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# Foreword

Seminars are becoming a very popular way to mine prospects. This strategy usually works well, as this allows the individual the chance to expose the business to the potential client in a non invasive way. The casual setting will encourage the prospect to be more inclined to take the time to listen to what is being presented.



## ***Selling Your Coaching Program***

New Approach In Marketing Your Coaching Business

# Chapter 1:

## *Mine Your Prospect Through Free Seminar*

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### Synopsis

This new platform of getting the relevant information to the intended target audience is also another way to get those attending the seminar to take away and peruse any of the material presented to them. It is also a great way of getting this material to an even bigger target audience when the said material is passes to others by the prospects.



## **Grab Their Attention**

Using this seminar style platform to present convincing and attention grabbing material on the coaching programs will get the initial stage successfully accomplished. Once this stage of imparting information has been achieved, the individual can then take the next step which is to get the prospect more involved in the possibility of making a firm commitment.

Though it is not really necessary to charge a fee for attending such seminars, research has shown that a nominal fee charged would further ensure the commitment of attending the seminar on the part of the prospects. Having paid for the session, the prospect would be more that likely to already have a preexisting interest in the topic, thus the commitment to attend. This is of course a good indicator to the ideal prospect for approaching to draw out a further and more firm commitment from them.

At the seminar, the information provided should be carefully designed, as this could be the only time available to the individual to make an impression on the prospect. Therefore providing material in the form of pamphlets, brochures, CDs and any other supporting material that would be considered added value to attending the seminar should also be included.

# Chapter 2:

## *Increase Exposure With Press Release*

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### Synopsis

The success of any endeavor today is very much based on the amount of attention given to attracting the target audience in an efficient and suitable way. Without the exposure element, very little percentages of the target audience will be aware of the existence of the service or product being offered, and therefore not be part of the buying engine that dictates the revenue earning success.



## **Reach The Audience**

One of the more popular ways to effectively reach the target audience today would be through using the press release platform. This platform has been noted for its success in being able to reach the target audience and others broadly and efficiently.

The following are some tips of things to focus on when considering a press release as the ideal way to reach the target audience:

- Using the appropriate media platform for the press release is very important to the overall success of reaching the target audience. The mode chosen should be in line with the current focus of the target audience so that there is no possibility of overlooking the main audience with the choice made. Time and effort should be taken to identify the suitable media style for the press release to direct the attention of the niche target while ensuring maximum results.
- When it comes to actually designing the content for the press release, taking the time to understand the prospects needs and wants and using this as a guideline for the content, would be better than just “bragging” about the product in the press release. Being able to target the issues the prospect may be looking to solve, with the probable use of the product or service being featured in the press release, would definitely get the attention of the prospect to venture further seeking more information.



# Chapter 3:

## *Advertising For your Coaching Program*

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### Synopsis

There are several equally important steps, involved in getting the coaching program completed and ready for the client's eventual perusal and purchase. One of these would include the ideal advertising tool to be used for the purpose of getting the attention of the target audience as efficiently and as widely as possible. Making the masses aware of the existence of the coaching program, will be the next challenge after putting the program together.



## **Have A Look**

The following are some points to consider when making the decision to advertise the coaching program:

- There are many options to choose from when it comes to advertising the coaching program; however some consideration should be directed to the ideal media tool the target audience would normally be using. Being able to identify this would give the individual a good opportunity to use only the advertising platforms that would give the best exposure to the coaching programs.
- The advertising mode used should also be able to get the relevant information to the end target audience without too much hassle and the need to incur high costs. There are a lot of ways to use the advertising tool without breaking the bank and this is most evident with the use of internet as a great advertising platform. Considering this platform as the ideal way to reach an infinite target audience is something worth exploring.
- Apart from focusing on the content and the choice of the advertising tool, some further exploration should be done to choose affiliations and other links that would also help to further the cause for reaching the target audience successfully. Considering joint venture with others, who are already well established, would be an advantageous addition to the advertising campaign as this would further add to the credibility element of the coaching program.

# Chapter 4:

## *Participating In Trade Shows*

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### Synopsis

Being able to get the attention of the target audience requires the use of as many innovative styles as possible. Any positive contributing elements that can provide such exposure would be very useful in advancing the business awareness percentages.



## **Utilizing Trade Shows**

Generally the trade shows function to create a significant presence for the individual's business, where the opportunity to enhance brand and product visibility is the main criteria. There is also the opportunity to promote new or existing products, generate leads and to drive up the incremental sales ratios. The trade show arena also helps the individual to create inroads to staying on top of the latest industry trends, gain competitive insights, facilitate key industry contacts and further solidify current customer relationships.

The trade show platforms also allow the individual to create and implement action plans that act as powerful marketing initiatives before, during and after the event takes place. This platform then allows for the connection between potential buyers and the possibility of generating sales under one umbrella. The ideal display platform for exhibiting the individual's coaching programs will further create the intended visibility for the individual's business ideas to reach the interested target audience. However in order to be able to stand out and attract the attention so important to ensure the eventual success, the individual would have to consider various contributing factors, such as the booth's display, banners, modular exhibition stands, brochures and other materials. All these should be chosen with the idea of creating a buzz for the material intended to attract and ensure the commitment of the prospective client.

The giveaways chosen to be given to the prospective clients at the trade show should be done with care, as it will reflect on the individual and the coaching program's integrity.



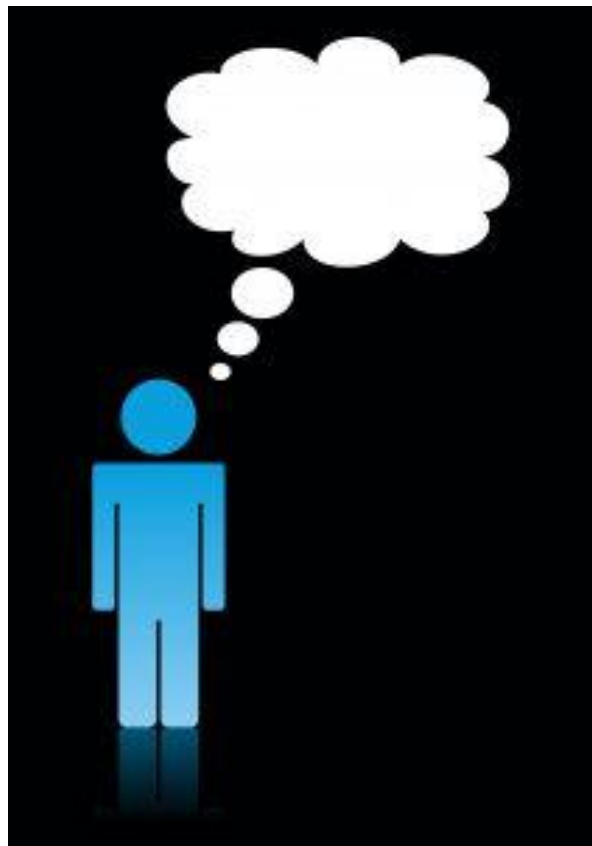
# **Chapter 5:**

## ***Speaking At Club Events***

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### **Synopsis**

Speaking at club events is another way to create awareness for the coaching business or any other business entity that the individual in currently engaged in. this form of creating awareness for the business is also another very effective option to explore. However if this particular style is chosen, with the intention of creating awareness for the coaching business, some consideration should be given to the style and content of the presentation.



## **Public Speaking**

Speaking at club events will present the individual with a good opportunity to address the audience who would be committed to giving their undivided attention due to the environment the presentation is being conducted in. the lesser degree of distractions and the fact that the event was organized for specific purposes, will allow the individual to capitalize on such as niche presentation style.

This is a good way to raise the profile of the individual and the coaching programs being presented, it also allow the others present to be introduced to the individual's expertise and perhaps even niche area of coaching, which all ties in with the ultimate goal of eventually selling the product or services of the individual.

This is mainly due to the fact that most people invited to present at such public speaking venues, would presumably have the well respected recognition of his or her peers within the similar business arena, and therefore for those others attending it would be considered a rare opportunity that should not be missed.

This platform is also usually an ideal place to create networking opportunities and capitalize on them. Some of the people, who would be interested in attending the speaking engagements in clubs, would already have an interest in the subject matter and this therefore would allow the individual the opportunity to meet with others in the

industry. Useful information can be exchanged and further liaisons can be formed to perhaps explore the possibility of enhancing the existing coaching programs through collaborations.





# Chapter 6:

## *Offer Referrer Programs To Your Customers*

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### Synopsis

Anything that can help to enhance the business prospects, without causing any damage or harm, should be considered by the individual, as it will have value added benefits that would usually contribute positively to the revenue earning possibilities.



## **The Referrer Tool**

The referrer programs tool is one such advantage to include into the package being presented to the customer, as it would definitely be viewed with satisfaction on the part of the customer. Anything that is considered free and value added would be welcomed by the customer who would be impressed enough to actually commit to the business. The following are some of the reasons for considering the referrer programs to the customer:

- When something comes recommended, it is usually better received than when it is presented in the form of a possible sale to be garnered. Most customers are more likely to feel comfortable and respected, as it would be perceived that the individual was keen on looking out for the customer's best interest. This is even more impressive if the product or service within the referrer is rather costly in nature.
- Most times the referred programs would also be well received by the customer as it would have come in the form of a recommendation from parties that have already been privy to the material or product and have found satisfaction; this fact is usually noted by the prospective client as a positive sign to the value of the referred material.

- Another attractive reason to use this would be the relatively low cost or no cost involved at all. It would certainly not require any huge financial commitment up front, which is usually the dampening factor in any promotional exercise. The referrer programs being offered to the customer should also be of the highest quality as it will reflect on the entire overall package.



# Chapter 7:

## *Pulling Off A Joint Venture With Other Coach*

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### Synopsis

This is another strategy that should be explored in the quest to enhance the coaching business possibilities. There are a lot of advantages that are very much evident in using this particular tool for expansion.



## **Do It Together**

The joint venture would usually present the opportunity for leveraging the resources of others to help benefit all parties engaged in the joint venture. These benefits may include huge percentages of new clients, sudden increase in interests in the programs and sales and profits reaching higher possibilities.

All this usually comes with relatively no cost at all, simply due to the nature of the partnership which in for all purposes and gains a joint one. It also has the advantage of speed, when it comes to getting other value added exercises, such as using material created by the other party to add value to the existing coaching program, using supporting material that is currently part of the other party's coaching package, being able to access the other party's customer base and any other value added benefits that the joint venture would create.

However being able to attract and form a good working relationship within the joint venture exercise could prove to be a tricky one. Both parties would have to agree on the basic outlines for the new venture, and this would have to include the use of all the materials available and how they are to be presented. To some extent a certain level of uniformity would have to be designed to reflect the joint venture's features. Therefore, careful consideration should be given to the parties who would like to be part of the joint venture, as they would ideally all have to have the same or similar coaching designs to follow.

For those who are able to see the bigger picture, when it comes to forming a joint venture, the advantages and the revenue gained is usually phenomenally profitable.



# Chapter 8:

## *Triple Your Sales With Online Advertising*

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### Synopsis

Generating or enhancing sales through the online advertising tools available would be another good option to explore in the quest to bring in higher revenue figures. However, this can only be done with the correct tools chosen for the job.



## **Use The Web**

The following are some tips and reasons as to why the online advertising platform should be tapped into for the furtherance of revenue earnings:

- Perhaps the most important style to chose would have to include the appropriate tools whereby the visibility of the business entity would be highly evident. Therefore, the main aim would be to have the advantage of the search engine's participation in creating the enhanced positioning of the business. When it comes to online searches, the search engine's contribution in featuring the sites that promote the business is crucial to its success. Therefore it is important to ensure all the relevant elements that would satisfy the search engine's requirements, have to be in place.
- The advertising angle also needs consideration, as the elements such as copy writing, advertising styles and promotional content all have to be different enough yet exciting to be able to grab the attention of the viewing audience instantly. Failing to do this would result in the lack of interest the site generates. Using material that is well designed to draw the targeted viewers to the web site and convert them into actual committed buyers is essentially, ensuring the effective utilization of the online advertising platform. This would be the only effective way to garner the interest and secure the commitment on the part of the prospective client. It would also be the only way to increase sales



and revenue. The end goal should be to always be ahead of the competitors using the same platform to enhance their businesses.



# Chapter 9:

## *Successful Email Marketing Campaign*

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### Synopsis

For those who actively source for ways to make the best of their business endeavors, the email marketing campaign can present an interesting option to explore. Understanding the benefits of such a campaign will allow the individual to tap into the possibilities it has to offer.



## **Email Marketing**

The following are some steps the individual should consider, if the email marketing campaign style, is being considered for creating a presence for the business:

- The first step would be to acquire a suitable amount of email addresses. This is definitely one of the elements that most online business entrepreneurs and owner would or should have. However, in most cases this very beneficial tool is usually not fully utilized or tapped. By creating an opt-in form, the individual will be able to get visitors to sign up for anything they perceive to be valuable to their searches.
- Sending periodical newsletters, coupons, and any other value added incentives would eventually attract the attention on the viewing masses and thus enable some breakthroughs to be made when in come to enhancing the sales
- Keeping the actual selling point to a minimal would be a better way to get the attention of the intended target audience. This is to ensure the prospective client does not view the email as yet another platform of getting a sale done. There should some genuine perception of seeming to want to be an informing channel for the client rather than wanting to push an immediate sale. By giving the prospective client something of value yet not incurring any costs will

allow the customer time and leeway to be won over before an actual sales pitch is rendered.

- These step would ideally be able to help build the prospective clients interest in what is being presented, thus making it easier to eventually work towards closing a sale.



# Chapter 10:

## *Increase Conversion Through Online Video Marketing*

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### Synopsis

In every exercise explored by the individual, there should also be ways of using the elements of being able to eventually convert any effort put forth to ensure a sale and thus the evidence of revenue earned. Through the video marketing platform it is possible to garner successful sales for the individual's business entity.



# **Video Marketing**

Online video marketing can be used as an effective tool to garner an increased conversion rate but some considerations should be made before this can be successfully achieved. The following are some tips to consider for successful online video marketing:

- The elements that are going to be included in the online video are very important to ensure its success. The starting point to consider would be in the title choice. This is the opening point that is going to either encourage or discourage the prospective client from taking the next step. This is next only to providing good content material which should be designed to capture and hold the attention of the target audience.
- The individual should also remember to include a URL in the video to ensure easy access for the prospective client should follow up exercises needs to be followed. This would further enhance the accessibility of the individual and add to the exposure factor. Providing a HTML link is also advantageous, this is to ensure no opportunities are missed because the perspective client was not able to make the final connection.
- Creating a good and strong campaign which is both informative and interesting will help to get the prospective client interested in exploring further and attracting them to take that first step is very important. Including a call to action at the end of the video and designing it to be enticing with perhaps the promise of a treat for the effort, would definitely perk their interests.

# Wrapping Up

Operating a successful coaching business can sometimes seem like a hard task to accomplish. Your task can be made much simpler though by easily following some of the steps you have been provided. Good luck with your endeavor and success.

