

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Benny

**Last name:** Salas

**Organization Name:** That Coaching Guy

**Address:** 520 SW 111TH AVE UNIT 102 PEMBROKE PINES, FL 33025

**Enter your email address:** [bennysalascoaching@gmail.com](mailto:bennysalascoaching@gmail.com)

**Phone Number:** [786-253-6717](tel:786-253-6717)

**Assistant's Name:**

**Assistant's Email:**

**Assistant's Phone:**

**How would you paint success for your company in the next 6 -12 months?:** In the next 6 to 12 months, Benny wants to develop two programs, Speak More Program and Evoke Coaching Academy, and upload these digital courses on Kajabi. He also wants to have downloadable courses, similar to his competitors. Benny is a one-man team that needs support for his content and increasing engagement on social media networks. In 2022, he also wants to dive in on income-producing lines and conduct a live event.

**What type of products or services do you offer?:** One-on-one coaching, speaking program, leadership training

**Who are your clients, customers or audience?:** Benny's market is people trying to make a transition from 9 to 5 jobs, have so much value; passionate people but not purposeful; people who don't see themselves as a business owner and just more like someone with a hobby.

**What is their geography?:** Benny wants to target the international level.

**What are their preferences?:** Benny targets the international level with no limitations to his target market. The preferences will differ based on the client's age group, geographic location, education, etc.

**What mode of product or service delivery do they prefer?:** Benny offers virtual coaching/mentorship. He's also a seasoned speaker. Benny's open to offering in-person coaching/mentorship.

**How have you tried to reach/market to them?:** Yes. Benny has implemented marketing strategies such as on Clubhouse, webinar invitations, and run ads on Instagram.

**What new changes do you want to make to your marketing strategy?:** Have a team to support future endeavors to get off some plate on the table.

**What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?:** Benny can do both inspiring and empowering, something he learned from his training and education. He also uses real-life scenarios and experiences in conversations, relevant to the situation of his clients. He imposes solutions and he's not afraid of calling people out.

**What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?**

: Benny struggles with overthinking, being a perfectionist, and being overly creative.

**Years In Business** : 2-5

**Who are your competitors?:** Kendall Ficklin and Ebum Equation. But there are thousands more coaches, mentors, and speakers not mentioned that can be found on LinkedIn or Instagram.

**1st Competitor Website?:** Kendall Ficklin (<https://www.kendallficklin.com/>)

**2nd Competitor Website?:** Ebum Equation

**Website in your industry that you like?:** <https://www.ebumequation.com/>

**OPTIONAL: Another website in your industry that you like?:** <https://www.kendallficklin.com/>

**What do you like about these websites?:** N/A

**Your Company Marketing Budget for next 12 Months?:** \$5K - \$10K

**What marketing services are you interested in trying?:** SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, LinkedIn Advertising, Google Adwords, Google My Business, YouTube Ads, Display remarketing ads, TikTok Ads, Facebook Ads, Facebook Marketplace, Instagram Ads, Social media advertising, Social media management, Public Relations/Press Mentions, Affiliate Marketing, Telemarketing, Website Design, Video Marketing, Podcast Marketing, Print Marketing