

The
Pocket Coach
Condensed Business Coaching

**Smart Marketing
for Coaches**

Pro Tips for the Coaching Business



By Christopher Van Buren

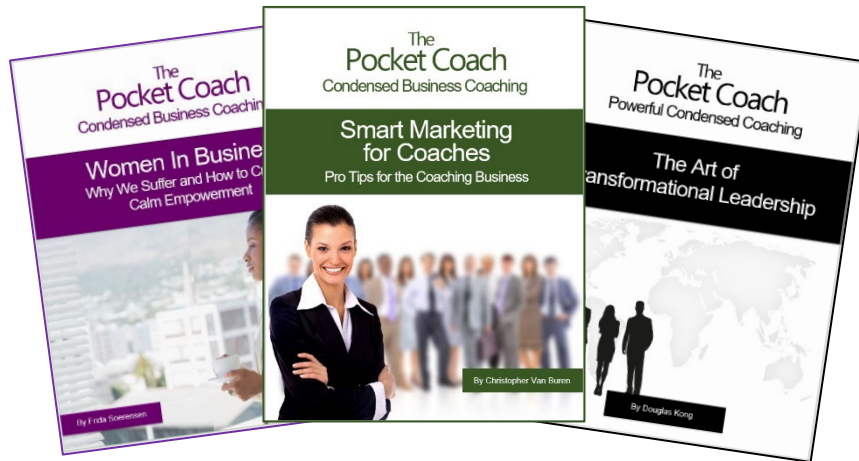
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The Pocket Coach Series



This book is part of the Pocket Coach series by VanBuren Publishing, designed to bring you practical strategies for improving your business, career and life.

Check out the entire series at:

<http://launchmoxie.com/pocket-coach-series>

[View the Series](#)

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Introduction

You're a Coach...Now What?!

Your coaching business is not just a service -- it's an extension of you. It's based on you and your skills and gifts and your clients will choose to work with you because of who you are ... not what you do.

Sure, you have skillsets, practices and tools you use to help guide people through their challenges. But those things do not define your coaching business.

That's why I start this little eBook with the first and most important thing about your marketing: YOU.

I want you to start by identifying your Unique Value Proposition and then articulating it well. It goes from there. So I hope you'll get a lot out of this little eBook and don't hesitate to schedule a call with me if you want more personalized marketing input.

To your success,

Christopher Van Buren



1: Stand Out!

Identify Your Unique Value Proposition

Your coaching business is not just a service -- it's an extension of you. It's based on you and your skills and gifts and your clients will choose to work with you because of who you are ... not what you do.

So it follows that you should really take a detailed self-assessment -- identify your skills, abilities, interests and unique gifts that attract your clients.

What many coaches fail to do when branding and positioning their coaching practice is they fail to incorporate their unique personality traits into their branding. Nobody wants a robot coach -- they want a human with a personality that fits their needs and makes them feel their needs are being met.

Once you've done a self-assessment (exercise below), your next step is to use this information in your brand positioning. Positioning is establishing where your business fits in the market of coaching businesses. Your positioning will define your unique value proposition and it will reveal exactly how you should be marketing your business.

Positioning is about showcasing your uniqueness and where that uniqueness puts you in the

overall market -- thus making you the perfect choice for a certain group of people. But don't start with the type of people you want to coach, rather, start with your unique value proposition...

Exercise:

Take an inventory of yourself and what makes you unique. Write down everything that comes to mind when you ask yourself the following questions...

- What are your special interests both professionally and personally? Write down things that you have done in your life, and also things you want to do because you have a special interest in those things.
- What are some of your strongest personality traits? What personality traits do you think people notice about you (example: maybe you are optimistic or practical or funny)?
- What are your greatest skills and abilities (example: maybe you are highly intuitive or you are great with words, or maybe you are highly organized or a great connector of people)?
- What are your most powerful experiences that add to the totality of who you are -- be sure to include both positive and negative experiences (example: maybe you've traveled around the world or attended a special academy or went on a vision quest -- or maybe you went bankrupt or lived in your car for a year...)?
- What do you like doing most (example: art, writing, teaching others, or maybe you love leading small groups)?

Next, look over your lists and allow yourself to begin to unfocus and start daydreaming for a while. Let your intuition inform you of any connections that may exist between your lists and your coaching business.

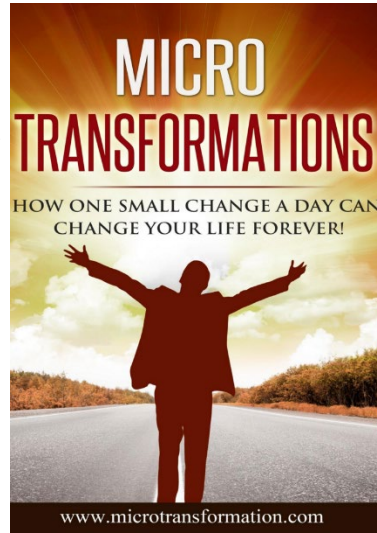
Roy's Story

Roy had been doing some writing and coaching in the area of personal transformation and achievement, but he knew that his messaging and branding was not standing out. He wanted something more powerful for his personal brand. We went through a personal inventory process similar to the one above and discovered that he really loved writing very small tips on transformation for his newsletter subscribers. He had dozens of little tips he had written.

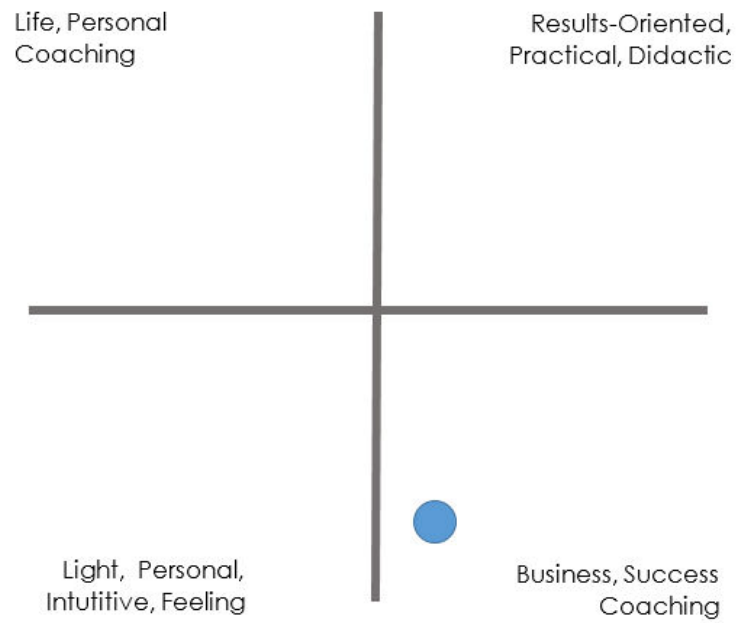
After some discussion, we decided to brand him as an expert at Micro-Transformations. The idea made him smile with excitement. I knew we were on the right track.

*He wrote a mini-ebook, called **MicroTransformations, How Small Actions Can Create Big Results** and it has received thousands of downloads (5,422 as of January 2017 to be exact), growing Roy's audience and building his business.*

Download his ebook ---> [here](#)



What's your story? What's your unique gift and what would make coaching and teaching fun for you? Be sure to incorporate your unique personality traits into your branding and offers. Try placing your coaching service on the chart below (or make a chart of your own with different keywords in the corners)...



Example: The blue dot is where you'd be if you were a Results-Oriented personality, but with some personal or intuitive touch and who focuses almost entirely on business coaching.



2: Broadcast Your Authority

Yesterday, you looked into the elements that make you stand out from the crowd -- the special qualities about you that establish your position in the market and define your work.

Today is all about broadcasting that information to your audience. And the most important thing you can do when broadcasting your message is to establish your authority and expert status. And the best way to do that is with a book -- and I have a special secret for you that will help you make this a reality.

Now...there are two reasons for writing a book and you are interested in the second reason. The first reason is to make money from the book itself. The second reason is to establish authority and credibility...and that's what you're looking for. Here are some things you can do to increase the authority and credibility with a book...

1. Make sure your book is professionally designed with a fantastic cover.
2. Make sure your book is professionally edited and perfectly organized and presented.
3. Make sure your book communicates the branding and positioning we talked about in yesterday's message.

4. Make sure your book has a professional-looking publishing company behind it, preferably one with other books done by best-selling authors.
5. Don't self-publish unless you can do all of the above.

Now, you may be thinking that writing a book is more work than you can take-on right now. Or maybe you've written a book and it hasn't gotten the attention you hoped it would. Getting attention for a book is not an easy thing these days.

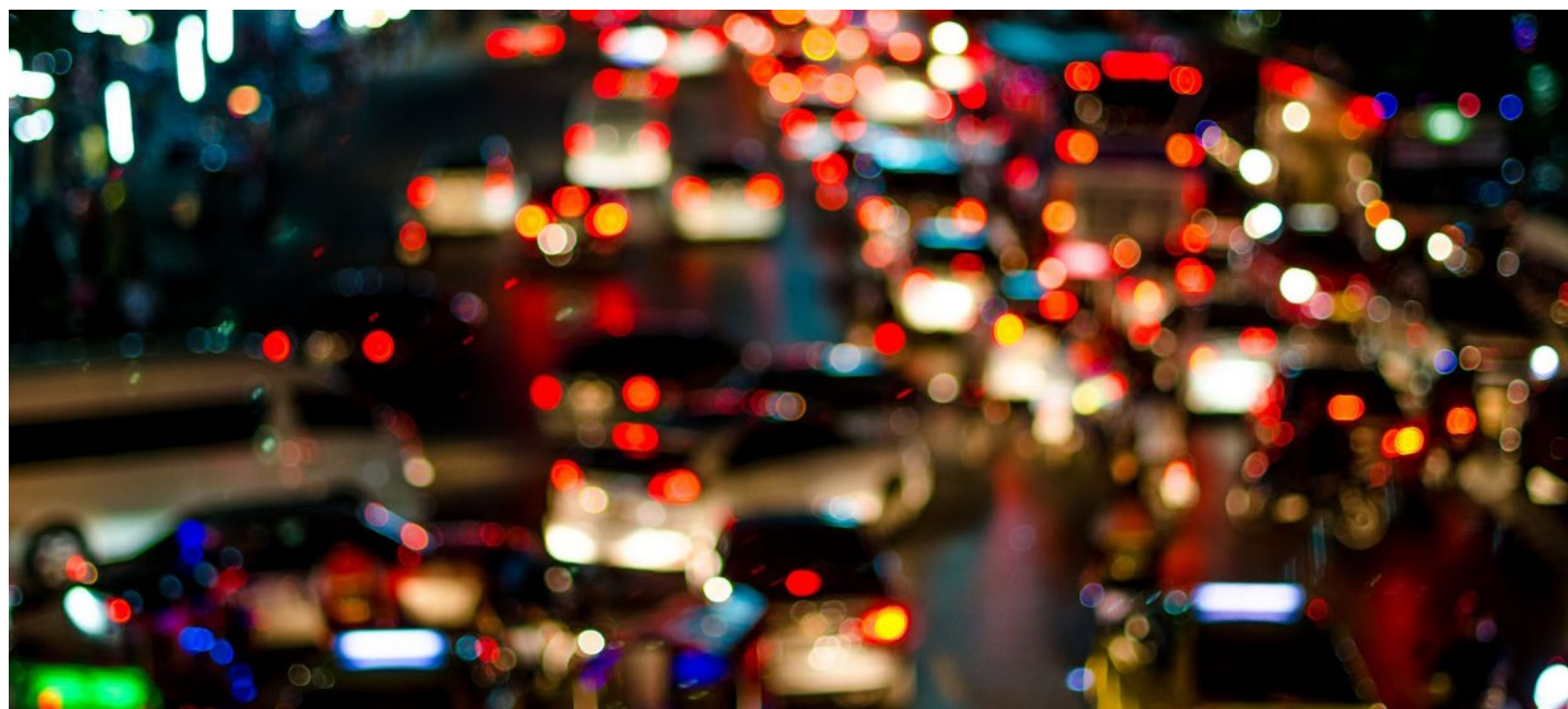
So here's the secret: Don't write a book...write a mini-book or even a series of mini-books. Then, use your mini-book as a free gift offer to...

1. Build your mailing list.
2. Communicate your unique branding and positioning as a coach.
3. Establish credibility.
4. Ultimately...to get clients.

Exercise: Study Others

Take a look at the mini-ebook examples below and study what they are doing. Use them to inspire your own mini-ebook or series. You can find more examples at www.LaunchMoxie.com.





3: How Do You Drive Traffic?

At the end of the day...online success comes down to traffic, which means reaching an audience and guiding them in the direction of your work. You can have the best products in the world and the most advanced website and a compelling free gift offer; you can create webinars and email sequences to guide people down your sales path (funnel) – but where are all those people going to come from who will SEE those materials?

Where do you get traffic at a reasonable cost?

Considering all the noise and confusion in the online marketing world, you may be pleasantly surprised to know that there are exactly FOUR ways to drive traffic online...

1. You can PAY for it.

Called Paid Media, this includes banner advertising and PPC click-advertising from Facebook or Google AdWords. This is when you pay someone else to reach THEIR audience.

- Advantages: You have total control, you get maximum ROI after you find your metrics, unlimited scale-up potential.
- Disadvantages: High risk, requires budget, difficult to find your metrics, best for large spends.

2. You can SHARE for it.

Called Performance Media or Affiliate Marketing, this is where you pay a commission to the person who has the audience AFTER they make a sale for you.

- Advantages: Low risk, flexible minimums.
- Disadvantages: No control, high cost per sale, you may need to hire an affiliate manager.

3. You can TRADE for it.

Called Exchange Media or Cross Promotion or Joint Venture, this is where you promote the company that promotes you.

- Advantages: Warmest leads, very low risk, very low cost.
- Disadvantages: Difficulty finding partners, you must have an audience (list) to return promotion to your partners, your audience must be compatible with your partners' audiences (size, demographic, non-competitive).

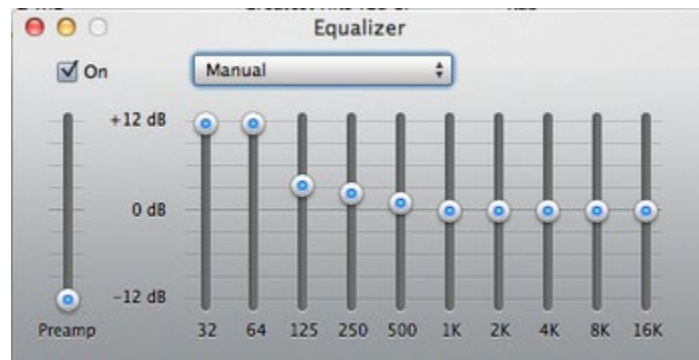
4. You can WORK for it.

Called Organic Media or SEO, this is everything you do to get people to see your content. It includes social media, article marketing, blogging, podcasting, video channels, and online publicity.

- Advantages: Low risk, no minimums, you keep 100% of the profits.
- Disadvantages: Lots of work and spinning of wheels, very passive form of marketing, it's getting harder and more complicated all the time.

Your job is to choose the perfect mixture of the four types of media for your unique situation, which means evaluating...

- Your short-term and long-term goals and desires.
- Your existing resources and assets.
- Your skills and innate talents.

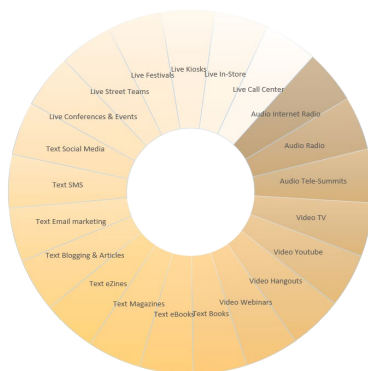


Exercise: Set Your EQ Levels

Write four headings on a piece of paper (horizontally): Paid, Performance, Exchange, Organic.

Now write the services, strategies and ideas you have for each of these under the headings. For example, under Organic, you might list "my blog" and "radio shows."

Place percentages next to each of the four to indicate which portion of your entire marketing campaign each category represents. The total should, of course, equal 100%.



Download our [Marketing Wheel](#) to give you some ideas for the four columns. The wheel shows you the various categories of promotion and ways to reach your audience. It's just a guide to help you with ideas.



4. How to Build Great Sales Pages...

Sales page design and development is as much an art as a science. You want to maximize conversions while building trust with your audience. To do this, you have certain tools available - but these mostly boil down to words and images.

The problem is... different people will respond in different ways to your words and images. How do you appeal to the greatest number of people and what do you need to say to accomplish maximum results?

The 7x4 Sales Page Formula

At LaunchMoxie, we've developed a formula for great sales pages every time. It's called the 7x4 sales page formula.

- SEVEN is the number of steps you need to take your visitors through.
- FOUR are the personality types to which you must appeal with your words and images.

Although a complete explanation of the 7x4 formula would require a 60-minute webinar, we can summarize the process here.

Seven Steps

These steps are in an order, but it's not set in stone -- you can play around with the order and even combine steps. Some steps can be accomplished with words and others with images. Have fun with this:

1. **State the proposition.** Why are these people here and what are they about to get by reading this page. You can ask a question, make a bold statement, or give an interesting fact. The key is to grab attention. Some examples...
 - o Are you tired of sales pages that don't make the sale?
 - o You are about to learn the secret to effective sales pages.
 - o 99% of your visitors won't purchase from your sales page.
2. **Establish a connection with the audience.** Build trust. Give them an idea who you are and make them like you. Tell your story. TIP: one of the best ways to establish connection is to make your audience laugh.
3. **State the problem.** What problem is your product solving? Try to appeal to people's emotions around this. What is the cost of living with this problem?
4. **State the solution in general terms** (not your specific product). The solution to excess stress is effective relaxation. The solution to low sales conversion is to build more effective sales pages.
5. **State your solution specifically.** Give details about your product and why it accomplishes what you said in 3 and 4 above.
6. **Overcome objections.** Identify the biggest objections and put an end to them right here! "You may be thinking...I don't want to look like a sleazy internet marketer on my sales pages." Then give the list of answers to this objection.
7. **Make the offer** and Call To Action and repeat the benefits.

Four Personalities

You want to appeal to the emotional triggers of the four personality types below. You have images and words to accomplish this...

1. **Drivers.** These people are motivated by time and money. Faster, better, and more in your pocket. Their core fears are FAILURE and LOSS.
2. **Analyticals.** These people are motivated by always doing the right thing and making correct choices. They love statistics, testimonials and guarantees. Anything that

helps them feel they won't be making a mistake. Their core fears are EMBARRASSMENT and HUMILIATION.

3. **Phlegmatics.** These are the relationship people. They are motivated by wanting to belong and nurture themselves and others. Their core fears are REJECTION and ISOLATION.
4. **Expressives.** These are people who love a good story. They are motivated by fun and excitement. Their core fears are STAGNATION and MEANINGLESSNESS.

Can you build your benefits language around these four types? Do you have a powerful appeal that will touch the emotions of each one? If so, you will have an effective sales page.



5: Two Things You Must Know...

To market any business effectively, including the coaching business, you must know two things:

Yourself and Your Customers

Sounds obvious, right? But the impact these two things can have on your business is hard to over-state. Without a clear understanding of your own goals, abilities, and existing assets, you can't very well know how to begin the journey toward your goals.

You can't get to your destination if you don't know where you're starting from.

Likewise, without a clear understanding of your audience -- who they are, what they want, how they feel about things, and what turns them on -- you can't very well communicate to them why they should care about your offerings.

So, today, we have a couple of exercises to help you take inventory of yourself and your present situation - this is mostly about practical things that will go considerably farther than the personality assessment you did on Day 1. Then, we have some tips for understanding how to identify and speak to your audience.

Exercise: Marketing Self-Assessment & Inventory

Your marketing inventory is a self-assessment that will help you understand from where you're starting. This helps you customize a marketing strategy to fit your exact situation -- rather than try to fit someone else's strategy into your business, which is probably quite different from the person's business who gave you the strategy.

Following are several areas of self-assessment. Take your time and list everything you can think of in each category...

IMPORTANT: These are inventory questions about your present situation -- not about what you plan to do in the future. Do not answer with anything that is not presently part of your business.

Your Goals & Values

Break out the personality inventory you did on Day 1 and add the following lists...

- List your top 3 goals (in order of importance). If possible, place a percentage next to each one to indicate how much each represents of the total. (Example, Built my mailing list to 10,000 = 50%, Generate \$XXX from coaching = 30%, Increase my exposure from speaking gigs = 20%)
- What are your 5 greatest values? What are your values that specifically relate to your business? (Example: Honesty, Always learning and growing, Passion for life/work, Balance, Peace).
- How do you currently market your work (how do people find out about you)?

Your Media Assets

List all the ways you have to reach an audience. Be sure to only include those assets you own or control (that is, not other people's media).

- How big is your social media following (all accounts combined)?
- How many monthly visitors to your websites?
- How big is your email subscriber database?
- List websites on which you are a regular blogger or columnist?
- Number of subscribers to your YouTube channel?
- Podcasts or radio shows (your own, not other people's)?
- Regular live speaking (how many people reached per month?)

Your Relationship Assets

List everyone you know who can help you in some way...

- Everyone who has an audience (radio, mailing list, social media) who will give you access to that audience.
- Marketing experts who are willing to help you.
- Well known authorities who will give you a blurb or testimonial.

Your Content & Technical Assets

List all of your web and marketing assets and everything you've created that relates to your business...

- Your website and % that you are happy with it.
- Can you sell and deliver digital products securely from your site?
- Do you have an affiliate program in place?
- Do you have an email service provider (ESP)?
- What do you use for sales funnels (infusionsoft, clickfunnels, WordPress, etc.)?
- Books you have written.
- Blog posts and video posts.
- PowerPoint presentations.
- Digital products (courses, ebooks, audio lessons, etc.).

Your Financial Assets

Ask yourself two important questions about your financial position...

- Do you have the startup funding necessary to fund the marketing of your business?
- Do you have the cash flow needed to live comfortably while you build your business?



6. Leverage the Power of Others (OPM)

Enter the field of possibility. Invite others to create with you. . .your audience, your partners, your team.

There are many ways to engage the creative forces of others in the process. Participation is contagious and profitable.

Innovation and creativity go a long way to leverage a marketing program. But sometimes, just using an old strategy in a new way is a radical idea. Here are five out-of-the-box strategies for marketing your small or medium-sized business that might require other people's talents:

1. Hit The Streets: Do something local. Companies who can dominate their own local markets are often the ones who end up expanding globally. Local marketing is about contacting the community through street-team programs (samples, kiosks and flyers); participation in local fairs and festivals; local speaking at community and professional groups; and hosting meetups. Your street team effort can dovetail your online strategies for best results.

2. Start a Cause: You don't have to open and operate a non-profit company to have a cause associated with your for-profit activities. You can start a petition on your website and invite people to sign it. This could be anything from a simple, personal declaration of independence to

a political action petition. Creativity and emotional engagement are the keys. You can then take your petition to the crowd funding space and setup a funding campaign to raise money. Use your products as the "rewards" for donating. There's a win/win/win for everyone.

3. Create an Info-Graphic: Create an image that people will want to use and share with others. The more thought and graphic quality you put into the image, the more it will be shared. Publish this on your blog and then encourage others to share it freely. Make sure your logo and URL are on the image. [Click here](#) to see one of ours for an example. It's about the basics of a sales funnel and you are welcome to share it freely.

4. Do A Group Event: Start an event or group that includes several of your colleagues and mentors. This could be a simple one-time group conference call, a regular mastermind program, or a tele-summit or mini-conference.

5. Other People's Media: Besides the creative collaborations mentioned here, you should also start using OPM, other people's media. This means connecting with influencers, podcasters, email list owners, membership organizations, and event producers to tap into their audiences. You'll need a systematic effort to identify, locate and reach out to these potential partners, but you'll also need some leverage -- something that THEY WANT that you can provide. For more on how to do every step of this process, check out my [14-Day Influencer Challenge](#) and I'll walk you through each day's activity.

Influencer Challenge

[Click Here](#)

2 More Resources...

Marketing Plan: Your Highest Priorities

Are you ready to get a roadmap for marketing your business?

Get a roadmap of the marketing priorities you need to stay focused on -- to get from here to there!

Everyone is different...so your roadmap is unique to you and your unique situation. End the constant trial-and-error style of marketing and start seeing results from your time and money.

The Complete details are ---> [HERE](#)



14-Day Influencer Marketing Challenge

Get easy-to-follow, daily tasks to get your influencer marketing campaigns off and running. Just follow the steps each day and you'll start booking OPM (other people's media).

It all starts to grow and foster more and more exposure as you go along. That's what makes your campaign a success!

The Complete details are ---> [here](#)

About the Author

Christopher Van Buren has worked in online marketing and media for over 20 years, as a publisher, marketing director, campaign manager, and launch strategist. He is an expert in content marketing, affiliate marketing and online strategies. Chris has written numerous books in the technology, travel and self-help markets and spent eight years as a literary agent, helping authors get their books published.



Chris is the President and Founder of LaunchMoxie, Inc. Since 2011, LaunchMoxie supports small and medium business by providing marketing services that leverage the power of co-operative marketing and distributed content models to drive traffic and sales.