

# Sell your message

GO FROM A FEW CLIENTS WITH A  
5 STEP PLAN TO MORE CLIENTS ON  
SOCIAL MEDIA



## THIS FREE E-BOOK

From online business coach  
Iwan Konderman for ambitious  
coaches

<https://iwankoenderman.com>

## WITH 5 STEP PLAN

To become more visible online  
and get more clients

## 3 X EXTRA

You are even more ready to get  
online clients

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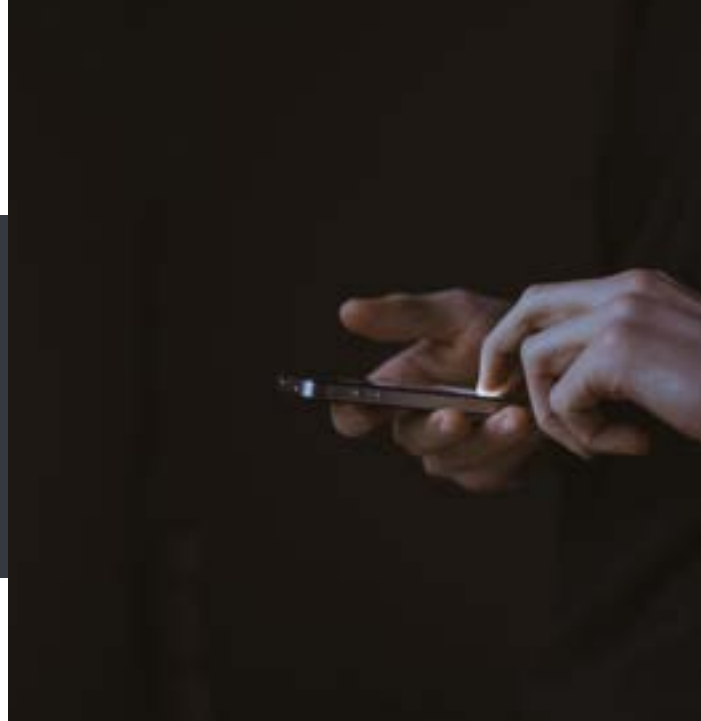
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Join my Facebook group



[HTTPS://IWANKOENDERMAN.COM/](https://iwankoenderman.com/)



# BEING MORE VISIBLE ONLINE

I HELP AMBITIOUS COACHES

get more clients on social media. Simple with a 5 step plan for a clear strategy with direction and inspiration.

# HELLO! I AM

IWAN KOENDERMAN

What on earth should I post? That was the challenge that I faced when In 2019 I started my own company. I am a dedicated online business coach, who can help you clearly express what is your passion, mission, and your why. I help you define the why you do it and your message for entrepreneurship. you can use this as the basis for your social media strategy.

I have been working more then 14 years for our family company "De lampshademakers", with my Father, Mother and Sister. We made handmade lampshades. I created a website, webshop and implemented a social media strategy.



## "WHO IS IWAN KOENDERMAN"

I experienced that even in times of crisis, customers found their way to us. They were amazed and happy that we could help them. For the customer, price was not even an issue, but visibility online was! I took online marketing into my own hands to find answers for online visibility and social media. My research and work turned into helping others do the same. Now I get to share that with the world, starting with you!

Born on July 26, 1969 in Haarlem. I took the long road of lower general secondary education to senior general secondary education to pre-university education. So I can definitely call myself a go-getter. I studied Molecular Sciences (biochemistry, genetics, physics, chemistry) at Wageningen Agricultural University. I had a number of jobs in government and the private sector before my work for our family company.

## "YOUR MESSAGE IS THE BASIS FOR YOUR SOCIAL MEDIA STRATEGY AND YOU CLAIMING YOUR EXPERT STATUS"

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# YOUR MESSAGE

MESSAGE NOUN [C]  
(INFORMATION)  
CAMBRIDGE DICTIONARY

01

a short piece of information  
that you give to a person  
when you cannot speak to  
them directly

02

the most important idea in a  
book, film, or play, or an idea  
that you want to tell people  
about

"GET YOUR  
MESSAGE MORE  
CLEAR FOR  
YOURSELF"

Both apply. You want to tell why you! So you  
are unique, authentic, distinctive and  
relevant!

And preferably social on social media!

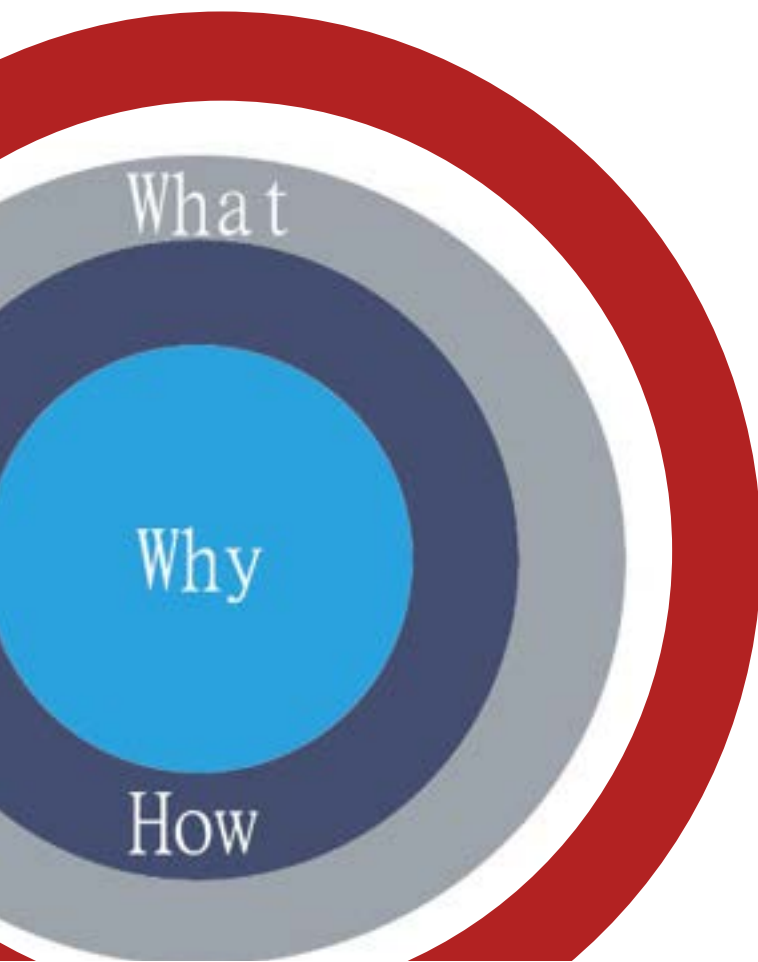
"YOURSELF AS  
PERSONAL STRONG  
BRAND"



# STEP 1 YOUR WHY AND MESSAGE WORDED

YOUR WHY DISTINGUISHES  
YOU

And with that I mean the why of Simon Sinek. Your inner motivation for doing something. Simon Sinek came up with the Golden Circle. Within the middle circle, the why. Around it in a concentric circle the how. And in the outer concentric circle the what.



**"GET YOUR  
MESSAGE  
SHARP FOR  
YOURSELF"**

Most companies start with the what. For example we sell computers. Then the how, for example beautiful user-friendly desktops and only then the why. For example, to enable people to work well from home.

The why is one of the components of your message. By properly expressing your why, your why worded, you get your message clear and this attracts your ideal client. This makes you unique and authentic. It distinguished you from the rest online. You can present yourself stronger as a personal brand. Like the strong brand of Simon Sinek. Strong leaders and strong brands start with the why, according to Simon Sinek. Apple is a common example of this.

Other components are your expertise and skills to help your client. The reason the client should choose you! You can completely refine the message and tailor it to you as a person, your ideal client, your service or your product!

**"YOUR WHY MAKES  
YOU AUTHENTIC"**

## **STEP 2 YOUR MESSAGE VISIBLE ONLINE**

**MAKE SURE YOUR IDEAL  
CLIENT TAKES NOTICE OF YOUR  
MESSAGE**

This message should be available online somewhere. On your website, your LinkedIn profile and to a lesser extent on your other social media profiles. You just have limited space there to present yourself. Your website is your digital presence, office space (or digital retail space, if you sell products online).

**"GET YOUR  
MESSAGE  
CLEAR AND  
SHARP ONLINE"**

By presenting your message online, you can distinguish yourself online. This can be done on a clear compact website, for example. This is possible through content creation and content planning on social media platforms. This is good for your online visibility and expert status on social media. This allows your ideal customer to get to know you.

Because the website has only one purpose, for example making an appointment with you or selling your online service, you can get more clients. The client only gets one clear choice.

**"GET YOUR MESSAGE  
PRESENTED ON A  
CLEAR COMPACT  
WEBSITE"**



# STEP 3 DRAW ATTENTION TO YOUR MESSAGE

WITH A SOCIAL MEDIA  
STRATEGY THAT SUITS YOU

By using free organic content(SEO), paid ads (SEA) or partly paid content online, you can draw attention to your message. Choose a social media strategy that suits you as a person. Make sure that your ideal client hears, reads, feels and experiences your message throughout your content. So you can claim your expert status.

**"BE SURE YOUR  
MESSAGE GETS  
ATTENTION"**

By being unique, authentic, distinguishing, relevant and social you build relationships with your ideal client. This can be done by being present on various social media platforms or in Facebook groups, LinkedIn groups or on an online community. The ones where your ideal client is most often located. This can be free, be paid (Facebook ads, Google ads or TikTok ads) or partly paid (e. g. blog sites.)

**"GET YOUR PRIMARY  
MESSAGE ON SOCIAL  
MEDIA"**





# STEP 4 SELL YOUR MESSAGE ON SOCIALS

## GET CLIENTS ON SOCIAL MEDIA

Share value. Build trust and claim your expert status on social media. When you receive buying signals, start a zoom session or phone call at the right moment. Make an offer when possible. Create satisfied clients.

**"AND SELL  
YOUR PRODUCT  
OR SERVICE  
WITH YOUR  
MESSAGE"**

You can start a sales conversation in person. Or you make an offer on a 1 on 1 coaching or in a group coaching during an online challenge. You can tempt the client with marketing to buy an online course using a sales page. Or affiliates. Sell your items in a webshop or simply via Facebook messenger or Instagram. There are various possibilities.

**"RECOGNIZE BUYING  
SIGNALS ON YOUR  
SOCIALS"**



# STEP 5 GET HAPPY CLIENTS BY YOUR MESSAGE

## GET SATISFIED CLIENTS ON SOCIAL MEDIA

Customer service, webcare when it deals with online, a well settled sales process. A clear website, quick response to messages and good handling of complaints. Everything contributes to satisfied clients.

**"GET LIKES AND  
SMILIES"**

Create fans and ambassadors through satisfied customers. Build long-lasting client relationships.



**"PAY EXTRA  
ATTENTION TO YOUR  
EXISTING CLIENTS"**

# EXTRA 1. FOLLOW ME ON MY SOCIALS.

## FOLLOW ME ON MY SOCIALS

Facebook: <https://www.facebook.com/iwan.koenderman>

Facebookpage: <https://www.facebook.com/IwanKoendermancoach>

LinkedIn: <https://www.linkedin.com/in/iwan-koenderman-623b7133/>

Instagram: [https://www.instagram.com/iwan\\_koenderman/](https://www.instagram.com/iwan_koenderman/)

Twitter: <https://twitter.com/IwanKoenderman>

# **EXTRA 2. TRY THINKIFIC.**

**CLICK ON THE FOLLOWING THINKIFIC  
AFFILIATE LINK**

<https://try.thinkific.com/yfm0ui73w395>

And try Thinkific

# **EXTRA 3. JOIN MY FACEBOOK GROUP.**

## **COACHES GROW YOUR BUSINESS ONLINE**

Il have a very nice Facebook group in which you become aware of your why as the basis for your message and get inspired to use this on social media.

Are you an ambitious coach, who wants to help others from a life experience, a shared passion or knowledge? With the tips and insights in this community you become more aware of your why, so why you do what you do (the why of the Golden circle by Simon Sinek). So that you can properly incorporate this into your message. As a result, you know better how to attract your potential client. You will also be inspired to become more visible on social media. This is for now a Dutch Facebook group.

Click: <https://www.facebook.com/groups/groeionline>