

How to Acquire Your Ideal Coaching Clients

Leverage Proven Tactics for Attracting, Converting, and Retaining High-Value Clients



Student Course Book

Table of Contents

Introduction.....	4
Module 1 - Get to Know Your Audience.....	7
Lesson 1: Clarify Your Niche and Target Market.....	8
Lesson 2: Conduct Market Research.....	
Lesson 3: Describe Your Ideal Coaching Client.....	
Module 2 - Create a Strong Personal Brand.....	
Lesson 1: What Makes You Different?.....	
Lesson 2: What's Your Message?.....	
Module 3 - Structure Your Packages and Pricing.....	
Lesson 1: Create Your Coaching Package.....	
Lesson 2: Determine Your Pricing.....	
Module 4 - Develop Your Marketing Plan.....	
Lesson 1: Identify Your Marketing Channels.....	
Lesson 2: Select Your Practical Marketing Activities.....	
Lesson 3: Create Your One-Page Marketing Plan Outline.....	
Lesson 4: Develop a Lead Magnet and Opt-in Form.....	
Module 5 - Generate Coaching Leads.....	

HOW TO ACQUIRE YOUR IDEAL COACHING CLIENTS

Lesson 1: Put Your Marketing Plan into Action

Lesson 2: Check, Rinse, and Repeat.....

Lesson 3: Build Trust with Potential Clients

Module 6 - Qualify Your Leads.....

 Lesson 1: Create a Qualifying Questionnaire

 Lesson 2: Structure an Effective Discovery Conversation

Module 7 - Sell Your Coaching Packages.....

 Lesson 1: Demystify the Psychology of Selling.....

 Lesson 2: Anticipate and Overcome Objections.....

 Lesson 3: Close the Sale.....

Module 8 - Onboard New Clients.....

Module 9 - Next Steps.....

Introduction

As a coach, one of the most exciting and rewarding aspects of your work is helping your clients achieve their goals and reach their full potential. However, you need a steady stream of clients eager to work with you and benefit from your expertise to do this.

Finding new clients can be a challenge, but it's essential for the growth of any business. Without clients, you don't have a business at all!

To succeed as a coach in today's dynamic and competitive marketplace, you must stand out from the crowd and engage with your target market in meaningful and authentic ways. For starters, that means having a strong and consistent brand that reflects your values and resonates with those you want to help.

On top of that, you have to develop an actionable marketing plan for various channels to attract new coaching clients. You also need a systematic approach to lead generation and conversion. That process includes developing a lead magnet, qualifying prospects, and having value-driven discovery conversations where you transition signing up clients.

And naturally, you'll need to orient and onboard those new clients in a way that sets both of you up for success!

In this course, you'll follow simple steps to develop an efficient way to build your client base. First, you'll package up your coaching to offer a clear, solution-based service to meet the needs of new clients. Then, you'll plan practical marketing activities to attract leads and follow a sales process to convert them. And finally, you'll ensure you have everything you need to get your clients started on the right path to reaching their goals with you.

By the end, you'll have a roadmap for growing a thriving, sustainable coaching business that meets your financial goals and fulfills your passion for helping your clients realize their own potential.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify your niche and target markets, conduct essential market research, and describe your ideal coaching clients so you can target your business appropriately.
- Create and communicate an authentic personal brand to differentiate

yourself from competitors and attract ideal clients.

- Evaluate your services and determine how to combine them into one coaching package with appropriate pricing so that you can propose a clear, value-based offer to your clients.
- Develop a concise marketing plan and lead-capture marketing materials to generate interest among potential clients.
- Execute your one-page marketing plan and evaluate your results to begin engaging and building trust with potential clients.
- Qualify your prospective clients and create ways to check whether they are a good fit for you so you can focus your efforts on your most promising prospects.
- Practice strategies for successful selling so you can express your value and sign up clients for your packages.
- Implement a best-practices system to onboard and support new clients using automation to streamline administration. This will leave you more time for coaching and other core aspects of your business.

This course is broken down into 9 major modules and individual lessons to take you through a step-by-step process to finding new clients and growing your coaching business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them in sequence.

As you go through each module, use your Action Guide and other provided worksheets to help you complete the Action Steps at the end.

Module 1 - Get to Know Your Audience

Before finding new clients, you must be sure who you're targeting and who you can help most.

In this first module, you'll identify your niche and target markets and do the necessary groundwork to decide where you fit in the marketplace. You'll also create a clearly articulated description of your ideal client.

- **Lesson 1: Clarify Your Niche and Target Market**
- **Lesson 2: Conduct Market Research**
- **Lesson 3: Describe Your Ideal Coaching Client**

Lesson 1: Clarify Your Niche and Target Market

Niches vs. Target Markets

Because you've already set up your coaching business, you'll have considered your niche and your target market. With this in mind, you may have taken training in a specific coaching branch. So even if you're new with only a few clients, you'll have thought about who you want to coach.

However, to get more clients, you must be crystal clear about who you're targeting.

There's a lot of confusion online about niches and target markets, so let's look at the differences before you start.

Niche

- Subset of a larger market with specific needs

Target market

- Group you serve within the niche
- A niche is a subset of a larger market with specific needs, preferences, and interests. It relates directly to the services you offer, e.g., coaching for parents.
- A target market or target audience is a group within the niche you aim to help, e.g., new parents or parents of problematic teens.

Niche and target markets can overlap, but they're different.

Here are some other examples of coaching niches and different target markets a coach might want to work with:

1. Coaching niche = Health and wellness coaching

Target market = people who want to lose weight, feel better, and develop healthy habits or 50-something executives who wish to manage their stress and improve their overall health

2. Coaching niche = Career coaching

Target market = creative professionals such as artists and writers who want to develop their careers or 30-something professionals looking for their next career move

3. Coaching niche = Business coaching

Target market = start-ups wanting to set their business strategies or women entrepreneurs who want to overcome unique challenges they face in business.

Find a Good Fit

You want to build a revenue-generating business, so there's no point opting for a small market where you'll only find a few clients.

You must choose a viable niche and target market that contains a significant number of potential clients. It should be large enough to support a profitable business but not so large that it's saturated with competitors.

A particular niche or target market may be a good fit for you if:

ATTENTION:

This is only an excerpt from our full course **How to Acquire Your Ideal Coaching Clients**. The full, customizable course contains 9 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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