

PATH TO MORE COACHING CLIENTS

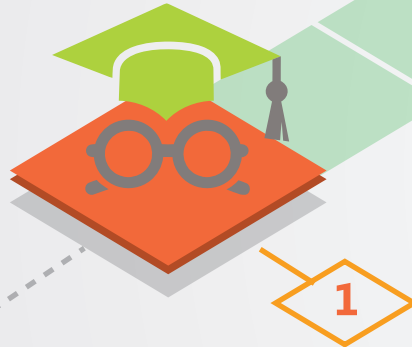


PATH TO MORE COACHING CLIENTS



1 Use an education-based marketing system

- ◆ Drive clients to a workshop or webinar - not into a sales funnel
- ◆ Education-based marketing quickly builds trust if the content is good



7 Retain clients

- ◆ There's more to retaining clients than just doing good work
- ◆ Create a process that delights clients and revives stalled relationships



7

3 Ensure RSVPs show up

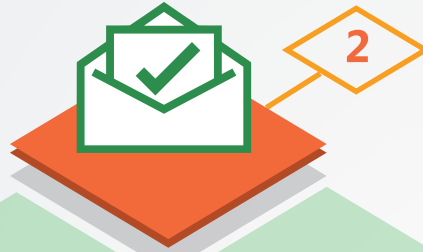
- ◆ RSVP doesn't mean they will attend; it means "I think this sounds interesting."
- ◆ Continue marketing to ensure the RSVP shows up



3

2 Market for RSVPs, nothing else

- ◆ When you have a system, you only need to drive the prospect to the next step, not a purchase
- ◆ RSVPs have shown interest and stay in your marketing system



2

6 Remarket to no-shows and non-buyers

- ◆ Change the workshop topic
- ◆ Insert into digital marketing funnel



6

5 Close the closeable deal

- ◆ Client is 80% sold at workshop
- ◆ Some deals are easy, some require your skill and expertise



5

4 Create a workshop that educates AND sells

- ◆ It's easy to provide an educational workshop that does not monetize
- ◆ If you have a workshop that's too salesy, you will alienate prospect
- ◆ Create a workshop that walks the razor's edge and educates and sells
- ◆ Sell an appointment at the workshop, not a purchase



4