

THE EPIC

HOW TO ROCK YOUR MARKETING,

1-PAGE

GROW YOUR BUSINESS AND ACHIEVE

MARKETING PLAN

THE IMPACT AND INCOME YOU DESIRED

FOR COACHES

If you're anything like the countless coaches that I've worked with, here's something I already know about you...

You want to tap into your highest potential and serve as many people as you can.

You want to build a successful coaching practice so you can have a massive positive impact on the greater world.

But here's the thing...

If you've tried to find out about starting and growing a successful coaching practice, you're probably "drowning" in an ocean of information right now.

You're feeling confused, uncertain and overwhelmed, and you have no idea what to do next.

This handy guide will give you the answers you need.

The first segment of this guidebook is designed to help understand the quickest, smartest way to get to your goals. This will set you up for success.

The second segment goes into details on how you can create and implement a powerful marketing plan that will help you build an awesome coaching practice that consistently grows and thrives.

This Starter Guide Is For You If...

You are tired of searching for marketing techniques and solutions through trial and error. You're ready for a practical marketing plan that works and that will elevate and expand your coaching practice with minimum effort.

How To Use This Starter Guide

Read through this book once and then come back and work on the exercises and activities that follow each section. This will help you get clarity to create a profitable, sustainable coaching practice that allows you to operate at your highest level.

Segment 1: The Foundation

The Cycle of Success

What's your perspective on progress, forward momentum, and goal achievement? Do you feel a burning desire to execute and take action the second you think about a new goal?

But then, after a few days or a week, you find that your blazing enthusiasm reduced to a flickering spark.

You find yourself procrastinating.

Maybe you notice how you keep coming up with excuses or reasons not to do the tasks and activities that will help you achieve your goals.

Most people feel motivated as they start to chart a path for success. But excitement and energy at the start quickly give way to boredom and resistance.

It's a common challenge and here's what you need to do so you don't fall into this trap...

Don't take action. At least not from the get-go.

Hitting that goal is the ultimate win. But first you need to go through the journey — the process — of getting there.

The smartest and quickest way to achieve all of your goals is to understand and accept that goal-achievement is an ongoing process.

I call this process The Cycle of Success and it consists of 3 phases - Conceptual Progress, Action Progress, and Results Progress.

Start by gathering what you need to know, then take action toward your goals and finally measure the results so you'll understand what needs to be done next.

Conceptual Progress is the knowing phase. It starts in your mind and it has to do with gaining knowledge and mapping out a strategy.

You need to be clear about this before you can see results out in the real world.

Once you have a strategy or plan in place – your Conceptual Progress is mapped out. Now it's time to focus on action.

Action Progress is the doing phase.

This is when you take the knowledge you've gathered during the Conceptual Progress phase and apply it or implement it with real world action.

When you start taking action, you'll start to see results.

Whatever you do, don't jump ahead. Don't expect to see massive progress toward your goal the moment you take action.

If you allow yourself to get impatient about achieving your goal, you'll start taking shortcuts. When this happens, you'll end up taking wrong turns and making bad decisions.

The best way to avoid this?

Move into the Results Progress phase. Look at the results you get from each action step as feedback and not as the final outcome.

Think of each result as highly useful information to make a decision on the next action step.

Here's a quick recap...

When you work through The Cycle of Success, you start with Conceptual Progress then follow through with Action Progress before you look at your Results Progress.

Keep this cycle going. Be consistent. Follow through.

That's how you get to your goals.

What's Next? Start the Cycle

Think of a business goal that you'd like to achieve in the next few weeks. Get clear on what you need to know – list out the knowledge gaps you need to close during the Conceptual Progress phase.

For instance, what are the trainings or programs that could help you reach your goal? Then list out 3 to 5 action steps you can do during the Action Progress phase, to move forward. Finally, prep a simple chart or spreadsheet that will help you track your Results Progress.

The easiest way to do this is to list out your Actions (Action 1, Action 2, Action 3) in the far left vertical column followed by Results (Results 1, Results 2, Results 3) that correspond to each Action, on the top most horizontal column.

Segment 2: The Epic 1-Page Marketing Plan

Step #1 - Find

One of the best places you can find clients is at live events.

Look online for relevant local events hosted in your town or city. If you love to travel or you're feeling adventurous, look at events in other countries as well. Don't rule out events hosted by other teachers, mentors and coaches.

Choose your events carefully. Not every event is a suitable place to connect with your ideal clients.

Ask yourself this: What kinds of events would usually attract my ideal clients? Where would my ideal clients show up?

When you have your answer, make sure you attend as many of these live events as you can comfortably fit into your schedule.

Do this as regularly as you can.

You're not doing yourself any favours if you attend 10 events in a single week and then none for the next 3 months.

At the start of your business you should aim to be at an event as often as every other week or even once a week. Events provide a great space to connect and have a face-to-face conversation with potential clients.

Live connections are still the most powerful way to leave a lasting impression that is likely to translate into a coach-client relationship.

What's Next? Make a list

Don't forget - this is not just about attending any event. It's about attending the right events. If you're a relationship coach or if you're a health coach, make sure you attend events that are related to your field. Make a list of, at least, 5 events that are connected to your niche. Then, make a commitment to attend all of them.

Step #2 - Enroll

Enrollment doesn't have to be complicated.

Keep in mind that when it comes to enrollment, consistency is everything.

Aim to have at least 4 enrollment conversations with potential clients, 4 days a week.

This may seem like a daunting task but it's not. Your conversations don't have to be with new clients every single time.

Follow-up and "touch base" or "check in" conversations count too. So this could be a second or third conversation with the same client.

This approach will get you talking to at least 16 people a week. Make sure you stick to this plan.

Be consistent no matter what – especially if you're a new coach.

Do this and you'll notice your coaching business will begin to have some traction very quickly. You'll also gain valuable practice around connecting and talking to clients...

And you'll notice your enrollment rates increase at an exponential rate.

What's Next? Plan This

Block out space in your calendar to allow yourself time for 4 enrollment conversations over 4 days, every week.

Don't feel like you have to have 2-hour conversations each time.

Remember - a value-packed 15-minute connection with a client can be far more powerful than a leisurely chat that lasts for an hour.

Step #3 - Keep

Keeping your clients is about helping them achieve the outcomes they're looking for.

You can do this when you design every coaching session around 3 key pillars – strategies, value and results.

At the start of a session, many coaches approach a client with this question, “So what do you want to talk about today?” This may seem like a great way to begin but it's not.

Here's why...

When you ask, “what do you want to talk about today?”, you're reacting to your clients' needs.

You're not inspiring or motivating them to move forward.

You're a coach so you can see unconscious negative patterns and beliefs in your clients all the time.

These are the elements that are holding them back.

So make a change.

Don't react to your clients. Instead, approach them with a results-driven coaching strategy that helps them take notice of their own negative patterns so they'll be motivated to take action.

When your clients start to recognize their patterns, they will have powerful realizations about who they are and what they need to do to achieve their goals.

They will start to see what was previously invisible to them.

This is when the magic happens. This is when mindset shifts and transformations happen.

Your clients will receive extraordinary value from the session, which leads them to action and results...

And clients who experience powerful results are clients who will continue working with you.

It's an awesome power circle. The more strategies you give, the more value your clients receive and the more they'll keep coming back to you.

What's Next? Practice This...

Think about a client you're working with (or a client you want to work with). What do you already know about this client? What are some of the negative behaviours, patterns, beliefs or triggers that you observe?

Now, craft a coaching strategy that you can use — this could be a set of insightful questions, an activity or a thought process — that you will share with this client. Focus on creating results for your client.

