

3 Simple Steps to Get Coaching Clients Online

Handout



THE COACHING

TOOLS COMPANY.COM 

Welcome!

There has never been a more important time to grow your coaching business online.

The key is focusing on the marketing strategy that gets results vs. the shiny tactics that keep changing.

Let's do a quick check in. This training is for you if you:

1. Are spread too thin and overwhelmed
2. Are tired of chasing after clients
3. Stumble when asked what you do
4. Not crystal clear about niche
5. Have a small or nonexistent email list
6. Dislike marketing, especially the hype
7. Wish you could get more consultations
8. Hesitate when sharing your offer
9. Sell your time or bundles of time
10. Not charging your true value

How did you do? _____

1 Captivating Message

Most coaches aren't as clear as they need to be about their message. Especially online, where you only have seconds to get your message heard.

Take this quick **Message Litmus Test**. Is your message...

1. Focused - speaks directly to ideal client
2. Relevant - addresses what they want
3. Tangible - focus on clear results
4. Clear - simple and no jargon
5. Concise - each word counts
6. Connected - hearts and minds
7. Unique - doesn't sound like everyone else
8. Authentic - speaks your truth
9. Inspiring - inspires people to learn more
10. Passionate - ignites a spark in you

How did you do? _____

Messaging before Marketing

Marketing is sharing your _____ with
_____ so they're inspired to _____

To create a clear message you first need to have

For your message to connect with the hearts and minds of
your ideal clients you need to

When you combine your _____ message (heart) and
your _____ message (head) you get a **Magnetic
Message**

Additional Notes:

2 Relationship of Trust

To get clients, start with your _____

The best way to stand out from all the noise and hype is

Give them what they want then

Lead Magnet Checklist:

1. Help solve a specific problem
2. Top of mind challenge
3. Highlights your expertise
4. Positions your services
5. Compelling name
6. Easy to consume
7. Instant gratification
8. Evergreen
9. Looks professional
10. Inspires action

How did you do? _____

You don't even need a website, just a great _____

Key Elements:

Great copy is:

1. Engaging
2. Inspiring
3. Clear
4. Concise
5. Genuine

Additional Notes:

3 Compelling Offer

Coaching is _____

To build trust and confidence that you can help your clients achieve results, sell your _____

Benefits:

- 1.
- 2.
- 3.
- 4.
- 5.

Additional Notes:

Meet Cindy

Cindy Schulson is the Founder of Marketing from Within. She shows coaches and consultants how to stand out online and captivate their ideal clients by marketing with heart vs. hype.

Cindy brings a decade of marketing experience working for such companies as Coca-Cola and Visa, combined with a decade of online marketing to create a paradigm shift in how marketing can be done with integrity and heart.

One of her greatest gifts is helping her clients sort through their “brain dump” of ideas so they can find the golden nuggets that make them shine in their own unique way.

Get Cindy's free Brand Message Template at www.MarketingfromWithin.com

Schedule a chat with Cindy at www.SessionwithCindy.com

