

Ten questions to ask any coaching platform before you sign

Including us. Take this page to any vendor demo. If a question gets a long answer, that is the answer.

Choosing software for a coaching practice is unusually hard to undo. Your client history, your notes and your clients' access all end up inside it, and the cost of being wrong is paid two years later. These are the ten questions worth asking first. None of them is a trick, and we do not answer all ten equally well ourselves.

01 Where is my client data stored, and does any of it leave the EU, including AI processing and support access?

A region and a straight yes or no. "The cloud" and a provider name are not answers.

02 Inside the coaching relationship, can any AI output reach my client without passing through me first?

Ask them to show you the screen where you approve it. If AI touches clients anywhere else, ask where, and whether it is labelled.

03 If I leave, what exactly can I take with me, and in what format?

Ask to see a real file. "Everything" is not an answer, and neither is a policy paragraph.

04 What happens to my clients' access on the day I cancel?

The honest answers vary enormously, and nobody volunteers this one.

05 Do you take a percentage of my coaching fees, now or under any future plan?

Marketplaces typically take 30 to 40 per cent. Software should take nothing.

06 Which third parties process my client data, and will you tell me when that list changes?

You want names and a notification commitment, not a category like "trusted partners".

07 Can a client's employer see anything the client has not explicitly agreed to share?

Ask specifically about session content, not just attendance.

08 What is the minimum term, what does cancelling require, and what is the refund position?

"Cancel anytime" and "no refunds on annual" often appear on the same page.

09 How is the platform's security reviewed, how often, and what happens when something is found?

Frequency and process. A vague answer here tells you more than a certificate would.

10 Is pricing per coach, per client or per session, and what happens as my practice grows?

Model the price at twice your current client count before you sign.

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Where your own practice stands

These questions are about the tools. The other half is your own practice: what it handles well today and what rests on you. Four minutes, your results on screen, and nothing asked of you until you want the full report.

Take the Practice Check

coachamp.com/for-coaches/practice-check