

# **The Powerhouse Marketing Program for Coaches**

*101 Tips for Turning Your Coaching Business  
Into a Marketing Powerhouse*

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**“Marketing is everything you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis. The key words to remember are *regular and on a consistent basis.*”**

Jay Conrad Levinson

Taken from Guerrilla Marketing, Third Edition

**1. Your first step in marketing your coaching business is to write a very detailed 8-Step Marketing Plan that requires that you work backward. You should answer each of the 8 questions in the order they are written to develop a strong marketing plan that is highly effective.**

**(a) Who do you want to reach? What do YOU want? (When your coaching business is full and overflowing, how much money would you like to be making on an annual basis?)**

Example:

I want to make a minimum of \$100,000.00 per year:

15 clients paying \$500.00 per month,  
3 teleclasses that bring in \$2000.00 per month  
2 workshops that bring in \$2000.00 per month  
\$3000.00 per month in passive revenue

**(b) What are the benefits of what you offer?**

Examples Include:

- Increase Annual Profits by 20% annually
- Solve problems quickly and easily
- Increase Productivity
- Reduce Delay-Accomplish more in less time
- Communicate More Effectively
- Increase Employee Retention
- Become well-known in the world of business
- Improve Public Speaking Skills
- Advance to the next level in your career
- Spend 5 hours each week in extreme self care

**(c) Who is your target audience? Who do you want to reach? What are the qualities that your ideal client possesses?**

Example:

“I want to reach professional men and women between the ages of 28-50 making a minimum of \$150,000.00 per year annually.”

**My ideal client:**

Is willing to explore new territory  
Is open to new ideas  
Is professional in all interactions  
Is highly creative and stimulates my creativity  
Is results-oriented  
Appreciates a fast-action approach to coaching  
Shows up for each coaching session and is on time  
Is willing to pay on time  
Is willing to send word of mouth referrals

**(d) What is your niche? It is becoming more and more difficult to get clients without aiming for a target audience. If you can develop a very unique niche, chances are likely that you will attract more people.**

Example:

“I am a leader in the world of Environmental Design Coaching...coaching men and women who want to become leaders in the world of business, politics, and in the corporate setting.”

**(e) Your top ten marketing tools.**

There are many marketing tools (taken from Guerrilla Marketing by Jay Conrad Levinson and from [www.gmarketingcoach.com](http://www.gmarketingcoach.com).) Here are 57 that you can begin using today that do not require a great deal of money:

1. Marketing plan
2. Marketing calendar
3. Niche/positioning
4. Name of company
5. Identity
6. Logo
7. Theme
8. Stationery
9. Business card
12. Days of operation
13. Flexibility
14. Word-of-mouth
15. Community involvement
16. Barter
17. Club/Association memberships
18. Telephone demeanor
19. Free consultations
20. Free seminars and clinics
21. Giver vs taker stance
22. Fusion marketing
23. Employee attire
24. Outstanding Service
25. Follow-up
26. Gifts and ad specialities
27. Column in a publication
28. Article in a publication
29. Speaker at any club
30. Newsletter
31. Benefits list
32. Neatness
33. Referral program
34. Sharing with peers
35. Gift certificates
36. Networking
37. Contests/sweepstakes
38. Online marketing
39. Radio spots
40. Fax-on-demand
41. Audio-visual aids
42. Marketing insight
43. Speed
44. Testimonials
45. Reputation
46. Enthusiasm & passion
47. Credibility
48. Research other coaches' websites
49. Being easy to do business with
50. Brand name awareness
51. Designated guerrilla
52. Customer mailing list-opt-in boxes on website
53. Competitiveness
54. Satisfied customers
55. Audio Welcome
56. E-Courses
57. Audio Sample of a Coaching Session

**(f) What is your signature style? How are you known?**

Example:

“As a coach, I offer an advanced level of coaching, which is based on high quality, a high level of integrity and speed. My coaching helps clients focus on action steps, when implemented, result in quick success, both personally and professionally.”

**(g) A budget. You will be using many tools that are free, but some tools will require that you spend money.**

Example:

“Teaching 4 teleclasses per month will cost approximately \$2,000.00 annually.” I know from this budget that I will need to acquire one paying client who will pay me my fee for one year or two for 6 months.

**(h) Getting into action. Once your plan has been written, you will need to move into action. What needs to happen in order to move you into action?**

Example:

“I will spend 30 minutes each day devoted to implementing my marketing plan.”

**2. The Guerrilla Marketing competencies (from: [www.gmarketingcoach.com](http://www.gmarketingcoach.com).) There are 16 competencies, and in order to be successful, you should be using all 16. These 16 are:**

|                     |                    |
|---------------------|--------------------|
| Intentionality      | Sensitivity        |
| Aggressiveness      | Assortment         |
| Follow-Up           | Measurement        |
| Enthusiasm          | Niche              |
| Marketing Plan      | Internet Marketing |
| Relationships       | Giver Stance       |
| Outstanding Service | Imagination        |
| Marketing Partners  | Consistency        |

### **3. The Real Audio/MP3/DSS Clip**

A real audio, MP3, or DSS clip of you coaching a client or teaching a teleclass is a great tool for using when a client is considering hiring you. You can upload these to your website or build a link which can be e-mailed to a client. For more information, contact: [www.audiostrategies.com](http://www.audiostrategies.com). Through Hello Direct, Radio Shack, or Circuit City, you may also purchase a telephone recorder to enable you to create your own audio recording. I also recommend that you add an audio welcome to your website or to your e-mail signature to let folks know how they can get the most out of your website or how they can call you for more information. The voice is a very intimate marketing tool, and it will convert visitors into paying clients in a flash! You may create your own audio welcome, or you may consider using a service such as [www.audiogenerator.com](http://www.audiogenerator.com).

#### **4. The Strategic Alliance/Fusion Marketing Alliance**

The strategic alliance is one of the most economically feasible and effective ways to reach your target audience. By forming a strategic alliance with businesses who are working with your target audience, you will be able to disseminate your marketing message to a wider audience at a much lower cost. This approach will increase your visibility and will make you appear stronger to your market. An example might be:

You align yourself with a group of attorneys who provide legal services to your target market. You ask them to give your business card to others, and in return, you send them business when a client needs legal services. It is that simple.

Form a strategic alliance with approximately 10 people in your community. As prospective clients call you, document the call, why they called, and how they learned about you. If the client came to you from a strategic partner, write them a thank-you note or even better, give them a \$50.00 bonus for sending you a paying client.

Also, it is extremely important for you to partner with coaches who you are in competition with. If you will switch from thinking “competition” to thinking “cooperation,” you will find that your position is much stronger in the global market place.

#### **5. The teleclass**

I have discovered in working with coaches that many do not teach teleclasses. In my opinion, this is one of *the best* ways to market your skills and services. For more information on leading teleclasses, visit [www.teleclass.com](http://www.teleclass.com), [www.teleclassinternational.com](http://www.teleclassinternational.com), and [www.teleclass4you.com](http://www.teleclass4you.com).

#### **6. Writing top tens and articles of interest, and writing an e-course.**

Susan Dunn ([www.susandunn.cc](http://www.susandunn.cc)) is a coach who gets approximately 90% of her clients by writing articles for various publishing ezines. You can begin this process by submitting top tens to [www.topten.org](http://www.topten.org). Once you are published, this one perk will give you an amazing amount of credibility and will jumpstart your process to getting more clients. As you write articles, you will then be able to convert bits and pieces of the article into an e-course. A free resource for developing an e-course is: [www.sendfree.com](http://www.sendfree.com).

These article submission sites are my favorites. I highly recommend that you write 3 great articles, and submit them to each and every one of these ezines. Once your articles are circulating on the internet, your chance of becoming published in hard copy greatly

increases. These articles can also become the foundation for an e-book, e-course, teleclass, workshop, or public speech.

[www.topten.org](http://www.topten.org)

[www.ideamarketers.com](http://www.ideamarketers.com)

[www.demc.com](http://www.demc.com)

[www.addme.com](http://www.addme.com)

<http://www.allbusiness.com>

[http://article\\_depot.50megs.com/](http://article_depot.50megs.com/)

<http://www.articlecity.com/>

<http://www.bestezines.com/>

<http://www.business-dynamics.com/>

<http://cerebuswebmaster.com/>

<http://www.connectionteam.com/>

<http://ebusinesshelpsite.com/Articles/submit-article.htm>

<http://www.ezadsuccess.com/>

<http://www.ezinearticles.com/>

<http://v.webring.com/hub?ring=ezinepublishersa&id=44&hub>

<http://www.ezinehub.com/>

<http://ezine-universe.com/>

<http://goarticles.com/index.html>

<http://www.marketing-seek.com/>

### **(7) Freebies and Give Aways: Keep Your Customers Coming Back!**

Freebies and give-aways are great tools for attracting customer attention. A free packet, free newsletter, or free tip of the month can boost confidence among your prospective clients. Once you have a customer, give away extra value...give away your teleclasses, a free subscription, free newsletter, free gifts, etc. You can never give enough.

### **(8) Testimonials**

Once a person has received a product, service, or coaching, they are usually very willing to give you a testimonial as a way to support your business. Post these testimonials on your website, in a brochure, or on your business card, and watch your client confidence grow.

### **(9) Speaking in a language that is not about you but is about the customer.**

Quite often, coaches get bogged down in heavy language and metaphors that the public plainly and simply cannot understand. If you are still using the phrase "I help the client

get to where they are to where they want to go” or “I help clients live a life filled with passion and possibility” or “I help clients discover the meaning of life,” you are in for a rude awakening. The general public buys based on basic life needs and wants. Here are 50 of the top reasons why people buy. Take these needs, and then craft a statement about what you do based on things that sell and sell (taken from [www.gmarketingcoach.com](http://www.gmarketingcoach.com).) If you are not willing to meet the surface needs/wants of the public, you may never build a business that will outlast the others. I also highly recommend the Guerrilla Marketing Coach Certification program, led by Mitch Meyerson. It is a wonderful mix of marketing training, and when you are finished, you will be able to market yourself as a true Certified Guerrilla Marketing Coach.

- 1. To make more money – even though it can’t buy happiness**
- 2. To become more comfortable, even a bit more**
- 3. To attract praise – because almost everybody loves it**
- 4. To increase enjoyment – of life, of business, of virtually anything**
- 5. To possess things of beauty – because they nourish the soul**
- 6. To avoid criticism – which nobody wants**
- 7. To make their work easier – a constant need to many people**
- 8. To speed up their work – because people know that time is precious**
- 9. To keep up with the Joneses – there are Joneses in everybody’s lives**
- 10. To feel opulent – a rare, but valid reason to make a purchase**
- 11. To look younger – due to the reverence placed upon youthfulness**
- 12. To become more efficient – because efficiency saves time**
- 13. To buy friendship – I didn’t know it’s for sale, but it often is**
- 14. To avoid effort – because nobody loves to work too hard**
- 15. To escape or avoid pain – which is an easy path to making a sale**
- 16. To protect their possessions – because they worked hard to get them**
- 17. To be in style – because few people enjoy being out of style**
- 18. To avoid trouble – because trouble is never a joy**
- 19. To access opportunities – because they open the doors to good things**
- 20. To express love – one of the noblest reasons to make any purchase**
- 21. To be entertained – because entertainment is usually fun**
- 22. To be organized – because order makes lives simpler**
- 23. To feel safe – because security is a basic human need**
- 24. To conserve energy – their own or their planet’s sources of energy**
- 25. To be accepted – because that means security as well as love**
- 26. To save time -- because they know time is more valuable than money**
- 27. To become more fit and healthy -- seems to me that’s an easy sale**
- 28. To attract the opposite sex – never undermine the power of love**
- 29. To protect their family – tapping into another basic human need**
- 30. To emulate others – because the world is teeming with role models**
- 31. To protect their reputation – because they worked hard to build it**
- 32. To feel superior – which is why status symbols are sought after**

- 33. **To be trendy – because they know their friends will notice**
- 34. **To be excited – because people need excitement in a humdrum life**
- 35. **To communicate better -- because they want to be understood**
- 36. **To preserve the environment – giving rise to cause-related marketing**
- 37. **To satisfy an impulse – a basic reason behind a multitude of purchases**
- 38. **To save money – the most important reason to 14% of the population**
- 39. **To be cleaner – because unclean often goes with unhealthy and unloved**
- 40. **To be popular – because inclusion beats exclusion every time**
- 41. **To gratify curiosity -- it killed the cat but motivates the sale**
- 42. **To satisfy their appetite – because hunger is not a good thing**
- 43. **To be individual – because all of us are, and some of us need assurance**
- 44. **To escape stress – need I explain?**
- 45. **To gain convenience – because simplicity makes life easier**
- 46. **To be informed – because it's no joy to be perceived as ignorant**
- 47. **To give to others – another way you can nourish your soul**
- 48. **To feel younger – because that equates with vitality and energy**
- 49. **To pursue a hobby – because all work and no play etc. etc. etc.**
- 50. **To leave a legacy – because that's a way to live forever**

## **10. The saturation approach**

Quite often as coaches, we do a “little bit of this and a little bit of that.” By working an 8-step marketing plan, you will be able to come up with a very clear picture of who you want to reach, how you want to reach them, and a plan of attack. Once you decide on your target market, choose ten marketing weapons and make sure that they all flow. Your ultimate goal should be to use at least 80-100 marketing weapons. The more you saturate the market, the more visible you will become.

Example: “I want 15 clients paying \$500.00 per month. My target audience is men and women between the ages of 28-50 making \$250,000.00 per year.”

A plan of attack might look like this:

- (1) Each month, place a brochure in the waiting area of twenty Fortune 500 companies.
- (2) Fly First Class two times per year.
- (3) Attend one annual convention targeting Corporate Executives.
- (4) Write one top ten each month designed to meet the needs of corporate executives and send this article to 20 business magazines.
- (5) Spend one morning each week reading business articles and journals that cater to Corporate Executives (Harvard Business Review, CRAINES, and Fast Company.)

- (6) Take the information I am learning and teach four teleclasses each month based on the information learned.
- (7) Contact 50 radio stations and request to be a guest on a radio talk show.
- (8) Develop 10 strategic alliances with people who cater to the needs of CEOs.
- (9) Buy one ad in a business journal.
- (10) Begin living and thinking like an Executive.

Once you have completed your marketing plan, you will want to develop a calendar to track what you are doing. This should be very simple and should clearly state what you will be doing. Below is an example of a calendar form that I use for tracking my marketing progress. This calendar should include 52 rows, as you will want to be addressing your marketing plan in an aggressive approach each and every week. Aggressive does not mean pushing other people. It means that you are devoted to a very full and thorough marketing plan that is consistent and has a nice mix of tools.

### Marketing Calendar

| Marketing Weapon | Dates to Use | Completed | People needed to make this happen | Results |
|------------------|--------------|-----------|-----------------------------------|---------|
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |
|                  |              |           |                                   |         |

### **11. Call your customers every Monday morning.**

Call your customers every Monday morning at the same time. Call to simply say "hello" and to check in. Ask how things are going, if there is anything you can help with, or what is new in his/her life or business. Share ideas, laughter, and support. It works!

## **12. Call customers on days of celebration.**

Keep a file of birthdays, anniversaries, milestones, and special events (graduations, weddings, Bar Mitzvahs,) and call the customer on these special days to say "Congratulations...I am thinking of you on this special day."

## **13. Provide a voice mail "Tip of the Day."**

Make the most of voice mail and answering machines by posting a message that says "WOW!" Include a "tip of the day" on your message tape, which can prove to be highly entertaining and educational to callers, as well as a credibility and rapport builder for you.

"Hi, this is Bea Fields and the office of FiveStarLeader.com. Today is Wednesday, July 23, and the tip of the day is taken from my article **Top Ten Ways to Host a Successful Open House**. If your place of business contains an oven, bake something with a pleasing aroma (such as cinnamon) 30 minutes prior to the event. Pleasant food aromas instill fond memories in people which can help others connect to you more easily. Thank-you for calling. I invite you to check back tomorrow for tip number 2 from the **Top Ten Ways to Host a Successful Open House**. If you wish to leave a message, please do so after the tone, and I will return your call as soon as possible. Have a wonderful day!"

## **14. Provide a cookie service.**

One day each month, deliver home-baked cookies to your customers. Chocolate chip or shortbread cookies are always popular. This service can be outsourced to a bakery who has a reputation of high quality, and a strategic alliance will be formed in the process.

## **15. Add a Company Mascot to your Business.**

With the help of a few very clever cows, Chick-fil-A's unaided brand awareness has grown 81 percent, and its sales have increased nearly 120 percent since the mascot was added to the team in 1995. This attention-grabbing ploy, encouraging folks to "Eat Mor Chikin" has helped make this Atlanta-based company the third largest quick-service chicken restaurant company in the United States. Are you a relationship coach? Add a "Cupid" mascot to your business. Are you a coach for kids? Add a fun "Teddy Bear" mascot to your business. The goal here is to be very visible.

## **16. Throw a Gala for Hair Stylists in your Community.**

What do hair stylists do while they are working their magic? They TALK! By throwing a memorable event for the hair stylists in your community, you can reach thousands of potential clients through fantastic word of mouth. Host a breakfast, lunch, or dinner and

roll out the red carpet for this crowd, and watch new customers and clients flock to your place of business.

### **17. Host a Game Night.**

Are you an investment advisor? Host a game night using the game “Cash Flow.” Are you a Life Coach? Throw a party and play the game LIFE. Are you a cat groomer? How about a Cat-Opoly Night? For travel agents, try the game Route 66, taking your guests on a road trip across the country. Playing board games can create a rich and wonderful opportunity for interaction with potential customers, which can allow them to get to know you in a fun and non-threatening way and can create an opportunity for building rock solid strategic alliances.

### **18. Host a “Big Brain” Week-End.**

Want to learn from the experts? Borrow experts one time per year to develop a cutting-edge marketing plan for your company by hosting a “Big Brain” Week-End. If you cannot afford a full marketing staff, you can borrow key experts for a quarterly brainstorming session which can enhance product and service ideas for your company quickly. You can pay a small per diem and travel expenses and pick the brains of 6-8 people who really know their stuff.

### **19. Sponsor a Night Light Golf Tournament (a golf tournament held in the evening after the sun sets.)**

This grassroots approach can land you accounts, customers, and an amazing amount of visibility. Short on funds? Invite ten strategic alliance partners to help cover the costs. This collaborative effort will triple your visibility.

### **20. Put Yourself in the Dunking Booth!**

Carnivals and festivals are great fun for the entire family, and one of the hottest attractions at these events is The Dunking Booth. By volunteering to be the person “dunked,” you will have all eyes on you, and folks will be talking about you for weeks, creating “buzz” around your name, your products, and your services.

### **21. Fly a Kite!**

Your company name, logo, and contact information on a wild and brightly colored kite can send your business to new “heights.” Spend a windy day at the beach or in the park, and give away free kites to visitors. This approach can be valuable and can quickly expand your visibility.

## **22. Send Unusual Gifts and Freebies.**

Giving unusual gifts and freebies is another way to set yourself apart from the crowd. Are you in the middle of an ice storm? Send leis to your customers to brighten up their day. Do you have a customer who is recuperating from a broken leg? Send a movie on video, a box of popcorn, and a pack of M & M's. Do you have a customer with a new baby? Send a basket with bubble bath, herbal tea, a cooling eye mask, and a set of ear plugs (humor works!)

## **23. Design Two or Three Marketing Goals with No Purpose in Mind Other than to Amuse Yourself and Your Friends.**

Two of the biggest goals of marketing are to appear larger or more well known than you are at this moment and to have great fun! Gather your friends, and throw a Hula Hoop party, dress up for Halloween, or stand on the corner of town and interview folks with a question such as "If Barbie is so popular, why do you have to buy her friends?" Sound strange? You bet it does! Strange and mischievous approaches to marketing work, and people will stand up and take notice of what you have to offer.

## **24. Celebrate the Wacky World Holidays with your Clients and/or Customers.**

Did you know that August 17 is Number 2 pencil day? Send your clients Number 2 pencils with your name and logo embossed on the pencils. What about Homemade Pudding Day on September 19? Send your clients and customers your favorite pudding recipe, and invite them to your business to sample a "taste." If you are the owner of a toy store or a children's clothing company, you may want to set aside November 18 to celebrate Micky Mouse's Birthday. Creative marketing is the future of big business, and celebrating offbeat holidays will allow your customers and clients to experience something unusual and will set you apart from your competition. For a list of non-traditional holidays, visit [www.earthcalendar.net](http://www.earthcalendar.net).

## **25. Make it easy for your clients to buy from you by opening a merchant account or shopping cart.**

When working with new coaches, one of the first things that I recommend is to open a merchant account or an account with [www.paypal.com](http://www.paypal.com). Your ability to acquire paying clients will triple if you are willing and able to take credit cards. A shopping cart system can also be set up through companies such as [www.practicepaysolutions.com](http://www.practicepaysolutions.com) or [www.cartville.com](http://www.cartville.com).

## **26. Develop a free e-course, and send this out via an auto responder system.**

If you have an auto responder system set up through your website, I would highly recommend that you consider writing and delivering a 12 week e-course. Why 12 weeks? Marketing studies show that after 9 interactions with a potential client, there is a great chance that they will want to buy from you. If you do not have an auto responder system built into your website, you may set up a free e-course through [www.sendfree.com](http://www.sendfree.com).

## **27. Develop a rock solid strategic alliance with 100 reputable business owners.**

If I had one piece of wisdom to share with a new coach, it is this: “Do everything you can do to get to know 100 men and women business owners in your local or virtual community, and form an alliance with them.” Why?

- (a) You will add value to your clients through the expertise of this group of men and women.
- (b) You will have the opportunity to tell 100 business owners about what you are up to and how you can support them as well.

I have my strategic alliance partners listed on my website at: [www.fivestarleader.com/bestof.html](http://www.fivestarleader.com/bestof.html). These folks have been so very supportive of my business, and in return, they have acquired clients from their presence on my website. It is a wonderful way to expand your visibility and to add credibility to your business.

## **28. Host an open house or luncheon to announce the opening of your business.**

One of the best ways to invite the public to learn about your business is by hosting an open house. People love the chance to get a "behind the scenes" look at what you and your business are all about. When I first opened my coaching business, I invited 16 Centers of Influence to my home for lunch. I acquired my first two clients out of this social gathering, and these two clients helped me quickly grow my business through the power of referrals.

## **29. Know how to respond to the question “What is Coaching?”**

In the early stages of developing my coaching business, I found that explaining the profession of coaching to people unfamiliar with the industry was challenging. These ten tips will provide you with a fresh look at explaining what coaching is all about:

### **(a) It's not therapy.**

"Coaching is like product development, and you are the product." (Fast Company Magazine)

### **(b) Compare it to golf.**

"It's not about changing your game, it's about fine-tuning your swing, for peak performance."

### **(c) It is like a fantastic road trip.**

"Coaching is a journey that can lead to amazing discoveries and an exciting destination."

### **(d) It involves taking a closer look at your life.**

"Coaching involves a review of your career, strengths, and shortcomings with the goal being to pinpoint skills that need honing."

### **(e) It is a partnership.**

"A coach is like your personal and business strategist. Together, we will use brainstorming to spark creativity to support you in making tough decisions."

### **(f) It is action-oriented, and you are in charge.**

"Coaching involves creating a high-impact action plan where you reach your own conclusions about what tendencies merit focus."

### **(g) A coach is like a designer.**

"A coach works with you to custom design a life that is perfect for you."

### **(h) A coach is also a teacher.**

"You can use a coach to master a skill. Coaches are trained in a variety of skills including internet, time management, leadership, and communication skills."

**(i) It is like personal training.**

"Just as personal training builds physical muscles, coaching can help you develop the mental and emotional muscles needed to tackle life's challenges."

**(j) A coach is like a guardian angel.**

"A coach is someone who may be tough but who watches over you and will always be on your side."

**31. Develop a 7-10 word introduction of what you do, omitting the word "coach."**

In the early days of coaching, I would tell folks "I am a COACH." Their response time and time again was "What sport do you coach?" After several futile attempts at telling people my "role," I decided to switch my introduction, letting the listener know what I do to solve the big problems that most people have. I now say:

**"I help business owners make more money in less time."**

**"I help people become well known in their field or community."**

**"I grow future leaders."**

**"I help coaches develop a marketing plan that attracts paying clients."**

**"I help CEOs develop highly effective teams."**

**"I help people improve their presentation and sales skills."**

**"I help business owners start a new business or grow an existing business."**

I have found that the majority of the time, people really don't care what you do or who you are. They do, however, care about what you can do for them. If you can tell them how you can make their life better, you will find that there is much more interest than in using the word "coach."

**32. Open a website, even if it is only one page.**

Quite often I hear seasoned coaches telling young coaches that they do not have to have a website to coach clients. While this is true, your website actually serves as a "living brochure." The paper brochure is fading, and most business owners want to know that you are "hip enough" to have a website. I have a very full website with [www.fivestarleader.com](http://www.fivestarleader.com), and I also have a very simple one page website:

[www.womenadvancingwomen.com](http://www.womenadvancingwomen.com). This website operates like a multi-page website, but it is only one page, and the total cost for the website was \$250.00 (this is the fee without an opt-in box. I do recommend an opt-in box, which can add \$200-\$500 to your total bottom line costs.)

### **32. Turn on spell-check.**

One of the quickest ways to turn off a potential client or customer is to host a website or send e-mail that is filled with typographical errors. Turn on spell-check, and be careful to watch both grammar and punctuation.

### **33. Follow the rules of permission marketing.**

We are interrupted over 200 times per day with scores of marketing messages, and spam is becoming increasingly abusive to e-mail users. **DO NOT** send e-mail to anyone who has not given you permission to do so. I am also not big on cold calls, as this again is an interruption to the man or woman receiving the call, which can be very frustrating and can leave a negative impression in the minds of others.

### **34. Consider offering assessments to your clients.**

People LOVE assessments! You can design your own, or you can use a standard assessment such as the DiSC, MAPP, Kolbe, or 360 Degree Feedback Assessment Series. One of my favorite assessment tools is the **Strengths Profile Finder from the book *Now Discover Your Strengths* by Marcus Buckingham and Donald O Clifton, Ph.D.** I provide all of my clients with a copy of the book, and we begin to build their goals around their top 5 strengths. This one tool is a wonderful way to add value to your clients and to support advanced coaching.

### **35. Co-host a booth at a trade show targeting your ideal client.**

Trade shows are a great way to increase your visibility and to meet your ideal client. The booth fees can be costly, so join 3-4 coaches for this endeavor, and you will find that your network triples in one week-end, and you will have fun in the process. During the trade show, offer something of great value, such as a month of coaching, and invite your visitors to leave their biz cards with you in a fish bowl for a drawing at the end of the conference.

## 36. BLOG

Jill Walker teaches in Norway and writes about the web, writing, blogging and networked literature and art. Her blog is [jill/txt](http://jill/txt). She just finished a definition of blogging that will appear in [The Routledge Encyclopedia of Narrative Theory](#) in 2005.

Jill's definition includes the obvious structural and mechanical aspects of weblogs and blogging. She says a few things that are important for the coach who blogs.

**“Each entry in a weblog tends to link to further information...Readers may start at any point of a weblog, seeing the most recent entry first, or arriving at an older post via a search engine or a link from another site. Once reading a weblog, readers can read in several orders: chronologically, thematically or searching by keywords. Weblogs are serial and cumulative, and readers tend to read small amounts at a time, returning hours, days or weeks later to read entries written since their last visit.”**

A blog is a great way to build a web presence without a website. You can create a blog through a free service such as [www.blogger.com](http://www.blogger.com) or [www.crimsonblog.com](http://www.crimsonblog.com). You can host your blog on your website, or you can host one through [www.coachblog.com](http://www.coachblog.com). For more information, visit: [www.coachblog.com](http://www.coachblog.com).

## 37. Turn invoices into a marketing communication tool.

On your invoices, add computer-generated messages that promote upcoming events, new products or services, or seasonal specials and announcements. This one act can enable your customers to understand more about your company and how they can effectively do business with you.

## 38. Develop coaching programs based on needs and wants of your clients.

At the end of each month, ask your client “What program would you like to have in your life that you do not have at this time?” From this one question, you can customize coaching programs to fill a need that is not being met. Your flexibility will set you apart from the crowd and will keep your clients coming back for more.

## 39. Add a twist to your business card or use a business card that is an unusual size.

You can jazz up a business card with a little touch of color or by adding an actual item to your card. If you are a business coach, add a miniature coin. If you are a coach who coaches hair dressers, add a miniature brush or comb. If you have a logo, add the logo to your card. Quotes added to the card are also a great way to speak about what you believe in and what motivates you. Finally, try a business card that is a different size or shape.

Try a card that is a 3 x 5 size or a 4 x 6 size. People will remember you, because your card will be different from all of the rest.

#### **40. Donate one month of coaching to a silent auction.**

Silent auctions are very popular, and they are a wonderful way to expand your visibility to a market that may not know about your services. Through [www.microsoft.com](http://www.microsoft.com), you can download a free certificate template, and send the certificate to as many charitable groups as possible. To learn about what silent auctions are accepting donations, visit [www.google.com](http://www.google.com), and search for “Silent Auctions.”

#### **41. Implement a “Complimentary Month” Coaching Program**

This one marketing strategy greatly supported me in moving my business from teeter/tottering to full and overflowing. Here is the process for turning complimentary clients into full paying customers:

- (1) List a FREE four-week teleclass on a topic that you know your potential clients will want with [www.teleclass.com](http://www.teleclass.com) (you will need to go through the teleclass leader training program prior to listing with teleclass.com.)
- (2) Along with the FREE teleclass, give each participant two FREE coaching sessions.
- (3) Allow a maximum of 20 people to enter the class.
- (4) Treat each and every person as if he/she is a full paying client (you should do this anyway with all of your complimentary sessions.)
- (5) Be on call on Fridays for all clients to call in for 10 minutes of laser coaching.
- (6) After class number 3, send a warm e-mail such as this:

“I want to extend to each of you the option of continuing as a group for the next month. I would like to offer you one month of coaching plus one (30-minute) coaching session for \$99.00. If you are interested in more one to one coaching, you may contact me, and we will work out the details of an arrangement that works for your schedule.”

Every coach who has followed this format has walked away with 4-5 paying clients. Why? Because once folks feel the support of the group plus have experienced you individually, they see the amazing value of what it is you have to offer.

**42. Design a brightly colored t-shirt with an eye-catching slogan such as:**

**Coach! Got one?**

**Ask me why I'm so great! My Mom is a COACH! (for kids)**

**Life is a journey worth traveling in style. Hire a coach!**

**With the support of a C.O.A.C.H, you will get: Commitment, Organization, Action, Challenge, and a HUGE Amount of Success!**

**43. Form a mastermind group with coaches who support collaboration and who share goals that are similar to your own.**

If you are competing with other coaches, you are losing. If you are collaborating with like-minded folks, your chances of success triple. People love doing business with people who are surrounded by cool people, and your goal as a young coach should be to be spending time with the “cream of the crop.” Joining or forming a mastermind group can support you in moving forward with lightning speed and can greatly expand your knowledge and your ability to brainstorm.

**44. Join the International Coach Federation and the International Association of Certified Coaches**

Staying current with trends in the coaching industry and becoming an involved association member can put you in connection with an amazing group of fantastic coaches from around the globe. For more information on the International Coach Federation, visit [www.coachfederation.org](http://www.coachfederation.org), and for more information on the International Association of Certified Coaches, visit [www.certifiedcoach.org](http://www.certifiedcoach.org)

**45. Bundle your products and services.**

You may be selling several different products and services as separate issues. Rather than continuing to sell your services and products individually, bundle them together and write a contract that addresses them as a total package.

Example: A one year package may look like this:

24 coaching sessions

24 group sessions

One DiSC Assessment  
Admission to all teleclasses

**Total Price Annually: \$5000.00 per person**

**46. Use your e-mail signature to promote your products and services.**

Your e-mail signature can be used to promote your coaching services, upcoming teleclasses, to invite folks to subscribe to your newsletter or e-course, or to promote an upcoming workshop or event. Update your e-mail signature frequently, and watch your client list grow.

**47. Contact a seasoned coach, and volunteer to take on their overflow work.**

Through the International Coach Federation ([www.coachfederation.org](http://www.coachfederation.org)), you will be able to gain access to a list of Professional Certified Coaches and Master Certified Coaches. Send a very professional letter to these men and women informing them that you are a new coach and you would like the opportunity to provide coaching to the extra folks that their business cannot handle.

**48. Be devoted to speed!**

Quick delivery should be one of the number 1 priorities of your business as a coach. Speed is no longer an added benefit. It is a requirement if you want your business to survive and to thrive. Respond to e-mail and phone calls as quickly as possible (I respond to e-mail within 24 hours, but usually within minutes of receiving the e-mail, and I do the same for phone calls,) and you will become well known for your quick delivery and your responsiveness.

**49. Buy a product or service from a competitor.**

It is important to know what other coaches are up to. Visit their websites, and purchase a product of interest. Attend a teleclass, listen to their audio recordings, and comb their website to get ideas for your business.

**50. Be devoted to mastering your craft.**

The easiest and best way to become extremely successful is to become the best at what you do. Set your sights as high as possible, be devoted to constant learning, tap into the brilliant minds of others, and invent new and better ways for customers to use your products and/or services. You will be extremely attractive to others, and your business will thrive as a result.

**51. Know your top 5 strengths, and market these shamelessly.**

The book *NOW Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton, PhD. includes an access code to take the Strengths Profile Finder Assessment via the internet. By discovering your strengths, you can use these to market your coaching services, attracting individuals who would like to draw upon your strengths for wisdom, guidance, and support.

**52. Buy an advertorial.**

Advertorials are a marriage between an ad and an article that you have written. They look like an article, but they are usually promoting a product or service. This approach will require that you buy ad space, and it is a highly effective form of advertising. You will not only be able to inform readers about your services, you will be adding value by posting an informative piece of work.

**53. Radio Advertising.**

Radio advertising is one of the most powerful ways to reach a highly targeted market, because the voice is a very intimate tool which can create an instant connection between you and the listener. Do your research to determine the stations in your regions whose listeners most resemble your target market.

**54. Drive people to your website with a professional monthly newsletter.**

A newsletter is a wonderful way to add value to your customers and clients while keeping your name and business in the forefront of their minds. You can build your own newsletter or e-mail campaign, or you can use a professional service such as Constant Contact ([www.constantcontact.com](http://www.constantcontact.com).) The key is to be consistent with your campaign. If your subscribers are expecting a newsletter on a certain day of the month, it is your responsibility to make sure to deliver a quality product and to deliver it on time.

**55. Capture the names and e-mail addresses of the visitors to your website by installing an opt-in box, and always include a way for your subscribers to unsubscribe.**

If your website does not include an opt-in box (a box which allows visitors to be added to your mailing list,) your website is merely acting as a decorative accent. If you are not familiar with html, I recommend that you contact a web designer who has expertise in opt in box installation. And, don't forget...If you have subscribers, always provide a way for folks to unsubscribe to your mailing list.

**56. Build surveys as a way to find out what your customers and clients want.**

With [www.zommerang.com](http://www.zommerang.com), you can build free surveys to use with your clients, teleclass and workshop participants, and the public at large. The best way to build coaching programs is to find out what people want that they do not have, and a survey can shed light on the wants, needs, and concerns of those people coming your way.

**57. Form a Research and Development Team.**

A Research and Development Team is a team of folks from all walks of life whose ideas and opinions you cherish and who you call on to support your business. Forming an R & D team is very simple.

- (a) Send an e-mail to a list of 30-100 (or more people) inviting them to join your R & D team.
- (b) Collect the names of those people who agree to be on your R & D team, and form a group mailing list.
- (c) When you have a new idea for a product or service, send an e-mail to your team asking for their feedback, support, and ideas.

**58. Make a list of client “pains,” and post them on your website.**

Client “pains” are a list of those problems, challenges, and frustrations which:

- (a) Someone would pay money to have fixed.
- (b) Someone would hire a coach to help them fix.
- (c) Someone wants fixed, but they don’t know how.

**Examples of client “pains” might include:**

- (1) I am a CEO, and I cannot seem to motivate my team.
- (2) I know how to coach, but I don’t know how to get clients.
- (3) I am a Small Business Owner, and I want more clients NOW!
- (4) I am a stay at home mom, and I cannot seem to find any free time to do the things that I love.
- (5) I am an Entrepreneur, and I want to start earning money from my bank of ideas.
- (6) I am an attorney, and I am stressed to the max.
- (7) I want to be successful, but my environment is dragging me down.

### **59. When times are tough or the season is slow, ramp up your marketing.**

During a slow economy, and during vacation and holiday season, you may notice a decline in folks wanting your coaching services. This is normal, and it is a prime opportunity to market like crazy. Spend this time writing articles, posting new audios on your website, offering free teleclasses, and speaking to community groups. When the economy picks up, and the slow season comes to an end, people will remember your name when they are ready to hire a coach.

### **60. Hire a coach!**

I find it amazing how many coaches do not work with a coach. It will be much easier to sell your services if you believe in what you do enough to work with a coach. The wisdom and expertise of a seasoned coach will support your marketing efforts, and your relationship with your coach can become a big selling point when pitching your services to others. Here is an example of what I have said to others:

“One of the benefits I offer to my clients is that I am under the direction of an experienced coach, and if something comes your way that I cannot address, I will call on him/her for support. I will not use your name when seeking support, I will only use the example of your challenge in order to get the answers that will move you forward as quickly as possible.”

People love the fact that I, too, have a coach. It just works!

### **61, Offer multiple options for coaching packages.**

Cookie cutter coaching is out! Custom order coaching is in! By offering a wide variety of packages, you will increase your chances of filling your business quickly. Below are examples of my coaching packages, and there is something for everyone. The key is to ask what folks want, and then fill the demand!

#### **One-on-One Coaching**

##### **The Five Star Leader Package: \$5000.00 per year**

3 full day workshops in January, May, and September in Pinehurst, North Carolina (travel, room, and board are not included)  
2 group calls per month  
2 (45 minute) coaching sessions per month

Unlimited admission to all teleclasses  
Access to all audios and e-documents  
One DISC assessment  
One Dimensions of Leadership Assessment  
One Copy of NOW Discover Your Strengths  
Coaching on Call (support phone calls as needed)

**\$600.00 per month:** IGNITE Laser Coaching: (20 minutes each day, Monday through Friday.) This is a fast-paced, high-action coaching approach to support you in reaching a big goal in one month or less. Highly designed for people who are motivated by daily interaction, intense brainstorming, accountability, and a supportive "edge." Great for folks who want to "get the job done and get it done quickly!"

**\$495.00 per month:** Three (45-minute) coaching sessions and one 15-minute power boost call , daily e-mail and intermittent laser phone calls.

**\$295.00 per month:** Two (45 minute) coaching sessions.

**\$175.00 per month:** One (1 hour) coaching session.

**Custom-Order Coaching:** Don't see anything that fits your life? Give me a call, and together, we will custom design a coaching program that fits your needs and wants.

### **Group Coaching:**

\$250.00 per month per person for a minimum of 4-6 people

Includes 2 (15 minute) laser coaching calls.

Group coaching is ideal for individuals who respond well to group motivation and support. The same guidelines for individual coaching apply, and a long distance bridge line is used to accommodate up to 6 people. Group coaching works best when all individuals participating share a common interest, challenge, or desired outcome.

### **Guerrilla Marketing Coaching**

\$495.00 per month for three (45-minute) coaching sessions per month and one re-cap call, daily e-mail and short phone calls throughout the week.

Are you a business owner, coach, or solo-preneur who is sitting at home waiting for clients to fall in your lap like manna from heaven? Do you view marketing as dull,

boring, and a little bit frightening? Would you like to know what it takes to get more clients at the price you want today? If you answered "yes" to any of these questions, I invite you to join me for a one on one coaching relationship that can help you turn your business into a marketing powerhouse. Call today for a complementary coaching session: (910) 692-6118

### **LASER Coaching**

\$175.00 per month for four (15-minute) coaching sessions.  
First month will be \$350.00, as a pre-coaching assessment is required.

This fast-moving approach is highly designed for the individual who is short on time and big on action!

(Pre-coaching assessment is required prior to laser coaching, including one DISC assessment, one Strengths Finder Profile Assessment, and a one-hour collaborative interview: \$200.00)

### **62. Develop a distinct quality that will give you an advantage over your competition.**

Make a list of all of your qualities on a sheet of paper. From here, spend some time combing the websites of coaches who you know to have a track record of success, and find something unique about YOU that others do not have. Use this quality to create a Virus of the Mind (see [www.ideavirus.com](http://www.ideavirus.com) for a free e-book on creating a virus of the mind) using your unique quality or “spin” to market yourself like mad!

### **63. Become a resource hub.**

People love resources! As you spend time developing your business, keep a file of all of the fantastic resources that you feel may support you, your clients, and your colleagues. By knowing where to go to find answers, you will become extremely attractive to others.

### **64. Brush up on your public speaking skills.**

Practice makes perfect when it comes to public speaking. By refining your speaking skills, you will find that your interactions with others are much stronger, and you will appear confident and at ease. For a wonderful list of guidelines for public speakers, visit [www.fripp.com](http://www.fripp.com) and [www.antion.com](http://www.antion.com). I also recommend that you consider joining Toastmasters ([www.toastmasters.org](http://www.toastmasters.org)) or the National Speakers Association ([www.nsaspeaker.org](http://www.nsaspeaker.org).)

**65. Read the book *Failing Forward* by John Maxwell.**

A huge part of your success as a coach will require that you greet failure as an opportunity for growth and as a way to become more successful than ever before. To learn more about *Failing Forward*, take the online assessment today at [www.failingforward.com](http://www.failingforward.com). Remember: Building a business is a wonderful challenge that can be an amazing opportunity for big things to come your way, if you greet it with a positive attitude and the support of a very strong team of people.

**66. Spend time educating your family and friends about what you do and how they can refer you to others.**

One of the easiest and most accessible forms of referrals comes from family, friends, and close colleagues. If you are of the mindset that you do not want to “burden” those closest to you, I invite you to rethink your profession as a coach. In order to sell yourself, you must believe in yourself enough to tell others about what you do with confidence, grace, and ease. A great place to begin the process of “selling yourself” is to practice with those closest to you. Ask them to give you feedback on your presentation. Is it too long, too short, or too confusing? If so, tweak your introduction to 7 words or less and practice it in the mirror until it gently rolls off your tongue.

**67. NETWORK!**

Networking through business conferences, clubs, professional organizations, Chamber of Commerce events, and luncheons is a wonderful way to build your list of referrals. Keep a stack of business cards in your car and on you (in your pockets or in your purse,) and be prepared at all times to let folks know who you are and what you can do for them. For a wonderful collection of networking tips, visit [www.selfmarketing.com](http://www.selfmarketing.com).

**68. Add a dynamic power point presentation to your website.**

As a way to thank visitors for stopping by to your website, you can offer a nice touch and leave a positive impression by giving away a power point slide presentation. Choose a topic that you are an expert in, and build a ten slide power point strictly for the purposes of giving this away to your visitors. People will love this added benefit, and of course, they will tell their friends, and their friends will tell their friends!

### **69. Brush up on your international business etiquette.**

As a coach, you will be coming in contact with men and women from around the world and from different cultures and religious beliefs. The book, *Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries* by Terri Morrison is a great way to begin to become knowledgeable about marketing on a global level. These websites will also support you with international etiquette: <http://www.etiquetteintl.com>, <http://www.businessculture.com>, [www.protocoladvisors.com](http://www.protocoladvisors.com); [www.protocolprofessionals.com](http://www.protocolprofessionals.com).

### **70. Offer a profit sharing arrangement for clients who send you referrals.**

A great way to build referrals is to enroll your current clients in a “profit sharing arrangement.” With this arrangement, you can offer your client 10% of the fee earned from your acquiring a new client due to his/her referral, or you may offer one month of coaching at no charge for each full paying client referred.

### **71. When a client hires you, get to know as much about him or her as possible prior to your first call.**

When a client hires you, ask that he/she complete a very thorough intake form. Through [www.clientcompass.com](http://www.clientcompass.com), you will be able to gather the life history of your client with the touch of a button. You can post this on your website as a downloadable file, or you may send an intake form to each client who calls you inquiring about coaching. The questions in an intake form are thought provoking, and will often plant a seed of wonder and excitement in the mind of your client. I also recommend that you visit your client’s website, obtain copies of his/her brochure, and gather any articles or press releases about his/her company. The more you know about your client, the more you will be able to connect when you have your first coaching session.

### **72. Know what you can deliver.**

Using the Client Deliverables for Coachville, you will have the language to educate your potential clients about what **you can do for them: (for a complete description of the Client Deliverables, see [www.certifiedcoach.com](http://www.certifiedcoach.com).)**

- 1. Perspective**
- 2. Validation**
- 3. Message**
- 4. Energy**
- 5. Solution**
- 6. Plan**
- 7. Structure**

8. Resource
9. Options
10. Caring
11. Training
12. Advice
13. Strategy
14. Feedback
15. Challenge

**73. Each time your business launches a new product or service, write a press release and submit it to your local and/or regional newspaper.**

One of the best ways to stay in the eye of the public is through the power of the press. Each time your business adds a new or unusual twist to your business, or is scheduling an upcoming event, write a press release and send this in. Write about how this new product or service will support and connect you to your local community. In the closing of your press release, make sure to leave your contact information, including name, telephone number, e-mail address and website.

**74. Become a trend-setter.**

One of the best ways to become highly attractive is to become a trend setter. By reading cutting edge magazines such as *Dwell*, *Futurist Magazine*, *FAST Company*, *Architectural Digest*, and even *Cosmopolitan Magazine*, you will be able to track trends that are hot or that are emerging. By developing new coaching programs to meet the needs of emerging trends, you will find yourself in big demand very quickly.

**75. Write thank-you notes.**

When someone has helped you, always, always send a note of thanks. A handwritten note is recommended, because it is personal and more intimate than a note sent by e-mail. The most important point here is to do it! You can't afford not to.

**76. Join an online discussion group or online forum.**

Humans respond well to the intimacy of a smaller group. Online discussion groups or forums which include members of your target market are a wonderful way to network and is often more powerful than a traditional marketing approach. You have no idea when you are online who you may be chatting with...could be a CEO of a Fortune 500 company, so always be professional in your online discussions.

### **77. Take up a new hobby.**

What do you enjoy doing? Do you love to cook, garden, weave, stamp, bike, or carve? Choose an activity that you enjoy, and take a class to improve your skills. You will be surrounded with like-minded people, and you will have a chance to tell others about what you do.

### **78. Project a professional image by dressing for success.**

It is extremely important to create the impression of success from the very first day that you decide to become a coach. By dressing as a professional, you will send the message to others that you are confident and that the person they are hiring is a true pro. If you are marketing to executives, you will want to dress in a suit or coat and tie. If you are marketing to a casual audience, you will want to dress more casually, yet you can still dress with an edge of professionalism.

### **79. Create a dynamic video of a coaching session, group coaching session, or a small workshop.**

With written permission from your clients, you can create a video of you in action, doing what you do best...Coaching! This video can be transferred to a CD and can be used as a business card for folks who want to know more about you. This amazing visual can bring a very real and intimate touch to your marketing plan and will allow you to appear more human in the process.

### **80. Give away something of value when your clients least expect it.**

Adding value to your clients is a wonderful way to build customer loyalty and to increase word of mouth referrals. Giving away a teleclass, offering complimentary admission to a workshop, or giving away a free e-book or e-course is a wonderful way to let your clients know how much you value them and that they are supported.

### **81. Hold a Contest.**

One of the best ways to propel yourself into the spotlight and to a high level of recognition as a professional coach is to hold a contest in which you are the judge and thus, give, not receive, awards. You may want to hold a contest for article writing, teleclass leading, group coaching, or website design. Choosing the winner not only makes you highly visible, but it can offer you the opportunity for free publicity through a newspaper or magazine in your region.

## 82. Make money while you are sleeping.

Creating an audio, e-book, video e-course, or workbook is a great way to develop a form of passive revenue and will allow you to continue marketing yourself to others.

Remember, when someone buys something from you, there is a good chance that he/she will show your product to others, which can expand your visibility while you are making money.

## 83. Develop an attractive 2-sided card, which lists your menu of services:

| Front  | Back   |
|--|--|
| <p data-bbox="337 779 711 814"><b>Five Star Leader Coaching</b></p> <p data-bbox="337 856 781 961"><b>Individual Coaching</b>-Ideal for individuals who enjoy one to one dialogue and strong accountability.</p> <p data-bbox="337 1003 748 1108"><b>Group Coaching</b>- Ideal for the individual who finds motivation from the support of a group.</p> <p data-bbox="337 1150 748 1329"><b>Teleclasses</b>- Ideal for the person who enjoys learning from the comfort of their home or office, sipping coffee in comfortable clothes.</p> <p data-bbox="337 1371 760 1476"><b>Workshops</b>- Ideal for the person who enjoys hands-on approaches to learning.</p> | <p data-bbox="816 779 1138 814"><b>For More Information:</b></p> <p data-bbox="816 856 932 892"><b>Contact:</b></p> <p data-bbox="816 934 954 970"><b>Bea Fields</b></p> <p data-bbox="816 1012 1219 1108">175 Rountree Lane<br/>Southern Pines, NC 28387<br/>(910) 692-6118</p> <p data-bbox="816 1119 1143 1182"><a href="http://www.fivestarleader.com">www.fivestarleader.com</a><br/><a href="mailto:bea@fivestarleader.com">bea@fivestarleader.com</a></p> <p data-bbox="816 1224 1230 1329"><b>“Nothing happens until people come around you. Make something happen today.”</b></p> |

**84. Visit joke shops, party stores, card shops, and promotional stores.**

These stores are promotional in nature, and they are great for sparking new ideas and for adding pizzazz and moxie to your coaching business.

**85. Send your clients a 12 month subscription to your own newsletter or a magazine related to his/her industry.**

Each month, your client will receive a magazine, and he/she will automatically think of you. One of the goals of marketing is to stay in the forefront of your client's mind, adding value each and every day. A great and low cost newsletter is The Bottom Line Personal Newsletter ([www.bottomlinecrets.com](http://www.bottomlinecrets.com).) The annual subscription rate is \$39.00, and the value of the newsletter is priceless.

**86. Be accessible.**

Make yourself highly accessible to your clients and potential clients. Make it easy for folks to contact you by posting your e-mail address, direct telephone number, fax number, mobile number, and your physical mailing address on your website, in your brochure, or on your business card.

**87. Host an annual week-end retreat for your clients.**

A wonderful way to build a community for your clients is to bring them all together in one location. Offer a week-end retreat, free room and board, and a selection of wonderful social outings. The bond created will be one that is memorable and lasting.

**88. Contact a service provider who markets to your ideal client and offer to coach his/her clients for a small percentage of the fee generated.**

Example: A financial planner who charges \$1000.00 for a plan will pay you \$100.00 for one coaching session for each of his/her clients. The value add to the client will be tremendous, will give you instant exposure, and will be a nice added source of income.

**89. Volunteer!**

In my opinion, there is no better way to become highly visible than through volunteering with an organization whose members are similar to you. Get involved on a weekly or monthly basis, and offer to donate 3 hours of coaching per month to the people who are receiving the services of the volunteer organization (Example: if you volunteer for Hospice, donate 3 hours of coaching monthly to those families who

are experiencing the most stress and who need ideas on how to manage their time wisely.) When volunteering, make sure that your motives are in the right place. Volunteer for the joy of it and because you believe in the organization, not for the purpose of selling your services. If your motives are in the right place, success will be a bi-product. If your motives are in the wrong place, people will know that you are insincere, and your involvement can be damaging to your business.

### **90. Monitor your marketing plan.**

As clients hire you, ask how they learned about your products or services, and keep a record of all information gathered. For those marketing strategies that work, continue to take advantage of these on a regular basis. For those tactics that are not working, get rid of them. You may be taking up valuable time in your day using marketing strategies that are not working and that may be counter-productive to those strategies that are successful.

### **91. Add a “P.S.” to your letter or e-mail.**

Marketing research shows that when individuals read a letter or an e-mail, their eyes jump from “who sent the letter” to “how the letter is addressed” to “the signature” to the “P.S.” before they read the letter. To make a “P.S.” successful, use it to:

- Emphasize a free offer
- Motivate the reader to contact you
- Introduce a contest
- Offer a money-back guarantee
- Reinforce the offer that is stated in the letter.

### **92. Contact your past customers two times per year.**

Quite often, coaches do not remember to contact their previous clients. It is not unusual for a client to want to hire you again after he/she has terminated the coaching agreement. This mental reminder can be made through a holiday mailing, a free newsletter, or an offer for a free gift or coaching session. Remember: “Out of sight is often out of mind,” so keep your name in front of your customer list at all times.

**93. Add something to your website for kids only.**

“Kids corners” are very popular in retail stores. Take this to a new level on your website by installing a kid’s game, music, or photographs that will entertain kids under the age of 12. For those adults who value family, this added feature can create a bond between you and your client immediately.

**94. Make your client right, even when he/she is wrong.**

Never, ever, ever argue with a client or customer. Even when he/she is wrong, thank him or her for the feedback and do not argue the point. For outstanding customer service, read *The Nordstrom Way* by **Robert Spector and Patrick D. McCarthy**.

**95. Be devoted to continuing education.**

Your ability to stay competitive will involve being devoted to a constant state of learning. Pay close attention to what your clients are doing, and be curious enough about their business to learn more. Take a course, learn a new language, or pick up a new skill, and your attractiveness will soar. It is also important to stay on the cutting edge of coaching. The School of Coaching through Coachville: [www.coachville.com](http://www.coachville.com) offers cutting edge coaching courses and an enormous supply of forms, visuals, and resources for advanced coaching and training.

**96. List your services with one of the coach referral services.**

The top coach referral services include:

[www.coachvillereferral.com](http://www.coachvillereferral.com)

[www.findacoach.com](http://www.findacoach.com)

[www.locateacoach.com](http://www.locateacoach.com)

[www.247coaching.com](http://www.247coaching.com)

**97. Buy 200 bright red, orange, or neon green shopping bags, add your company name and logo, and give these away to 200 shoppers!**

Through a company such as [www.papermart.com](http://www.papermart.com) (or any store that offers paper goods,) you can purchase shopping bags which are brightly colored. You can then take these to a printing company and add your company name, contact information, and logo. These can then be given away to customers shopping in a mall, street fair,

or local shopping center. Remember: These bags will be used again, and your name and contact information will be available to others.

**98. As soon as you know that your client would be best supported by another coach, send him/her along as quickly as possible.**

Your job as a coach is to provide your client with the best support possible. If you have a client who needs a relationship coach, and this is not your area of expertise, refer them to a coach who has a great reputation as a relationship coach. If your client is in need of marketing, send him/her on to a marketing coach. If someone is in need of coaching around physical health, send them on to someone who specializes in health coaching. If you continue to work with a client when you know he or she would be better supported elsewhere, you are not only hurting the client, you are hurting your business. By looking out for the client's best interest, you will build a reputation based on a high level of integrity and strength.

**99. When postage stamps increase in price, send your clients 50 supplemental stamps.**

Example: Postage stamps increase from 33 cents to 35 cents: Send (50) 2-cent postage stamps to your clients. This \$1.00 spent will be so appreciated by the recipient.

**100. Attend conferences for your clients.**

For clients who are too busy to attend a conference, you can offer to attend a conference in their place. You will want to have the company pick up the cost for attending the conference, and it is a great time to market for your client and to market your services at the same time.

**101. Collect articles of interest that will support your client.**

As you acquire new clients, stay on the lookout for articles, books, and resources that will support your client in his/her personal life and/or business. This value add will flatten your client's learning curve and will save them valuable research time.

**Bonus!**

**102. Go the extra mile, and always be devoted to quality customer service!**

## About the Author:



### **Bea Fields: Certified Guerrilla Marketing Coach**

As a Certified Guerrilla Marketing Coach, Bea provides coaches with a modern and fast track approach to turning their coaching business into a marketing powerhouse. She is a graduate of **Coach University** and has received extensive training with the Graduate School of Coaching, both as a student and an instructor. She has completed the Guerrilla Marketing Coach Certification Program and is a certified teleclass leader with **Teleclass.com** and **Teleclass**

**International.** She has coached over 200 clients and has led over 1500 students via the teleclass format. Her Powerhouse Marketing Program has received national attention and was featured on Entrepreneur Magazine's Radio Show in June of 2003. She was a featured speaker at The Future of Coaching Conference in May of 2003, and she brings to her clients extensive knowledge in the area of environmental design. Her coaching approach is skilled and advanced and is one which emphasizes quick action and as her clients say is "edgy." She is no-nonsense yet compassionate in her approach, and her strengths include strategic planning, achievement, and a focus on bottom line results.

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**"I know Bea Fields as the Marketing Resource Queen. There is no stone that she doesn't know how to turn in to a marketing advantage!"**

**Ronya Banks**  
**Business Owner and Coach**  
[www.livinginaction.com](http://www.livinginaction.com)

Thank-you for your continued support! Do not hesitate to contact me if you have questions or would simply like to chat!

Warmly,

Bea

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