# **Their Success is Your Success**



### Why and How to Teach Your Coaches to Get Clients

### Two Skill Sets Necessary to Build a Successful Coaching Business

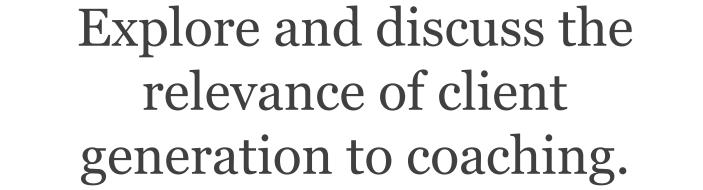
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Helping others succeed makes me grin like an idiot from my soul to my toes.







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



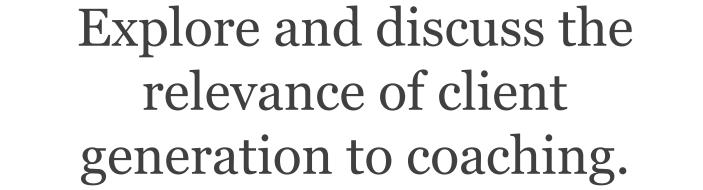
# Receive a mini-course curriculum for your students so they can start generating clients quickly.



### Welcome!

#### What made you choose this session?







### Let's imagine...



### ... all coaches having a business full of clients.



# What could happen?



- For your students?
- For your school?
- For the coaching industry?



# What are the challenges?

- Client Generation is a BIG topic
- It can dilute coaching skills training
- Not within expertise
- Time
- Who do you trust?



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### **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.



**Step 1: Focus on the essentials Step 2: Brainstorm resources** 

- 1. Business plan
- 2. Marketing
- 3. Ideal client
- 4. Messaging
- 5. Sales/enrollment
- 6. Time management



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### **Focus on the essentials**

Business plan 1. Marketing 2. 3.

4.

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#### **Can't Wait to Get Clients!** A simplified quick-start approach to client generation for coaches



#### **Can't Wait to Get Clients!** A simplified quick-start approach to client generation for coaches

<b>Essential Action:</b>	<b>Answers the Question:</b>
Marketing	What do I do?
Ideal client	Where do I go?
Messaging	What do I say?



## Marketing: What do I do?

- 1. Brainstorm marketing strategies
- 2. Evaluate



3. Convert strategies to time-bound actions

## Ideal Client: Where do I go?

- 1. Describe your ideal client
- 2. Give feedback
- 3. Incorporate into marketing actions



# Messaging: What do I say?

- 1. Review ideal client notes
- 2. Identify your ideal client's #1 problem and #1 desired solution.
- 3. Fill in the blanks:

I work with \_\_\_\_\_\_ (generic client description) who are \_\_\_\_\_\_(problem) and want \_\_\_\_\_\_. (solution)



# Reflection



# **Great Job!**

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