Marketing Your Coaching Business

Creating a comprehensive marketing plan is vital to effectively reach and engage your target audience. Let's start with a recap, yes if you have done the work this will be really easy and now you can add it all together.

1. **Identifying Your Target Audience**
   Start by defining who you are marketing to. This understanding will influence your messaging and the channels you opt for. If you haven't already crafted your identity or identified where to find your audience, revisit Chapter 2 and Chapter 6.

2. **Setting Objectives**
   Set clear, measurable goals. Whether it is getting 10 new clients in the next 3 months or getting your first client, setting objectives gives you specific targets to aim for.

3. **Choosing Marketing Channels**
   Select the channels that best connect with your target audience. The right channels will enhance your visibility and engagement with potential clients.

4. **Implementation**
   Consistency is crucial in marketing. Implement your strategies consistently, as potential clients might require up to 20 touch points before deciding to engage with your services.

   Think about the way you buy and make your buying decisions. These touch points can happen over a matter of minutes, days or years.

   When you have been thinking about things for a while, 1 new touch point may be enough. Other times it is because the service provider has articulated the pain point so well, that you know you, just must sign up now. That can be you, for your clients when you do the research, gain the understanding and implement consistently and often.

5. **Test and Measure**
   Continually test and measure the effectiveness of your marketing efforts. Regular reviews of your plan allow you to make necessary adjustments, ensuring that you are not wasting resources on ineffective strategies. Data-driven decisions are key to a successful marketing campaign.

Word of Warning

Yes, it is tempting to jump straight into paid advertising or hire a VA to do the work for you.
Both are great options down the track.

For now, you need to do the work and here is why:

1. You need to know what you are selling
2. You need to know your audience really well
3. You need to be getting your systems working well

Once you are generating an income and know what you need someone else to do then you can hire a VA. Paid ads will give you a great return on your investment when you have sold your coaching packages first. Rushing into paid ads may turn out to be an expensive lesson in how not to market.

This worksheet is designed to guide you through the process of planning your marketing strategy, helping to ensure that your coaching business not only reaches but resonates with your ideal clients.

Time to Start Your Content

Now it is time to plan out how you will use these marketing channels that you choose in Chapter 6. Your content needs to be client focused and engaging.

Write or record the text or script for 2 pieces of content of each channel.

Content Starters

Here are some content starters to get you thinking:

1. **Your Client's Top 3 Pain Points**

   What are the 3 most common challenges your potential clients face and how your coaching can address these issues.

2. **The Benefits of Coaching**

   What are the benefits of professional coaching, eg improved self-awareness, better decision-making skills, accountability, increased productivity.

3. **Success Stories**

   Share stories of past clients who have achieved significant personal or professional growth through your coaching, these can be paid, pro bono or peer coaching sessions you have contacted.

4. **Common Myths About Coaching**

   Bust some myths. Clear up misconceptions about your area of coaching to help set realistic expectations.

5. **How to Set and Achieve Goals**

   Offer practical tips on goal setting and achievement, illustrating how your coaching helps clients in realising their objectives.

6. **Work-Life Balance Tips**

   Provide advice on achieving and maintaining work-life balance, demonstrating your understanding of holistic wellness.

7. **The Role of Accountability in Coaching**

   Explain how accountability works in a coaching relationship and why it is crucial for progress and success.

Now it is your turn. Time to get brainstorming and making your 2 lots of content.