
Where to Find Your First 10 Clients as a Nurse Life Coach

A practice-building guide for board-certified nurse coaches who are ready to go from certified to booked.

Laura Minard, BSN, RN, NC-BC

Founder & CEO, Nurse Life Coach Academy

nurselifecoachacademy.com



ABOUT

Hi, I'm Laura.

BSN, RN, NC-BC · Founder & CEO, Nurse Life Coach Academy

I'm a registered nurse and a board-certified nurse coach. When I finished my coaching certification in 2018, nurse coaching still felt pretty obscure, and business definitely wasn't in my skill set.

But I believed it was possible, so I hired a mentor early. The results were immediate. That's when I realized our whole profession needed mentors, too.

In the hospital, we had preceptors who guided us after we learned how to be a nurse. Everything I've built at Nurse Life Coach Academy is modeled on that idea: you shouldn't have to figure out private practice alone.

This guide is the same advice I give every nurse coach who asks me, "Where do I actually find clients?"

700+

Nurse Coach Residency graduates

\$6M+

in tracked graduate revenue

250K+

downloads of The Successful Nurse Coach podcast

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01 Where do you find clients?

This is the money question. You just learned how to coach, and you want a full calendar doing work you love.

Here's the truth: a full practice is about 20 clients, and roughly 10 of them are probably already in your circles. Your first \$25K in private practice will come from messy action, believing in yourself, talking to the people you already know, and good old-fashioned networking.

You don't need 10 clients to find you.
You need to start 10 conversations.

02 Mindset must support strategy

Our clients hire us to help them change their thinking. If strategy were the only factor, every coach would have a full practice.

If you read the strategies in this guide and think, "This is easy," wonderful. Go do them.

If you read them and notice questions, doubts, or a quiet voice asking whether this could really work for you, that's normal. It's also exactly what a coach helps you work through. That thought isn't the truth. It's just the thing in the way.

03 Clients are everywhere

Nurse coaches are trained to help almost anyone with almost anything. That means nearly everyone you know, meet, and interact with is a potential client.

Becoming a professional nurse coach is an identity shift. Coaches aren't teachers, friends, or cheerleaders. We're experts at facilitating transformation. So give yourself permission to skip the niche for now, and spend your first three months in practice coaching as many people as you can.

THE CLIENT MAP

Six places to look. Start at number one and work outward.

1 People you know

Coworkers, friends, family, and community leaders.

2 Social media

A room full of people who already know you.

3 Hosting events

Workshops that let people experience your coaching.

4 Business organizations

Established local groups full of connectors.

5 Corporate contacts

Organizations that hire coaches for their staff.

6 Referrals

What every other source grows into over time.

At work

Nurses need support, and you already work alongside dozens of them. Let your coworkers know what you're doing, and invite them into pro bono coaching conversations with you.

TRY SAYING

"Hey! I just launched my coaching practice, and I'm building it through word of mouth. Would you like a free session with me? No obligation. If you love it, you can send people my way."

YOUR CHECKLIST

- | | |
|---|---|
| ☐ Tell leadership what you're doing. They need support, too. | ☐ Reconnect with nursing school friends. |
| ☐ Invite staff beyond nursing, too. | ☐ Reach out to former coworkers you're still connected to. |
| ☐ Start a nurse coaching committee. | ☐ Offer to lead a short mindfulness moment at huddle. |
| ☐ Ask whether your partner works with anyone they could refer. | ☐ Talk to your manager about your practice. |

Friends & family

Let the people who love you support you by experiencing your coaching. And if you have kids, every school event and practice is a room full of potential clients.

TRY SAYING

"I'd love to gift you a coaching session. I build my practice through word of mouth and referrals, and I'd love to help you with [what they've mentioned]. Then you can always send people my way."

Friends & family

- ☐ Text everyone you know and offer a session.
- ☐ Reach out to old high school friends.
- ☐ Connect with friends of the family.
- ☐ Ask your friends for referrals.
- ☐ Ask your partner to share your offer.
- ☐ Host a workshop at your home.
- ☐ Say yes to events, to serve and to network.

If you have kids

- ☐ School staff and teachers.
- ☐ Parents of your kids' friends.
- ☐ Birthday parties and sports games.
- ☐ Get a vendor table at kids' events.
- ☐ Host a moms' night out.
- ☐ Donate a session to a fundraising raffle.
- ☐ Offer your pediatrician's team a session.

Leaders in your community

Other entrepreneurs, people you've hired in the past, and local leaders carry a lot, and they talk to a lot of people. Serve them well and they become some of your best referral sources.

TRY SAYING

"I'd love to gift you a coaching session. I build my practice through word of mouth and referrals, and I'd love to serve you, so that when someone you know needs help, you think of me."

WHO TO REACH OUT TO

- | | |
|---|---|
| ☐ Your accountant | ☐ Attorneys |
| ☐ Your hairstylist | ☐ Holistic and integrative practitioners |
| ☐ Chiropractors and acupuncturists | ☐ Gym owners |
| ☐ City council members | ☐ Yoga studio owners |

Social media

Your feed is a room full of people who already know you. Treat it like one: show up, talk to people, and let them know what you do.

1

Grow your audience

Add 20 to 50 new friends or connections on Facebook each week.

2

Post daily and interact

Comment on other people's posts as much as you post your own.

3

Send personal invitations

Message people you know and invite them to a pro bono session.

4

Make one invitation post a week

Say plainly that you're a coach and how people can work with you.

5

Follow up for four weeks

Follow up once a week for four weeks before you decide someone is a no.

No reply isn't a no. Most people are just busy.

Host events

Be a leader in your community by hosting a workshop. Keep it one to two hours, on Zoom or in person. Teach just a little, then turn it into a group coaching experience.

Afterward, people know you, like you, and trust you. Follow up and invite them into a one-on-one coaching conversation.

WORKSHOP IDEAS

Health

- Navigating supplements
- Holistic health 101
- Mindfulness 101
- Meal planning 101
- Healthy cooking class

Transformation

- Bucket list workshop
- Vision boards
- Holistic goal setting
- Communication styles
- Eye-gazing connection event

Experience

- Group hike
- Grocery store tour
- Wine and connection night
- Moms' night out
- Walk and talk

Networking

- Interesting-people dinner
- Facilitated networking
- Entrepreneur meetup
- How to meet people night
- Holistic networking event

Business organizations

Established local groups are full of connectors who already meet to help each other grow. Visit a few and show up consistently.

Rotary Club

rotary.org

Local Meetup groups

meetup.com

BNi chapters

bni.com

Corporate contacts

Organizations can become clients, too. They bring in nurse coaches to support staff health, improve retention, reduce absences, and build a healthier culture. Ask yourself:

- ☐ What connections do I already have to companies?
- ☐ Do any family members or friends work somewhere that could use this?
- ☐ Would my own hospital hire me as a contractor to coach its staff?

CLIENTS ARE EVERYWHERE

Referrals 101

The goal is a referral-based practice: connecting, inviting, and serving so well that people send others to you.

It can happen faster than you expect. Everyone you coach now knows you're a coach. Coach 50 people, and you have 50 referral sources.

It only takes a few super-referrers to fill an entire practice.

BUILD THE HABIT

Ask for testimonials

Right after a session that landed, while it's fresh.

Ask for referrals

"Who do you know who could use this?"
Ask every time.

Say thank you

Send a small gift and a card to anyone who refers a client.

Free before paid

Master these free methods before you invest in marketing.

04 Connect and invite

If you remember one thing from this guide, make it this: connect and invite. It's the lifeblood of your practice in year one. Nearly every early client becomes a client because you invited them. People finding you on their own comes later.

Use these scripts to get started, then find your own words for inviting people into a coaching conversation.

CONNECT ONLY

"Hey [name], I really appreciate your energy on here. With so much negativity in the world, you radiate positivity, and I wanted you to know I noticed!"

"Hi! Thank you so much for commenting on my post. Tell me more about yourself. It looks like we have a lot in common!"

"Hey [name]! Thanks for accepting my request. I sent it because we have friends in common and we're both nurses."

INVITE

"Hey [name]! I have two pro bono coaching spots open this month, and you came to mind. Would you like one? No pitch, no sale. I build my practice through word of mouth, so you can pay me with a testimonial or a referral!"

"Hey [name], I saw your post about feeling overwhelmed with [topic]. That's exactly what I help people with in my practice. I'd love to give you one of my pro bono spots this month. Would you be interested?"

05 The business basics

Email, domain, business entity, banking, taxes, practice software, payments. It's easy to let "all the other business things" become the reason you haven't invited anyone yet.

So I'm giving you the same setup guide I give my Residents. Work through it alongside your first conversations, not instead of them.

FREE RESOURCE

The Business Setup Guide

Step-by-step setup for your practice, straight from the Nurse Coach Residency.

[Open the guide →](#)

Your setup doesn't have to be finished before your first client. It just has to not be in the way.

06 Residency accelerates everything

I hired a mentor early in my practice, and it changed everything. I'd love to do the same for you.

The Nurse Coach Residency is where board-certified nurse coaches build their practice with structure, live support, and people who notice when you go quiet. It's a three-trimester, 200-CEU program, and it's where connect and invite stops being a page in a guide and becomes something you actually do every week.

700+ nurse coaches have graduated from the Residency.

YOUR NEXT STEPS

- 1 Pick three people from this guide and send your first invitation today.
- 2 Listen to The Successful Nurse Coach podcast for more practice-building conversations.
- 3 Book a call with our Residency team, and let us help you.

Meet with the Residency team

nurselifecoachacademy.com/nurse-coach-residency

Don't DIY forever. The opportunity cost is real.