Article #3

Your Most Precious Coaching Asset is Your Personal Brand

I've talked to a lot of online coaching business owners. A lot of these coaches really know their stuff. In fact, many of these individuals have developed a high level of expertise due to many years of passionate curiosity regarding their areas of expertise.

When it comes to raw knowledge and the willingness and eagerness to help people learn such specialized knowledge, these people really have it made. They really know their stuff and they are at the top of their game.

The problem is most of these people continue to struggle with their coaching business. They really can’t understand why this is the case. If all it takes to be successful in online coaching is to know your stuff, these people should be making five to six figures every single year. Sadly, they're not. There is a missing piece.

The problem is simply becoming an expert and knowing your stuff is just part of the battle. In fact, if you look at the big picture, these two things actually form a relatively small fraction of the big picture. Most of your activities as an online coach, regardless of your competence and regardless of your experience, must involve building your personal brand.

Knowing your stuff is important and this is definitely the first step in building any kind of credibility but you also have to market yourself. Having a product to sell is one thing, making sure enough people hear about the fact that you have that amazing product on offer is another. Too many people think the selling process is ‘beneath’ them. It’s no surprise they continue to struggle. If you’re truly passionate about your personal expertise, you shouldn’t be shy about letting the rest of the world know.

You have to remember that there are so many other experts out there. There are so many people trying to make money as an online coach. You have to figure out a way to stand above the crowd. You have to find a way to get noticed.

Unfortunately, if you just focus on what you know and keep it to yourself, you're not doing yourself any favors. Similarly, if you coach people and your service quality is spotty, you're not guaranteeing that a large chunk of your clients will keep coming back.

You have to build a solid brand. This is what separates corner burger stands from McDonald's. It doesn’t really matter what you think of McDonald’s food quality. You have to respect the fact that McDonald’s is a global brand.

Believe it or not you can develop a solid brand. You don't have to spend a lot of money. You don't have to have connections. You just have to know how to do it the right way. There is a certain sequence that you have to follow.

Click here to get the inside scoop on how you can build a solid online coaching brand without breaking the bank.

Believe me there are just so many different wrong ways to go about doing this. So many people fail in building a personal brand because they don't have a systematic and methodical plan.

Click here to get the plan you need to succeed in online coaching.