Tiny Time, Big Results: How to Market Your Coaching Business in Tiny Pockets of Time
by Yasmin Vorajee (Ireland)

Break Through the Marketing Noise
by Sarah Wall (Canada)

Copywriting as a Tool for Marketing your Coaching Business
An Interview with Laura Belgray by Julia Mines (USA)

The Seven Secrets of Online Marketing
by Stuart Haden (UK)
Integrated development approach for Coaches and HR Practitioners

Psychologica™ provide an integrated range of on-line diagnostic tools and complementary materials to support coaching and development for individuals, teams and organizations.

Developed by Psychologists over 15 years of validated research

- Tools are based on a large database of competency items
- Used in 360° Analysis, self-assessments and staff engagement
- Comprehensive ‘intelligent’ reports produced automatically
- Used for individual coaching, team workshops, and org development
- Projects are managed by a powerful online platform.

Psychologica Practitioners have access to the Coaching Companion which supports use of online tools and includes coaching materials, facilitation guides and discounts on all products in the range, for individual and team coaching, leadership development and workshop facilitation:

Thinking: tools and materials for setting vision and strategy, creating career objectives, formulating plans and thinking critically and creatively

Feelings: tools and materials for development of emotional intelligence: interpersonal ability, conflict management and positive engagement

Behaviour: methods for positive behaviour change, mindfulness and cognitive behavioural coaching, managing stress and building resilience.

This course is the ideal vehicle to achieve a higher level of self-esteem. You will engage in the development of theoretical knowledge, together with the practical application and demonstration of essential colour and lifestyle coaching skills and abilities. The solid knowledge and skills acquired through the Colour Coaching 3 Day Certification Course is essential, whether you wish to enhance these abilities for your own personal use, or for business use in the field.

If you want to start a career in Colour and Lifestyle Coaching with individuals, or plan to integrate these core skills into your personal and business life, this program provides you with the relevant knowledge base and core skills to achieve your aim.

This is an intensive training workshop conducted by international coaches and trainers who are highly qualified and experienced.

You will witness, experience and learn sensitive, powerful and insightful skills and exercises. You can learn, mix with likeminded people, develop life-long friendships and generally enjoy yourself.

Our course book provides a great insight into the world of colours and personal style and provides a good base upon which to build your understanding.

One-to-one mentoring sessions with a dedicated Mentor Colour Coach help you master your skills whilst addressing many of the most common issues.*

Home-study modules and essential reading, complimented by webinars.

Reflective journaling provides vital self-management and identification of your learning needs and successes.

Minimum 5 colour-coaching clients - for that all important practice.*

Study Buddy - for mutual learning and support.*

Online resource center.*

Regular email support and a head office team always at hand.

Regular training webinars

**Audience profile:** Women looking to rediscover their true self; women looking to train as Colour Coaches (as a business opportunity) coaches, business professionals.

3 Day Certification Course
- 1st Level of Certification — Colour Coaching Certificate (CCC) — 'Confidence Through Style'
Option 1: 3 Day Course.
Option 2: 3 Day Certification Course + 3 months extra work.
3 full days of training from 10 AM to 6 PM
Welcome to yet another exciting edition of the International Coaching News (iCN) online magazine! For our 15th edition, our theme is Marketing for Coaches. This edition is loaded with content on a variety of relevant topics on the issues that come with the latest trends to help coaches become really successful in improving & growing their coaching business.

The ICN is proud to have collaborated with several renowned international columnists, expert coaches and best-selling authors to provide insights on Marketing for Coaches. In this edition look out for our feature article ‘Tiny Time, Big Results: How to Market Your Coaching Business in Tiny Pockets of Time’ by Yasmin Vorajee from Ireland. In this article, Yasmin shares how to reach your audiences and market your business effectively even with limited time. Another noteworthy article ‘Copywriting as a Tool for Marketing your Coaching Business - An Interview with Laura’. In this interview with Laura Belgray, iCN Journalist Julia Mines discusses the importance of having a great website copy which creates a word of mouth ‘chain’ without you even being there or having to go to events and conferences to market your business. In our Coaching Tools section ‘The Seven Secrets of Online Marketing’ by Stuart Haden of the United Kingdom, this article outlines the seven secrets of online marketing in a relatively straightforward way, debunking the myths of mysterious marketing magic. ‘Break Through the Marketing Noise’ by Sarah Wall from Canada, outlines how to become a successful coach by being your authentic self, being willing to experiment with different marketing tactics and, most importantly, believe in what you offer. Each of our columnists, too numerous to mention, has taken some really interesting perspectives, and I would encourage a thorough read-through of this edition.

Just like all our other editions, this edition is not just an interesting read, but it provides you with helpful coaching tools, personal development ideas and professional development techniques to grow your business.

We appreciate your support and look forward to your feedback!

Lovelia Caracut
Editor, iCN Magazine

DISCLAIMER:
Disclaimer: The views and opinions expressed in this magazine are those of the authors and do not necessarily reflect the official policy or position of the International Coaching News Magazine, or Noble Manhattan Coaching Ltd.
The first focus of your business is not to make money, or even to provide a service, but rather to live your purpose. If your work is not driven by your purpose and passions, then, in my experience, the business is not sustainable over the long-term.

If we do not love what we do, working harder and putting more hours into our day will not produce new results. Successful results come only from a change in how, or what, we do. Just because we have 10 years of experience in a particular field, does not mean that we should work harder in order to achieve desired outcomes. Instead, we need to diverge ourselves from that background and discover our true passions.

Use your inherit talents and serve as coaches to the clients who motivate you! It is important not to underestimate the effect that toxic clients can have on you and potentially your other clients. We need to learn how to say no to clients that don’t fit our passion. Keep your business model and stay focused so you can achieve sustainability and success.

The research varies, but in general, about 80% of people do not enjoy what they do for a living. Is it possible that we, as coaches, could be a part of that 80%? Perhaps we go through the motions, but we do not necessarily love it as much as we used to—or even at all. We know the opportunity is there for us to help ourselves and others become successful. But to do this, we need to love what we do, and then we can leverage and strategise our personal capital when opportunities arise.

Here are some tips and strategies to help you coach with purpose, passion, and business success!
such as eLearning tools, web-based resources, partnerships, telecom training, co-branding, e-commerce, etc. There is software available to distribute your knowledge. You can leverage content, relationships, articles, checklists, and handouts.

The highest-paid coaches do not rely on only coaching for pay, but also their additional product offerings and/or additional resources. You must first develop your skill set to get there, but the idea of only being paid to coach is simply too limiting. You must first develop your skill set to get there, but the idea of only being paid to coach is simply too limiting. You can decide what direction your intellectual property takes you, but be sure to investigate what is available and be aware of what you can leverage.

You need to develop a coaching business

Here are some reflective questions and statements for you to consider:

- Coaching is a business like any other entrepreneurial venture and your mindset and how you think about the coaching profession is critical to your long-term success.
- Do you think about your business development strategies as much or more than the coaching process?

You need to be playing to your strengths and passions and be intentional about what you want to do. Just take one-step at a time and become clear about your purpose. Honour your pace, but move forward.

You are creating a coaching business not a coaching practice – take the required steps to move in that direction.

Your journey needs to reflect you, and, in the end, you have to live with your business. Design it, create it, and intentionally put it together so that it feeds your needs.

Success is not always what we might think it is. If we are not doing what fulfils us, we are not going to be successful in the way that we hope.

Have you asked these questions of yourself?

Rethinking your success

The entire family of CRG assessments in the Personality Development Factors Model can help you benchmark the condition of your clients easily and quickly. CRG's assessments include the Personal Style Indicator, Sales Style Indicator, Stress Indicator and Health Planner, Self-Worth Inventory, Entrepreneurial Style and Success Indicator, Values Preference Indicator, Learning Style Indicator, Instructional Style Indicator, Job Style Indicator, and the Leadership Skills Inventory-Self or the Leadership Skills Inventory-360°.

Attention: Coaches and Development Professionals

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About Ken Keis

Ken Keis, Ph.D., President of CRG, is a global authority on developmental assessments and on how assessment strategies increase and multiply success rates. In 28 years, he has conducted over 3000 presentations and invested 10,000+ hours in consulting and coaching.

His latest book, The Quest For Purpose: A Self-Discovery Process To Find It And Live It!, is available at www.thequestforpurpose.ca. He is also the author of Why Aren’t You More Like Me? Discover the Secrets to Understanding Yourself and Others, and co-author of Deliberate Leadership: Creating Success Through Personal Style, He co-created CRG’s proprietary development models, and has written more than 3.5 million words of content for 40 business training programs, and over 500 articles. Ken’s expertise includes assisting individuals, families, teams, and organisations to realise their full potential and to Live On Purpose!
Adopting a Coaching Approach to B2B Marketing
by Malcolm Nicholson
iCN Journalist (United Kingdom)

The business coaching marketplace is evolving. The impact and benefit of coaching – no matter what flavour – is beyond dispute and so demand continues. There is a continuing flood of inexperienced or transitioning newcomers into the business, whilst within organisations the HR function wants to take on more senior coaching/mentoring. Some businesses are providing internal coaching and others are outsourcing coaching to external providers – either established consultancies who now offer coaching, or training businesses who are also providing coaching panels. This is leading to commoditisation of coaching. Consequently the need to for ‘solo-preneurs’ to market themselves effectively is becoming a matter of survival.

The route to the customer is outside the scope of this article, which focuses on how to develop your proposition for the time in front of a potential coachee.

To get an expert opinion, I spoke to Garry Mansfield, MD of Outside In Sales & Marketing. Outside In are a specialist UK B2B sales consultancy established in 2008. I like Garry’s approach because it dovetails with a coaching approach and has evolved out of frustration with too many companies selling “silver bullet” or the next big thing. Outside In realise sales challenges are more complex than a single fix and so work shoulder to shoulder with their clients.

We began by speaking about the ‘landscape’ of business to business deals. My impression is that a lot of people go into coaching either for the lifestyle or because they enjoy helping people. It is not necessarily because they are good at selling and marketing themselves,” said Garry. “Around a quarter of all b2b deals fail to happen at all. Almost half of forecasted deals fail to close when expected. However, over 70% of business goes to the company or supplier who engages with a prospect in the early stage of the buying process to help them to see the value of change.”

Bringing this into the coaching marketplace, Garry said “What you do as a coach - day in day out - is challenge people to see what they don’t see already and then to care enough about it to take responsibility to act. It is about changing people’s behaviour. A similar approach in business development will pay dividends. So start by understanding how they see ‘value’ and then help them to see how they can deliver sustained improvement using coaching.”

“To me this is less about the various channels of communication for marketing and more about the mindset and approach, what we call Outside-In not Inside-Out thinking about marketing for growth.”

“Unconventional’ means a new and different way to think and act - outside in marketing. To give that some context, we need to understand first that the typical b2b buying process is split into three core stages:

1. Why Buy (why should I change from steady state)
2. Solution (how could I resolve the problem and which approach would be best for me?)
3. Why you (why are you better than the rest in delivering this approach?)

“Let’s give that some depth. Whatever you’re doing, you can use email, events, networking, cold calling, the internet and social media to communicate your message. But it is the messages that make the most difference. Traditional marketing is Inside out, where you build a message that is all about you and then you tell people how great you are. For many potential clients this becomes just another message in the white noise of their day that fails to encourage them to take action.”

“Some coaches will refine this and take the ‘we are great’ message to specific and targeted segments. Better, but still focused on the wrong thing... you. Clients don’t care about you initially, they care about them. So you need a new way to engage.”
Why should they do something?

Armed with this considered message identify the people inside the customer who care about this problem. Is it an individual to whom you have access or a group of people? Engage with them about their problem space (NOT your offering). Help them to see the reason why this is worth solving in their organisation (Why Buy). This is not about your coaching offer, but the value of improvement in areas to which your coaching would be a solution.

Why should they choose coaching rather than other ways to fix the issue?

Help them understand the relative merits of the potential ways to solve the problem. Coaching is one of these of course and this is your opportunity to influence them as to why coaching is better than training, process improvement and restructuring for example. Have evidence to prove the effectiveness of your solution and how these outcomes are better than the alternatives. This is not about you, but coaching as a solution.

How will you be distinctive?

Then it comes to why you. They should by now be convinced coaching is for them so consider what makes your coaching distinctive. Is it an individual to whom you have access or a group of people? Engage with them about their problem space (NOT your offering). Help them to see the reason why this is worth solving in their organisation (Why Buy). This is not about your coaching offer, but the value of improvement in areas to which your coaching would be a solution.

Outside In’s Marketing Top Tips

1 Stand Out - it is important that you differentiate yourself. Make a list of the top reasons why a customer would get better performance from working with you as a coach.
   - Work through this list and cross out any that are not related to the issues that this target customer cares about.
   - Remove any for which you are unable to provide evidence - prove it through your approach, references and experience
   - Look at the messages your competitors are sending out (website, collateral, brochures, exhibitions) and cross off any that they also say about their offer. (these are areas of what I call ‘value parity’)

2 Target customer groups where you have greatest relevance - whilst abstract experience is very helpful there is more credibility in areas where you have direct experience of delivering results. This could be situational (type of problems faced, e.g. turnaround, growth), industry or functional expertise (e.g. HR, C-Level/Owner or sales transformation)

3 Talk through your views on why they need to do something differently - use primary research findings have a clear point of view. Make it relevant.

4 Make any collateral relevant to each stage. There’s no point in having a specific proposal at the first engagement.

5 Control the process. Be decisive when choosing which leads to invest effort into. Do you want to work on leads that don’t happen? - No! Do you want to work on leads where you are not well positioned to win? - No! How do you make these choices?

Remember to download your free qualification guide at http://outside.in/10IkRnS

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ABOUT MALCOLM NICHOLSON

Malcolm Nicholson is the owner and Coaching Director for Aspecture, and has worked successfully with a wide range of senior business people for over 15 years, enabling them to improve business results through transformational changes. To find out how he can help your organisation contact him at malcolmnicholson@aspecture.com or on +44 1932 267597.
It is the challenge every small business faces. Working with quasi-government organisations in the UK many years ago gave me the opportunity to understand that small businesses are sometimes created out of necessity and not out of understanding what it means to start and run a business. Like a lot of small businesses, when I created my own it was for a very specific reason – I had been offered a fabulous project and needed a registered limited company to sign to the contract. It was only as this project was coming to an end did I realise what I had done. How did I get the next contract? Working within some markets is easy – you go to an agent and they find the projects, but this is not true of all markets; and the majority of small business owners struggle with this.

The American Marketing Association defined marketing as ‘the activity and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.’ In other words, this is your way of communicating with prospective customers, existing customers, and past customers.

The first step is always to define your target audience. Who do you want to work with? It is easy to look at your career history and decide that you want to work within that marketplace. You know it! You have contacts! But is that your passion? You know it! You have contacts! But is that your passion? But is that you want to work within that marketplace. The majority of small business owners struggle with this.

In my early days of building my coaching experience and career, I had a fabulous client who didn’t want to retire because he had built a consulting business around his passion, and because of legislation about retirement he was being asked to stop working within his passion.

The first step is always to define your target audience. Who do you want to work with? It is easy to look at your career history and decide that you want to work within that marketplace. You know it! You have contacts! But is that your passion? In other days of building my coaching experience and career, I had a fabulous client who didn’t want to retire because he had built a consulting business around his passion, and because of legislation about retirement he was being asked to stop working within his passion.

To define your target audience, be true to yourself about your passion. Ask yourself ‘if money was no object, what would you be doing with 8 hours of your day, 5 days a week?’ If, like me, you would rather be walking on the beach in warm weather, what can you do 8 hours of your day, 5 days a week? For the first time in over 30 years, I did actually ask myself that question recently and I bought a Dictaphone. Now I can go walking and record my thoughts! My passion – sharing the information I know with others, so that they can grow personally and professionally.

Once you have defined your target audience the next step is to work out what you want to be actually doing with your time. In a quiet space, take yourself in your own personal future – maybe 5 years’ time – and in your mind’s eye visualise yourself. What are you doing? Who are you doing it with? Who else is with you? What are you saying? What are they saying? Where are you? The more detail you can create allowing your intuition to guide you the more you may understand your innermost desires. Now that you know what you want to be doing, market research is your next step - who will buy what you are doing within your passion? Peter Drucker explains that “the aim of marketing is to know and understand the customer, so well, the product or service sells itself.”

One of my previous clients had a passion about miniature railways, but had a block about how she could build a business through their passion. Within thirty minutes of research on the internet she had found her client base.

Once you are clear you have a number of options, but remember marketing is about communication. So how can you communicate?

Networking provides you with two opportunities. The first is to get into a community of like-minded people – business owners – where you can communicate what you do. The second is to get known within your community. Networking is all about ‘how can I help you?’ It is not about ‘what can I get?’ Roy Sheppard teaches people how to network and I can remember him saying at an event where he was not only presenting on networking but getting us to network, that your business card is your best friend. The reason – good networks keep the business cards they collect and when someone asks them if they know anyone who can help, they go to their business cards. So if your business card is not easy to read, clear, and specific you will not get recommended. His book ‘Rapid Results Referrals’ was a book that I won through a networking competition run at the event; and one that I turn to regularly. Why this book? A referral is simple business to win because you have been personally recommended.

Social media is a form of both communication and networking. I know a number of people who do not do anything about social media, but those who choose to communicate through social media – remember you are building your reputation. This is a challenge because some of the social media opportunities are based on personal connections and this is where you connect to friends and family; but these are also in the public domain and available to everyone to find.
Marketing is all about communication. To be able to communicate clearly you need to know:
1. your goal,
2. the goal of each specific piece of communication
3. who you are targeting, in other words your target market
4. the specific information you want to share with a 'call to action', and
5. how are you going to communicate your message?

Successful marketing is all about achieving your goal. Send the right message to the right market using their preferred communication channel will help you achieve your goal.

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Coaching supports marketing by providing the client with a journey of self-discovery and achievement!

© Barbara J. Cormack

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**ABOUT BARBARA J. CORMACK**

Barbara J. Cormack MNMC, CIAC, AFC, AFM is your leading Spiritual Coach, Mentor and Trainer; published in six co-authoring books, and author of two of her own. Barbara is an advocate of achieving in every arena of life. Her clients hold her in high esteem as her style of working makes the knowledge of your future, clear, inviting, and achievable; while her style of coaching or mentoring makes the possibility of sustainable change compelling, exciting, and achievable. She combines her extensive background and experience with a keen insight into the demands of balancing the personal with the professional. Monthly Barbara and her co-presenter Dawn Campbell can be found talking about Holistic Wholeness on Coach Radio International.

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Once you have found success through your marketing become aware of the importance of the Pareto principle. Also known as the 80-20 rule or the law of the vital few. It is easy to take on every piece of business that comes your way, but what does that client meet your ‘passion’? 80% of your business should come from 20% of your business opportunities. Now is the time to get selective. Your time is your money! If you give away your time you are giving away your money!

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If you have ever been on the receiving end of a sales or marketing approach that left you feeling uncomfortable, annoyed or disrespected, it is understandable that the idea of actively promoting your coaching practice might bring up some resistance. The very word “marketing” has negative connotations, and conjures images of cold calls, pounding the pavement, even coercion. No wonder so many coaches – even those who are confident in their abilities – struggle with this aspect of their business.

As someone who has enjoyed a thriving, lucrative, and deeply rewarding coaching practice for over fifteen years – and also as someone who has spent the last nine years training hundreds of others to do the same – I can tell you with certainty that marketing is a crucial aspect to the expansion of your practice, and to you realising the success you desire in all aspects of your life. In actuality, the act of marketing yourself and your services is an expression of your self-worth and an indication that you are open to abundance. But in order to understand it in these terms, the word is in need of an expanded definition.

Traditional marketing takes an outside-in approach: We recognise a deficiency in some area – a shortage of money, perhaps; or of clients; or opportunities – and as a result, we decide to create a marketing plan to target people and circumstances to fill those needs. We could be amazing coaches who have produced phenomenal results with our clients, but if we are driven more by what we need than by the value we have to offer, others sense this, and we will end up repelling the very people we seek to attract.

Now in contrast to that scenario, consider the organic coming together of people, ideas and circumstances that are palpable to all those around us.

Everything in our physical universe is made of energy, and this energy is alive, moving, and vibrating at a particular frequency. We receive and respond to the frequency of the energy around us, whether we are consciously aware of this or not. Likewise, the thoughts and emotions we offer in each moment also generate vibrations that are palpable to all those around us.

Long before people ever ask for details about your services, they are gathering essential information about you. The words you speak and write; the way you carry yourself – and most importantly, the mood or energy you bring to the interaction – are all powerful communications with potential clients that will either repel them or pique their interest.

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I have not failed. I’ve just found 10,000 ways that won’t work.

- Thomas A. Edison

Success is not final, failure is not fatal: it is the courage to continue that counts.

- Winston Churchill

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**Magnetism is the New Marketing**

by Christy Whitman (USA)

If you have ever even been on the receiving end of a sales or marketing approach that left you feeling uncomfortable, annoyed or disrespected, it is understandable that the idea of actively promoting your coaching practice might bring up some resistance. The very word “marketing” has negative connotations, and conjures images of cold calls, pounding the pavement, even coercion. No wonder so many coaches – even those who are confident in their abilities – struggle with this aspect of their business.
As Ralph Waldo Emerson notes in his famous quote,

“Who you are speaks so loudly, I can’t hear what you’re saying.”

When you as a coach are in touch with the gifts that you hold; the value you provide; and the results you’ve achieved – both with your clients and in your own life – the vibrations that you send out are naturally magnetic. And if your thoughts and feelings are focused around lack, or self-doubt, or unworthiness, you will continue to repel the things you’re searching for – no matter how hard you work to attain it.

Each one of us has an internal switch that we can flip to alter our magnetic presence and draw into our lives the exact people and opportunities we are seeking. This switch automatically transforms the content of our thoughts and feelings and places us in perfect alignment with the outcomes we desire. What is this switch, you ask?

It is not hope; it is not “positive thinking;” and it is certainly not envy. It is belief. Believing – in your abilities, in your inherent worthiness, and in the benevolence of the universe itself – is the internal switch to magnetise into your coaching practice the clients who will most benefit from what you have to give. When you come to believe that you are truly capable of creating what you want, feelings of excitement and anticipation will be stronger than those of self-doubt. When you move through the world knowing and feeling the value you have as a coach, those who seek that value will recognise it in you, in the same way a bee recognises pollen in a flower.

My recommendation to every coach who wants to create more clients is simple: Pay less attention to developing a marketing strategy, and focus instead on becoming more magnetic. When we are aligned with our values, and connected to the benefits we can be for others, we create an atmosphere around us that is felt by everyone we meet.

Laura Belgray (LB) is an original. Her “voice” is unmistakably cheeky--and brilliant. A copywriter in New York City, she writes TV promotions and helps entrepreneurs with their own copy in an online program she and colleague Marie Forleo created. “The Copy Cure.”

ICN: Why is good website copy essential for coaches?

LB

Website copy is standing in for you 24 hours a day, seven days a week. It’s a representation of you online that allows someone across the world to look you up, meet you, and say, “I want to know this person,” and, “I want to give them my money.” They might pass a link around to someone else and say, “hey, look who I found online, you have to check this person out, I think they’d be perfect for you.”

It creates a word of mouth chain without you even being there. Without you having to go to some conference with terrible carpeting and hand out business cards where people are going to throw your card out anyway.

If your copy is good enough, it’ll allow someone to actually meet you when they land on your site.

ICN: What else is essential in website copy?

LB

Testimonials. I’ll say to the coaches, “tell me about your best results.” And they’ll say, “people really come away feeling inspired, they really love the process of working with me.” That’s not enough. I want to know in concrete terms, with real specificity, How have people changed?
You want to be able to say, “I’ve helped one person who was in a rut for 20 years to write her book and find a husband,” if you’re a life coach, for example. Or, if you’re a business coach, “I helped someone who could never get past 5K a month to make $30K a month consistently for a year.” If you can say these things legitimately, it’ll seal the deal. It’s compelling. A reader can then see the kind of results they might expect for themselves.

ICN: What are some of the worst copy crimes you’ve seen on websites?

People tell me, “I’m not really a writer, I’m not trained in copywriting.”

Many coaches think they need to show off who they are, rather than show off the results they get from their customers.

Another big crime: Not knowing who you’re talking to. If you’re talking to everybody, you’re talking to nobody. “Come to the hottest club for all types of people.” Nobody wants to go to the club that’s for everyone. You want to go to the club for you, where your very particular needs are addressed. What are the needs of your potential client? Speak to those needs.

Details are magic. Paint a picture with words. All creative writers follow the rule of “show, don’t tell.” Don’t say so and so was angry, show the action instead that made it clear they were angry. I’m always aware of making things more specific, as specific as they can be. That’s how I’ve worked on my voice. For instance: lots of coaches have this story: something like “I was once exactly where you are now, I was tired of my 9-5 job and felt like crap about my life. I hit rock bottom, in the darkest part of my life…and then I came back.” And they tell you how they came back. That’s telling. I want to know, does that mean you were doing drugs in dirty sweat pants eating Cheetos in the dark? Did you join a cult and shave your head? Tell me that story. I want to see what that looked like.

People tell me, “I’m not really a writer, I’m not trained in copywriting.” I didn’t do well writing essays when I was in school—I’m not good at words.” Yeah, but you’re great at talking. Think about how you talk when you’re with your best friend, then write those words down.

You know who you are when you’re with the people who bring you out the most. Think about how you are when you’re with your best friends, or someone you could talk to all night long, who makes you come alive. The times when you feel funny or interesting or compelling. That’s the you to bring out in your copy. It takes some practice to recognize the kind of words you use and the kinds of phrases you say when you’re with someone who makes you feel like yourself. But that’s what helps to bring out your voice and bring your copy to life.

Some people do really well recording themselves talking and putting those words right on the page. And then they finesse the words, taking out the “ums” and the “ers.”

ICN: What else wakes up the copy?

Details are magic. Paint a picture with words. All creative writers follow the rule of “show, don’t tell.” Don’t say so and so was angry, show the action instead that made it clear they were angry. I’m always aware of making things more specific, as specific as they can be. That’s how I’ve worked on my voice. For instance: lots of coaches have this story: something like “I was once exactly where you are now, I was tired of my 9-5 job and felt like crap about my life. I hit rock bottom, in the darkest part of my life…and then I came back.” And they tell you how they came back. That’s telling. I want to know, does that mean you were doing drugs in dirty sweat pants eating Cheetos in the dark? Did you join a cult and shave your head? Tell me that story. I want to see what that looked like.

Showing could look something like this: “Every day after work I told everyone I was too busy and went home and crashed on my couch watching the worst show on TV ever....”

ICN: Could this work for people who work with corporate clients?

It is a little different. You don’t want to get sassy, because people do want something else. But just because you have to be polished and professional, doesn’t mean you have to be stiff and formal. You can at least speak conversationally. You can use contractions. “Here’s where we start,” instead of “here is where we start.” You can speak in a friendly way.

Suppose you were sitting down with a corporate client. You’d make the effort to wear something that professional. You might not curse like you would with your best friend, but you’re still going to communicate with them like a human. Everybody’s copy should be conversational, friendly, human and never robotic. Just because it’s professional doesn’t mean it should be corporate.

The same sins of cliché and saying the same thing everyone else says are committed on those corporate websites. “We’ll make you perform at your peak. Leadership coaching that will have you excel.” The story isn’t there. All telling, no showing.

Tell me instead what it means to turn you into a leader. “We’ll make sure every head turns when you walk into the conference room. People will put down their muffins and start paying attention. People will put in their reports the day before they’re due when you’re at the helm.” The truth, whatever it is. With details.

ICN: You want potential clients to recognise themselves and their environments.

Exactly. What does that corporate environment look like? Paint a picture. Show it like a movie. That’s going to make it come to life. There’s a pile of muffins in the middle of a long conference table. There’s a power point presentation on the wall. People are wearing suits that are a little restrictive. Maybe someone’s unbuttoned one button. You want to think about what it looks like when someone walks into that room.

ICN: What can folks find in The Copy Cure that can’t be found elsewhere?

Most copywriting courses I’ve seen are based on templates and formulas. And those can be helpful. We do provide frameworks and guidelines, such as the elements you could have on a sales page or an “About” page, but we really focus on making the writing better so folks stick around and read what you have to say and want to share it. And want to hire you rather than glazing over. Because, more and more, every niche is becoming crowded and people are writing the same things, and using the same buzzwords. So, in The Copy Cure, we’re helping people stand out by using words differently, that make people pay attention, techniques that creative writers use.

These days, people are reading less and less unless it’s a business book that applies to them. And everyone’s reading the same business books, not great literature where the great writing is. The best copy masters are great readers.

If you say the same thing as every other coach, no one’s going to pay attention to you unless you’re lucky enough to have a completely virgin audience.

ICN: How much copy is too much?

It’s too much copy if it’s boring. If it’s compelling, it’s never too much. And it’s too little if you’re asking for a big investment and you’re not telling them enough. You probably don’t want to have a super-duper long sales page if the product is only five pages.

However, you also need to focus on how you market yourself as a coach and create a profitable business. By all means consider yourself to be an expert coach, but you also need to be an amateur marketer. There is no avoiding the first role, but unless we bring marketing skills into the business from other sources we have to take on this challenge.

Of course technology and marketing must be joined at the hip. Both of these factors need to be in place for any accessible marketing campaign, so if you lack the desire and/or skill, then you either need to acquire these yourself, or outsource them. But, as this article will outline the following seven secrets of online marketing are relatively straightforward and within the grasp of us all.

Indeed, if it is your own business that is coming under the marketing microscope, then you cannot abdicate. You must play to your strengths and consider your role in each of the seven secrets.

1. **POSITIONING**

   What is your niche?
   
   We have to present our unique position to the marketplace. I appreciate we tend to have a wide base of coaching philosophies, however, in order to be heard in a busy market presenting your niche is paramount. There is a bit of disguise involved, sometimes this reminds me of the Trojan horse story. Present one thing to the world, and then leap out with your other offers at an opportune moment. For example, you might specialise in optimal performance. However, sitting behind this there needs to be a raft of coaching values that can normally be skilfully applied when the time is right.

2. **PRODUCT**

   How can you create an integrated product suite?
   
   Secret number two represents my biggest bugbear with coaches. Apart from the coaching skills that they possess, they have not created any products. Without a product you have little to take to market that would separate you from anyone else. The products are also a great way to help your positioning from secret number one. For example, if you write a series of blogs focusing on resilience, then you can start to present yourself as an expert. With technology to hand, there is no excuse for not producing products that you can both offer and leave with clients. Marketing is all about timing, and if you leave your client with a product they will remember you when perhaps they need your services at a later date. A range of products is best so that you can meet the needs of the market, consider - books, ebooks (published and unpublished), events, online courses, programmes, podcasts, magazines, subscriptions, webinars and blogs. Brendon Burchard offers wonderful guidance in this area.
3 PRICING

How will you price your offer?
As soon as you have a product you have something to sell and therefore price. Think about offering products for free and at a low entry-level price. Then, with an integrated product suite in place you can also begin to offer medium and high priced products. You can consider one off payments, as well as subscriptions.

4 PEOPLE

How can you build your list?
Whilst we are already at secret number 4, perhaps this should be at number one representing your most crucial marketing activity. Every product needs a list of people whom you can contact. The retail example reminds us that you need a strong product, as well as footfall outside your shop. Social media is of course a fantastic way of building a group of followers. Equally, having a ‘conversion page’ on your website works well. Here you offer one of your products for free and register someone’s email address at the same time.

5 PROMOTE

How can you create interest in your product?
With the other secrets in place you are now ready to promote your unique position and product. One off messages to your list are hit and miss, nowadays you must set up a marketing campaign. Using a combination of channels (email, blog and video) I set up a series of messages. My first two messages are the pre-launch – letting my list know of what is coming their way soon. This is good for building excitement levels. In the main launch (4 messages) – I send out messages which present a common problem as well as the solution (that my product offers). Then the seventh message invites my list to formally buy the product on a nomination only basis. I normally send out a further six messages that answer questions, highlight which sectors have committed so far and thank contributions. Sometimes I also consider post-launch – a message reminding people in case they have missed out. I also run social media campaigns in alignment with these messages for at least a month. Jeff Walker is the undisputed king of this product launch formula.

6 PARTNER

Who can support your launch?
Your lone marketing activities are all well and good, however, if you can bring in partners to the promotion then your message will have a wider reach. Better still if someone picks up one of your messages and promotions from someone else, then the credibility of your work goes through the roof. I create a launch pack with details of my approach (following these 7 secrets) which gives potential partners full access to the messages and social media postings that you send out. Don’t forget another skilful marketing tactic is to be a partner for someone else’s product. If they find value from a product they will often remember who it was who introduced them to this new source.

7 PRIORITISATION

How can you plan and organise your launch?
This last secret really sums the six previous ones that we have looked at. You need to be organised so that you can get your ducks in line. Your campaign is not based on luck, it is based on a system. The content that you need and expected dates are key. Once I have this mapped out and my campaigns prioritised I can be precise. For example, I use a lot of video content so this needs a lot of planning.

Once you break down online marketing into these 7 secrets, then your ability to prepare and launch a campaign is relatively straightforward. You can go as high or low tech as you want. Sure, multiple social media platforms, a blog and YouTube channel, etc are all desirable. But, you can get an awful lot done via email. As far as products go a simple two page PDF article can be achieved in a matter of hours, emails can soon follow. So what are you waiting for?

ABOUT STUART HADEN

Stuart Haden is a facilitator, coach, consultant, author and speaker specializing in Optimal Performance and founder of Storm Beach based in Bath, UK. @StormBeach www.stormbeach.co.uk
This is not an uncommon story for the majority of coaches. You may be a brilliant coach, but struggle with getting your message out there. Which is all that marketing is. Sharing your message and reaching the people who need you.

In this article, I want to share with you simple ways to share your message even if you only have limited pockets of time to market your business. In my coaching and consulting business, I work 3-4 hours a day so I can spend my time with my children and have a great quality of life. But to enable me to have a business that allows me to do this means I need to make sure people know what I can do for them and how they can find me.

Marketing your coaching business is not an isolated activity. It is not a hat you wear then you take it off and put on your coaching hat. It is something that needs to become part of the fabric of your business life. When you are clear on the way you help people and how you help people, you can’t help but share.

Some of you may even want to shout it from the rooftops, but when you take the steps I’m about to show you, marketing your business will become part of how you do business. It will become your second nature. To effectively market your business and grow it, you need to be very clear on your message, who you help, how you help them and why you help them.

The Why

So let’s start with the why. I describe myself as a business coach and I help coaches, consultants and experts grow their business working only a few hours a day. But that’s just the surface of what I do. What I am really doing is helping people create and live the best life they desire. By using their business as a vehicle for their passions, talents and gifts.

You might think you’re a weight loss coach. In fact, you are helping your client regain their sense of self-worth which has become tied up in their weight. Which means they take on a different perspective of life!

You may be a dating coach. You think you are helping your client to get that first date whereas in fact, you’re facilitating the start of a loving and fulfilling relationship. When you dig deeper into why you do what you do, it allows your message to emerge powerfully which becomes part of your marketing message so the people you want to reach ‘hear’ it and not just skip over it.

This is why choosing a niche or a group of people or a problem to solve can be the most powerful tool you use to grow your business. And once you have chosen a niche, get even more specific and choose a micro-niche so you become the go-to person for that area. You may be hesitant to do this, but ask yourself, how many people do I need to work with to have a profitable business? You don’t need the world to work with you and when you hone in on the group of people who need you and you want to serve them, you’ve hit the sweet spot!

Your Positioning

Once you’re clear on the why and you know how you help people, you then need to think about how you want to be seen by your prospects and clients. Are you bargain basement or premium deluxe? Are you bland like vanilla or a bit fruity like mango or tutti frutti?

Your positioning will determine the quality of clients you reach and the level of income you can achieve. Creating clarity on your message and how you want to be seen by your prospects and clients will make marketing your business so much easier and simpler.

What if I don’t have time to do marketing?

If you’re like me and you have limited time in your business, you may be thinking ‘I don’t have the time to market’. This is a dangerous trap to
fall into. Because no matter how busy you may be right now, you need to market your business consistently. You may have helped with this in the form of an assistant, but you still need the marketing wheels to be turning. If you want clients in 6 months’ time, you need to be marketing now. If you have no clients right now, chances are you weren’t marketing 6 months ago or you were marketing but it wasn’t consistent.

**How to market your business in tiny pockets of time**

Here are 3 simple ways to market your business in less than 10 minutes:

1. **Get creative sharing value**

You don’t want to be the coach who’s always pushing your service. Instead, think value. Don’t be afraid to give away your information. A quick and easy way to do this is to create a short social media post around an area you teach. It could be a quick tip or a concept you want to share. Type it out, don’t censor or edit too much.

If you want to use an image along with the text, use the Phonto phone app or Picmonkey on your PC to put your tip on a picture (use the Pixabay site to get a free image…always check permission!)

Share with your social media of choice (top tip…if you’re not sure which social media platform to use and you’re exhausted at the thought of using all of them, ask yourself ‘where is my ideal client hanging out?’ and only post there)

2. **Shoot a quick video (you can either post on YouTube, your blog post or Facebook Live) where you share something of value.**

The video is fantastic for helping people create a connection with you so to them it feels like they know you even if they’ve never met you before. This has been powerful in my business and I often receive comments from new clients that the videos helped them to make a decision about working with me.

3. **Include a call to action in everything you do.**

Whether it is a video or a blog post, let people know what the next step is… it can take time for someone to get the courage to contact you so let them know how they can, in everything you do. It might be a booking link to schedule a call with you or a link to get a free report or PDF.

Growing your business by marketing it effectively means you know the value you have to give, you are not shy about sharing it and the people who need you will find you. Your coaching business needs a constant flow of leads and prospects to profit and thrive and the only way to do this effectively is to get clear on your message and share every day.

If you’d like my free guide on how to create marketing content quickly and easily, click here!

### ABOUT YASMIN VORAJEE

Yasmin Vorajee is the creator of Tiny Time, Big Results where she shows coaches, consultants and experts how to grow their profitable and productive businesses working only a few hours a day!


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**The Big Obstacle with Relationship Selling and How to Get Over it**

by Kevin Oubridge (United Kingdom)

Relationship selling really comes to the rescue of executive coaches struggling to sell your services. Why? Because it gives you a route to winning clients that plays to your strengths as a coach. However, even relationship selling can trip you up if you are not comfortable with all the stages.

A typical relationship selling cycle goes something like this:

By design, if you get it right, you end up going in circles. You go from first contact to build relationships and then repeat. Of course, for executive coaches, the next time round should be easier because you have built the relationship with individuals in your client company (coaching participant, line manager, decision maker) and can win further business off the back of it.

It all looks very straightforward doesn’t it, and I’m sure you can see how, as a coach, all the stages play to your strengths. I mean, basically, they all involve asking questions and listening, with a bit of information giving from you.

doesn’t it, and I’m sure you can see how, as a coach, all the stages play to your strengths. I mean, basically, they all involve asking questions and listening, with a bit of information giving from you.

What could be easier?

To which I hear you respond, virtually anything that doesn’t involve a ‘close sale’ stage.

By design, if you get it right, you end up going in circles. You go from first contact to build relationships and then repeat. Of course, for executive coaches, the next time round should be easier because you have built the relationship with individuals in your client company (coaching participant, line manager, decision maker) and can win further business off the back of it.

And I take your point. Unfortunately, though, at some stage you have to bite the bullet and close the sale.

**But how?**

Well, let’s assume you have decided to sell your coaching by the programme. Selling your coaching by the programme, by the way, is what I advise all executive coaches to do. It is better for your client because you can agree coaching
outcomes aligned to business objectives, monitor progress and measure results and, through doing this, maximise the difference the coaching makes to the coaching participant, the line manager, others around them and the organisation as a whole.

It is also better for you because you can use case studies of previous clients to sell your coaching and then, when you have delivered coaching in your new client company, you can use the results achieved to sell further coaching. Plus, you can charge more and invoice it all in one go or a couple of payments.

Anyway, back to the sales cycle. So, you sell your coaching by the programme and you have been through all the pre-sale stages of the sales cycle. You have absolutely breezed through these stages, firstly, because they have involved focused conversations with lots of questioning and listening on your part and, secondly, because you have not felt the pressure to ‘sell’ anything on the way.

Not until, that is, you inevitably arrive at the CLOSE SALE stage. The pressure to sell something is suddenly on. All feelings of breezing through are out the window. You are sitting in front of your potential client, regarding the not so crazy pattern on the carpet, mildly gibbering, hoping she will say:

Can I pay you a large amount of money for some coaching please?

And of course she might.

More likely she won’t though. She will be thinking about one of the million and one things she’s got on her plate at that moment, expecting you to take the lead or just leave so she can get on with it. If you don’t say something now, you will miss your chance. Instead of blunting out the 50% discount you can give her, just because it is a Tuesday, you could say:

Are you ready to make a decision about whether to go ahead with a full coaching programme?

Well, I need to talk to my line manager, ask whether I can have coaching, although she did say she’s got the budget, so that should not be a problem. I think she would still need the OK from HR. Then I need to think through the time commitment – there’s just so much going on at the moment, although that’s part of the reason I need coaching. And I don’t know how to set up a purchase order, but I suppose I just go to finance and check it out. Then...

All of a sudden you have started the sales conversation and it was not half as bad as you thought it would be. Better still you are back on safe ground for a coach. From here you coach your potential client through the decision making process, asking questions to help her come up with the solution.

This approach works because, if you have done the previous stages in the sales cycle properly, your potential client will understand the difference your coaching can make for her. She will want coaching or think she might want coaching, but she might not be prepared to say so on the spot for all sorts of reasons.

Your job as the coach is to help her make the decision.

The beauty of this approach is, although it is a closed question, requiring a yes or no response, it leaves plenty of room for your potential client to take time to think about her answer and it also leaves you with scope to follow up with another question.

Let’s say your potential client says:

No, I’m not sure, I’d need to have a think about it and ask a few people what they think. Can you leave it with me and I’ll let you know?

You can say:

Yes, I can do that, but what needs to happen for you to get a decision?

And say she replies:
Tapping the Potential of Social Media to Grow Your Business
by Anne M. Bachrach

Does your company have a social media presence? If not, then you are clearly missing out on one of the most effective ways to market your products/services. Every other business these days is in the hunt for leads through social media websites which they can convert into sales. With the increasing number of social networks available today, it is easier now than ever for businesses to establish their presence on LinkedIn, Facebook, Twitter, etc.

Facebook alone has over 1 billion users, which means that a significant part of the global consumer market is present on social media websites. Of course, there are variations according to the demographic you are looking to target, but if your target audience is between the ages of 18 to 49, social media is a goldmine for you. This does not at all mean that businesses should not use social media. There are benefits apart from Facebook, Google+, LinkedIn, and Twitter than one can get confused about which one to use. The misconception regarding the various websites is that a business should stick to one of them. Entrepreneurs often enquire as to which website is the best one for them.

As far as social media usage is concerned, business spending on it has been on the rise for the past couple of years. In fact, since 2009, the spending on social media has increased at an average of 34% annually. As reported by Forrester, the total spending on social media was $716 million in 2009 and is expected to increase to $8,113 million by 2014. The numbers tell the story of the growing importance of social media for businesses. After all, there has to be a solid reason, if businesses are spending this much.

Establishing Your Business on Social Media Websites

You can be spoilt for choice when it comes to selecting a social network you want to create a business page on. There are so many of them apart from Facebook, Google+, LinkedIn, and Twitter than one can get confused about which one to use. The misconception regarding the various websites is that a business should stick to one of them. Entrepreneurs often enquire as to which website is the best one for them.

4 Tips You Can Follow

To take your small business the social media route or consolidate your existing position on Facebook or LinkedIn, you can follow these 4 tips.

1. Highlight the content you feel is going to attract the interest of most fans on your social media page. For instance, if you are using Facebook, you can “Pin” or “Star” the posts which you think are the most important. Across the social media websites, you can keep the important content fresh and in the public view.

2. Learn about how the content settings work on the various social media websites. There are numerous options offered by almost every social media website as to the layout and design of your business page. Unless you know how to set your page according to your preferences, you would find it hard to do so. Use an attractive design which carries visual appeal to get more fans.

3. You also have complete control over the content which is posted and who posts it. One of the drawbacks of using social media websites is that anyone can post on your page unless you restrict their access. Make sure you only allow Friends, Followers, Fans, etc., to post content on your main page.

4. Use the graphic design and images in a way that suits the theme of your social media page as well as your business. Flashy and bold colours are out of place for a business targeting middle-aged people. Dull and dreary is a strict no-no when targeting teenagers.

Final Word

You don’t need to be a rocket scientist to work out how social media can contribute to the growth of your business. It is simply a matter of accepting that it can help your business. Once you get over the initial apprehension, you will find it quite easy to establish your business on various social networks. This is one responsibility you can hold yourself accountable for. Actually, your assistant or administrative support can do most of the social media activities, with little direction from you, so don’t have to do it all and invest a lot of your valuable time in something that can be valuable to growing your business. It may ultimately be your accountability to have it set up, but you don’t have to do the actual work. The bottom-line is that using social media can take your business to the next level.

ABOUT ANNE M. BACHRACH

Anne M. Bachrach is known as The Accountability Coach™. She has 23 years of experience training and coaching. Business owners and entrepreneurs who utilise Anne’s proven systems and processes work less, make more money, and have a more balanced and successful life. Anne is the author of the books, Excuses Don’t Count; Results Rule!; and Live Life with No Regrets; How the Choices We Make Impact Our Lives, and The Work Life Balance Emergency Kit.

Get 1 FREE gift including a special report on 10 Power Tips for Getting Focused, Organized, and Achieving Your Goals Now. Join the FREE Silver Inner Circle Membership today and receive 10% off on all products and services, in addition to having access to assessments and resources to help you achieve your goals so you can experience a more balanced and successful life.
When I first started out with my coaching business, I felt overwhelmed about where to begin to market my services. Having some experience in marketing, I jotted down a rough strategy then proceeded to create my website, launched a Facebook business page, and updated my LinkedIn profile. I even experimented with Instagram.

However, a few weeks into the execution of my strategy, when the sales were not flooding in, I found myself wondering if I was spending time on the right channels or if my strategy was correct, which led to self-doubt and even questioning the value of my services. The sheer amount of options and data available today and the confusion around the myriad of choices was a reflection of what was going on in my mind – too much noise.

I decided to try a new strategy – to get out of my mind and into my body to look within to see what made sense for me.

So, how did I tune into my inner wisdom? Through meditation, by taking a few minutes each morning to sit quietly with myself, to ask questions and to journal. There are many different approaches to meditation and the good news is that you can’t do it wrong. A simple technique that I found useful is abdominal breathing. By focusing on my breathing I was able to filter out some of the noise in my mind, which often led to the answers to my earlier questions arising shortly after the meditation or later in the day. Sometimes I would begin the practice with a simple question, “what do I need to know today?”
content marketing tips, branding advice, and services in exchange for social media strategy. As a new coach I decided to barter my coaching in the future.

The moment. I may even experiment with video and Facebook being my preferred channels at my time is spent on social media, with LinkedIn and speaking at conferences. Twenty percent of expanded this effort by running my own events and leads to referrals. I decided to focus 80% of my time on these in-person efforts and I have made a big difference in my life. Meeting people forges a personal connection and leads to referrals. I decided to focus 80% of my time on these in-person efforts and I have expanded this effort by running my own events and speaking at conferences. Twenty percent of my time is spent on social media, with LinkedIn and Facebook being my preferred channels at the moment. I may even experiment with video in the future.

As a new coach I decided to barter my coaching services in exchange for social media strategy, content marketing tips, branding advice, and for finding an editor to help polish articles, such as this one. Exchanging professional services this way has been personally rewarding, as I’m able to put my skills into practice to serve others and to receive expert help in areas that are not my strengths. It feels good to know that we are collectively supporting each other and building our businesses together.

I believe the key to becoming a successful coach is to be your authentic self, to be willing to experiment with different marketing tactics and, most importantly, to believe in what you offer. This is when the right people will show up.

By listening to my inner wisdom I discovered that with my limited marketing experience and a plethora of media channels to choose from, that in order to sell my coaching services I merely needed to be myself, and seek out some professional help. It was important for me to get out there and talk to people at events and networking meetings, to share my personal journey of yoga and meditation and how professional coaching had made a big difference in my life.

Meeting people forges a personal connection and leads to referrals. I decided to focus 80% of my time on these in-person efforts and I have expanded this effort by running my own events and speaking at conferences. Twenty percent of my time is spent on social media, with LinkedIn and Facebook being my preferred channels at the moment. I may even experiment with video in the future.

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Sit up tall with a straight spine, bring your awareness to your belly and allow it to soften and relax. Begin with a slow, deep inhalation for a count of three, filling your belly, then ribcage, then upper chest with oxygen. Pause for second, then exhale from your upper chest, rib cage then belly, drawing your belly in towards your spine at the end. Pause again, then repeat. The trick is to have a regular practice, which really helps to reduce stress and anxiety and to better understand the nature of your mind, bringing clarity and focus.

THE PRACTICE

To be successful as a coach in today’s competitive market is a tall order; the reality is that there is so much competition, and so many ‘me-too’ coaches out there. The net effect of all the down-sizing, delayering, and simply the ‘I’ve had it with corporate life-itis’, means there are seemingly millions of coaches everywhere. Organisations that provide training and accreditation in this area have a field day: they are able to accurately state that this is one of the fastest growing sectors in the world, and at the less ethical end ignore the implications of what this means when so many are scrambling to get on what is perceived as a gravy train. Of course, ethical training organisations, like Noble Manhattan, build the how-to-market-and-sell factor into their initial training, which goes a long way to obviating the problem.

But that said, it is still the case that it is difficult to make serious money being a coach and only a few will, maybe 4% if Pareto is correct (the 20% of the 20%). Most of the rest will be working hard and increasingly billing less, but in order to do more. And it is not just coaching, but training and consultancy too. I well remember some 12 years ago when I discovered this from a client who declined – on this occasion – to buy into my open time management half-day training course for the modest fee of £99. Why? Because the local Further Education College were running just such a course for £49 and theirs was a whole day! The client seemed genuinely to equate more time with more quality and value, as if he were getting more by having the extra half-day; it didn’t occur to him that maybe the extra half day was all bloat and exactly the saving of time he needed to manage! But I need hardly explain why this struck me as a no-win competition for me: I had become a commodity, had not properly positioned myself and the value of what I provided, and frankly was about to lose out to a whole bunch of salaried people who were never going to be paid on results. And this too happens with coaches.

But that was twelve years ago and since then one has learnt a lot. My friend, the great coach Steve Jones, shared with me a wonderful Revenue generation model, which I have used ever since, and which is really powerful if you want to become a coach who has leverage and makes money. There are seven stages.

First, you need a clear vision of what you want your business to be and to become

Begin with the end in mind, in fact. This includes factors like the lifestyle you wish to embrace, as well as the level of revenue you wish to generate,

ABOUT SARAH WALL

Sarah Wall is a Vancouver-based business and life coach, yoga teacher and Reiki master, serving local and international clients. It is her mission to see you thrive and to help you create a life you love using simple tools that can make a difference today. For support in your journey towards living a purposeful and joyful life, or to learn more about her upcoming workshops, please visit Sarah at Body Mind Spirit Coach.

A Revenue Model for Coaches

by James Sale (United Kingdom)

There are seven stages.

1. **Vision and Mission:** Begin with a clear vision of what you want your business to be and to become. This includes factors like the lifestyle you wish to embrace, as well as the level of revenue you wish to generate.

2. **Target Market:** Identify your target market and understand their needs and preferences. This helps you to position your business appropriately.

3. **Revenue Streams:** Identify multiple revenue streams to ensure a stable income and reduce reliance on a single source of income. Consider services, products, and partnerships.

4. **Pricing Strategy:** Develop a pricing strategy that reflects the value you offer and aligns with your target market’s perceived value.

5. **Marketing and Promotion:** Implement effective marketing and promotion strategies to reach your target audience and build your brand. This includes social media, content marketing, and networking.

6. **Operational Efficiency:** Focus on operational efficiency to reduce costs and increase profitability. This includes streamlining processes and improving productivity.

7. **Feedback and Adaptation:** Regularly seek feedback from your clients and adapt your business model as needed to stay relevant and competitive.

By following these seven stages, you can build a successful coaching business that is sustainable and profitable over the long term.
But having got the leads, we need to convert them into sales, and immediately we have a problem: many coaches and consultants whilst technically good at what they do find they cannot sell effectively. This then requires study, practice and emulation of others who are best in class. Actually, it is not so widely known but there are brilliant sales coaches out there: coaches who coach coaches on selling! One I regularly use is Hugh Liddle of Redcap Sales Coaching: I have referred several superb coaches to him and he has made a significant difference to their ability to acquire clients. The fact he is USA-based makes no odds: it is so easy to coach via webinars and allied technology.

Then the sixth stage you need, all being successful in the first five stages, is to manage the factory!

You have so much work on, the problem of coping with it becomes pressing. Quality issues arise, short-cuts occur. Do we employ others? Have associates? How do we build a sustainable system of capable delivery? How can we systematise, productise our offerings? This area itself, often overlooked, becomes a place where serious innovation can make a huge impact on the bottom line.

And finally, how do we exceed client expectations so they buy again, so they provide referrals (back to lead generation), so that they experience the wow factor and we are well beyond the commodity game?

This is about quality, the very issue that success and expansion at point six compromises. It is about going beyond meeting client expectations, even beyond delighting them, and instead astonishing them with the level of our service; and this is our challenge.

If you are a coach, then, or even just somebody running your own business, ask yourself these seven questions. Rate yourself, out of ten for each one. How are you doing? What do you need to focus on if you are going to have a thriving business that generates residual income even when you are not working? Go for it!
Data as the Coach’s Source of Transformation: Tracking Feedback
Data from the Start

by Elva Ainsworth (United Kingdom)

“42” may indeed be “the answer to life, the universe and everything” (according to the famous “Hitchhiker’s Guide to the Galaxy”) but what on earth has it to do with you? And why might numbers be interesting to a coach who is already skilled at conversations that empower problem-solving and enable transformational growth? It may be that, “42” means whatever you want it to mean, but so what? The point is that data needs context and then it needs the accurate meaning to be of use. You need to know how a number compares, what the “normal” level might be, what the range of possibilities are, what it may indicate and with what certainty, what the distribution is – to name but a few of the critical pieces of information necessary to accurately interpret data. Understanding the data is just the first step though. Only then can you start to turn data into “insight” which can then, in turn, be a powerful spring-board for a transformational journey through coaching.

Data may be tricky to find and work with but it is supremely useful in transformational coaching – especially when the data directly link with the focus of your coaching such as behaviour and impact at work.

It grounds the reality of a situation. It provides clarity of detail and perspective that words can only pretend to present. It gives you selling points and persuasive arguments. Despite all of this, it is never about the specific numbers, but rather about seeing the trends, patterns and connections beyond the current view. This is the route to fresh insight and to new perspectives. It is the source of turning facts into phenomenon and it is food for transformational coaching – especially when the data directly link with the focus of your coaching such as behaviour and impact at work. 360 degree feedback is an example of data that gives you technicolour clarity about current behaviour. 360 degree feedback is an example of data that gives you technicolour clarity about current behaviour. 360 provide a detailed narrative on your impact at work through the eyes of those very people you most respect. You get to see what people think about your communications, your leadership, your empathy, your judgement and the quality of your thinking – basically whether you are succeeding or failing in their eyes. In fact, you usually get a lot more than you bargained! But again, it is not about the numbers.

Behavioural ratings, such as those often seen in 360 degree feedback are influenced by the following tendencies: positivity, negativity, central tendency, recency effect, comparison effect, expected impact, stereotypical tendencies, attribution bias, like-me bias, social desirability and other unconscious biases. In addition to all of these, there can be a number of strategies reviewers can deploy, such as a fear of reprisal, halo effect, attractiveness, low tolerance, etc. With all these complex biases entering the picture, how can you ever know how to interpret a rating? This data is far from being objective; it is subjective in the extreme. But still useful. The key is in the patterns, the big picture and then in the exploration of the “so what” question. This can often be where the coach comes in – to support, generate hypotheses, highlight trends, summarise the overall story and to challenge any overly-narrow interpretation. In addition, a coach can bring the broader perspective of how an individual’s data compare to others as this question of “how good is my data?” will generally be there, whether it is spoken or not.

If you want to cause change, just having relevant data is not enough. There are more conditions necessary for transformation to occur. There has to be:

• A respected source and a respectful message
• A feeling of safety for the individual to respond, often privately
• Time is required for new insights to be processed
• Something connected to the data needs to be desired
• Follow-through helps so the insights are not forgotten

In addition, people need to be prepared to receive new insight and then need to be nurtured through the processing before they are even ready to be coached. Get some great data delivered in the right conditions, and you can impact people significantly and easily. This is what is possible for you with 360 degree feedback. 360 data allows you to ground your coaching with an all-round view of them in their current context so you are not simply working with their own version and story by themselves. You are then able to connect the intention of your coaching to assessments outside of you and your coachee’s opinion i.e. ensures your coaching lies fully in their reality, not just their own view of their reality. You will be able to track and evaluate progress, acknowledge positive results and/or blocks and you will be able to gather data you can use for later marketing – to sell your results to others. Tracking behavioural ratings can be your next advert, so remember to gather the 360 data early on so you get a clear “before” and “after” view.

So, with data, it is never really about the numbers yet the numbers provides the gateway to new perspectives and need to be used carefully for this to work – this is the paradox of data in the context of coaching. “42” may never be useful to you in coaching, but beginning-state metrics are critical to ground your intervention and ensure you are not bound to your coaches own story and self-identity. Instead, you can expand their self-awareness, expose their blind-spots and track your effectiveness alongside their growth. You may not often be looking for “the answer to life, the universe and everything” with your clients, but you can nevertheless maximise the transformational impact of your coaching through numbers!

ABOUT ELVA AINSWORTH

Elva Ainsworth is the founder and managing director of Talent Innovations and author of new book 360 degree feedback: A Transformational Approach (£15.99, Panoma Press). In HR, she enjoyed implementing the brand-new psychometrics, as well as designing culture change and personal development interventions. In 1994, she focused on her love of psychometrics by joining SHL (now CEB), the leading business psychologists, where she managed the 360-degree feedback and management development practice in both the UK and the USA.
Small business
SURVIVAL AND GROWTH
– The Savvy Way
by Ian Marshall (United Kingdom)

For many small business owners, growth is a rather elusive concept. For some it is seen as something that only high-flying entrepreneurs can achieve. For many, if not most, it is viewed as an activity that will consume huge amounts of time and effort and is therefore probably beyond the limited resources of the small business.

Survival, on the other hand, is a topic very much at the forefront of everyone’s attention. Perhaps this is because it appeals to our more natural tendencies - after all survival is a primal human instinct. However, taking an approach of doing just enough to keep the business going and earning a basic living inevitably means that most, if not all, attention focuses on the short-term day-to-day stuff – to the exclusion of just about everything else.

I must confess, when I first started out in business, my approach was entirely consistent with this short-term thinking and as a consequence, it eventually dawned on me that my business was going nowhere. In fact, I soon came to realise that because I was not putting any effort to changing things I finished up having to deal with exactly the same grinding problems this month that I’d had to deal with last month…… and the month before that.

Having worked with a broad range of small business clients over the years I’ve built up a substantial arsenal of tried, tested and proven systems for business growth. But the interesting point here – and you need to listen up because this is a really interesting point – is that those techniques which promote growth also, and as a natural consequence, strengthen the business, reduce its vulnerability to failure and make life easier for the business owner. Now if you, as a small business owner, can take this on board it can truly change your whole perspective on how you should run your business in the future.

Accreditation is a formal, third party independent recognition of competence to perform specific tasks.

- Demonstrate your experience and competence as a coach through accreditation with the IIC&M.
- Stand out in the ‘sea of sameness’.
- Demonstrate that you have been independently assessed by one of the few legally recognised, autonomous Accreditation Bodies.
- Received pre and post support gaining your accreditation.
- Support your own Personal, Professional, and Business Development through a rich source of information in the Insight Magazine as well as recorded and live webinars.
- Be part of a growing global community of coaches who are all committed to creating excellence in the coaching profession.
- Demonstrate your professional growth in your experience by moving through to the higher levels of accreditation.
- Choose to demonstrate your Continuing Professional Development through gaining your Professional Coach status.

More information?
Contact
David Monro-Jones
david@IICandM.org
If, for instance, you have a business that’s achieving only very low profits, then most likely your cash flow and personal income won’t be too great either. True if you had more free time you might be able to look at ways to increase your profits – but those low profits mean you can ill afford to employ an extra pair of hands.

Continuing to trade in these circumstances is a constant struggle and what’s more the business, in such a weak financial position, is vulnerable to any sudden turn of events that are outside its control.

But what if you could break out? By committing only a small amount of time each week – just a couple of hours – you can start to test out some of the many tried and proven techniques for improving your profitability. By gradually chipping away at the problem of profitability you automatically provide an opening to resolve cash flow problems and reduce that constant vulnerability.

You really can do this!

There’s a huge repertoire of tools and systems you can bring to bear that can improve performance right across your business. It is also worth noting that this kind of development doesn’t have to soak up huge amounts of your time – you can start improving things at a nice-and-easy, gentle pace and before you know it you’ll be starting to reap the benefits.

If you are seeking to break out and get a better deal for your business and yourself, why not take a look at how you might start making things better?

How you can increase your value in the market as a professional, employee or entrepreneur?
by Bianca Tudor (Romania)

I think the awaken moment was when I moved to Bucharest to study, zero connections and outside comfort zone!

I got from zero connections in an unknown city, build a career, a business, a network of people, a community of women entrepreneurs and a unique concept of networking, networking and entrepreneurship.

How? Networking is a process, not an event!

Knowing the people, being curious to know their life stories, and keeping a close relationship with them = networking

After all, the value of your company is your value as an entrepreneur. What can you do for yourself?

I think we are approaching a time when we begin the transition from a mentality of “I” to one of “Us”. We begin to find time, a few -now at the beginning of a change of paradigm, for thinking- to be a little more attentive to those around us. We start to express ourselves with more commitment and passion. We begin to discover what it means actually starting to understand networking and the fact that it is a process and not an event.

Network, network, network

Almost all the conversations that I have with my customers, vendors and also friends or close collaborators are repetitive, obsessive right
around the same questions: how you can increase your value in the market as a professional, employee or entrepreneur?

After all, the value of your company is your value as an entrepreneur!

Not by chance I made this claim. Coming to study in Bucharest, I saw myself forced to do something, because I really wanted more than just a “warm” job in a multinational. Yes, I got to work in a multinational just at 19 years old, I am deeply grateful to the manager who recruited me and believed in me (Thanks Anne-Marie) Later, at 22 years old, I became a member and later Director of personal development and Training at Junior Chamber International Bucharest. Why? The desire to meet people and connect with other professionals who have the same objectives and that together they can grow and develop personally and professionally.

I vowed to sum it up my experience and to come with 3 steps for an effective network and networking. ... Yes, you can!

### THREE STEPS TO AN EFFECTIVE NETWORKING

1. **Create a personal relationship with people, know their story!**

   A warm recommendation during networking events, [Elite Business Club](#) for practice on the pattern of pitching, networking, and entrepreneurial pill.

   Conferences, networking events are excellent opportunities to meet new people. All contacts obtained or reconfirmed during these events are recorded in a database. Yes?

   **How do I networking at the events?**

   I prepare the participation in the event by setting the objectives of participation and find out who’s coming. I always end up earlier, even in Bucharest!

   **Two**, I schedule an enthusiastic mindset and positive (no one wants to discuss with a gloomy and pessimistic).

   **Three**, I connect with people encountered under common affinities or contacts and confirm a further meeting where I can present my company’s services.

   **LinkedIn**

   Will sound incredible and I am ready for it!

   My presence on LinkedIn, the professionalism with which I use this social network and the targeted activity, brought me the last two major projects in which I was involved and that helped me ENORMOUSLY to grow!

   I met Le Roi Bear, from South Africa, on LinkedIn, the partner of Female Leadership. Yes, we have connected, we exchanged ideas, visions and values, we discovered that we shared the passion for #Leadership and we created together #FemaleLeadershipOrganization. A project which was redefined in 2015 in Elite Business Women.

   Moreover, I got to work with the first Coaching Organisation in Europe, Noble Manhattan Coaching Ltd, as Regional Division Director for Alpha Group International, dedicated to business growth in SMEs sector.

   **How I get connected with Gerard O’Donovan CEO, Noble Manhattan?** Within the LinkedIn platform, the result has been already revealed!

   You already got the idea, isn’t it? The Alpha Group, dedicated to increase the SME sector, Female Leadership Organization, have brought me to Elite Business Women, a new business in the area of social entrepreneurship, combining two great passions: entrepreneurship and leadership.

   **Conclusion?**

   # Contacts quality, the quality of groups in which the person is a member, the type of comments that you post in discussion groups, all of this are a very good source of information and an important factor in designing a professional profile.

2. **LinkedIn**

   The most Elite actions, but also mines, are scheduled and advertised on Facebook.

   I see Facebook as well as Office work. When passing someone’s Office, I am always drawn to pictures, and the way in which the person concerned has a custom workspace. Thus, in an instant, I make a point of view about that person’s life. Photos and videos posted, links, applications, give a reasonably good picture of preferences and areas of interest of the person in question.

   **Conclusion?**

   Facebook is your Office at work, customise it so that you know to help you market your personal brand.

   **How you can increase the market value as an employee, contractor, and professional?** I hope this article will guide you!

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**ABOUT BIANCA TUDOR**

Bianca Tudor is the Founder of [Elite Business Women](#) and a Managing Partner of More Solutions.

A communication, enthusiast person. She never misses an opportunity to see the glass half full. Bianca enjoys creating new possibilities for herself. “Can do” attitude, career driven. Self motivated and open to change, not taking part in the action, but being part of it.

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**Customize**

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**FACEBOOK**
Selling is Coaching your Customer: The Secrets to Unlocking Top Sales Performance Success

by Guy Anastaze (Switzerland)

As the true raw material of successful business, customers are the raison d'être of all companies. The need to take care of customers over the long term is a fundamental reason why selling should be considered as a process of coaching your clients.

Customers know in their heart what they want, even when their preferences are not fully conscious, or are not clearly expressed or even clearly felt. The readiness of customers in identifying what they don’t want can often reveal interesting avenues for exploring what they do want. Your role as a sales professional is – at every level – to help make customers aware of their needs, their desires, of what they love. Ultimately the goal is to make clear all available options, laying out realistic final choices and assisting customers in making a choice which will benefit them in the long term.

People are naturally resistant to change, and any purchase represents an act of change. As a salesperson, your second role should be to accompany your client through this change while measuring their ability to tame this fear of change, ultimately becoming fully and consciously happy with their final decision.

Setting out the choices for your clients and ultimately helping them to accept their final decision – and the relationship between the two – are at the heart of the attitude which defines a successful seller.

What essential characteristics, then, might a seller draw from a professional coach to improve their capacity to develop strong long-term customer relationships?

These two elements of setting out the choices for your clients and ultimately helping them to accept their final decision – and the relationship between the two – are at the heart of the attitude which defines a successful seller.

So what essential characteristics can a seller draw from a professional coach in order to enhance their ability to develop strong customer relationships over the long term?

There is a popular saying in the US: “people buy from people they like.” Far from being untrue, this adage is inaccurate in an important way, failing to identify the deeper cause of the willingness to buy. I suggest that the more accurate phrasing would be: “people buy from people they trust.” You can be a wonderful person, creating a strong positive impression on clients, and still fail to close deals. It is the level of trust in your relationship with your clients which will ultimately dictate their willingness to buy.

And this is one of the main reasons the sales profession is sometimes viewed unfavourably; too many people having placed their trust in someone only to be disappointed. It will make no difference – in these situations – whether the client could most accurately be said to have let themselves be taken advantage of. Developing a well-deserved position of trust, built upon the repetition of small day-to-day actions to reinforce this trust, is crucial to any salesperson.

Trust may take months to build and only seconds to destroy. All too often this simple and obvious truth is either disregarded, or allowed to inform behaviour in counter-productive ways. Beginners to the field of sales, for example, often avoid saying things which they believe might be disturbing to their clients. This reluctance to risk damaging the trust which they have developed so far is counter-productive and limiting. Instead of making proper use of the freedom afforded to them by the trust they have already established, these salespeople limit the strength of their sincerity, ultimately reducing the level of actual trust in their relationship with their client. In a true atmosphere of trust, one can say almost anything.

Trust is founded on three main components: sincerity, respect and empathy.

Sincerity allows the client to have confidence in you, knowing that they can count on you to tell the truth, even when they don’t agree with you. This creates an open, honest and enriching dialogue which will allow you and your clients to build together on a sound basis.

Respect creates a protected interpersonal space within which your client is encouraged to reveal themselves. In this atmosphere of respect, confidentiality can be established.

Empathy reinforces and deepens this sense of respect and trust, generating a compassionate communication environment. Empathy is intrinsic to all humans, even if some don’t use it as often or as powerfully as they could. Empathy can be developed and strengthened by employing a variety of methodologies, for example Marshall Rosenberg’s Non-Violent Communication approach.

These are some of the essential characteristics which will distinguish a salesperson as a valued interlocutor, sought after by clients and considered among the best in their profession.

We explore more of the fundamentals and intricacies of the sales profession in Authentic Selling: How to boost your sales performance by being yourself. What is the key to true long-term success in sales? Is selling an art, or a science? Why has selling become an unpopular profession? How can its nobility be restored. Above all, we explore why selling starts when the customer says no. Authentic Selling will equip you to unlock these secrets and more.
What if publishing a book was quick and inexpensive and could generate new business, convert your leads and establish you as a published expert? That’s the kind of thing that can really grow a coaching practice!

In this article we will show you how by:-

1. Comparing old publishing vs. new publishing.
2. Exploring the 3-axis model, which allows you to map your business against three criteria.
3. Identifying four amazing sources of business growth.
4. Exploring book publishing on Amazon to gather traffic, create conversion and grow your business.

The main concern when you mention writing and publishing a book is that it sounds like hard work!

On the plus side, the public believes the same. They understand that getting a book published is a one in a million shot and that to have a book published, you must be special. They assume that an author is a special, talented and elite person who has managed to make their way through all of these barriers, and this works in our favour.

The Old Publishing Story

The reason most people don’t consider publishing a book is because they believe the whole process is simply too hard. It involves things like -

• Working for years to perfect a manuscript
• Shopping that manuscript around to agents
• Dealing with endless rejection letters
• Then, if you get an agent, shopping the manuscript to publishers
• Dealing with more rejection letters
• Then, if you get published, becoming one of the 90% or more authors that never sells out their first print run

No matter what kind of coaching you’re involved in, whether it’s business or life coaching, it is a struggle to create enough business. This article is about addressing that problem in a way that most people don’t consider because it seems to be too challenging.

It’s completely FREE TO SIGN UP as a loyal listener, and get access to all previously aired shows!

~ Stay Tuned! ~
2. Conversion - taking someone from “this is interesting” to “I’m in”. It can be something small such as liking your Facebook post or subscribing to your YouTube channel. Better conversion is someone sending you money for a coaching season, better yet sending you a check every month for a coaching program. That’s the kind of conversion we’re interested in, and all the traffic in the world means nothing if you can’t convert.

3. Great traffic and conversion means very little if you don’t have a solid slate. A slate is a list of products and services that vary in price and delivery time. A good slate has something cheap, something moderate and something expensive with something you can buy once alongside options you need to renew monthly or annually. There are businesses whose cheapest offering is a $20,000 service, and it’s really hard to hire them.

When you are doing well in these three areas, you’re doing well in business. If even one axis is unhealthy, you are into all kinds of trouble. Luckily, there’s a solution that supports all three of these axes; publishing a book.

- It brings traffic through websites like Amazon.com
- It brings conversion by creating authentic relationships, making a contribution and positioning you as an expert
- It widens your slate by adding a low cost, low barrier to entry product to your slate

The key to leveraging books to support business growth is to consider the benefits that a book can bring your coaching practice through the lens of the 3-Axis Model.

The 3-Axis Model

Let’s look into your business using the 3-Axis Model because every business, coaching or not, has three critical axes.

1. Traffic - online and offline visitors to your business. In the old days, traffic was people walking past your shop. These days, it is primarily people stopping by your social media, YouTube or website. The more traffic you have, the better off you are.

2. Conversion - taking someone from “this is interesting” to “I’m in”. It can be something small such as liking your Facebook post or subscribing to your YouTube channel. Better conversion is someone sending you money for a coaching season, better yet sending you a check every month for a coaching program. That’s the kind of conversion we’re interested in, and all the traffic in the world means nothing if you can’t convert.

3. Great traffic and conversion means very little if you don’t have a solid slate. A slate is a list of products and services that vary in price and delivery time. A good slate has something cheap, something moderate and something expensive with something you can buy once alongside options you need to renew monthly or annually. There are businesses whose cheapest offering is a $20,000 service, and it’s really hard to hire them.

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- It widens your slate by adding a low cost, low barrier to entry product to your slate

Amazon.com is the online home of what we term purchasing traffic. The people who visit Amazon are looking to buy, as opposed to people searching via Google, catching up with their friends on Facebook or checking out pictures on Pinterest. If they are on Amazon, they’re ready to buy, so this traffic is hot.

The second thing is that, according to some estimates, as much as two thirds of all online sales happen through Amazon. This one website now sells more than Walmart, through all of its brick and mortar stores.

The Basics of Amazon SEO

Amazon SEO works in a similar way. You need to have the following factors all pointed in the same direction –

- The name of the book (like an H1 tag)
- The tag-line of the book (like an H2 tag)
- The description of the book (the body of the copy)
- A great cover image (named appropriately)
- As many reviews as possible

When you do those things well, having aimed your book at the right keywords, you will be able to rank your book on Amazon, get traffic and sell books.

Finding Amazon Keywords

It is possible to find the keywords people are already searching for on Amazon. Not only can you find what people are searching for, but you can also find out how many other books are competing for those search terms.

Imagine doing the research that yields the kinds of keywords that have high search volume and low competition, then using those as the chapter headings of your book? What you have there is a recipe for success on Amazon before you’ve even begun.

You can use websites like www.merchantwords.com or just type ‘Amazon Keyword Search Tools’ into Google and investigate the options for yourself.

The Truth About Amazon

Amazon is an SEO environment like Google, and if you follow the rules of Amazon SEO, you can get amazing traffic.

To get Google SEO right, you need to consider on-page and off-page tactics. On every web page you wish to rank with Google, you need to have the following factors all pointed in the same direction –

- The H1 tag (the heading of the page and what it’s about)
- The H2 tags (the sub-headings)
- The copy itself (which needs to focus on what the page is about)
- The names of the image files (not just DSC8391.jpg)
- The alt tags of the image files (which describe the image)
- The copy of more than 300 words

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When you do those things well, having aimed your book at the right keywords, you will be able to rank your book on Amazon, get traffic and sell books.
To find the competition for any given keyword, the phrase ‘business coaching’ has a volume of 36,000 searches per month, according to MerchantWords, so I visit Amazon and search ‘business coaching’.

Amazon lays the results out, category by category like in this screenshot. We can see that there are only 442 competitors under the Training sub-category, and since we find that we can rank for pretty much anything under 10,000 competitors, this is hot traffic waiting to happen!

The New Tools of the Trade

Let’s assume that you have a bunch of keywords that will inform your chapter outline and that you’re ready to write. What new tools of the trade will make everything possible?

1. The publishing platform we use is www.createspace.com. It’s free to join, it automatically connects to Amazon, and it allows you to publish both paperbacks and ebooks. They charge you a percentage when you sell, but take care of everything else. There are other options, too; for hardcover we use www.blurb.com.

2. To edit our books we use the freelancing platform www.upwork.com. It’s free to join and you pay a percentage of the fees when you hire people. It’s a great way to connect with the hundreds of editors waiting to edit your book.

3. To design your cover, create illustrations and lay out your manuscript you can also use www.upwork.com. There are hundreds of talented creatives waiting there to help you.

Wrapping it Up

Every successful coaching practice needs three things; traffic, conversion and slate, and a book can help you in all of these areas. If you want to know more, read my book ‘The Fast Book Handbook’ (!) which you can buy on Amazon. I encourage you to consider what publishing your own book might bring now that you know how easy it is.

There is something about a book that still holds status in the marketplace. People think that if you have published a book, you are an expert.

So then what are all our struggles about?
If you would ask the question from other coaches: How to put your name out there or how to attract your first clients? You would have 1000 different answers.

The simple secret is that we have to find “THE” working method which is suitable for our business and as many coaches there will be as many different choices.

The first step is to know ourselves as an individual. The second is knowing about the available marketing solutions. Then we are ready to make a choice where and how to start.

I would say that the most exciting way to discover our inner marketing expert is to start to implement some ideas to all main lines such as social media, free online tutorials, marketing seminars, books and networking events.

Then we will realise that in the busy everyday routine which will be the most interesting for us, which will be the one that we like to do on a daily basis because that one will be ours, the most suitable one.

Updating our social media sites every day is not enough. The content has to be different from others and it has to be interesting for our readers. There has to be a balance between the number of post and the quality of them. And based on my own experiences the quality content is able to create the required number of followers even if we do not post every day.

ABOUT TIM LEVY

Tim Levy is an Australian author, speaker, consultant and coach. He runs a strategic marketing and production agency based out of Austin, Texas. His company works with purposeful CEOs and entrepreneurs on clarity, strategy and digital content production for business growth. He routinely speaks for leading organizations like Vistage International, Conscious Capitalism and Secret Knock.

He has a particular focus on web technology and digital content including books, CDs, online training and broadcast television. He has written and published ten books including The Fast Book Handbook which shows how to write and publish a book in a matter of 20 hours or less (available on Amazon). His nationally broadcast television show The Life Unlimited ran for three seasons. He is focused beyond the dollar on things that are meaningful, intentional and bring a little something extra to the world.
Businesses Come Together To Grow
by Rosana Nedelciu
iCN Journalist (Romania)

The 17th of May was a great day for the launch of a new leadership program of the Alpha Group in Romania. I realised it at the end of the first Masterclass, when interviewing both participants and organisers and after having witnessed myself the results of this very practical, solution-oriented business coaching session.

Dedicated to leaders of Small and Medium Enterprises (or the engine of a country’s economic growth, as Gerard O’Donovan, CEO, Noble Manhattan and TAG explained), the concept of this series of master classes is as natural as it is powerful: leaders come together and help each other succeed and create friendships with people alike, people who understand them, other Alpha men and women.

And so it happened.

In a small gathering at the Hilton hotel in Bucharest, complete strangers at 9 am parted as friends and idea-partners at 3 pm, refreshed, energised yet relaxed, and with at least 3 excellent solutions or ideas for a new perspective, in their pocket. Under the supervision of Viorica and Laurentiu, Regional Managers of Alpha Group, business owners learnt how to switch off from their own problems, yet continue to train their minds by focusing on other businesses and acting as consultants to the other participants. In turn, they had everyone else thinking and focusing on their problems and offering them possible solutions to ponder on.

Brilliant, isn’t it? It reminded me of those logical reasoning problems we sometimes play. You know, when you are given a situation in a few words with an outcome that doesn’t seem to be in the picture and you have to find out what exactly happened that led to that outcome. And you are trying and trying and every explanation you think of is wrong... and at some point, the moderator asks: “Would you like a helping problem?” And your first answer is “Why on Earth would I want another problem? I can’t even figure this one out!” But you do, you do need another problem. Because it helps you switch off from this one, but without switching off from exercising your mind.

And just a few minutes after thinking about the ‘helping problem’, boom! You figure out the solution to the first one, and it all seems so clear and, yes, logical! Except in this session with the Alpha Group, you do not only get to gain a fresh perspective yourself, but you benefit from the trained mind of other leaders, put to work for your benefit.

I'm in love with the concept, especially since, besides the Executive Board sessions, its format also allows for a consulting input from The Alpha Group Regional Managers on areas where leaders shouldn’t spend so much time on. That is the “how to”. The session I attended offered the participants some excellent tips and tricks regarding the recruitment and selection of valuable candidates, and all done as a very good exercise.

All in all, not only did I enjoy sitting at this round table of Alpha minds, but I also had my own A-ha! moments and met some intelligent and passionate business owners that I will be seeing again soon.

If I were leading an SME, I would definitely want to be part of this TAG community (and no, no one is paying me to say this). For the reasons I already mentioned and because of what one of the participants so brilliantly outlined towards the end of the second Executive Board Session: „Thank you all for understanding the problem.”

Because I knew it wasn’t just about someone having the intelligence to grasp complex concepts and strategies (although it is important!), but also about someone getting you, about kinship. As an organisational development consultant, I am used to 360 degree feedback so I did the same here, talking to some of the participants, the organisers and the special guests to try and give you a more accurate view of what this program could do for you. And after you have attended one or a few sessions, and you want to share your opinion about it – or any other excellent leadership program you know -, you can always contact me at rosana@international-coaching-news.net.

Participants: Maria Erzian (ME) and Dan Constantinescu (DC)

iCN: First of all, how do you feel now?

ME

I feel relaxed and I have many ideas.

DC

Although I should probably be very tired – because there was lots of information – I am very relaxed. I am the kind of guy who loves procedures and this meeting wasn’t about procedures (laughs). I didn’t even know how it was going to be like, or what we were going to talk about, but I liked it.

ME

I loved the fact that the format is different from all the trainings I went to, where somebody comes and gives you a solution that doesn’t actually help you and which is more of a lesson, than an open discussion. Even more, this was a confirmation of all the participants, I believe, that we are not a wrong path.

iCN: Is this a working method you would use with your teams?
ME: Definitely, especially when you have to cover a large area with a limited number of people.

DC: As much as I stick to my procedures, it is obvious that you can only create a strategy together with people. I can’t go and tell my management team “This is the strategy”, if they don’t understand it. You have to discuss it openly with them. You have the obligation to formulate it, but not to enforce it on your team.

iCN: Will you be coming to the next sessions?

ME: Definitely yes.

DC: Yes, I will too.

iCN: One last question. What is the greatest benefit out of this session?

ME: It is no surprise to me to find out that we all have the same problems, we all fight the same mentalities and although in particular, we are all thinking of how to do things, how to solve our problems, a lot of times, because of a number of factors, we let small problems become big problems. But by becoming part of this community of managers, through sympathy and empathy with the other, we can solve them.

For me, the greatest benefit is the chance to transform into visions the ideas and plans that you have, with the help of the group. This is not a professional group where people fight each other for their own ideas and inventions, nor is it an academic group where we create friendships. And these friendships create the biggest challenges they have in their business, information and they work together to overcome them. And this can lead to a new vision for the participants and even for ourselves.

iCN: What is the greatest satisfaction you get when organising such sessions and how do you measure the result?

LM: I think it went well, especially since Colin and Gerard were here and motivated us in a way. I am glad that everybody got something out of it. And that something is a new concept in the market, a concept we will be developing further.

We measure the result by having constant members. This is a clear result, seeing participants coming back session after session. And the biggest satisfaction is just like the one we had today when Maria, one of the participants, told us “Yes, I have at least 3 ideas that I will immediately use” or when Dan said that many of the ideas presented today were ideas he had thought of himself. For us, these are confirmations of the fact that The Alpha Group is not a theoretical idea, but as we like to call it, a board of people who know what it is about and who can share their knowledge and experience.

It is important for Romanian entrepreneurs to have wonderful members, local business owners, so I am very pleased.

iCN: So this is the beginning of a beautiful new friendship? Can I say friendship?

CL: Indeed. When people get together and they bear their souls and they gain new information and they work together to overcome the biggest challenges they have in their business, that creates friendships. And these friendships are almost carved in stone for the rest of their lives. And they will lean on each other, they will look forward to seeing each other, and they will spend time together outside of this meeting.

iCN: Today we talked about businesses differentiating themselves from other businesses doing the same thing. How does The Alpha Group do it?

We like to classify ourselves as disruptors in the marketplace. It is not a new concept, other groups have been doing it for 50 or 100 years. So when we looked at what we wanted to do with TAG, we had to look at our competitors, we analysed what they were doing, good and what they were not doing so good.

When we built our concept of TAG, if I was to put one word into place which encompasses what we do is holding our business owners accountable for implementing changes within their business.

iCN: Is there any message that you would like to transmit to our readers who are leaders of SMEs?

Sure. Most people are looking for the edge. What they can do different from their competitors. They find they can’t change their prices or products or services. So what do they do? Well, they come into rooms like this and work with other people who are experienced in business and help them to overcome some of the biggest challenges they are facing, but more so to gain clarity on how they should run their businesses. It is a tough place in your business, there is no doubt about it. People who do not find places to almost vent their feelings and emotions, are stuck in that place, clouded and no clarity. Here they gain clarity, gain suggestions and solutions from their peers, people who have lived it, who have experienced it and are willing to share that knowledge and experience.

iCN: If there are readers who would like to join this program, can they do it at any time? And how do they get in contact with you?

Sure, they can join at any time. They can approach Laurentiu or Viorica or they can approach us directly at info@the-alpha-group.biz.

Organisers: Viorica Ionita (VI) and Laurentiu Marin (LM)

iCN: Viorica and Laurentiu, you both lead this first session today. How was it and how do you feel now?
In recent years the coaching and mentoring industries have taken a huge step forward to becoming professional. The International Regulator of Coaches and Mentors (IRCM) was approved by the UK Government to protect each client and student of a coach or mentor or training organisation.

The IRCM are working with the Accreditation, Professional, and Trade Bodies to ensure that the professions of coaching and mentoring raise their standards. The IIC&M was founded in 1999, with the aim to raise professionalism within the coaching and mentoring professions through defining the standards for accreditation. The IIC&M is the first, and currently only, accreditation body to be approved by the IRCM, in recognition of the calibre of our service to the industry.

Accreditation is a formal, third party independent recognition of competence to perform specific tasks. The IIC&M is the approved International Accreditation Body for Coaching and Mentoring, whose focus is to create excellence in the coaching and mentoring professions. Creating excellence has multiple focuses:

- Knowing that if you select to work with an IIC&M Professional or Accredited Coach or Mentor you will be working with someone who is demonstrating not only their quality as a coach or mentor but also their level of competence.
- Demonstration of professionalism.
- Continuing Professional Development.

Coaching has transformed over the last 16 years, moving from relative obscurity into the accepted norm for personal and business growth. This has led to a massive increase in training providers. The challenge for the unsuspecting client of both coach training and hiring of a coach is the wide variety of standards. Therefore, it is now imperative in my view, that coach training organisation and coaches align themselves to a professional organisation and ensures their coaching and their courses are accredited. The other imperative is for clients, in order to protect themselves and their investments, my strong advice would be to only purchase services from organisations or coaches who have reached the standards required by an International Coaching Organisations such as the IIC&M.

Why it is that someone can call themselves a coach or a mentor when they are not? There is danger in the unregulated system that we currently have whereby clients are working with coaches or mentors who are not professionally trained, qualified and accredited at the highest standards. That is no longer acceptable. Clients must have confidence that the coach or mentor they have hired has the necessary knowledge, attitude, skills, habits and experience to provide exactly what they need. They need to know that they can trust the standards that the coach or mentor confirms that they have attained. And through the attainment of these levels of accreditation, coaches, mentors, and training providers can provide categorical validation that they can do what they say they can do. To that end, the IIC&M will never renege on its commitment to set, maintain and enhance the quality standards for coaching or mentoring excellence.

- David Monro-Jones AFC AMM, Business Coach and Mentor, IIC&M Managing Director

Professional and Personal Support
Join the IIC&M!

How does any client make a selection? They tend to focus on the differentiators between you and all the other coaches and mentors out there. So to stand out in a sea of sameness you need to be creative when it comes to making it easier for prospective clients to find you. That’s where the IIC&M will help you; being accredited gives you some leverage, it adds to your credibility, it is reassuring to the client, and it shows you’re committed to your profession.

- Dawn Campbell AMC AMM, Health Coach, Author, Editor, Head of Sales and Marketing (IIC&M)

Be different! Gain your accreditation with the IIC&M and stand out in the ‘sea of sameness’. How? There are many ways, and to mention just a few:

- Join the IIC&M and demonstrate your quality as a coach or mentor by attaining the level of accreditation that confirms your experience and competence as a coach or mentor.
- Be listed on the IIC&M’s Directory of Coaches or Mentors.
- Gain your professional status and demonstrate both your accreditation as well as your commitment to your on-going and continuous personal and professional development.
- Being a member gives you access to the monthly Insight magazine as well as the large range of webinars (live and access to the historic recordings).
- Take advantage of the access to coaches and mentors worldwide, for networking, business development and growth, support, supervision, coaching and/or mentoring.
- Joining the IIC&M gives you the opportunity to benefit from advice, guidance, support, as well as the opportunity to promote yourself through the opportunities provided by the IIC&M.

Demonstrating your commitment to your professionalism gives you access to the IIC&M which is an incredible resource. Contact David Monro-Jones (david@IICandM.org) to learn more.

IIC&M

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www.IICandM.org
www.IICandM.org/ICNissue15
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Curly Martin AFC AFM, International Bestselling Author, Director, Coach, Head of Standards and Ethics (IIC&M).
A félre értett life coaching

by Krisztina Csurgó
– iCN Journalist
(Hungary/Egypt)

A life coaching képzések aranykorát éljük és ez a tény sokféle színészét general mind a szakmán belül, mind pedig azok körében, akik jelenleg csak terveznek a szakmába kapcsolódni. Bárki lehet coach, bárki elvégezhet egy life coach képzést. Azzal azonban muszáj tisztában lenni, hogy a life coach kurzusokat szigorúan továbbképzésként kellene értelmeznünk, egy önálló szakma kitanulása helyett. Ez valami olyan, mint amikor egy szakács, elvégez egy sushi kurzust. Ettől ő nem válik majd sushi nagy mesterré de képes lesz arra, hogy beépítsze a munkájába a frissen tanultakat és ezzel erősítsze azt a bázist, amire építhette, amire adott esetben egy önálló üzletet is felépítheti. A szakmai fortélyainak tárháza kibővül valami különleges kézséggel, aminek bármelyik pillanatban a hasznát veheti.
Ha képesek vagyunk így hozzáállni a life coaching kérdéséhez, akkor hirtelen az üzetépítéshez kapcsolódó viszonyunk is megváltozhat, hiszen láthatóvá válik, hogy nem a friss ‘továbbképzésünkre’ kell fókuszálni, hanem az alap tevékenységünknek.

Az online található marketing megoldások a saját coaching üzletünk felépítését célzóan kicsit olyanok, mint, amikor egy alapok nélküli épületre szeretnénk nagyon kreatív, egyébként működő építészeti technológiát alkalmazni azért, hogy egy különleges szerkezetet kapjunk, aminek majd várhatóan többé is a csodájára járnak.

Ez egy téves stratégia, ami szinte biztosan nem hozza el a várt sikert a szakmai életünkbe.

Sokkal logikusabb és hatékonyabb, ha tudatosan kapcsoljuk a life coaching kurzus keretében tanultakat a már meglévő szakmákkhoz. Ha így teszünk együtt egy nagyobb az esélyunk arra is, hogy valami teljesen újra vezetőt kapunk létre, olyan szolgáltatást, ami jelenleg nem él juszt, mert nem létezik még.

Végében de számos változatosság van annak, hogyan lehet a coaching képességeit más szakmákkal ötvözni és azt hiszem, hogy amikor a life coachingban rejlő határszint sokról hallunk, akkor erre a speciális kombinációra kellene gondolnunk, mert az állítás, miszerint a life coaching a legújabb bomba sikeres, ebben az olvasathat válhat valóssá.

Azok a friss coachok, akik a life coachingot egy második szakmaként kezelnék, gyakran szembesülnek azzal a rideg valósággal, hogy nem képesek előbb jutni és a kurzus után, minden erőfeszítés ellenére sem tudnak klientúrát építeni.

A hiba pedig a rendszerben van. Abban a rendszerben, ahol senki sem teszi világossá, hogy hogyan is képes a kurzus anyaga NEM önállóan, hanem összefűzésre feltételeznünk más szakmákkal funkcionálni.

Mivel a coaching munka valójában kézsegek edzése- nevezetesen egy támogató szerepehez való kézsegek összességének trenirozáson fontos lenne tudni, hogy kikagadva egy complex rendszerből, ez a kézseg nem elegendő arra, (és nem is hivatott rá) hogy egymában megálljon, mint szolgáltatás.

Ha tehát egy másik perpektívából próbáljuk szemlélni a life coachingot, biztosan sokkal kreatívabb és egyediabb, értékesítésre jogosan alkalmas szolgáltatásokat tudunk majd létrehozni és könnyebben boldogulunk a hozzá kapcsoló üzletépítésében is.

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