

Reelika Schulte

BUSINESS & SUCCESS COACH

Design Dream Lifestyle ✨
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Reelika Schulte is an international business coach with honors degree in business, and the founder of Design Dream Lifestyle, where she teaches women from around the world how to use their life experiences to launch their own thriving online coaching business.

Growing up in Estonia, Reelika developed an entrepreneurial mindset after watching her parents start their own business after the fall of the Soviet Union. After working in her parents' business and also in corporate finance for 10+ years, and running a personal finance blog, Reelika became an expert in balancing the personal and professional. She uses this business background and online savvy to encourage other women in the online coaching field and to expand their reach through sales funnels, conversions, lead generation, and passive revenue methods.

Her work has appeared in publications like *Forbes*, *Shining Mentor Magazine*, and *The Huffington Post*. She loves to speak about finding clients through automated marketing, creating signature coaching programs that sell, and building evergreen global coaching businesses.

She lives in Minnesota with her husband and her son.

Interview Topics

- Building an Online Coaching Business
- Creating a Signature Program for Your Coaching Business
- Evergreen and Automated Sales
- High Converting Sales Funnels
- The Importance of Market Research

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Sample Questions

- What did blogging teach you about running an online business?
- What did you learn about business and entrepreneurship from your parents after the fall of the Soviet Union?
- Why did you start an online coaching business after moving to the United States?
- Why is it important for people to seize the opportunity when it comes to starting a business?
- Why should online entrepreneurs adopt an evergreen business model?
- How can a webinar and automation help you qualify your clients?
- What is the first step a person should take when they are starting an online business and how is that different if you have been coaching for years?
- Why is market research so important when you are building a business?
- Why do you advocate for coaches to have a signature program?
- How can webinars help you market your coaching business and what is the process of developing a webinar?