



Co-Active[®] Marketing

Resource Book

CHAPTER #1: WHAT IS CO-ACTIVE® MARKETING?

You will come away from Chapter 1, Webinar 1 and the Webinar Action Steps with...

1. Fresh understanding of what relationship-based marketing is.
2. Clarity about how it aligns with your Co-Active® Coaching skills.
3. A sense of how marketing helps you attract a steady flow of clients.

When you think of marketing your services, what thoughts or feelings bubble up to the surface?

Most coaches yearn to help others reach fulfillment through coaching, but are less enthusiastic about the idea of marketing to attract their clients. Resistance to marketing usually stems from myths about marketing:

- Collective mistrust of sales and marketing as a “sell out”.
- Confusing marketing with advertising.
- Believing you have to confidently “toot your own horn”.
- Believing a copywriter could market better than you can.



We're going to bust through those myths, and show you how to come from the client's perspective when marketing – something you are ready and fully equipped to do.

What happens if you think of marketing as the process of sharing your enthusiasm about something you believe in, *in a way that connects with your audience*?

When you believe in something, you want to share it with others. When you're the provider of that valuable thing and you tell others about it... that's marketing! When you tell others about that thing in a way that strides a resonant chord with them... that's *effective* marketing!

Marketing is the process of promoting awareness about a product or service that has value to specific audiences. Simply put, it is:

- Letting people know that you and your services exist.
- Connecting your services with what people know they want.
- Then continually building relationships of trust with future clients.

When was the last time you made a purchase that wasn't influenced by marketing? Even the way fruits and vegetables are displayed in a grocery store or the signage for a booth at a farmers' market is a form of marketing.

Marketing surrounds us and affects our choices most every day, especially choices to invest in things and ourselves. Some marketing is more aggressive than we appreciate, but *your* marketing will be Co-Active®.

As Co-Active® Coaches we trust that people are naturally creative, resourceful and whole. Each time we market, we trust individuals to choose what's right for them, without judgment about them or what their choice means to us.

Our Philosophy of Marketing

Marketing and coaching are both communication processes where you:

- Design alliances.
- Listen for their agenda.
- Raise curiosity.
- Ask powerful questions.
- Engage intuition.
- Discover their values.
- Evoke transformation.
- Forward their thinking and actions.



Your marketing is not just about you. In fact, it's more about the people you serve, what they really want and their day-to-day challenges. When your marketing employs your Co-Active® Coaching skills, it's more fun and resonates with your target market*.

The Definition of Co-Active® Marketing

Co-Active® Marketing is the respectful and creative process of spreading awareness about your services through continuous connection with future clients.

What Does Co-Active® Marketing Do for You?

1. Builds relationships with future clients.
2. Raises recognition for your brand*.
3. Distinguishes you from other professionals.
4. Establishes you as a credible resource.
5. Grows a database of engaged prospects.
6. Sparks a yearning for the support you offer.
7. Attracts and pre-qualifies potential clients.
8. Converts* ideal prospects into ideal clients.

Did you know marketing could do all this for you? Let's go through each of these.

Co-Active® Marketing builds relationships with future clients.

Have you ever felt like you “ran out” of clients? Chances are you haven’t had a marketing system helping you generate a pipeline of potential clients, sometimes called a leads list*.

While it’s possible to keep a practice full of clients through referrals, more successful coaches do ongoing marketing to generate a pipeline of future clients. And if you’d like to expand from one-to-one coaching into group programs, you’ll fill them primarily through your own leads list. Creating a weekly marketing habit will make it easy for you to stay connected and continually build a trusting relationship, until they are ready to either engage or move on.



When you think about it, marketing is much like building friendships. It’s the quality of the relationship that inspires prospects to take a next step with you. Some will, some won’t, and that’s a natural selection process:

- Some people move on for now.
- Some are never more than acquaintances (non-ideal prospects).
- Some will become true friends (your clients).
- Some will become your inner circle (ideal clients who return again and again while referring others).

Of course, the difference with marketing your services is that your relationship is professional. Professional boundaries and ethics apply.

Co-Active® Marketing raises recognition for your brand.

A brand is a unique mark of distinction. Your company logo, tagline and colors are just the beginning. As your company develops, ideally your brand develops as well to convey some of the energy and values that you stand for. It appeals to the unique group of people you serve.

Your marketing *conveys* your unique mark of distinction. As you develop, your brand will emerge more fully, live within your marketing and help you stand out in the crowd — which is critical for long-term success.

- Are Coke and Pepsi different?
- What about Volvo and BMW?
- What about CTI and Coachville?

Even if you've never drunk a Coke or Pepsi, driven a Volvo or BMW, or experienced Coachville or CTI before, you sense the difference in style and values. How? Through marketing and branding.

Co-Active® Marketing distinguishes you from other professionals.

There are many thousands of coaches and other service providers who help people grow and develop. How will individuals know they want what you offer them? Through your marketing.

Co-Active® Marketing establishes you as a credible resource.

You've heard of "fly-by-night" businesses. When someone seems to be here today and gone tomorrow – what happens? You forget about them.

On the other hand have you ever felt like a coach or thought leader seems to be everywhere? Their name is out there with articles on popular sites. They're in touch through email, Facebook or LinkedIn. They're a guest speaker, on a panel presentation or giving a keynote at various conferences. That's marketing. How does that marketing influence you? It has more impact than we often realize. That's why it's important to *continually* market – to stay in front of the people you serve.

You get to decide whether you want to be well known in your community, city, region, country, or internationally. Marketing helps you expand your reach as far as you want to go.

Co-Active® Marketing grows a database of engaged prospects.

Have you ever been on a call where there are hundreds or even thousands of people on the line and you wondered – how did they all get here? They were invited through marketing.



When you have a leads list* it's possible to get your message out faster and more effectively. The people on your list have a relationship with you. They have experienced you through your marketing and want to see what you'll do next. And that's how they become inspired to invest.

Co-Active® Marketing sparks a yearning for the support you offer.

Have you ever had the experience of realizing you want to grow and develop in a way you never have before? When you decided to become a coach, the idea of it struck a chord within you. Your marketing, among other things, creates that response for your prospects.

Co-Active® Marketing attracts and pre-qualifies potential clients.

Have you ever wondered why people use long sales pages or a series of videos to promote a program? It's because different people respond to different things. Some will

respond to testimonials, others want the logistical details, some want to understand exactly what's included, while others will respond most to stories. Marketing provides something for every ideal prospect.

Marketing not only attracts the individuals who align, but it also fails to attract those who are not aligned. That's a gift to everyone. Your goal is to make sure that your marketing attracts clients that will align well with you and what you offer.

Co-Active® Marketing converts* ideal prospects into ideal clients.

It's said that it takes 7 to 12 touches before people connect with a new brand or product. Going back to the friend metaphor, occasionally you'll meet someone and instantly become friends. Some prospects you meet will "feel the fit" and instantly hire you. However, most friendships, and prospect-to-client conversions, take place over a longer period of time.

More personal services such as coaching, that require a significant investment in time and money, will require many connections or "touches" before most individuals decide to invest. Marketing leverages your time by allowing you to touch many people at once.

What does Co-Active® Marketing do for the people you serve?

1. Grows awareness about you and your offers.
2. Develops a sense of belonging and community.
3. Opens new possibilities for greater fulfillment.
4. Reveals a pathway for realization of dreams.
5. Inspires the desire to commit resources to their transformation.

Think about your own positive experiences with marketing. When you decided to enroll in training at CTI, one or more of these things happened:

- Someone referred you and you checked out the website.
- You found our listing on the International Coach Federation site.
- You conducted an Internet search for coach training programs.
- You attended a free event sponsored by us.
- You received an email announcement or newsletter.
- You found us on Facebook and liked what you saw.

Those are all forms of marketing. Like all successful entrepreneurs you'll select the combination of marketing approaches that fit best for you and the people you serve.

15 Approaches to Build Meaningful Connections

You have likely been on the receiving end of all or most of these forms of marketing. You can choose to learn and implement these types of marketing as well.

High Touch and Real Time

1. One-to-one face-to-face – private meetings
2. One-to-one voice-to-ear – private calls
3. One-to-many voice-to-ear – teleseminars/webinars
4. One-to-many face-to-face – live events
5. Live networking
 - Leads groups (BNI etc.)
 - Conferences / association meetings etc.
6. Speaking events (live or virtual)
 - Conferences / association meetings etc.
 - Professional speaking circuit /keynotes

Leadership, Partnership and Platforms

7. Become a leader in a relevant organization
8. Create a mutually beneficial relationship with a “sphere of influence” – someone who has a large network
9. Promotional partnerships

Publish Content

10. Blog or ezine, email marketing
11. Articles in online directories or other channels
12. Published books

Internet Marketing

13. Websites, free offers, landing pages
14. Forums, social networks
15. Blog Talk Radio, Vimeo, YouTube, video blogs, Internet TV

No doubt, you’ll come up with your own unique marketing approaches as well.



Your Homework

Read through and complete Exercises #1, 2 and 3. Take approximately 45 minutes to explore your feelings about marketing and how marketing has supported you.

CHAPTER #2: WHERE DO I START?

You will come away from Chapter 2, Webinar 2 and the Webinar Action Steps understanding...

1. The advantages of focusing your marketing on one target market.
2. The characteristics of a viable target market.
3. The tradeoffs of marketing to non-viable markets.

Enrolling clients seems easy at first. You're excited to be sharing coaching, you are evolving and your clients are too. And you are earning as a professional coach.

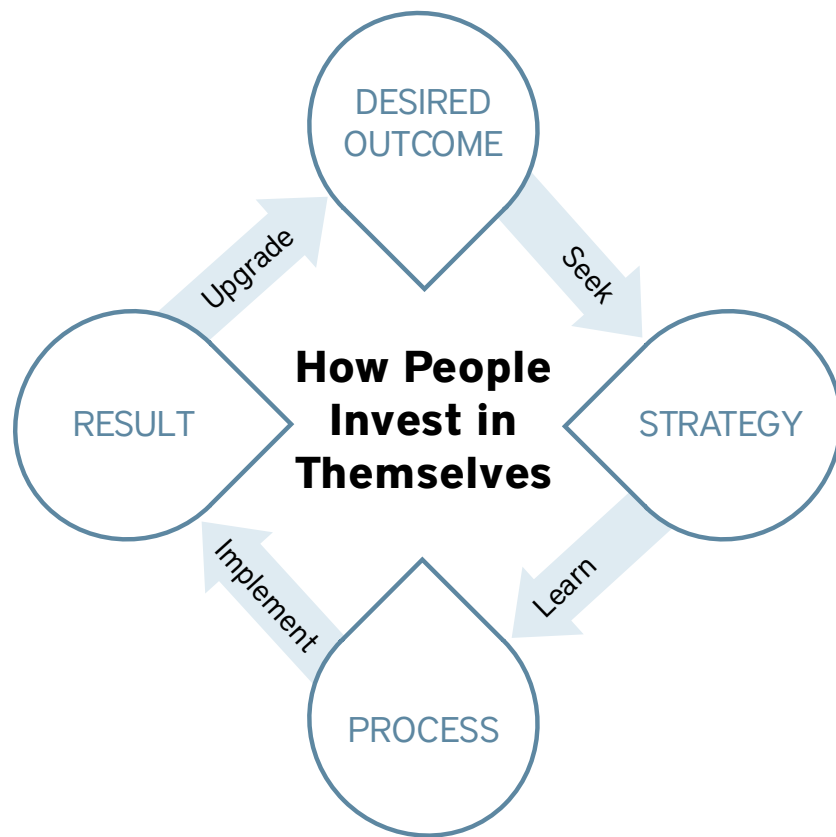
But at some point in time, most coaches wonder how to consistently find enough clients to make a satisfying and sustainable livelihood. Sometimes it feels like you've "run out" of clients. Having already picked the "low hanging fruit" – prospects more immediately available to you – your next clients seem strangely out of reach.

Another issue also emerges at this time. Too many prospects are reluctant to invest in coaching. What's going on here? This is the crux of it: **There's a "disconnect" between what people *know they want* and the value of coaching.**

It's rare that someone wakes up in the morning knowing they want to hire a coach. Instead, as human beings, we're driven by the desire to reach specific *tangible goals or outcomes*. If the yearning is powerful enough, we will look for strategies to help us get where we want to go, and invest time and possibly money to implement those strategies.

Here's a simplified model of the personal growth investment cycle:

1. An individual has a **DESIRED OUTCOME** – a specific tangible outcome they know they urgently want.
2. They seek a **STRATEGY** to help them close the gap between where they are now and where they want to be. Often marketing brings a strategy to their awareness.
3. With support they engage in a **PROCESS** that transforms them and moves them to action.
4. With some or all **RESULTS** achieved, they "upgrade" their desired outcome. The upgraded outcome may be related to the original goal, or completely different.



Marketing raises awareness about potential strategies to help people get where they want to go. A strategy could be buying a book, enrolling in a course, or hiring a resource that can help you achieve what you want (such as a coach).

When effective marketing reaches the individual at the right time and speaks clearly to their challenges and desired outcomes, they are inspired to invest in themselves and engage that particular strategy.

Coaching is a Process, not the Strategy

When you market your services and programs they will be perceived as a *strategy* — a means to get where they want to go. However, and this is a very important distinction — your coaching is the *process* you utilize that helps your clients get results, *not* the strategy that inspires investment.

Up until now you may have been “selling” your coaching as a solution. You engaged a prospect, offer them a short initial session to demonstrate coaching, and then enrolled them as a client. That works well at times but inconsistently for most coaches because of that disconnect between desired outcome and coaching.

For people who don't know you yet, and don't know the value of coaching, help them connect the dots between their desired outcomes and your services. Do that through marketing.

But what is the desired outcome that will motivate people to seek and invest in your coaching? It's different for everyone! It's not possible to effectively market to everyone at once. It's much easier to focus your marketing on one **target market**.

The key to marketing *effectively* is to first stand in the shoes of the people you serve. See things from their perspective. Understand what they are yearning for, and what is in the way. Co-Active® Coaching and Co-Active® Selling teaches you how to do this one person at a time. In Co-Active® Marketing, you will scale up and leverage your message to reach more individuals with each connection.

What Is a Target Market?

A target market is a group of people who have similar desired outcomes. They may also share similar values or other characteristics. A target market is a sub-group of a larger group. Effective marketing aims to connect with this distinctive group of people and inspire them to action.

Is a target market the same as a niche? One way to niche is to target a market. Another way to choose a niche is to focus on a specific topic. Co-Active® Coaches coach the whole person. For that reason, targeting a specific market is the best way to niche.

For the purpose of this Co-Active® Marketing course, when we refer to a target market, we are talking about people who are accessible in easy-to-locate groups, such as people in the same occupation or life situation. We're not talking about typical demographics of age ranges, genders or income.

Here are a few examples of target markets and their likely top desired outcomes:

Target Market:	Women executives
Desired Outcome:	Gain a VP or C-suite position
Target Market:	Moms with home-based businesses
Desired Outcome:	Find 10 hours each week to build their business
Target Market:	College-bound high school students
Desired Outcome:	Get into the college of their choice

Take the example of a college bound high school student. If their yearning to get into the college of their choice is strong enough, the student and their parents will seek a strategy to help them achieve that. Whatever strategy is the most *top-of-mind* for them, they will likely invest in that strategy.

Marketing is what makes a resource, like you, top-of-mind.

College-bound high school students don't have the same desired outcome that other target markets do. Women executives wouldn't be seeking to get into the college of their choice. College-bound high school students don't necessarily have their eyes on the prize of gaining a C-suite position.

Marketing aimed at one target market will not appeal to other markets. They will tune it out. But marketing that strikes a resonant chord with a particular market *will* raise awareness, interest and inspire some in that market to invest. See how targeted marketing works?

The more narrowly focused the target market, the easier it is to understand the specific tangible outcomes they want to reach. And then the easier it is to target the marketing, so that it is more effective at reaching and engaging that group of people.

What Is a Viable Target Market?

We have a name for the kind of target market that is most likely to result in a satisfying and sustainable income for a coach. We call it a Viable Target Market.

Definition of a Viable Target Market

A viable target market is a *group of people* that is characteristically all of these things:

1. EASY TO FIND (ideally in groups).
2. EASY TO CONNECT with.
3. EAGER TO EVOLVE = interested in their own personal or professional development.
4. WILLING TO INVEST their own resources (money, time, and energy) to get where they want to go.
5. NARROW & DEEP = there is a "deep pool" of these individuals in a very unique sub-group.



You probably knew this... not all target markets are lucrative. It's best not to pursue markets that aren't likely to result in a sustainable income for you, unless your income needs are small, or you are willing to access creative options for income (such as grants).

A target market that is easy for you to find and connect with is accessible to you. *Accessibility is the most critical aspect of a viable target market.* Targeting a market won't do you much good if you cannot easily find and connect with the people in that market. You do not need to already know people in a target market to focus on that group, but you must be willing to reach out to those people and build connections through your marketing.

A market that gathers in groups will be the easiest to find. You can choose a market that doesn't tend to gather in groups, but then you will need to build connections through more one-to-one contacts. Keep that in mind as you choose your target market.

Market accessibility is different for different coaches. The universe of people that you know how to find and connect with is unique to you. So don't try to guess at market accessibility for someone else or assume that if a group is accessible to someone else that it will be for you. Look at it from your own particular point of view.

People who have relationship oriented jobs often are *eager to evolve* personally and professionally — healers, salespeople, people who lead teams or have clients. People who are oriented around learning and development are often willing to invest, as are entrepreneurs and others who understand the idea of “spending money to make money”.

Viable markets are *narrow and deep* — like a well, not like the ocean. This might seem surprising, but when it comes to marketing a professional service like coaching, a market can be too big. For example, baby boomers is too broad. The individuals don't have enough in common for you to craft a coherent marketing message that will land with the majority of them. Their common identity as baby boomers is not something they care about or pay attention to.

Take a few minutes and jot down some examples of markets that meet each of the five elements of our viability definition.

Are You Qualified to Work with a Viable Target Market?

We know that the idea of targeting a market may awaken the Saboteur — the voice within you that wants to keep you small. It shouts non-truths at you such as: “You can't do it. You're not worthy. You don't know enough. You'd have to be an expert to work with that group!”

If we did not believe you could easily work with a target market, we wouldn't be showing you this proven path. With deep respect, we invite you to get out of your own way.

As a Co-Active® Coach, you can coach anyone in any target market, because coaching is not about what you know. Your clients, no matter what their walk of life, will evolve and take powerful actions, with the support of your skills:

- Curiosity.
- Level 3 listening skills.
- Intuition.
- Powerful questions.
- Perspective.
- Accountability.
- And your trust that they are creative, resourceful and whole.

You will help people in a viable target market to identify and engage their own Captain and Crew, values and life purpose as a guidance system. Never doubt the value of these skills to evoke transformation!

People Are People – No Matter What They Do For a Living

You might have noticed that we've primarily mentioned business markets in our discussions about target markets. If this troubles you, keep in mind that people in business markets – whether they are real estate agents, restaurant owners, or financial planners – are human beings just like you. They have similar fears and dreams. We focus in on business markets because the people in them gather in easy-to-find groups, and have similar challenges and goals. That makes marketing effective.

Business markets are the most viable target markets for several reasons:

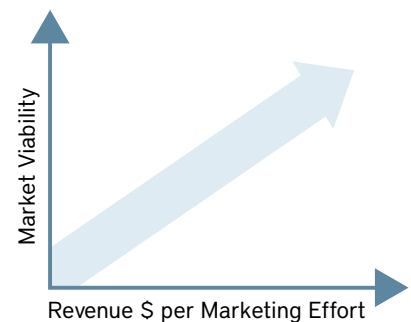
- Their situation and/or position creates a natural sub-group.
- Many have professional associations and conferences that make it easy for you get in front of large numbers of them.
- Many have trade publications where you can build your credibility and visibility with articles.
- It's easier to name tangible desired outcomes they'll identify with.
- They are often more willing to invest in their own personal or professional transformation.

Know the Tradeoffs

Of course, it's up to you what group you direct your marketing toward. However, do realize that there are many tradeoffs if you focus your marketing efforts on a non-viable market.

The more viable your target market:

- The more effective your marketing = the less you need to market.
- The higher your revenue and profit potential.
- The more personally invested your client is = the better their results, the more referrals and return clients.



Many of the target markets that are the most popular with coaches tend to be low-viability and low-revenue (less than \$10–20K per year), but require more marketing effort to reach. Groups such as stay-at-home-moms, empty nesters, divorcees, women or men in transition, retirees or “people who _____” [fill in the blank] coaching markets are not viable. Choose your target market consciously, knowing the potential tradeoffs.

Focusing On a Target Market Helps You *and* the People You Serve

Targeting a market makes your marketing easier and more effective:

- Your marketing efforts are leveraged, so you can market less.
- Your message strikes a more resonant chord with ideal clients.
- You get more referrals from clients and spheres of influence.
- You stand out as the top-of-mind resource for that group.
- You become well known as an insider and leader.
- You command higher fees and earn a more sustainable income.
- You can easily expand beyond one-to-one coaching packages.
- You develop “expertise” more quickly.

Marketing that is targeted also delivers value to your prospective clients:

- They feel more deeply understood by you through your marketing content, branding, core message and offers.
- They feel inspired because you specialize in their transformation.
- They feel a part of a small dynamic community.
- They feel more motivated to invest in themselves.

The more viable your market, the more beneficial it is for you.

How Will You Choose Your Own Target Market?

There are four ways to choose a target market:

1. Arbitrarily based on high viability. In other words, even if you know nothing about a target market and don’t know any individuals yet within that group, as long as it ranks highly viable for you, it’s a good market.
2. The cross section of your expertise/experience and the most viable target market.
3. The cross section of your depth of network (who you know) and the most viable target market.
4. Low-profit markets for philanthropic work.



Your Homework

In Exercises #4, 5 and 6, you'll uncover potentially viable target markets and choose one to focus your marketing. Use the forms called "Target Market Brainstorm" and "Viability Test" in the Webinar Action Steps Blank Forms for these exercises. Trust that whatever market you choose, you'll enjoy the diversity of human beings you find there, and you'll be passionate about supporting them to a dynamic life, as you have with all your clients.

CHAPTER #3: WHAT MAKES MY MARKET TICK?

You will come away from Chapter 3, Webinar 3 and the Webinar Action Steps with...

1. An understanding how Co-Active® Marketing is client centric, and why that has a more positive impact with potential clients.
2. A wealth of knowledge about the specific challenges and desired outcomes of people in your target market.
3. Connections to at least 10 individuals in your target market who could become your paying clients or referral sources!

Up until now, your marketing may have been all about you and what you do — coaching. But as you discovered in the last chapter, that approach will not consistently attract new clients, because it's selling the process rather than showing a clear strategy to achieve a desired outcome.

There is a more authentic and effective way to market.

In a coaching relationship, your focus is on your clients: their agenda, their inner guidance system, their life purpose and their values. You draw upon their wisdom to forward their thinking and actions. You support them to evolve into who they want to be. That's a client centric approach.

Now it's time to apply a client centric approach when you reach out to prospects with your marketing.

Being client centric in your marketing means that you:

- Stand in their shoes and see from their perspective.
- Are “about” them and what they care about.
- Uncover their top challenges.
- Discover the tangible outcomes they yearn for.
- Understand what inspires their desire for transformation.



When you learn what is important to your target market, and allow your marketing messages and coaching programs to be inspired by that, three things happen:

1. You align your marketing with your coaching skills, because the spotlight has come off of you and onto your prospects. It's a relief!
2. Because of that shift in mindset and focus, it will be easier to market more frequently, quickly increase the size of your network and create a pipeline of future clients.

3. You, your brand, and your offers will more naturally become the top-of-mind resource and strategy for your target market to get where they want to go.

Co-Active® Marketing feels less like a separate set of must-do tasks, and more like an integral part of connecting and serving people.

Make it a practice to release your ego from your marketing. Taking the spotlight off yourself helps you let go of self-consciousness and the desire to perform. And when the spotlight is on your prospects and what they want, they feel understood, special and interested. You are building relationships of trust.

Your Next Steps

Once you've chosen a target market to focus your marketing, you're ready to learn what makes the people in your market tick. There are two ways to do this now:

1. *Access your experiences and observations.* If you are now or have been in your target market, you have an “insider’s” understanding of their top challenges and goals. Similarly, if you know several people well enough in your target market, you’ll have an “outsider’s” understanding about who they are and what they really want. This is a good place to start, but know that by itself it’s not enough information.
2. *In the field market research.* The best way to understand what makes your market tick is talking to individuals and hearing with their own words what keeps them up at night, what keeps them going, what fuels their inner fire. Even professional survey-based research cannot bring the clarity that comes from real time connection with your target market.



The method we choose for market research is simple — informational interviews. One to one phone calls are the most effective and least intrusive way to do this. Don't try to do research by email at this time.

Soon you'll interview 10-20 people in your market. It's a high quality connection, a great way to get inspired about serving them, and it opens the door for a follow up conversation to enroll them as clients or referral sources.

Below is a set of powerful questions to use in your informational interviews. Fill in the blanks and tweak them as needed to gear them toward your target market:

1. What do you love (or enjoy) most about _____? And what else? Anything else?
2. What are you most proud of accomplishing so far in _____? And what else?
3. If you had a vision for your _____, paint me a picture of what that would look and feel like for you? (Ask probing questions to draw out the details as far as it can go.)

4. What would it do for you if you were living that vision now? What other ways might it benefit you, your family, your friends or community?
5. What are the costs (including hidden costs) of not having that vision be your reality?
6. What is your top goal right now? What strategies have you been using so far to get there? Tell me more.
7. What are the biggest obstacles in the way of achieving that goal? And what else? What is the single most critical thing you need to learn or know right now that would help you achieve your top goal?
8. What are your key strengths and skills? Anything else? What do you think should be your biggest strengths or skills? Anything else?
9. What are the ways that you usually develop yourself personally and professionally? Anything else?
10. What are your favorite trade publications, blogs or journals? Are there any associations or conferences you attend? Are you using social networks to expand your connections? How do you connect with other _____?
11. Do you have a confidante or go-to person who helps you implement your ideas, work through challenges and important decisions with you?
12. What else do you think I should know about _____?
13. Is there anyone else you would recommend I speak to? Are there people in _____ who have influenced you?
14. Would you introduce me to them?

What's So Special About These Questions?

We designed these questions to open a “time out of time” where people can get away from daily tasks and into self-reflection – something that most individuals rarely do. Even though you request 15–20 minutes of their time, you’ll find that some will become so engaged they’ll talk to you for an hour.

Don’t just fire the questions at them like a radio interviewer. Use “appreciative inquiry” to engage with what they say, repeating some of their words and phrases with curiosity and appreciation. *Resist the temptation to step into the coaching role.*

People Love Powerful Questions

You’ve experienced this before... people really appreciate a well-timed, intelligently formed question that’s open ended. It’s like a key that opens a forgotten treasure chest of inspiration, motivation, ideas and dreams.

If you're feeling hesitant to make these calls to people because you think it will bother them, remember that these questions are valuable because they are heart-opening and reflective. It's more likely that the questions will genuinely intrigue the individuals you interview.

Intentions, Tips and Guidelines for Your Informational Interviews

Set INTENTIONS to:

Complete all of your informational interviews as soon as possible.

The sooner you understand your target market, the easier it will be for you to craft your Targeted Core Message and Core Suite of Offers. And the sooner you'll have paying clients in your target market! Aim to have 10 interviews completed in no more than two weeks. Start today.

Come from a place of genuine curiosity, service and detachment.

Your curiosity will keep you focused on connecting and drawing them out in the conversation. They will get more value from the questions and you will get more authentic data. If you stay detached from outcome, allowing the calls and connection to be whatever they are, without judgment, you'll enjoy the process and the individuals. Don't take a "no" or a less connective personally or become a disappointment. Move on without another thought. There are plenty of people in your target market to call.

TIPS and GUIDELINES:

- **Before your informational interviews, cut and paste** the Informational Interviews Form (Exercise #7) from the Webinar Action Steps – Blank Forms into a new document. Make enough electronic copies for all your interviews. For each person you call, type in their name, contact information, and the date and time of your interview at the top.
- **Connect with individuals you do not know yet.** If you know many people in your target market, interview them too, but make at least 10 calls with new connections. This will help you to:
 1. Expand your network of prospects by opening a relationship with individuals who could quickly become your clients.
 2. Receive more candid and likely more valuable information, because their responses won't be influenced by a previous connection with you.



- **Begin your conversation with something like this...**
 "Hello, my name is _____. I'm a student in a marketing class and I'd appreciate 15–20 minutes of your time to ask a few questions. I believe you'll find these questions interesting and I'd value your opinion. I'd be happy to share the results of my interviews with you at a later date."
- **If they have a "gatekeeper",** such as an assistant or receptionist, add this...
 "I understand that _____ (the person you called to speak to) is not available at the moment. I know you're very busy, but if you'd be willing to take a few minutes I know that your opinion for these questions would also be very valuable. May I ask you these questions and then, if you feel comfortable, connect me with _____ when he/she is available?"
- **If someone referred you...** be sure to mention that person when you introduce yourself.
- **Don't sell coaching or try to enroll them as a client yet.** It's best to keep the connection purely about information gathering at this time. If you attempt to sell to them or go into detail about what you do, the walls may go up, and they might be hesitant to share candidly with you.
- **Do not leave a message.** If you're not able to reach someone voice to voice, note the time of your call and call back at another time. If you reach the individual but it's not a good time, set a later time for the info interview. But if they are willing, go through the questions right away.
- **Slightly alter questions to fit your target market.** Do this on the first form you copy before making other copies. Feel free to ask follow up questions as your intuition guides you.
- **Probe for specifics.** Your goal is to gather very specific information, especially about their top challenges and desired outcomes. After each question, say: "And what else?" or "Is there anything else?" You might intuitively ask a follow-on question to draw out more specifics. "Could you tell me a quick story about that?" "Could you share a specific example?"
- **Feel free to go longer than 20 minutes.** If you sense they've warmed up and are on a roll with the questions, ask if they'd be willing to talk longer.
- **Quietly take notes on your computer and keep all your notes.** It will save you time if you have your notes in a permanent format that's easy to draw from later. Take care not to let them hear you type (and don't attempt to get every word), or your interviewee may lose their candor.
- **Note their answers using their words and phrases.** This is critical. It will be tempting to "translate" or summarize what they say, but their way of saying everything will be best for effective marketing. Listen for what stands out and rings true about them. Consider recording the call, for better recall of their key

words and phrases. *There will be a lot of diversity in the answers, but there will also be commonalities from person to person.*

- **At the end of the call, ask if you may call them back** to share what you learned in your informational interviews about their target market. They may be curious, and an opportunity for you at that time to offer them a sample session as a thank you gift. You don't need to mention that during the informational interviews.

"I'm planning to create a short review of the information I've collected from these informational interviews. May I call you back in a few weeks to share that with you? I think it will be really interesting for you."

Later when you call them back, offer a sample session.

"Hello _____ (their name). I'm _____ (your name). We spoke on _____ (date) and you generously answered my questions about _____ (target market). If you have a minute I'd be happy to share the results of that and I remember that _____ was very important to you. I'd like to offer you a gift of a coaching session where we'll focus in on how to get started on shifting your results right now."

Enjoy these informational interview calls! They may be your first connections with people in your target market who are likely candidates for your first paying clients in your target market.

Interview Spheres of Influence

Spheres of influence* are people who, for one reason or another, have a high profile with people in your target market. They are well connected and well informed, often having access to many people you'd like to meet.

A sphere of influence could be a top performer, a leader in an association or networking group designed for your target market, or another service provider or vendor for your target market.

Once you locate a sphere of influence for your market, contact them and tell them what you are doing. Ask if they'd be willing to answer your questions in an informational interview and/or introduce you to individuals in your market for interviews. Your goal is to deepen your understanding about this target market's challenges and their most important goals from a more seasoned perspective.

Begin your conversation with something like this...

"Hello, my name is _____. I'm a student in an entrepreneurial marketing class and I'd appreciate 15–20 minutes of your time to ask a few questions. You are a leader in _____, so your opinion would provide a more seasoned perspective. I think you'll find these questions interesting and valuable. And I'd be happy to share the results of my interviews with you at a later date."

These are places where you might locate spheres of influence for your target market:



- People in your target market who can refer you to individuals that they consider influential.
- Associations and training organizations.
- Networking groups, social networking sites and membership sites used by people in your market.
- Trade publications and blogs written by or for your market.
- Articles about your market (try Wikipedia).
- Directories of people in your market.
- Directories of services used by people in your market.
- Other spheres of influence. Get creative!

Some of these methods can also help you find more people in your market to interview and later to enroll as clients.

Don't be discouraged if you don't have access to spheres of influence immediately. You can develop these connections as you gain visibility in your market.

Consider the "six degrees of separation" concept — it's possible to reach just about anyone within six connections or less. Be willing to patiently network to find spheres of influence in your target market. It could happen at any moment. Build a relationship with them based on mutual interest — to serve the people in your target market.


LinkedIn, one of the top three social networks, was made for this kind of networking, particularly with business people. If you already have a LinkedIn profile and connections, and the person you are trying to reach is on LinkedIn, ask second-degree connections to introduce you until you reach the sphere of influence. If you are not on LinkedIn yet, don't rush to do this just now. Add it as a marketing approach later.

Supplement with Internet Searches

The Internet is a great tool, as long as you use it *only to supplement* what you learn from your informational interviews. Some information that turns up on an Internet search can be obsolete, off point, or just plain wrong.

We recommend that you use the Internet for two purposes:

1. Now, to assist you in conducting informational interviews. For example, use the web to find more people in your target market to interview. Or, to get a sense for someone *before* you interview them, look at:
 - Their website.
 - Their profile, pages and groups on Facebook or LinkedIn.
 - Articles they have published or other media they have been featured in.
2. Later, to help you find individuals and groups of people in your target market to connect with and enroll as clients.



You might be tempted to only do Internet research on your target market, because it feels “safe”. That’s the Saboteur talking. Connection is where the real juice of life is. If you rely solely on Internet research, which isn’t about connection, you will miss the most useful information available and your marketing may fall flat.

Never Stop Listening and Learning

After you finish your informational interviews, continue to keep your ears open to your target market. By serving people in your target market and engaging with spheres of influence on an ongoing basis, you’ll naturally learn more. Keep your marketing language fresh, include current trends, and grow along with your target market. As you evolve and expand how you work with clients, you’ll develop expertise about your market.



Your Homework

Exercise #7 and 8 you'll take a step-by-step process to conduct 10–20 (non-selling) informational interviews with individuals in your target market. Then you'll capture the gems from your interviews. Use the form called “Informational Interviews” and “Interview Gems” in Webinar Action Steps Blank Forms to complete these exercise.

Complete these info interviews as quickly as possible. Your enthusiasm will build for your new target market, and the interviews will spark ideas for your Targeted Core Message and Suite of Offers, which we'll cover in Chapters 4 and 5. Enjoy the people you interview!

CHAPTER #4: WHAT IS MY MESSAGE?

You will come away from Chapter 4, Webinar 4 and the Webinar Action Steps with...

1. Insight about how to use what you learned in your informational interviews to create the centerpiece of your marketing.
2. An easy formula to craft a Targeted Core Message – a single sentence that evokes engagement from your target market.
3. Your own Targeted Core Message!

One of most impactful forms of marketing is a tagline, slogan or jingle – a short verbal message that binds our memory to a brand and what it stands for. It's a catchy phrase or sentence that quickly conveys the essence of something in a way that emotionally connects with the target audience. Here are some of these messages that you're probably familiar with:

Taglines — short phrases that pair up with a brand name:

- American Express...
Don't leave home without it.
- Nike... Just Do It.
- Kentucky Fried Chicken...
It's finger lickin' good!

Slogans — used in advertising campaigns:

- Got Milk?
- Think different.

Jingles — slogans set to music to make them even more memorable:

- Two all beef patties, special sauce, lettuce, cheese...
- My baloney has a first name...
- I'd like to teach the world to sing...

Can you finish these jingles above? What brand does each of them represent? These jingles are from the 1970s. Isn't it amazing how 40 years later they are still in your memory? That's successful marketing.

Service providers, such as coaches, use a version of a short, memorable marketing message too. Sometimes called a benefit statement, it describes the specific outcomes desired by the target market in an emotionally evocative way. In Co-Active® Marketing, we call this a *Targeted Core Message* or TCM.



What is a Targeted Core Message?

A TCM is a single well-crafted sentence that describes specifically how people in your target market will benefit from working with you. You'll use your TCM as:

- The first marketing message in the header of your website.
- The first sentence you say to introduce yourself to prospects.
- The beginning of your “elevator” speech when you share what you do in a networking meeting.
- One of the first sentences within your “bio” for a presentation or in any kind of printed promotional material.

Your TCM is the attention-getter. It is the centerpiece of your marketing. When you share an effective Targeted Core Message, people will understand *exactly* who you serve and why those people would want to hire you. Colleagues and friends who hear you say it will be likely to respond with “Oh, I know someone who could really use your help!” No more awkward moments of trying to convey why what you do has value.

Each of the streamlined sentences below was created by a professional coach for their own target market:

“I help mompreneurs make more money doing work they love while taking care of priority #1: FAMILY.”

“I help authors get their books out of their head and into bookstores.”

“I help restaurant owners and managers keep the staff and patrons who keep them in business.”

“I help wealth advisors confidently build a lifetime of value with multi-generational clients.”

What Will a TCM Do for You?

- Ease how you articulate your value for your target market.
- “Weed out” non-ideal prospects.
- Spark interest with ideal prospects in seconds.
- Evoke the response “That’s me!” or “I want help with that!”
- Invite them to take a step with you.
- Open potential for an enrolling conversation.

What Will Your TCM Do for Your Target Market?

- They feel that you “get” who they are and what they urgently want.
- They recognize you as a potential go-to resource for them.
- They begin to know, like and trust you (or move on).

Short marketing messages that are client-centric have a BIG IMPACT. If you've ever snapped to attention when a business person introduced themselves with style, you know the power of a TCM. We bet you've also heard benefit statements that make your eyes glaze over with boredom or confusion. You want your TCM to be so crystal clear that a 12 year old can "get" it.

A TCM that will work for you has these components:

- Based on what you learned from your target market in informational interviews.
- A single sentence that starts with "I help".
- Streamlined to 10-25 words max.
- Easy to say and read.
- Emotionally evocative.
- About a SPECIFIC and urgently desired tangible outcome.

An effective TCM is NOT:

- About you.
- About coaching or other skills.
- A run on sentence with many prepositional phrases.
- A laundry list of how coaching can help your clients.
- The same as a tagline (which does not begin with "I").
- About vague outcomes (balance, happiness, fulfillment).
- A catchall description about your market's wants or needs.

Below are three pairs of TCMs. Each pair shows two different versions of a TCM written by a coach, using data they collected from informational interviews with their target market. Which one of each set is better? Why?

1.

"I support entrepreneurial Occupational Therapists to get relief from the overwhelming changes happening in health care."

"I help independent OTs navigate the changing health care market and build a steady stream of referrals."

2.

"I empower executive level women to survive corporate life, earn a great living and feel good about it."

"I help women executives thrive in the corporate world without selling their soul."

3.

"I assist business owners and their staffs by creating a strategic plan of action and team commitment towards continued growth and community awareness."

"I help green business owners inspire their teams to take full ownership of the company vision and sustain high profit growth."

How Will You Write Your TCM?

In the homework for this Chapter, you're going to create a working draft of your own TCM.

The first thing to know is that crafting your TCM is a creative and relational process, not an intellectual brain teaser. It's about conveying the promise of transformation and grabbing attention — just like taglines, slogans and jingles.

Out of all the data you have gathered from your target market, you'll only be using a couple of “sound bites” in your TCM. But later on, you'll draw on more of what you learned in your informational interviews for other aspects of your marketing, including your “elevator speech”, web copy and more.

The TCM comes first, because it is your marketing centerpiece. Everything else revolves around it. And because of its potential for a big impact. Think about what happens when a person first arrives at your website, or you share what you do in a networking meeting. You have mere seconds to capture their interest. That's why you want your TCM to be short and powerful.

Here's the formula you'll use to create your TCM:

I help_____ (describe your target market in the fewest possible words) _____
(dynamic verb) _____ (describe a specific tangible outcome they know they want
that implies a related challenge they'll move beyond).

Aim for a Workable Draft

Focus in on points 3–7 in your Interview Gems to complete this formula. Then, wordsmith it until it feels and sounds right to you. We'll finesse these messages together in the next Accountability Pod. Your goal is to create a workable draft — a sentence that describes in evocative language the most urgent known outcome your target market desires.

It may take a few tries to get a workable draft for your TCM that's streamlined, evocative and outcome based. Play with the language, trying different words and syntax to make your TCM more striking.

To get your creative juices flowing, below are more examples of wordsmithing pretty-good TCMs to make them better. See if you can pinpoint what's changing for the better and how.

From this:

I am a confidential sounding board to help HR professionals master the maze of staff retention and development by redefining their survival mindset into more powerful mindsets.

To this:

I help HR professionals implement powerful mindsets and practices to expand their influence on company talent development and retention.

From this:

I help females in high corporate positions who are also moms break free from the struggle of being pulled in all directions.

To this:

I help women executives with kids play by their own rules while showing up 100% at work and at home.

From this:

I help time strapped insurance agents make a difference by realizing the dream of gaining and keeping great clients and by tearing down negative perceptions.

To this:

I help time strapped insurance agents tear down negative perceptions to attract and keep more ideal clients.

Once you have a TCM that flows, test it on people in your market. If they respond by wanting to know more, it's good enough for now!

Caution: Testing this with people who are not in your market won't bring you useful feedback. Well meaning people who don't understand what you're doing may try to dissuade you from client-centric language and targeting.

Coach Bob's TCM Success Story

Once there was a coach, we'll call him Bob, who wasn't consistently earning enough by selling his coaching services. But Bob was determined to have a financially successful coaching business. He believed in the power of coaching, and knew he could support others to live up to their full potential while also enjoying his chosen lifestyle.



Searching for a strategy that would help him earn more as a coach, he came across the Co-Active® Marketing course and quickly enrolled. Bob realized he hadn't done much marketing in the past. It was a missing piece.

Within two weeks Bob had committed to target solo business lawyers for his coaching business. Bob had been a solo business lawyer himself for 10 years in a "past life", so this target market was viable for him. The pinpointed focus gave him a sense of hope and momentum. Something surprising and wonderful was beginning to dawn on Bob – marketing can be fun, effective and aligned with my coaching values!

Bob jumped into his informational interviews. Within a week he'd contacted 4 past colleagues and made 8 more connections with lawyers he'd never known before. Then Bob went through the goldmine of information he'd collected, and compiled similar words and phrases into the Interview Gems document as a reference for all of his marketing.

We interrupt this story to look over Bob's shoulder at his Interview Gems. Here is what we see...

1. Similar or essential things they said they love or enjoy most:
 - Enjoy working with enterprising entrepreneurs.
 - Love creativity and precise technical language of putting win / win deals together.
 - Enjoy solving problems; working with conflicting interests and helping business owners grow their companies.
2. Similar or essential things they said they are most proud of accomplishing so far:
 - Built a successful practice through ups and downs.
 - Provide a good living for my family.
 - Skill to defuse / resolve conflicts that could have escalated.
3. Similar or essential details of their visions:
 - A small, stable group of mainstay clients.
 - Profitable ongoing work in my favorite areas of practice.
 - Enough new clients to keep it interesting.
4. Similar or essential things they said about the benefits that would come to them if they could accomplish their vision:
 - Time for the good things in life – fun, family, and personal development.
 - Peace of mind, not worrying about how I'm going to get my next good client.
 - Better annual income with less stress.
5. Similar or essential things they said about the costs of not having their vision be their reality:
 - Workload fluctuates, feast or famine.
 - Deadline stress, always feeling overloaded and behind.
 - Getting derailed from family commitments.
6. Similar or essential things they said about their top goals and the strategies they are using to reach those goals:

Goals:

 - Be recognized as a top lawyer in my field.
 - Achieve financial and lifestyle goals (kids' education, retirement security).
 - Get and keep top quality clients.

Strategies tried:

 - Do great work for my clients.

7. Similar or essential things they said about the obstacles in the way of achieving those goals. And about what they feel they need to know right now to achieve their top goals:

Obstacles:

- Too many urgent tasks.
- Underestimating the time and fees for new projects.
- No ongoing client development to build relationships with prospects and former clients.

Need to know:

- An easy process to develop prospects.
- A system to estimate time and fees for new projects.
- How to hire and work with an assistant to handle practice management details.

8. Similar or essential things they said about the key strengths and skills they have now. And about what they think should be their biggest strengths or skills:

Key strengths:

- Problem solving, negotiation, legal writing, ability to spot and explain risks.
- Knowledge of the law.
- Familiarity with clients' industries.

Should be:

- Rainmaking – attracting long-term “bread & butter” clients.
- Serving my clients impeccably in every way.

9. Similar AND different ways they develop themselves personally and professionally:

- Reading blogs / journals dedicated to issues critical to my clients.
- Continuing legal education, usually long distance learning programs.
- Spending (unbilled) time with my clients.
- Client's industry meetings and conferences.

10. List favorite trade publications, blogs or journals, associations, conferences, social networks they use to build connections:

- State bar association meetings
- *ABA Journal*, *Business Law Today*, *Fast Company*, *VC Experts*, LawSites, Legal Ease Blog, Avvo
- LinkedIn
- CLE conferences

11. List any details they mentioned about confidantes or a go-to person who helps them implement ideas, work through challenges and important decisions:

- Don't have one. Miss collegiality of a firm environment.
- Periodic conversations with other solo or firm lawyers.

12. List anything else they thought was important to share with you that stands out from the things above.

- Fear of selling. Not devoting enough time to marketing.
- Not thinking of practice as a business. No strategic view. Not taking my business as seriously as I take my clients' businesses.
- Inefficient work habits, lack of discipline. Needing to be under pressure in order to work efficiently.
- Fear of isolation, losing touch with colleagues, trends.
- Workaholic tendencies, inability to relax.

Resuming Bob's story...

"Wow!" Bob thought: "My interviews uncovered some very interesting stuff! I'm glad I didn't just go from my own experience, because I would have missed so much of what's important for solo biz lawyers today."

But then Bob began to feel overwhelmed, and wondered how he could possibly fit all of this stuff into one sentence of just 15–20 words. He tried lumping it all together like this:

I support independent business lawyers to achieve balance between their business goals and their personal life.

Here, Bob realized he'd created one of those "catchall" sentences with vague outcomes that his CTI trainers cautioned against. "Oops, I forgot to focus in on specifics." So, looking again through his Interview Gems, Bob took another stab at his TCM:

I work with independent business lawyers to create referral engines and marketing systems that keep a steady flow of work coming in, using strengths they already have.

Before he'd even finished writing it, he knew that, with 27 words and a complex sentence structure, it was a "run-on." And after he read it out loud, he knew it also lacked that emotionally evocative factor that makes a TCM high impact.

Bob got up from his desk and took the dog for a walk. He recalled one of his interviews, where the lawyer was talking about his "feast or famine" business. That phrase spoke volumes. Stress, deadlines, getting derailed from family activities — the costs of not "getting and keeping top quality clients" all jelled into one sentence in Bob's mind. He pulled out his cell phone and jotted it down.

I help solo business lawyers break the pattern of feast or famine in their practice by getting and keeping top quality clients.

"By George, I've got it!" said Bob.





Your Homework

In Exercise #9 you will create your own evocative attention-getting Targeted Core Message, so that it's easy to introduce yourself and attract your ideal clients. Use the TCM Guidelines to create a workable draft of your TCM, and test it using the TCM Test provided in Exercise #9.

Then move on to craft your elevator speech in Exercise #10. This is where you can pull in more specifics from your Interview Gems. Bring your best draft of both to the Accountability Pod.

CHAPTER #5: WHAT WILL I OFFER?

You will come away from Chapter 5, Webinar 5 and the Webinar Action Steps with...

1. Understanding about how to use the data from your informational interviews to create a "funnel" of offers that naturally encourages prospects to become clients.
2. Your own titles and concepts for your Targeted Core Offers from free to fee services.

Now that you've conducted market research on your target market and crafted your Targeted Core Message, your next step is to create a suite of Targeted Core Offers that inspire prospects to engage with you and ideal prospects to become clients.

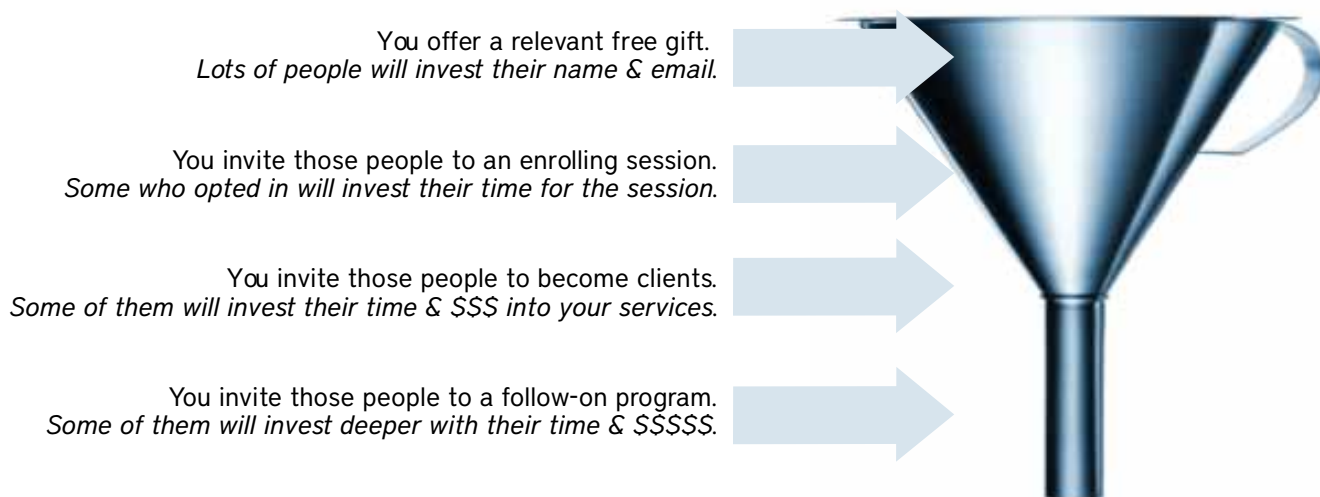
There are four types of offers:

1. **Freebies:** Free, valuable, immediately accessible or downloadable online offers that build the know-like-trust factor with your target market while also building your leads list of future clients.
2. **Introductory Offers:** Sample experiences or previews for a fee-based offer, such as a sample coaching session to enroll people into one-to-one coaching, a preview teleseminar or webinar to enroll people into a group program.
3. **Fee-Based Offers:** Products and Programs, such as private or group coaching programs, membership programs, workshops, ebooks, CD / workbook sets, etc. If you want to have several fee-based offers, the most important one to put in place is the initial offer.
4. **High Ticket Programs:** Small group or private "VIP" programs, such as masterminds, inner circle programs, retreats, or high-access coaching programs. These programs are often bundled with lots of extras, and follow on an initial offer. They might include more advanced information or processes. Not every coach will choose to offer these.

Ideally, all offers are designed to flow one into another, to encourage a natural progression from the free level to the "for fee" level, where there is deeper engagement for a greater investment. This is called a "funnel" of offers.

Several things happen with a funnel of services:

- The number of people who engage starts high and decreases as investment (time and money) increases.
- The value delivered increases as investment increases.
- The potential for transformation increases as investment increases.



Here are three sample funnels:

1.

Freebie – such as an assessment
Introductory offer – free sample coaching session
Fee-based offer – private coaching
This is the type of funnel most coaches have.

2.

Freebie – such as a mini-ecourse
Fee-based offer – membership program
that includes group coaching
*This funnel would work well for a coach who likes
to create content and work with groups.*

3.

Freebie – such as a video series
Introductory offer – free webinar
Fee-based offer – workshop
High Ticket offer – 1 year mastermind group with live retreats
*The funnel above is ideal for a coach who also likes to
teach / facilitate, and who wants to primarily work with small
groups of highly invested individuals in their target market.*

The way that you fill out your funnel is always up to you, and it can shift as you understand more of what your market wants and more of what you like to do. You may decide to add in more revenue streams, or offer more group programs so you can reach more people and earn more. High-ticket programs also allow you to increase your revenue while working less and doing deeper work with your clients.

Creating your own Targeted Core Offers starts with your Targeted Core Message. You'll use your TCM to spark interest for your online freebie, which naturally leads to your free introductory offer, which in turn funnels ideal prospects into your first fee-based offer. You may still use whatever offers you already have on the table, but we're going to ask you to connect them up in a way you may not have before.



Coach Bob Rocks It Again

Once he had his Targeted Core Message, Bob started thinking about how to describe what he'll offer to his market. Being a savvy dude, he knew his offers should address a specific top challenge of his target market or a specific desired outcome. He looked to his TCM for inspiration:

TCM: I help solo business lawyers break the pattern of **feast or famine** in their practice by getting and keeping **top quality clients**.

Springing from his TCM, here are the Targeted Core Offers that Bob designed:

- **Freebie:** 5-part mini ecourse
5 Ways to a Break the Pattern of Feast or Famine in Your Law Practice
- **Introductory Offer:** 30-minute discovery session
Full Practice Breakthrough Session
- **Initial Fee-Based Offer:** 6-month private coaching program: \$5,497 or \$997/mo
Top Quality Client Incubator
- **High Ticket Offer:** 1-year group mastermind with live retreats: \$15,000
VIP Solo Practice Success Circle

"OK!" thought Bob, "that funnel will be compelling to my target market."

Here are example Targeted Core Offers for two more target markets. Notice how each offer is titled in a compelling way, and relates to the one above it as well as to the TCM.

TCM: I help the wives of sports pros thrive in the spotlight and claim a meaningful legacy of their own.

- **Freebie:** podcast and workbook
3 Steps to Claim Your Own Personal Legacy
- **Introductory Offer:** 30-minute discovery session
Personal Legacy Discovery Session
- **Initial Fee-Based Offer:** 1-year group mastermind with 2 private coaching sessions each month and two destination-spa retreats: \$8,497 (travel and accommodations not included)
Your Legacy Life Path

TCM: I help real estate agents attract loyal clients who refer often.

- **Freebie:** 3-video training series
7 Mistakes You May Be Making That Are Costing You Referrals
- **Introductory Offer:** 30-minute discovery session
Referral Business Breakthrough Session
- **Initial Fee-Based Offer:** 6-month group coaching program with one private session each month plus private social network group: \$595/mo
100% Club Gold
or
Private ongoing VIP coaching program \$795/mo
100% Club Platinum

Soon you'll create your own Targeted Core Offers. First, let's talk about free offers — the most important offer, because it sets the first impression for people who don't already know you.

Why Offer Free Stuff?

Free offers are very effective at inspiring a purchase or enrollment. Here are a few freebies you've probably experienced:

- A free taste at an ice cream shop.
- Samples in the mail.
- Free test drive.

At the ice cream counter, you might try lots of tastes before you settle on the flavor you buy. You might even walk out of the store without buying. But the option to try something significantly increases the chance that you'll make a purchase.

Free offers allow someone to make an informed decision about what's best for them, particularly when it comes to the commitment of resources — time, energy and money.

Even things that are free require some investment of time and energy and therefore some risk. Think about it. How many times in the last month have you passed on something free? That's because it's "free-ness" was only part of the equation in your decision-making. The other part had to do with how much that free thing *aligned* with your current desires.

If you went to the grocery store to grab something quick, you're not likely to stop for samples — unless you're hungry, and that particular sample looks good to you.

This is why you'll design your freebie so that it aligns with your target market's desired outcomes.

A freebie is:

- Free.
- Low risk.
- Immediately accessible.
- Small, but highly valuable.
- On a highly sought after topic for your target market.
- An introduction to you, your insight and services.

What Will Your Freebie Do for You?

- Raise your credibility and visibility with your target market.
- Open the door to an enrolling conversation or sample session.
- Populate your leads list with future clients.

What Will Your Freebie Do for Your Target Market?

- It's a low-risk way to check you out.
- They receive something valuable as a gift from you.
- They decide if you are a go-to resource for them.

A freebie delivers real value in a “taste”. That taste may be 1–100 pages long or 3–90 minutes long. It's not how long the freebie is or how many different big ideas it has within it that matters. It's whether it leaves prospects curious and wanting more.

Every freebie should do at least three of these things for your target market:

- *Shift*: Bust myths, break through to more powerful mindsets, open their eyes to a better way.
- *Inspire*: Motivate them to take action, stay the course, keep the faith.
- *Educate*: Fill the holes in your market's knowledge.
- *Correct*: Help them stop making the same mistakes.
- *Simplify*: Show them how to do something in a step-by-step format.

Online Freebies

No doubt you've gone to websites where something inspired you to opt in to someone's list. You saw a free offer you wanted and gave your name and email in exchange for the gift. Usually it's an immediately accessible gift, such as a downloadable ebook or a link to an online video or assessment.

If it was sufficiently compelling and aligned with your desired outcomes, you were so anxious to “open your gift” that you took the time right then to experience it. The individual or company who offered the gift intended that quick response.

On the other hand, sometimes after downloading a freebie, you put it aside thinking you'll look at it later. Or after a cursory look at it you lost interest and tossed it. For some reason you decided that, even though it was free, it was not worth your time.



That decision depends on a whole series of small triggers:

- The way you felt seconds after landing on the website.
- How eye catching the opt-in box was.
- How *on target* the topic of the freebie was for you right now.
- How compelling the title was.
- How easy it was to complete the sign up and access the gift.
- The relevance of the value delivered in the first few minutes of experiencing the gift.
- Whether you began to trust the person who gave you the gift.
- What kind of next step they offered.

Natural Selection

There is a natural selection process that happens every day between potential clients and business people, both on the Internet and also in live interactions. It's expected that only a fraction of initial connections will result in some sort of purchase or enrollment. The fraction or percentage is called a conversion rate*.

For example:

100 people opt in for your freebie	
10 sign up for an enrolling session	> 10% conversion rate
2 people enroll in your coaching program	> 20% conversion rate

If you've ever given a sample coaching session, live presentation or teleseminar to prospects to enroll them into your coaching programs, you're already familiar with conversion rates. You know that not everyone you invite will become your client. There's nothing wrong with you. The same natural selection process applies.

- Some accept your offer of a free session (some opt in).
- Some enroll as your client (some purchase).
- Some stay a long time and refer others (some "stick" with you).

To get more clients, you'll need to:

1. Increase the frequency of connections.
2. Improve the quality of your enrollment process.

By improving your enrollment process, you can increase your conversion rate. If you increase your conversion rate, you can market less.

For example:

200 people opt in for your freebie	
60 sign up for an enrolling session	> 30% conversion rate
30 people enroll in your coaching program	> 50% conversion rate

How do you increase your conversion rate? Strike a more resonant chord with the people you serve.

- Show that you understand them.
- Show that you are “about” them and what they most want.
- Give them immediate support toward their most desired outcomes.



Sound familiar? Be client-centric.

Since your informational interviews, you know what topics are highly relevant to your target market. You can apply that knowledge to affect each of these points in the conversion process.

1. More ideal prospects opt in more quickly.
2. More prospects experience your free offer fully and quickly.
3. More prospects say “yes!” to your introductory offer.
4. More prospects enroll from your introductory offer.

And if more clients stay longer, you won’t need as many clients in the long run. But that doesn’t mean you stop marketing, because you want to continually build relationships with future clients.

How Will You Decide What to Offer?

Create your Targeted Core Offers at the intersection of:

- One tangible outcome your target market desires most.
- The delivery method that attracts you or fits your skills best.
- The format that works best for your target market.

Start from your TCM to focus in on one urgent outcome they want.

For the delivery method / format, think about your skills and also your target market’s favorite way to consume information, if you have a sense of that.

For example, if you are a skilled writer, it makes sense that your freebie would leverage your writing skill, such as a special report or a mini ecourse. But if your target market

is too busy to read, you'll want to keep it short, or perhaps record a short series of podcasts that are easier to consume.

If you enjoy public speaking, a video freebie would match your skills best. And if at the same time your target market is very engaged in social networks, they are likely to share your video with their network.

If you are good at formulating pithy questions, consider creating a short assessment as your freebie. Almost everyone loves a short quiz that inspires deep thinking and reveals something about them.

If your target market is full of deep thinkers or academics, a white paper or ebook would be a great way to go.

You get the picture. Think it through, but don't overanalyze this. It's more important for you to move forward than to get something perfect the first time around. We'll work with you in the Accountability Pod to finesse your Targeted Core Offers.

Getting Out of Your Own Way

You might be wondering... if you don't have expertise in your target market, or in achieving the outcome that's most important to them, how do you create a freebie and other offers that will compel them?

For example, if you haven't been a realtor, how could you possibly help them get referrals?

We can't emphasize this enough — every tangible outcome that people want can be achieved through a combination of:

- Common sense.
- Strong commitment.
- Powerful mindsets and habits.
- Opening to a fresh perspective.
- Engaging the Captain and Crew as guides.
- Values-driven goals and strategies.
- Consistent follow through.
- Course correction.

Is there anything we listed here that you cannot coach? No. As a Co-Active® Coach, every one of these tools is familiar to you.

Don't heed the Saboteur that says: "You can't do this!" "You don't know enough." That voice is only interested in keeping you small. Stand in your power. Realize that you'll coach the whole person, as always. Help them achieve their goals from the inside out.

Suppose your client is a realtor who wants to get more referrals. What would help anyone get more referrals?

1. Develop great relationships with their current clients.
 - Focus on their target market or ideal client.
 - Listen to them.
 - Find out specifically what they want.
 - Focus time and energy on delivering what they want.
 - Sound familiar? What you're learning in Co-Active® Marketing works for all service providers!
2. Get feedback from current clients.
 - Develop a system for harvesting candid feedback.
 - Thank them for their feedback.
 - Course correct.
3. Stay in touch with clients and spheres of influence.
 - Name the most powerful mindsets, habits and strategies
 - Develop those mindsets, habit and strategies.
 - Ask for referrals regularly.
 - Follow through.

This is just a start to show you how straight forward this is. There isn't anything here that you could not have figured out on your own, simply by taking the time to think it through using your common sense. The same is true with any market and any tangible outcome they want. You can do this, and you're ready now!

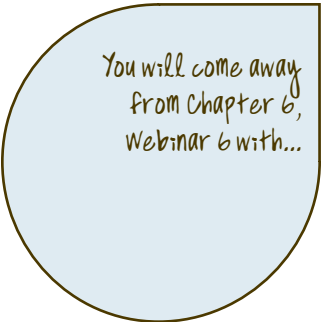


Your Homework

In Exercise #11 you will tailor a suite of offers to your target market in a way that authentically encourages prospects to become clients, and clients to become ideal clients who stay longer and refer others. Use the form called “Targeted Core Offers” in the Webinar Actions Steps Blank Forms to complete this exercise.

In Exercise #12 you will create your freebie — one that’s good enough for now. This is just about following through with the concept and title you’ve created above for your freebie. Have fun with it!

CHAPTER #6: HOW WILL I ATTRACT MY FUTURE CLIENTS?



You will come away
from Chapter 6,
Webinar 6 with...

1. A set of marketing approaches for you to start building relationships with future clients.
2. Next steps to enroll new clients now.
3. 10 Success Habits of a Masterful Coach.

Congratulations! You have built a solid foundation for your coaching business:

- A viable MARKET to target.
- Clear understanding of what they want most.
- A powerful MESSAGE.
- And, ideas for your irresistible OFFERS!

If there are any of these steps that you haven't completed yet, set a date in your calendar to do that over the next week, so you can squeeze all the juice out of this Co-Active® Marketing course.

Now it's time to do three legitimizing things:

1. Enroll clients in your new target market.
2. Develop your Targeted Core Offers, so that it's easy to talk about them and enroll people into them.
3. Set in motion several continuous marketing approaches.

Get Real and Get Clients

Up until now, you've been working behind the scenes to build your foundation. Now it's time to shift from student to professional, from theory to action, from dreaming to manifesting. It's time to "take it to the street" and enroll clients who are in your new target market.

Working with clients for professional fees will leverage and legitimize everything you've done in this program. And the sooner you have clients, the easier it is to attract more!

Approach the individuals you had informational interviews with first. Before you call them, review the notes you took from that specific conversation. Reconnect in a relaxed way. Come from curiosity and service, share the basic results from your informational interviews with them, and invite them to a sample session. If they aren't available right then, schedule a session within the week if possible. Invite them to become your professional client!

Your call might sound something like this:

"Hello _____ (their name). I'm _____ (your name). We spoke on _____ (date) and you generously answered my questions about _____ (target market). If you have a minute, I'd be happy to share the results of my informational interviews... And I remember that _____ was very important to you. To thank you for your time, I'd like to offer you a gift of a coaching session where we'll focus in on how to get started on shifting your results around that right now."

Share with them the commonalities that emerged from your informational interviews, and anything surprising you learned about this target market. Don't share confidential details. The idea is to help them see that they are not alone in their challenges and goals.

If they ask you what you're going to do with this information, explain that this was informal market research, because you are specializing in serving this target market. When it fits, share your TCM and elevator speech in a conversational way.

Remember, this is not about performing. Keep connecting. Bring the conversation back to them.

Invite them to re-engage with something wonderful they are ready to create for their lives – that specific outcome that they shared with you in the informational interview. It may begin with a specific business goal, but ripples out to transform them at the core of who they are.



What Do You Really Need to Enroll Clients Now?

Got a phone? That, plus your positive mindset and good habits are all you need to enroll clients. You'll get better and better at enrolling. Doing is the best way to learn. Don't be afraid to jump in with people. Let go of expectations, and set intention to enjoy them and learn from the process.

You might be tempted to put off the calls, which will effectively put off getting clients and earning as a professional coach. Resist that temptation. All you need right now is to develop good habits in connecting with prospects, inviting them to sample sessions, and enrolling ideal clients.

If you already have a website and business card, you'll want to modify them so that they align with your target market, TCM and offers. Your old marketing materials won't help you leverage your new powerful focus and direction. Spend only some of your time on updating your materials, as you spend most of your time enrolling new clients.

If you don't have a website yet, hold off on creating one until you have a few clients enrolled at your full fees. Give yourself time to learn a bit more about your clients before you rush to build the "infrastructure" of your business. Also, make it a

priority to finish designing your Targeted Core Offers, so your marketing materials will be clear and specific about what you are offering.

Don't make the mistake of putting everything you've done here aside and returning to the business habits and approaches you had before. You have "up-leveled" your mindset and targeted your coaching business. Now fully leverage that. Focus all of your business energy on attracting clients in your target market.

Marketing and Enrolling Go Hand in Hand

Marketing raises awareness about you and what you offer with people in your target market. It's the way you become known as a top-of-mind resource for the people you serve. Enrolling is about creating an experience – a sample session, teleseminar or webinar – through which you invite prospects to become clients.

It is possible to enroll one client at a time without much marketing. But by combining marketing with enrolling, you'll have greater reach and develop a "pipeline" of future clients who will be ready for you when you're ready for them. *Continuous marketing creates a domino effect of positive results — more leads, clients and revenue.*



It's a classic mistake to market only when you need new clients. As you develop a leads list, it's critical to stay in touch and build a relationship of trust with your future clients over time. Otherwise, the first time you market, they'll unsubscribe.

Reach out frequently. Choose a few marketing approaches that will help you get in touch and stay in touch with people in your target market, and implement them consistently. Do it your way. Create a community or micro-movement. Lead a "tribe" of people towards a common goal.

How you'll best reach your prospects and stay in touch depends on two things:

1. Where your target market can be found.
2. What marketing approaches suit you and your target market best.

Remember the *easy-to-find* aspect of a viable target market? This is when that factor really comes into play. If you chose a target market that you can easily find in groups, that will leverage your marketing efforts over time, helping you build relationships with prospects that turn into clients.

In your informational interviews, you asked two questions that help you identify how to get in front of people in your target market:

1. What are the ways that you usually develop yourself personally and professionally? Anything else?
2. What are your favorite trade publications, blogs or journals? Are there any associations or conferences you attend? Are you using social networks to expand your connections? How do you connect with other _____?

If you came away from those questions light on data, you'll start by finding individuals in your target market through Internet searches, directories and social networks. You'll connect primarily through private phone calls and meetings at first, until you discover other options. Always ask individuals who else you should talk to, or if they can introduce you to another person in your target market.

Searching on social networks for a target market can reveal a wealth of individuals to get to know and contact. Facebook and LinkedIn have groups associated with topics. Some might be appropriate places for you to network.

If your info interview questions did reveal specific publications, professional conferences, associations and online networks used by your target market, you'll be able to use any of these marketing approaches to start:

- Content publishing — article writing and placement.
- Public speaking.
- Networking.

Later, when you have a website offering your freebie, you can add in:

- Social networks, blogs, ezines and emails.

And as your list builds, you'll be able to use:

- Your own live events, webinars / teleseminars.
- Promotional partnerships either with spheres of influence or other service providers that serve your target market.

Here are a few examples of target markets and the best types of marketing approaches for each:

Realtors

Groups of realtors naturally gather in brokerages. Getting to know the brokers and arranging to speak at sales meetings would be a great way to reach groups of realtors. They are also in social networks, and have professional associations and conferences.

Motivational Speakers

National speakers' associations, local chapters, and various thought leader conferences are good places to find these people. Live networking, social networks and other forms of Internet marketing will work well.

Alternative Healers

Most of the individuals in these markets are fairly isolated and without regular collegial interaction. Referrals are likely because they may know other regional healers. And they are listed in many directories, so it should be easy to find them by contacting them individually.

The Internet is a great tool for getting your ideas flowing. For example, a search for associations for vineyard owners turned up over a dozen different professional groups for that target market. Who knew? That's where you'll locate existing groups, as well as surprises such as an article that reveals the author as a sphere of influence who has access to a group. Or, you might find another service provider (not offering the same services as you) who would be open to a promotional partnership.

The world is a web of human beings, each connected to others in a variety of ways. Keep that in mind as you seek out creative solutions to get in front of and stay in front of people in your target market. Imagine yourself being a hub of one of these networks soon. In fact, you are already.



What Suits You Best?

With a sense of where you'll find your target market, now consider what marketing approaches you'd like to take. You're looking for the intersection of where you can find your target market and the marketing approaches that suit you.

To help you decide which marketing approaches suit you, look back at your results from:

- Exercise #3 (Gather Your Assets), where you identified your skills, your expertise, and some marketing approaches you might be interested to try.
- Exercise #5 (Pull Forward Your Assets), where you connected your skills and expertise to possible target markets before you tested those markets for viability.

With your results from those two exercises in front of you, and considering where you'll find people in your target market, look again at the 15 Ways to Build Meaningful Connections.

High Touch and Real Time

1. One-to-one, face-to-face
2. One-to-one, voice-to-ear
3. One-to-many, voice-to-ear (your own teleseminar/webinar)
4. One-to-many, face-to-face (your own live events)
5. Live networking
 - Leads groups (BNI etc.)

- Conferences / association meetings etc.
- 6. Speaking events ((live or virtual, organized by someone else)
 - Conferences / association meetings etc.
 - Speaking circuit

Leadership, Partnership and Platforms

- 7. Become a leader in a relevant organization
- 8. Create a mutually beneficial relationship with a “sphere of influence”
- 9. Promotional partnerships

Publish Your Own Content

- 10. Your blog or ezine, email marketing
- 11. Your articles in online directories or other channels
- 12. Your own published books

Internet Marketing

- 13. Websites, freebies, landing pages
- 14. Forums, social networks
- 15. Blog Talk Radio, Vimeo, YouTube, video blogs, Internet television

No doubt, you’ll come up with your own unique marketing approaches as well.

What are 3–5 marketing approaches you’d like to implement now?

We strongly suggest that everyone include one-to-one calls, the mainstay of enrolling clients. It’s the fastest way to income, and doesn’t require any kind of infrastructure, such as a website, in place. This is primarily an enrolling opportunity. It’s not about list building or creating a big buzz for your brand or services. But if you master it, you will have coaching clients and income for as long as you actively seek prospects and give enrolling sessions.

We’d also recommend that soon, but not immediately, you work towards launching a website and incorporating some of the Internet-based approaches. Internet marketing dramatically increases your reach and leads list. And it opens your business up to national and global markets.

Blogging and social networking will help you drive traffic to your website if your target market engages regularly in online networks. Or if you lean towards live networking and public speaking, your website will still help you build a list that you can leverage towards virtual events and promotional partnerships.

Advantages and Disadvantages of Marketing Approaches

Every marketing approach has tradeoffs. That’s why it’s best to use a mix of approaches – some high touch, some Internet or low touch, some that are low cost in terms of

time and money, some that require a larger investment for a bigger impact.

The chart on the next page lists the main marketing approaches horizontally and the most important advantages and disadvantages vertically. The marketing approaches with the highest potential returns also generally have the highest costs. Those are used by more established coaches.

Five of these approaches require some infrastructure to be in place before you can use them – including a leads list, a working website, plus various online systems installed, such as an email marketing system, shopping cart, affiliate program, video players and more. If you don't have some or all of these things in place yet, you'll need to hold off implementing those approaches until you have the resources to put them in place.

The Main Marketing Approaches and Their Advantages and Disadvantages (advantages highlighted in BOLD)								
	Private Calls	Public Speaking	Your Events	Live Networking	Internet Marketing	Promo Partners	Content Publishing	Leadership Roles
Enrollment Potential	HIGH	LOW-MED	HIGH	HIGH	MED-HIGH	HIGH	LOW	VARIES
Revenue Potential	VARIES	LOW	HIGH	LOW	MED-HIGH	HIGH	LOW	VARIES
Sales Arc	FAST	SLOW	FAST	SLOW	VARIES	FAST	NONE	VARIES
Credibility Building	LOW SLOW	MEDIUM SLOW	HIGH FAST	HIGH SLOW	MED-HIGH FAST	HIGH FAST	HIGH SLOW	HIGH FAST
Reach Expanding	LOW	MEDIUM	HIGH	LOW-MED	HIGH	HIGHEST	MEDIUM	VARIES
List Building	LOW	VARIES	VARIES	LOW	HIGH	HIGHEST	MEDIUM	LOW-MED
Spheres of Influence	LOW	MEDIUM	VARIES	HIGH	VARIES	HIGH	LOW	HIGH
Infrastructure Required	NONE	LOW	HIGH	NONE	HIGH	HIGH	MEDIUM	NONE
Skills to Build	Enrollment	Speaking	MANY	Networking	MANY	MANY	Writing	VARIES
Learning Curve	MEDIUM	MEDIUM	HIGH	MEDIUM	HIGH	HIGH	MEDIUM	LOW-MED
Your Time Investment	HIGH	MEDIUM	HIGH	HIGH	VARIES	VARIES	HIGH	HIGHEST
Your Money Investment	NONE	LOW	MED-HIGH	LOW	VARIES	VARIES	LOW	LOW
Need to Hire Skilled Labor	NO	NO	YES	NO	YES	YES	MAYBE	NO
	Fastest way to cash... but not building for future	Audience must be targeted	Potential for high ticket clients	Must be related to your target market	High competition for attention	Only possible for some target markets	Frequent pinpointed relevant topics are critical	Group/project must be related to your target market

Focus on the high touch approaches to build momentum until you have infrastructure in place. Then you can add in some of the more high leverage approaches.

- *Enrollment Potential* – Provides opportunities to enroll clients.
- *Revenue Potential* – Degree of money making opportunity.
- *Sales Arc* – How long it takes make a sale on average.
- *Credibility Building* – Raises your reputation with your target market.
- *Reach Expanding* – Helps you reach beyond your region and network into wider markets.
- *List Building* – Provides opportunities to add prospects to your list.
- *Spheres of Influence* – Provides opportunities to meet individuals who have access to many people in your target market.
- *Infrastructure Required* – Systems you need in place to implement this approach, such as website, email marketing service, etc.
- *Skills to Build* – Skills you’ll need to learn or improve in order to implement this approach.
- *Learning Curve* – How difficult this approach is to learn.
- *Your Time Investment* – How time-consuming this approach is on average.
- *Your Money Investment* – Cost of this approach on average.
- *Need to Hire Skilled Labor* – Whether you’ll need to hire expert support to implement this approach.

How Can I Build and Keep Momentum and Enroll More Clients?

Your goal is to become the well known “go-to” resource for your target market and keep a full practice of ideal clients. As with any goal, successful mindsets and habits will help you get there.

Embody these 10 Success Habits of a Masterful Coach:

1. *Always have an accountability partner.* Whether you work with a peer, in a mastermind program, or privately with a mentor coach, an accountability partnership will keep you focused, on track, and moving forward. Don’t build a business without it!
2. *Focus on one bite-sized action at a time.* Set smart goals that are measurable, with an intended completion date. Break big projects and goals into milestones and bite sized tasks. Consciously work through actions at a steady sane pace. If you feel overwhelmed, chances are your head is too far in the future and not with the task at hand.
3. *Take 3 “high payoff actions” first thing every day.* Before your work day is over, decide on three high payoff actions you’ll take the next work day. High payoff actions are the ones that tend to make you squirm a bit. They are the ones that



will have the greatest impact on your income and goals. Do those first every day, and you'll be amazed how you'll get more done, grow your comfort zone and become unstoppable.



4. *Use “power hours” to complete actions.* Schedule specific actions on your calendar, and make that time as sacred as a client call. Set a timer to focus for 1 hour on one high payoff action. Don't look at email, answer calls or do anything else until the hour is up. Then refresh yourself for ten minutes and do another power hour until you complete your three daily high payoff actions.
5. *Recognize fear as an ally and move!* Everyone has fear. It's what you do with it that matters. Learn to see fear as a friend that reminds you you're about to grow and become more fully who you're meant to be. Move through the fear. If you feel stuck, get up and literally move your body. Then stand in your power and do what you came here to do.
6. *Discern between good opportunities and the right opportunities.* Set “success criteria” that will help you make the best decisions how to use your time. Treat your time as your most precious asset, and value it highly. Don't say “yes” to anything, without giving yourself some conscious moments to think through whether it supports your values and goals. For example: Don't say “yes” to a public speaking gig that has nothing to do with your target market, just because you're flattered. Be choiceful.
7. *Only reach for strategies that fit your next step now.* Revenue is good, but profit is better. It's easy for expenses to eat away at income. When deciding whether to invest in anything, ask yourself if this investment will help you accomplish what's on your plate right now. Resist the impulse to say “yes” to every bright shiny new training, conference and product, just because someday you might want to do that.
8. *Be detached from outcome.* This is a pain saver. Set intentions and do what will help you manifest that reality. But stay open to other outcomes. If you really want a client to hire you and they don't just now, release any disappointment, and believe that what is best for you is coming to you now.
9. *See the gift in every result.* No matter what happens, look for the joy in it. It may come to you as new information, course correction, feedback, an ally who doesn't yet feel like an ally. If a promotion flubs, laugh and learn. If a client fires you, get feedback and take appropriate responsibility, but no more. If you have to redo your freebie because it didn't fly, consider how you can leverage what you've already created.
10. *Celebrate your evolution!* You are on a hero's journey because you wanted to be and you're primed for it. Celebrate your victories, opportunities and aha's big and small. Recognizing and giving thanks for all that has come to you is true prosperity.

Your Homework is Building Your Biz

Focus for two weeks solely on enrolling clients in your target market. Then continue to make calls and enroll clients in a rhythmic pace each week, as you flesh out your offers and begin implementing your chosen marketing approaches. Enjoy your new focus, new clients and revitalized coaching business!

Brand and Branding

Your company colors, logo, tagline – anything that distinguishes you as a service provider from others.

Converting or Conversion

A process that assists prospects in making the decision to engage with you and eventually hire you.

Conversion Rate

The percentage of prospects that opt in or the percentage of opted-in prospects that buy.

Infrastructure

For service businesses, infrastructure includes a robust leads list, a working website, and various online systems such as a shopping cart, affiliate program.

Leads List

A database of potential future clients that you connect with regularly to build a relationship of trust and promote your programs.

Spheres of Influence

People who, for one reason or another, have a high profile with people in your target market. They are well connected and well informed, often having access to many people you'd like to meet.

Target Market

A unique group of people on whom you focus all your active marketing.