



12 non-icky ways to attract Coaching Clients

Coaching is a heart felt, integrity filled, Goddam gorgeous profession. So why does so much of the advice around getting clients seem to involve cheesy and manipulative techniques that are straight out of icks-ville?

Well, I say 'NO MORE!

Here are 12 totally non-icky ways to attract coaching clients, (the right clients) and leave your soul & dignity intact. Swearsies. Jo x



1

Blogging - I know, the world and his donkey suggest you should be blogging and you know what, you don't have to blog! I know, get me rebel rule breaker! Blogging IS a great way to connect with your audience but it's not the only option and it's not compulsory. Blogging isn't everyone's cup of tea and that's cool. The key to giving good blog is to find subjects that your audience are interested in (actually that's true for any kind of content creation.) Make a list of common questions you get asked - think real words that real people use. Then let your voice and your opinions shine through.

2

Video - You're a coach - so you're good at communicating (listening, questioning, teaching - they're all key coaching skills.) Video is a great way to connect with your audience. You don't need fancy pants equipment either - your webcam or even your smartphone will work super well. Hint: The secret to great video is talking as if you would one on one with someone. Maybe write yourself a few notes before hand, keep it short, snappy and to the point.

3 **Podcasting** - You're a coach so you're good at talking (see above!) Podcasting is a great way to build an audience and show off your knowledge/approach and general loveliness to the world. Podcasting can be a bit tricky tech-wise so give yourself a few weeks (and maybe think about getting some help with the set up) to get up and running - especially if you're wanting it listed in iTunes.

4 **Speaking to local groups** - Think of groups that might love a bit of input from yourself - and that have an audience of potential customers for you. Then think about possible subjects that would interest them. Scared of public speaking? Try a demonstration instead - for example, if you're a nutrition coach, demo cooking a healthy meal with 4 simple ingredients. Or take the group through a coaching exercise. Put the focus on your audience and how you can help them and forget about trying to 'sell' - if you do it right, your services will sell themselves to the right people.

5 **Interviews** - conducting interviews is a fab way to connect with interesting people, thought leaders and the cool kids in your industry. PLUS it will allow you to borrow a bit of their fairy sparkle glam dust (not to mention web traffic) and position you alongside them.
Being interviewed - This one might be a bit scarier but how about pitching yourself as an interviewee? Think about what your story and angle in (What you can offer the interviewers audience - ('I'll show you how to build your dolls house collection using only rubber bands' - or whatever!) Then write a polite, personalized email to the show/blog host, suggesting yourself and explaining how you think your take on things will be of interest to them and their audience.

6 **Guest blogging** - If you love writing, this is a perfect way to gain exposure to a larger audience than you currently have. Choose topics related to your niche/audience and find publications that accept guest posts. Mind, Body, Green, Tiny Buddha, Elephant Journal are all great places to start. Study their style and look for areas where you can add your own opinion or view. Follow the submission guidelines on their site and away you go.

7

Free workshops/webinars - if teaching's your thing then webinars and in person free workshops can be a really nice way of building your audience and giving them chance to get to know you and see you as an expert. I know coaches who've built their entire practices this way.

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Collaborations - Running a business on your own can be lonely - so collaborations are great for giving you a creative boost, a buddy, and a ton of new ideas and audience members. Look for people in your network who you already get on well with- they could be other coaches or people in a complimentary areas (think nutritionists, social media mentors, yogis, etc.) Then reach out and ask if they'd be up for brainstorming some ideas on how you can collaborate. It might be something as simple as an interview exchange or a whole new course you're going to launch together. The beauty of collaborations is that you each get exposed (ooh er missus!) to one anothers audience. Whilst having fun in the process. Win bloody win.

9

Groups - Think Facebook, G+ communities, local meet ups and everything in between. Groups are a wonderful way of connecting with similar and like minded people who might 'get' what you're doing. Even if the members themselves aren't going to become your clients, they are great places to find referrals, support and community. One note though - don't be pushy or salesy. This is usually a big turnoff (think how you'd feel, hanging out with a group of really cool friends when one of them suddenly started to sell you a really nice set of steak knives - total ick right?) Hang out, be nice, don't be a dick, be helpful to people, ask for and offer advice. Become an active part of the community and take it from there.

10

Friends & family - This is such an obvious one but it's amazing how few people actually ask their family and friends for leads and referrals. These people already love you and think you're wonderful and simply talking to them about what you do and the kind of clients you can help can often produce a slew of 'Oh, I should tell about you - you're exactly what she needs!'

11

Past clients/work colleagues - again, just like friends and family, past clients and colleagues already know how skilled, talented and all round amazing you are! So tell them what you're doing and what kind of clients you're looking to work with and take it from there.

12

Free sessions - coaching is a process and this can be difficult for people who've never been coached before to understand its power unless they've tried it. For this reason, free sessions can work great for coaches. However, treat them with the respect they deserve and you're clients are more likely to as well. I recommend having a set duration for your session, make it a one time offer (which they forfeit if a client is a no show) and for one session only.

There are probably a *gazillion* more ways you can attract clients to your business - it's easy to get overwhelmed by all of the options. (Oooh Shiny!)

My tip? Choose 1 or 2 that feel good to you and really go all out on them. If you find that one isn't working so well, cut back on it and choose another. You're far better off focusing on 1 of these things & doing it really well, then on 4 or 5 of them half assed.

Because ultimately this is about creating a coaching practice you love, have fun with AND makes money. (Yes -it's totally possible - I promise!)

Jo x