Article #1

(563 words)

Know How to Write the Correct Press Release for Your Coaching Business

If you are reading this, you probably have heard that online coaching can be a very lucrative business. You have read correctly. There are many people with online coaching businesses who work very few hours every month yet make more than the average household income in the United States. It's a very lucrative field.

The problem is the majority of people who get into online coaching flat-out fail. I know that the typical “how to make money through online coaching” program or book series is not going to tell that to you. They're going to try to hide that fact from you.

You have to wrap your mind around that truth. Otherwise, you may be setting yourself up for eventual failure.

Why do people have a tough time succeeding with their coaching business? Here’s a clue. It has nothing to do with whether they’re experts or not. In fact, the mere fact that you are thinking of getting into the online coaching industry shows that you are an expert in at least one area of your life. That's not the issue.

Also, these people did not fail because they have low IQs or are otherwise dumb. Let’s get rid of that idea right now. It has nothing to do with mental ability. In fact, a lot of these people are quite smart.

It also has nothing to do with them being lazy or fearful or being too proud to do whatever it takes to succeed. Instead, they just ended up promoting their online coaching business the wrong way.

One of the most common ways people promote a coaching business is through press releases. Please understand that a well-written press release can do wonders. Your brand can get in front of the right eyeballs and, before you know it, and you have more clients than you know what to do with. That's an amazing problem to have, right?

Don't get too excited. Just because you know that press releases can work doesn’t necessarily mean that it will work in your specific situation. How come? If you're like most people, you might think that when you write a press release and you talk about how awesome your business is and whatever else is going on in your business that this automatically will be published by people covering your industry.

If that’s you're thinking, pack it up. It’s time to go home. You've lost. Seriously. Kiss it goodbye. Why?

You have to remember that press releases are exactly that. They are releases to the press. They are releases or pieces of information that are supposed to help the press do their job.

What are media people interested in? Here’s a clue. They're not interested in promoting your business. Let's get that out of the way. What they are interested in are newsworthy developments that may impact your business. See the difference? Good.

To figure out how to write the right press release, you need to focus on whether your release is newsworthy. This means you need to pay attention to media trends and try to piggyback on those trends. Try to get your brand mentioned in connection with those trends. That's how you play the press release game.

To get the inside look on how to build a successful online coaching business, click here.