30 min**



### Personalized Game Plan Creation

Deliver written Fast Start Plan: Top 3 priority areas, weekly time targets, and key personal checkpoints.

 **75-90 min**



### Drill Sessions – Build the Skills

Teach exact drills matching their plan: Full Swing (Contact/Path), Short Game (Landing spots), Putting (Gate drills).

 **15-20 min**



### Wrap-Up & Take-Home Package

Review focus areas. Provide Fast Start Summary Sheet. Encourage booking a "Mid-Season Tune-Up".

 **Scalable format: Run 2 sessions per weekend = 8-12 students = \$2k-\$3k revenue**



# The Scoring Sprint — Max Revenue in a Short Season

 Built for the Canadian Reality: 22 Weeks to Make It Count

 **Season Window**  
May-Oct (22 Weeks)

 **Format**  
Rolling 3-Week Sprints

 **Group Size**  
6-8 Players

 **Price Per Sprint**  
\$349 - \$499

## Season Roadmap: 4 Back-to-Back Cycles

**Sprint 1 (May)**

**"Season Opener" — Shake off the rust**

Assessment + 2 group sessions + practice plan to build early momentum.



**Sprint 2 (Jun-Jul)**

**"Short Game Blitz" — Scoring Zone Focus**

Chipping, pitching, bunkers. 3 intensive sessions + on-course scoring test.



**Sprint 3 (Aug)**

**"Putting Pressure Lab" — Make More Putts**

Green reading, speed control, pressure games. 3 sessions + competition day.



**Sprint 4 (Sept-Oct)**

**"Close the Season Strong"**

On-course strategy, playing lessons, final scoring challenge to end on a high.



**Flexibility Key:** Players can jump in at ANY sprint — no commitment to all 4. Fresh start every 3 weeks keeps energy high.











Math: 4 Sprints × 8 players × \$399 avg = \$12,768 per group | Run 2 groups = \$25K+ in one season \$



# Sector Programming: Own a Niche, Fill Your Calendar

Target specific golfer segments — become the go-to coach for one group and watch referrals multiply.

 <p><b>JUNIORS</b> "Junior Scoremaker Academy" 10 weeks • \$599</p>	 <p><b>LADIES</b> "Ladies Scoring Confidence" 6 weeks • \$449</p>	 <p><b>SENIORS</b> "Senior Smart Golf" 6 weeks • \$399</p>	 <p><b>NEW GOLFERS</b> "First Fairway Experience" 4 weeks • \$299</p>
 <p><b>BREAK 100</b> "Operation Sub-100" 8 weeks • \$699</p>	 <p><b>BREAK 90</b> "The 89 Project" 8 weeks • \$799</p>	 <p><b>BREAK 80</b> "Elite Scoring Lab" 12 weeks • \$1,299</p>	 <p><b>ADULTS/CORPORATE</b> "Corporate Golf Experience" Half-day • \$249/person</p>



## THE POWER OF OWNING ONE SECTOR

Example: Become known as **THE junior coach** at your club.  
 8 juniors 8 families parents book lessons siblings join → word spreads at school **you're fully booked from ONE sector.** *One niche done well becomes your best marketing strategy.*



Math: Pick 3 sectors × 8 players avg × \$500 avg = \$12,000 per cycle | Run 2 cycles/season = \$24K+



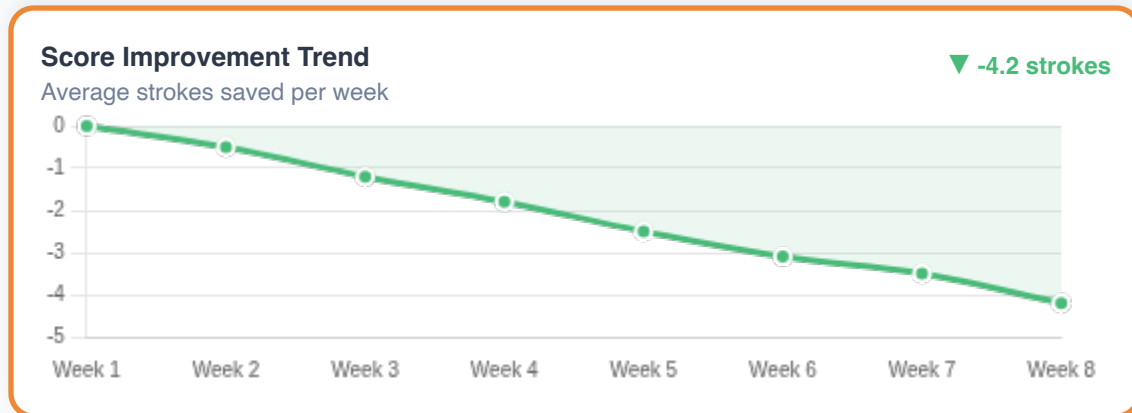
# "Biggest Loser" Golf Edition: Visible, Measurable Proof

8-12 week competition format with baseline metrics, weekly skills tests, and stroke improvement tracking

### Competition Format

8-12 weeks • Individual or team-based

- Handicap Index**  
Baseline & Finale
- SG: Putting/ARG**  
Weekly tracking
- Up-and-Down %**  
Scoring zones
- 6-10 ft Make %**  
Putting stats
- Weekly "Weigh-in"**  
Skills tests + on-course
- Scoring**  
Stroke improvement (net)



### Leaderboard

Top 5 players by stroke improvement ▼ -4.2 avg

1	<b>John Smith</b>	-4.2 strokes	▼ 2.1
2	<b>Sarah Johnson</b>	-3.7 strokes	▼ 1.8
3	<b>Mike Davis</b>	-3.1 strokes	▼ 1.5
4	<b>Emily Wilson</b>	-2.6 strokes	▼ 1.2
5	<b>Chris Brown</b>	-2.4 strokes	▼ 1.0

### Rewards

Prizes, badges, showcase round

### Sponsor Tie-ins

Equipment, apparel, lessons

Pro Tip: Use measurable metrics to create accountability and motivation

5 Players



# Keep Them Coming Back: Retention Through Daily Connection

Getting a student is one thing — what you do DAILY determines if they stay. It's 5x cheaper to keep a student than find a new one.



## CoachNow: Your Daily Connection Hub



### VIDEO FEEDBACK

Student sends a 30-second practice clip → you reply with a quick voiceover in minutes. They feel coached every day, not just on lesson day.



### PRACTICE PLANS

Push weekly drills directly to their phone. They always know what to work on next.



### PROGRESS TRACKING

Share stats, milestones, and wins visually. Students SEE their improvement in real time.



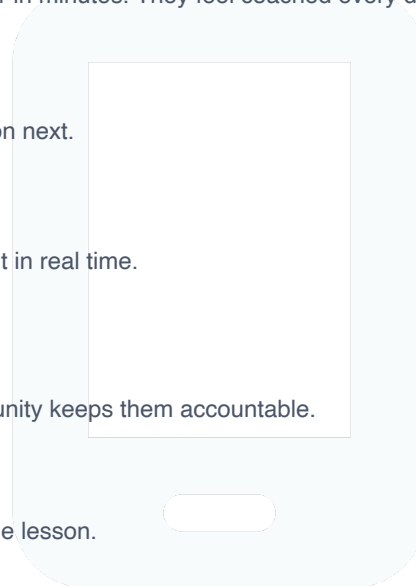
### GROUP SPACES

Create program-specific channels. Students motivate each other — community keeps them accountable.



### QUICK CHECK-INS

A simple "How did the round go?" text mid-week shows you care beyond the lesson.



## THE RETENTION MATH

Cost to acquire new student:

**\$150 - \$300** ↓

(ads, time, free clinics)

Cost to keep existing student:

**\$0** ✓

(just stay connected)

A student who re-enrolls 3x =

**\$1,500-\$3,000 LTV** vs one-off \$150 lesson.



"Your students don't leave because your coaching is bad. They leave because they feel **forgotten** between sessions. CoachNow makes sure that never happens."



The coach who communicates daily wins. Not more lessons — more connection = more re-enrollments = more revenue.

# Pricing: Traditional vs. Experience-Based

Stop selling time. Start selling transformation.



## Traditional Lessons

Time-based, low commitment

### Single Lesson

\$75 - \$150 / hour

### 5-Pack

\$350 - \$700

### 10-Pack

\$650 - \$1,300

- ✗ Time-based model
- ✗ No accountability
- ✗ No follow-up between sessions
- ✗ Revenue resets weekly

Client LTV: \$150 - \$500

### TRADITIONAL MATH

10 clients × \$100 = **\$1,000/week (unstable)**



## Experience-Based Packages

Outcome-based, premium value

### STARTER (4 wks)

**\$299 - \$499**

- Assessment
- 4 Sessions
- Practice Plan
- Weekly Check-in

- ✓ Outcome-based results
- ✓ Built-in accountability

RECOMMENDED

### ACCELERATOR (8 wks)

**\$799 - \$1,200**

- Full Curriculum
- On-Course Sessions
- Video Feedback
- Stat Tracking

- ✓ CoachNow 24/7 Connection
- ✓ Predictable monthly revenue

### ELITE (12 wks)

**\$1.8k - \$3k**

- Unlimited Coaching
- Tournament Prep
- Priority Booking
- Full Bag Fitting

**Client LTV:  
\$1,500 - \$5,000+**

### PACKAGE MATH

6 clients × \$997 avg = **\$5,982/cycle (predictable)**



"Based on your goals, I recommend the **Accelerator**. It gives us enough time to fix your short game and lower your handicap by 3 strokes. Shall we get you started?"

# Make It Simple to Follow

Implementation checklist for creating a seamless coaching experience



## Implementation Checklist

Simple, actionable steps for success

### ✓ 1-page plan

Goals + 3 KPIs

### ✓ Visual scorecard

Track SG, up-and-down %, make %

### ✓ 10-min check-ins

Accountability + micro-wins

### ✓ Weekly rhythm

1 coaching + 2 practice + 1 on-course

### ✓ Automation

Scheduling, reminders, group chat

### ✓ Friction kill list

Easy reschedules, clear kit list

 Pro Tip: Make it easy for clients to stay engaged and track progress



## Weekly Rhythm

Consistent coaching touchpoints



### 1 Coaching

Touch



### 2 Practice

Blocks



### 1 On-Course

Action



## Automation

Streamline your workflow



Auto-scheduling & reminders



Group chat for accountability



Simple payment options

6 Checklist Items

# Your 3-Step Action Plan — From Notes to Launch in 30 Days

Transform your coaching business with a clear roadmap to success

**1**

## DEFINE IDENTITY

Clarify who you serve

Clarify who you serve and the problem you solve. Write your positioning statement:

**"I help [type of golfer] achieve [result] in [timeframe] through [method]."**

Example: "I help competitive juniors lower their scoring average by 3 shots in 12 weeks through my Short Game Mastery System."

- ✓ Identify your ideal client profile
- ✓ Define your core promise
- ✓ Establish your key differentiators

**2**

## LAUNCH PROGRAM

Commit to ONE program

Commit to launching ONE program in the next 30 days. Define:

**Name: Short Game Foundations**

Length: 6 Weeks | Structure: Weekly Group | Price: \$499

- ✓ Set program name and structure
- ✓ Define pricing and inclusions
- ✓ Create program materials

**3**

## ATTRACT 5 CLIENTS

Execute one specific tactic

Execute one specific tactic to fill your first cohort:

- ✓ Host a free demo clinic
- ✓ Email existing students
- ✓ Post on club noticeboard
- ✓ Run social media campaign

**Goal: 5 clients in 30 days**

Focus on quality over quantity

 **"You are not just instructors. You are performance coaches."**

Don't leave this as notes—launch one simple program and refine as you go.

 **Start Now**