

Their Success Is Your Success

Why and How to Teach Your Coaches to Get Clients

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- 1. Explore and discuss the relevance of client generation to coaching.**

How can you use this?

Student Guidelines for Resources

1. Critically assess resources that have massive content
2. Know that tactics without overall strategy won't work
3. Be wary of "overnight success" claims
4. Do not ignore your gut instinct.

2. Collaborate to compile a list of free and low-cost client generation resources for your students.

The Six Essentials of Client Generation: brainstorm resources

1.

2.

3.

4.

5.

6.