

# Their Success is Your Success



Why and How to Teach Your  
Coaches to Get Clients

  
MARY CRAVETS

# Two Skill Sets Necessary to Build a Successful Coaching Business



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

  
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1.

Explore and discuss the  
relevance of client  
generation to coaching.

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

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

***Welcome!***

**What made you choose this session?**

1.

Explore and discuss the  
relevance of client  
generation to coaching.

*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?

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

# 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

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

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# **Can't Wait to Get Clients!**

*A simplified quick-start approach to client generation for coaches*



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**Essential Action:**

**Answers the Question:**

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!

[MaryCravets.com/gettoknowyou](http://MaryCravets.com/gettoknowyou)

Mary@MaryCravets.com

