

12 non-icky ways to get coaching clients

(cheese free-guaranteed!)



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Hey There!

Coaching clients are the lifeblood of your business, but when you're first starting out (and in the first few years of your biz) getting a consistent stream of clients can be a challenge.

And once you get your head around that fact, you've also got the issue of HOW to get them – and how to do this in a way that doesn't resort to tactics, systems or tricks that leave you feeling like a dodgy used car salesman and in need of a shower.

But have no fear. Here are 12 totally non icky, sleazy, or manipulative ways to attract coaching clients. No gimmicks, sales patter or fancy technology required. Cross my heart.

Before You Do Anything Else!

You **MUST** be able to tell your potential new clients *how* you can help them.

You don't need a niche – but what you absolutely need is clarity around **WHO** you help and what **results** they will get from working with you.

Generally, People don't *get* coaching.

They don't care about your process - they just care how you can help them.

Explain that first and foremost. Make it tangible, and use language that normal people use (i.e. not *coach speak*)

And One MAJOR Caveat...

Don't try and do them all of these techniques – that way lies crazy-town!

Choose 2-3 of these that feel good to you – a stretch maybe, but not terrifying.

Choose the techniques that are already your strengths (e.g. if you love writing but hate public speaking, choose blogging over running workshops)

Do them consistently for a few weeks.

Reflect – which are working for you? How can you get even more results?

Reflect, Review, Adapt

Coaches tend to be great communicators – so video is a natural way to capture this.

The beauty of video is you can repeat it as many times as you like until you're happy with it.

Imagine the camera is your best friend/ideal client and talk as if you're just talking to that one person.

Don't just stick it on YouTube and forget it – share it on social media, use it as part of your free offer, create a video course etc.

1. Video



You're a coach so you're good at talking (see previous!)

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 setup) to get up and running - especially if you're wanting it listed in iTunes

2. Podcasting



You don't HAVE to blog – but it's a great way to connect with your audience and one of my preferred ways of communicating.

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.

3. Blogging



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 – e.g. if you're a health coach, demo cooking a healthy meal. Life coach? 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

4. Speaking To Local Groups



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.

For a slightly ballsier approach, think about pitching yourself as a guest to be interviewed on podcasts or other blogs.



Have a look at the sites your ideal clients might read.

Look for things like: Write For Us, Contribute, Guest Posting on the site

Study the tone and style of the site along with the types of posts that have already been done.

Follow the submission guidelines, take a deep breath and ...

Submit!

6. Guest Blogging



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.

Host a regular teleclass, group coaching session or office hours.

The technique allows you to strut your stuff and show yourself as the expert you are.

I know coaches who've built their entire practices this way.



There's power in numbers and collaborations can be *fun*

You each get additional exposure and can reach a wider audience than you would on your own.

You could team up with another coach or even someone in a complimentary industry.

8. Collaborations



9. Online Groups

Think Facebook, Google + and LinkedIn, along with local 'in person' groups where your idea client might hang out.

Don't spam

Listen, help out, join in

This is about building relationships and allowing people to get to know you.

It's a slow burn – don't try and 'sell' yourself and never DM people unless you've got their permission first.



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!'

10. Friends & Family



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.

Draft a short email. Tell them what you're up to and how you help people.

Offer to talk to them if they'd like to know more.

Ask if they know anyone who'd benefit from your services.

11. Colleagues & Work Contacts



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.

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 is a client is a no show) and for one session only



Which 2 or 3
are you going
to choose?



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 2 or 3 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!)

Finally...

It's totally possible to make a good living as a coach – YES even as a life or health coach not selling 'how to build your coaching business' programs ;-)

You need 3 things:

Clarity – who you work with and what the transformation is you provide

Getting yourself in front of people – this means telling people what you do, how you help and how they can work with you – consistently and confidently

Persistence – it takes time to build a business. But you don't have to do it alone – find your support network – check out my free Mastermind:

<https://www.facebook.com/groups/TheCoachesCollective/>

See you over there – Jo x