

## **7. Marketing – What's your natural way of marketing and selling yourself as a coach?**

The objective of this teleclass is to discover a way of marketing yourself as a coach that feels natural and comfortable and to give you at least one idea for promoting yourself that you love!

### **What is marketing and selling and what is the difference?**

Many people mistakenly think that selling and marketing are the same - they aren't. You might already know that the marketing process is broad and includes all of the following:

1. Discovering what product, service or idea customers want.
2. Producing a product with the appropriate features and quality.
3. Pricing the product correctly.
4. Promoting the product; spreading the word about why customers should buy it.
5. Selling and delivering the product into the hands of the customer.

Selling is one activity of the entire marketing process. Selling is the act of persuading or influencing a customer to buy (actually exchange something of value for) a product or service.

Marketing activities support sales efforts. Actually, they are usually the most significant force in stimulating sales. Oftentimes, marketing activities (like the production of marketing materials and catchy packaging) must occur before a sale can be made; they sometimes follow the sale as well, to pave the way for future sales and referrals.

So marketing is about discovering what people need, creating a product that meets that need and letting people know about it and selling and delivering it.

Many people mistakenly also think that in order to sell and market themselves they have to become someone that they are not, in order to be successful at it. Many people often are uncomfortable about promoting themselves as they feel it is pushing, or getting people to buy things that they don't really want. On the other hand, some people are just excited about sharing something that they believe will be of value to others. They don't mind if people buy it or not as they believe the right people will buy it.

**How do you feel about promoting yourself? Who do you feel you need to be in order to sell and market yourself successfully? You? Or a different version of you? How do you feel about that? There is no right or wrong answer, it is just to raise your awareness on what your beliefs and thoughts are about this topic.**

### **What aspect of marketing are we looking at in this teleclass?**

For the purposes of this teleclass, I'm looking at the promotion piece and for me the way I've come to define that is how do I build strong relationships with certain people in which I create significant value for them and me.

For this to be fun, it involves 2 core elements: the first is that I build those relationships in a way that matches one of the basic drivers of my personality so that I'm always being me as opposed to trying to be someone else. The second is that I build relationships through

sharing things with others that are intrinsically enjoyable and meaningful to me and that those on the receiving end are likely to appreciate too.

The following questions are designed to uncover your version of those elements and I look forward to discussing them with you on the call:

### **Preparation for the call**

1. I'd like you to imagine a beautiful meadow, maybe on a low hill or in the high mountain, the sky is bright blue, the sun is gentle and warm and is touching every blade of grass and every beautiful flower big and small. In the meadow the bees are gently buzzing around from flower to flower and there is a lovely breeze in the air. Imagine yourself laying down in this beautiful meadow looking up into the bright blue sky, feel yourself deeply relaxing and becoming a part of the meadow – what are you? Are you a type of flower enjoying the warmth of the sun and the spot that you are growing in attracting different bees to come to you in your own unique way? Or are you more of a bee enjoying visiting different flowers staying a while and then moving on for pastures new? Please note down whether you are more bee or flower. We'll discuss this further on the call.
2. Now I'd like you to think of 2 or 3 peak experiences in your life. I'd like you to use your coaching skills to fill yourself up with how you felt during those peak experiences and then answer the following questions:
  - a. What is it that you are doing or experiencing in those peak experiences that is so wonderful? (be as specific as possible) How does it feel? If I was able to observe you at that time – who would I see?
  - b. In that state of peak experience and confidence, which feels most natural to you :
    - When meeting people, you enjoy being approached by others
    - When meeting people, you rather enjoy approaching others
  - c. If you are meeting people feeling as you do when in a peak experience - how do you naturally create relationship with them? Humour, shared interest, shared contacts, curiosity etc. etc.
  - d. And how do you naturally carry on that relationship past the initial meeting over the next few weeks, months? Invite for coffee, more shared interest, dinner, a call, meet up with others you both know, introduce them to new people, send a present....
3. What are some of the passions you have, things you love to do and interests you love to share? Walking, animals, art, cooking, reading – please make a list!

Looking forward to speaking on Monday, discovering and pulling it all together!

Best

Zoë