

# COACHLINE

## Coach Onboarding Guide

Everything you need to get set up and start accepting bookings

### Welcome to Coachline!

We connect hockey coaches with players looking to improve their game. This guide walks you through everything you need to know to get set up and start accepting bookings.

#### What You'll Learn

- How to create your account and complete onboarding
- Setting up your rinks and availability
- How bookings, payments, and reviews work
- Dashboard features and profile settings
- Quick-start checklist to launch your coaching business

# What is Coachline?

Coachline is an online marketplace where hockey players (and parents) can discover coaches, view availability, and book sessions — all in one place. As a coach, you get a professional profile, scheduling tools, secure payments, and a growing audience of local players.

## Getting Started

### Create Your Account

1. Visit **coachline.hockey** and click **Get Started** or **Register**
2. Sign up using your Google account or email address
3. Select the **Coach** role when prompted
4. Accept the Terms & Conditions on the setup page
5. You'll land on your **Coach Dashboard** — you're in!

## The Onboarding Wizard

When you first access your Coach Dashboard, you'll be guided through a 5-step onboarding wizard. Each step must be completed in order. Here's what to expect:

### Step 1 of 5 — Basic Information

Tell players who you are:

- **Display Name** — Your name as it appears to players
- **Headline** — A short tagline for search results (10–100 characters). Example: "Power Skating Specialist | 15 Years Experience"
- **Bio** — Your coaching philosophy, playing background, and what makes your sessions unique (50–2,000 characters)
- **Years of Coaching Experience** — How long you've been coaching (0–50 years)

#### TIP

Your headline and bio are the first things players see. Be specific about what you offer and who you coach best.

### Step 2 of 5 — Specialties & Certifications

**Specialties** (select at least one):

Skating	Shooting	Stickhandling	Passing
Hockey IQ	Goaltending	Power Skating	Defensive Skills
Offensive Skills	Checking	Face-offs	Conditioning

#### Certifications (optional but recommended):

- Hockey Canada Certified
- USA Hockey Certified
- NCCP Certified
- Level 1 / Level 2 / Level 3 Coach
- High Performance 1 / High Performance 2
- Goaltending Specialist

#### TIP

Adding certifications builds trust. Players are more likely to book coaches with recognized credentials.

### Step 3 of 5 — Profile Photo

Upload a professional photo of yourself:

- **Accepted formats:** JPG, PNG, or WebP
- **Max file size:** 4 MB
- Your photo is displayed as a circular avatar across the platform

#### TIP

Use a clear, well-lit photo — ideally on the ice or in coaching gear. First impressions matter!

### Step 4 of 5 — Pricing & Terms

Set your session rates:

Session Type	Rate Range	Description
1-on-1	\$20 – \$500 / hour	Private session with one player
Small Group	\$10 – \$300 / hour per player	Group session (2–12 players)

- **Max Group Size** — Set the maximum number of players in a group session (default 6, range 2–12)
- **Platform Fee** — Coachline retains a 15% service fee on each booking. The remaining 85% is your payout.

#### EXAMPLE

Example: If you set your 1-on-1 rate at \$100/hour, you'll receive \$85 per session after the platform fee.

## Step 5 of 5 — Connect Stripe for Payments

Coachline uses **Stripe Connect** to handle all payments securely:

1. Click **Connect Stripe** to begin
2. You'll be redirected to Stripe to set up your account
3. Provide your banking details so you can receive payouts
4. Return to Coachline when finished

### NOTE

You can skip this step and complete it later, but you won't be able to accept bookings until Stripe is connected. Coachline never handles your banking information directly — everything goes through Stripe's secure platform.

## Setting Up Your Rinks

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Before you can set availability, you need to add the rinks where you coach:

1. Go to **Dashboard > Rinks**
2. Click **Add Rink**
3. Start typing the rink name — our search will find it automatically
4. Select the correct rink from the results
5. Repeat for each location where you coach

### NOTE

You can remove a rink at any time, but removing a rink also removes any availability slots set for that rink. Existing bookings are not affected.

## Setting Your Availability

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Once you've added your rinks, set your weekly schedule:

1. Go to **Dashboard > Availability**
2. Click **Add Availability Slot**
3. Fill in: **Rink**, **Day of Week**, **Start/End Time**, **Session Duration** (30–120 min), **Break Between Sessions** (0–15 min), and **Session Types** (1-on-1, Group, or both)

### EXAMPLE

Example: Setting 5:00 PM – 8:00 PM with 60-minute sessions and 15-minute breaks generates bookable slots at 5:00, 6:15, and 7:30.

## Blocking Specific Dates

Need a day off? Use **Date Overrides** to block specific dates. Go to the Block Dates section on the Availability page, select dates on the calendar, and players won't see slots for those dates. You can unblock dates at any time.

## How Bookings Work

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### 1. Player Finds You

Players browse coaches by location and specialty, visit your profile, and select an available time slot.

### 2. Player Books & Pays

The player reviews session details and pays through Stripe. Payment is authorized but not captured yet — money is held but not charged.

### 3. You Confirm

You'll see the booking as "Pending" in your dashboard. Click Confirm to accept. Or enable auto-confirm in your profile settings.

#### **4. Session Happens**

Show up, coach, and make a difference!

#### **5. Mark as Complete**

After the session, go to Dashboard > Bookings and click Mark Complete. This captures payment and triggers your payout.

#### **6. Player Leaves a Review**

Players can leave a star rating and comment. You can respond from your Reviews page.

## Your Dashboard at a Glance

Section	What It Does
Overview	Quick stats: upcoming sessions, monthly sessions, earnings, and rating
Profile	Edit your bio, headline, photo, rates, social links, and booking settings
Rinks	Add or remove the rinks where you coach
Availability	Set your weekly schedule and block specific dates
Bookings	View, confirm, complete, or cancel bookings
Earnings	Track your monthly and all-time earnings and payouts
Reviews	Read player reviews and post responses
Payments	Manage your Stripe connection and payout status

## Profile Settings Worth Knowing

- **Auto-Confirm Bookings** — When ON, new bookings are automatically confirmed. Great for a hands-off experience.
- **Advance Booking Window** — How far in advance players can book (1–90 days, default 30).
- **Minimum Booking Notice** — The shortest notice a player must give (1–72 hours, default 24). Prevents last-minute bookings.
- **Social Media Links** — Add your Instagram, TikTok, YouTube, and X/Twitter profiles. These appear on your public profile.

## Earnings & Payouts

All payments are processed securely through Stripe. You receive **85%** of each booking total (after the 15% platform fee). Payouts are deposited directly to the bank account you set up with Stripe.

	Amount
Total charged to player	\$80.00
Platform fee (15%)	– \$12.00
<b>Your payout</b>	<b>\$68.00</b>

## Cancellation Policy

**If a player cancels:**

- **24+ hours before** — Full refund to the player
- **12–24 hours before** — 50% refund (you receive the other 50%)
- **Less than 12 hours** — No refund (you receive full payment)

**If you cancel:**

- The player always receives a **full refund**
- You'll need to provide a reason (minimum 10 characters)
- Frequent cancellations may affect your standing on the platform

## Reviews & Reputation

After a completed session, players can leave a review with a star rating (1–5) and a written comment. Reviews appear on your public profile. You can respond once to each review from **Dashboard > Reviews**. Your response appears publicly beneath the player's review — keep responses professional and constructive.

**TIP**

Encourage satisfied players to leave reviews. A strong rating and review count significantly boosts your visibility and booking rate.

## Quick-Start Checklist

Use this checklist to make sure you're fully set up and ready to accept bookings:

- Created your account and selected the Coach role
- Completed the 5-step onboarding wizard
- Added at least one rink where you coach
- Set your weekly availability for each rink
- Connected your Stripe account for payments
- Reviewed and customized your booking settings
- Added a professional profile photo
- Written a compelling headline and bio
- Added your social media links
- Shared your Coachline profile link with your network

### Need Help?

Contact us at [coachline.hockey/contact](https://coachline.hockey/contact)

We're here to help you succeed. Welcome to Coachline — let's grow the game together!