

Marketing Your Business

So by now you have your business vision, you're pursuing your coach training and getting lots of practice, you're feeling more empowered as a business owner, and you have a clear idea of how much time and money you will spend on your business. Bravo! You are establishing a strong foundation for the success of your business!

Many new coaches think that a marketing plan is the first thing to work on, but as you can see from this document, it's important to create your business foundation before you turn your attention to marketing.

The term "marketing" is a very broad term, and it can be defined many ways. There are hundreds (maybe thousands) of marketing books available and they each have their own definition of marketing and how to do it. It's important to know that there is no "right" or "wrong" marketing, but rather ways to be "more effective" or "less effective." Plus, what might be "more effective" for you may not work for someone else — marketing is not a "one-size-fits-all" topic. The most successful marketing plans are the ones that authentically fit who you uniquely are and how you uniquely be. So if you have a Saboteur that tells you that you need to be extroverted to be good at marketing, or have to do this or that type of networking, rest assured that the Saboteur is wrong! Effective marketing is what comes from you being authentically and powerfully yourself.

There are two main areas of marketing that are important in your first year: being enrolling and your marketing activities. We'll talk about each of these in turn.