

*Seven  
strategies  
to help your  
coaching  
business*

# fly

By David Savage

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Creator of The Expert Coach, Business Development for Coaches

*Plus TWO bonus tools ...*

## ***Marketing Scorecard***

Set targets for your marketing activities,  
then track and measure their success.

## ***The Pitch Script Tool***

How to create a marketing message that  
connects with people's aspirations.

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be bold. be you. **BE AMAZING.**

# The Expert Coach\*

\* a new business model for coaches based on expertise, passion and contribution

## ***Introduction by David Savage***

Before we start, I want to share with you my driver for creating this guide and the Be Amazing.co.nz and Zingabeam.com coaching directories - it's pretty simple ...

**I WANT TO SEE MORE COACHES SUCCEED!**

I believe that Coaches play a pivotal role in creating a positive future. Every time we coach someone to improve their life, we are in someway improving the world, and I want to see that happen for the benefit of future generations!

Given the rapid progress we've seen over the last decade, I think coaching has a huge future. But I also see many coaches struggle to gain clients and build a sustainable business. So we need to rethink how to set-up and grow a coaching business.

These strategies are a gift based on my experience and the experience of other successful Coaches I know, and they work!

**So be bold and be amazing!**

## ***The Expert Coach – 10% Discount***

Premium Members of Zingabeam.com get 10% off all Expert Coach workshops:

- Business Blueprint - Business development for Coaches
- Transforming Communication - Communication Training for Coaches
- Stand & Deliver - Skill development for trainers and facilitators

Visit <http://www.expertcoach.co.nz> for more details.

## ***Strategy One: Ask yourself the right question***

“How do I get more clients?” This is the most common question I hear from Coaches. However, from being in business since 2003, I believe it’s the wrong question. The problem with this question, is that it focuses you on metrics and away from being the best coach you can be - and being the best coach you can be is rocket fuel for your reputation; the fastest way to get people talking and growing your business.

A better question - and basis of ‘The Expert Coach’ programs - is, “How do I build a business based on contribution, passion and expertise?” and here’s why...

### **Contribution**

Your contribution to your clients is **the excellence of your coaching**, the more you can focus on their success, the better their experience will be, and the more they’ll sing your praises to others. Every client you successfully coach becomes part of your marketing team.

### **Passion**

What are you passionate about when it comes to coaching? Describe it fully and sing about it. When you’re passionate about something, it means you can sustain the effort you put into it, Also, like renewable energy it’ll be there at times when business gets tough.

### **Expertise**

Being an expert in a specific field instantly makes you more attractive as a Coach to others in that field. Beware! The age of the generalist coach is nearly at an end. It’s about credibility and trust. More on this in the next strategy!

## ***Strategy Two: Niche***

The age of the generalist coach is nearly over! If you look at any area of technology, service and business, advancement always comes through specialisation, and coaching is no different.

When I started out in 2003, it was fair to say that life coaching, business coaching and career coaching were all niches. Not any more! Here are some examples of new niches:

- Life Coaching for Executives
- Fitness Coaching for Golfers
- Money Coaching for Teens
- Career Coaching for Technology Experts
- Executive Coaching for Women
- Leadership Coaching for CEOs

And here's one I came across on the web....

- Escape Coach - 'End 9-5 Slavery'

Of course, when you niche you narrow your market, but as a coach how many clients do you need? Niching is still likely to leave you with a BIG market place, plus compared to a generalist coach you become the preferred option. Let's weigh it up ... A finance company executive has two business cards on her table. On one card the Coach tags themselves an 'Executive Coach' and on the other card the coach tags themselves 'Executive Coach for Finance Executives' - which card will have more immediate pull?

So what is your expertise, and from that what is your niche? It's a big step, but if expertise is important to you, then niching goes hand in hand.

## ***Strategy Three: Engaging the Social Brain***

We meet lots of people every week and some of them could potentially become clients, but if this is to happen FREQUENTLY we need to understand our 'Social Brain'.

First impressions are massively important, and we make an instant judgement of a person within a 20<sup>th</sup> of second from when we first see them. From that point forward you begin to build rapport (or not), and greater rapport = greater trust, vital for people choosing you as a Coach to share their lives with.

So understand what rapport is, how it works as parts of our social-brain and make sure your own rapport building skills are finely tuned.

(Recommended reading: Daniel Golemans book, Social Intelligence.)

NOTE: This is NOT a marketing strategy - it's about building the best and most genuine relationships possible, which will also inevitably benefit your business.

## ***Strategy Four: Coach with Brilliance***

I've mentioned it before, but it deserves it's own strategy because it's so important;  
***Coach with Brilliance!***

70% of my clients come to me via word-of-mouth, reputation, referral and repeat custom, and there are three main factors in this:

### **Numbers**

To have enough clients arriving via the *grapevine*, you obviously need to have coached enough people to begin with - so for new coaches, there's a little chicken and egg here! However, it doesn't take long and every client you have increases your network significantly!

### **Connection**

Never think of a previous client as someone in your history. Clients become connections and the depth of the relationship you forged whilst coaching them can continue to enrich both of your lives going forward.

I stay in touch with many of my clients because they are great people who inspire me. Plus, being connected means being 'in-mind' and trust me, your connections know people who would also benefit from your coaching.

### **Brilliance**

This is the BIG one - **Coach with Brilliance!** When you 'WOW' your clients, their success will permeate through their network along with your reputation. I think the single most effective marketing strategy you have is not actually a marketing strategy at all, but a desire to be the best Coach you can be for your clients.

## ***Strategy Five: Create a Team of Heroes***

Your team of Heroes are people in complimentary fields who know and love your work - you should feel the same about them too!

In my team I have a Neuromuscular Therapist (body-worker), two personal trainers, a sales executive, a features editor, a business writer and a HR Consultant - I love their work, they love mine.

Trust is essential. I respect my clients, so I'll only refer them to someone in my team if that person can genuinely help.

What happens is that your team becomes an extension of your brilliance and you grow their business and they grow yours.

I would also be cautious of setting up financial incentives for referrals. Without the right agreements in place, it can move the focus away from service, and towards generating additional revenue regardless of the clients actual needs.

In essence, having a team behind you can make a huge difference when it comes to growing your business, and a huge difference to your clients too!

## ***Strategy Six: Create an awesome website, smartly!***

Not so long ago, an awesome website would cost \$5,000 or more, but even that much investment won't guarantee good visibility in search engine rankings.

However, now you can create your own website for less than \$200 using some of the free platforms available like wordpress - the bottom-line is that you do NOT need to pay LOTS of money for someone to build one for you!

Here are some rough figures:

- Wordpress site (works as a blog and/or website) - \$FREE
- Domain name - \$40
- Annual Hosting - \$60
- Off the shelf design (optional) - \$90
- Total to get started: \$190!

Plus, it's very easy to do and set-up, (Technology doesn't survive unless it's easy) and Wordpress have made it very very very easy!

However, there are two investments I would consider.

One) Sit down for a few hours and teach yourself Wordpress and how to integrate it with other social media sites. Even better, take on a Social Media Coach.

Two) As an alternative to buying a theme for your site, commission a web designer to design you an amazing look and feel to you Wordpress site. This isn't essential, but is money well spent!



## ***Strategy Seven: Collaborative Blogging***

Lots of Coaches are setting up blogs as a way of profiling their knowledge and expertise - this is GREAT! However, out of gazillions of web pages, you have just a few, so consider spreading the net!

1. Post your article on your own blog, but post it on other blogs too like [www.zingabeam.com](http://www.zingabeam.com) - Your article on your own blog may get a dozen views over a week, but on bigger sites like these, it can get a dozens views within hours or even minutes. So don't hide your articles, place them in lots of places and link them back to your profile and/or website.
2. Don't just post, comment too - Find a number of blogs that relate to your niche and subscribe to their RSS feeds. That way you get notified of new articles on those blogs. Then, just a few times a week, go to these blogs, read a few posts and then add value by adding an intelligent comment - your comments will link back to your own website!
3. Hit the share button - if you read, listen or watch anything on the web that you like - share it on Facebook, Twitter and Linked-in - all roads lead back to you!

We're super-skimming the surface here on Social Media - but once you know the road rules, it quick and simple!

## ***Thank you!***

I hope these strategies are useful. Remember .... ***You make it happen!***

## Bonus Tool One:

# ***The Pitch Script Tool***

There are a number tools out-there to help you build a compelling message to send to prospective clients. This one focuses on using an aspirational message, a message that is solution focused and forward facing, designed to speak to people's aspirations. It works with 'TOWARD' motivation instead of 'AWAY' motivation, and therefore is arguably far more powerful. As you can see in the structure of the examples, it presents a 'benchmark' and then underlines how your services can help someone achieve it. For this to be effective, the key is to speak to a specific need of your target market.

### Examples:

*"You know how some couples always seem to be in love? Well, my business is about helping men and women find that spark in their relationship and keep it alive"*

*"There's a big difference between average and exceptional leadership ... we train managers to be the latter"*

### **Templates – Now build your own!**

*"Your know how .....  
Well, my business is about ....."*

*"There's a big difference between .....  
we train/I coach people to ....."*

*"Many people want more .....  
I coach people to get it!"*

*"Some people have those skills to just .....  
I coach people to develop those skills"*

## Bonus Tool Two:

# ***The Marketing Scorecard***

## Purpose

This is a marketing activity tool designed to help you plan, track and measure the effectiveness of your marketing activities. Every few months compare activities to see which ones are proving most useful and relevant to you and your target market.

## How to use

Complete the scorecard by filling out the different columns - use this guide:

### **Activities Column**

This is where you list the activities you intend to follow-through on over the month, use the guide (next page) to select activities.

### **Target Column**

In this column draw a line-in-the-sand and state how many times you're going to undertake each activity. For example, how many 'talks' will you give, how many 'articles' will you write?

### **Details Column**

There's room here to add the details for the activities. For example, coffee catch-ups ... who, when and where?

### **Actual Column**

This is your first measurement column, enter here at the end of the month how you did against your targets. If you had a target of writing five articles, in this column enter the number you actually wrote.

### **Time/Value**

In this column score time and value. In other words, was the activity a valuable use of time? Score 1-10

### **Responses/Leads**

Take a few notes on the responses you've had from the activity and what leads came from it. After a few months you should collate the results to see what is/isn't working.

### **Learning**

What have you learnt from the activity? What will you improve next time? How can you make it more valuable? How can you make it more efficient?

## Activities

These are a collection of activities for both generating leads and creating visibility in your market place. You may have other activities, so please add them in!

### **Coffee with heroes**

How many coffee's will you book this month with your heroes? I.e. well connected people who know and love your work, and will promote you?

### **Old client catch-ups**

How many previous clients will you catch up with this month? What are they up to? What are their current needs?

### **Social events**

Have fun! How many social activities will you diarise this month to connect with like-minded people? Remember, the depth and quality of your connections in all parts of your life can benefit your business.

### **Business events**

How many business focused events will you go to this month? (Networks, talks, professional development, seminars, openings, webinars, telecalls)

### **Offers to speak**

How many offers to speak will you make this month? (To networks, groups, on webinars and telecalls.)

### **Resources to send**

How many resources will you find and share via email (or your newsletter) to

your newsletter and client base this month?

### **Wildcard Proposals to send**

How many proposals/introductions will you send out this month to people and business who are yet to discover the value of your business?

### **Offers to make**

How many offers will you make this month to possible clients? (Free trial sessions, taster sessions, free talks, reduced fee offers, discounts etc.)

### **New connections**

How many people will you add to your network this month? (Via facebook, Linked-in, Google+, Twitter etc.)

### **SM: Articles to write**

How many articles will you write this month to place on your blog and other collective blogs you belong to?

### **SM: Comments to make**

How many comments will you make this month on blogs you subscribe to that are also relevant to your target market?

### **SM: Resources to share**

How many times will your hit the 'share' button on online resources you find? Sharing creates visibility and underlines how proactive you are.

# Scorecard Tracker

Dates: from ..... to .....

Activity	Target	Details	Actual	Time & Value Rating (1-10)	Responses/Leads	Learning