

Show Number: CCS Episode #53

Show Title: [Coaches Connection #53]

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 53. My name is Annemarie Cross, Small Business Marketing & Mindset Coach.

Do you ask the question - How can I grow my coaching practice? What are the secrets that will help me fill my practice? And, what marketing should I be doing to attract new clients. Well, you're in the right place.

Whether you are just starting up your coaching practice or you've been in business a while this podcast is devoted to helping you take your results to the next level.

I'll teach you the right business and marketing strategies you should have in place to communicate your meaningful message in a powerful way so you can stand out and finally grow a successful, profitable coaching practice.

Let's get started...

Welcome:

Hi there and welcome to another show.

I have another jam packed show lined up today, where I'll be speaking about 5 things you **MUST** be doing if you want to help nurture your relationships with prospective clients so they eventually become clients.

If you're struggling to convert prospects into clients it's probably because you're not doing one or more of the five things I'll be speaking about in today's show.

However, before we get to Words of Wisdom just an announcement about my upcoming Network & Communicate with Confidence Workshop.

If you would love to be more confident in your networking and speaking in public, I encourage you to come to my one day workshop Network & Communicate with Confidence. www.NetworkWithConfidence.com.au

It's a hands-on day on January 30th, 2015 where we'll be identifying your core message that is uniquely you and that will attract the attention of your ideal client; we'll be creating your introduction that will speak directly to your ideal client and wow them so they'll want to learn more; how to deliver your introduction with confidence – even if you are speaking in front of a crowd of people you've never met before; we'll be mapping out your follow up strategies so you can begin to really leverage your new connections. We'll even be reviewing your business card, with our business card makeover to see how your current business card reflects your Signature Brand and message, and much more.

Go to: www.networkwithconfidence.com.au

Before I go to the tip of the week – can I ask you a favor? I'm trying to get the podcast to as many coaches as I can, to inspire and help them grow a successful coaching practice. And, you can help me – just by subscribing, commenting and sharing the show with your community.

You can subscribe by going over to www.ambitiousentrepreneurnetwork.com/ccpitunes While you're there rate the show and leave a comment. And share the show with your friends and colleagues. I would so appreciate this as you will help me get this podcast into the hands of as many other coaches and helping them grow their business so they can in turn help as many people as possible. Thank you so much for helping me spread this podcast.

Tip of the week:

If you've been listening to the show for a while, you'll have realized that I share quite a few tips about various apps I'm using with Instagram, which is an app where you can take and share photos with your online community.

While I am not a professional photographer, and to be honest, some of my photos do leave a lot to be desired, I do love to create and share images. But I also like to include a thoughtful few paragraphs, especially if it's an inspirational image.

However, one of the difficulties I was having with Instagram is that I couldn't start a new paragraph; so every sentence followed on from the other, making it very difficult to read.

That was until someone shared how they were doing it. Their posts had lots of information all nicely broken up into paragraphs, with special characters throughout, making it easy and inviting to read.

And how they were doing it was like this.

They were typing the information into the Note app, that's NOTE app, and in the note app you can create new paragraphs, include certain characters if you wish.

Then when they had finished creating the content, they would copy all of the information from that Note and then paste it into Instagram into the section where you can type your paragraph. And voila, it had the paragraph breaks, and was easy to read, just like it read in the Notes app.

Once I found this out, I was so excited (I know – getting excited over an app), but this means I can write a few more sentences and break them into paragraphs, making it easy for my community to read.

Try it out – Notes.

So, that's my tip for the week.

Now, do you have a tool, a resource or a system that is working really well for you in your business that you'd like me to share with my community of listeners?

Go to: www.ambitiousentrepreneurnetwork.com/ccpconnect for the details on how to get in contact with me.

And, if I feature it on an upcoming show, I'll make sure to give you and your business a shout out so make sure you leave all your details too.

Words of Wisdom:

Services not selling? 5 vital steps to turn prospects into clients

Has this happened to you?

You've spent countless hours creating your program/service offering; your promotional material has been circulated; your sales webpage promoting your new program is live (and looking extremely impressive); and you've spoken to a number of your contacts who you know could benefit from participating in the program.

However despite all the effort you've put into this entire process – no-one has made a purchase. Is this something you can relate to? If you've answered yes – you're certainly not alone.

Sadly, even though you may have the best program in the world that can support your clients in achieving amazing results, there is no guarantee that you'll have people flocking to your door with their credit card poised ready to invest in your services.

Before you develop another program or service offering ensure you have the following five steps in place to support you in transforming your prospects into raving clients.

Step 1: Identify the level of demand for your program/service offering

Despite the fact that YOU know your program/service offering would be of great benefit to your clients, have you researched:

- (a) whether your target market recognises they are facing issues and genuinely want to overcome their struggles
- (b) the size of your prospective market, and
- (c) whether your target market has a history of investing in the type of solutions you offer.

Before you even begin to develop your program it's imperative to identify whether there is a large enough market and whether your prospect is willing to part with their hard-earned dollars to invest in you.

Further investigation may confirm that despite their desperate need for your support, an ingrained 'culture' will see them continue their struggle rather than choosing to invest in your program and overcome their issues.

Targeting a market that requires repeated convincing that they need your service will only lead to a decline in your energy, your sanity and your hip pocket, so it's important to identify a market that has a high level of demand AND a willingness to invest in your services.

Step 2: Pinpoint your target market's needs

If I were to ask you to describe your target market could you identify their demographics, their needs, what keeps them up at night and where they hang out, etc?

It's imperative to have an intimate knowledge of your target market, including:

- The problems/issues they are experiencing
- The words and phrases they use to describe their issues
- The type of support/solutions they are typically looking for
- The pricing point they are willing to/can invest
- The language/triggers that will catch their attention and prompt them to want to learn more about your services

Answer the above questions to create a thorough profile of your ideal customer so that you can accurately pinpoint your target market's needs. This information will support you in creating your marketing plan, your webpage sales/marketing copy as well as helping you locate the best place to connect with and get your message in front of them.

Step 3: Get clear on your brand

With the increasing number of competitors in the marketplace it's important to have a clearly-defined brand that showcases your expertise and the benefits your clients can expect from working with you, in order to stand out from the crowd.

Do you know what your strengths are and what makes you unique? Do you continue to present this information in an influential and powerful way? It's important to create a strong brand that is memorable and magnetic and enables you to be recognised as an expert and leader in your field to continue attracting your ideal client.

Remember an inconsistent brand message can cause prospects to become confused and a confused prospect will often say no. Don't set yourself up to receive a 'no' to your offer because you are sending a weak and incoherent brand message.

Step 4: Grow Your List

Thriving businesses will often say that one of the most important elements that has enabled them to secure their wealth and success is building their list. In fact, one of my mentors often states 'the money is in your list'.

Are you actively building your list? Do you have a process in place that prompts clients to hand over their email address and other contact details to you? Consider offering prospects a free report or a video and/or audio series that provides valuable content. In order to access these resources your prospect is required to provide you with their email, thus adding their details to your list. [Step 5 explains how you can continue to leverage your list.]

Step 5: Build Your Relationships

Do you have a regular newsletter that enables you to remain in contact with your list of existing customers and prospects? Are you consistently taking the time to not only strengthen the relationship but also continue to portray your knowledge and expertise by providing informative practical tips?

Remember, people do business with people they know, like and trust and consistent communication with your list is a fantastic way to build a solid relationship. It often takes several communications before a prospect is ready to make a purchasing decision so sending a regular newsletter that provides useful

information is a great way to strengthen your relationships while continuing to showcase your knowledge and expertise.

One example of a very successful business owner and entrepreneur was a gentleman by the name of Marcus Sheridan. He had a fibre glass pool company and when the market went into a decline he knew he had to do something drastic in order to help his company survive. However, his company not only survived – it thrived. He turned online and really started leveraging his website, his articles and the information he was sharing on his website. He started by writing articles, multiple answers that answered questions his prospective clients were asking.

Eventually he had so many informative articles on his website, not only about fibre glass pools, but about how to maintain your pool, the pros and cons of owning a fibre glass pool in comparison to a concrete pool. Any and all information a prospective client or someone in the market for a pool, or that had a pool could be interested in. And, soon he became known as the go-to-person for anything to do with fibre glass pools.

His company also analyzed the visits people were making to the website and how many articles they were reading, and how long it took for them to read an article, get on their newsletter list to ring up to enquire, through to buying a pool.

His company recognized that if people read 30 articles (at a minimum) from his website – the closing rate for them buying a pool was around 80%. Considering the industry rate was a meager 10% - that was a HUGE success.

A great success story where a business was building relationships with people that came to their website, and the deeper the relationship, and obviously the know, like and trust factors, the more likely a sale would be made.

So there you have it – five things you need to have in place if you want to turn a prospect into a client.

Let's recap them:

1. Identify the level of demand for your program/service offering

2. Step 2: Pinpoint your target market's needs
3. Step 3: Get clear on your brand
4. Step 4: Grow Your List
5. Step 5: Build Your Relationships

Are you adopting all five steps in your business to support you in transforming your prospects into clients – especially Step 1 and 2 before you even begin developing your new programs/service offerings? If you've answered yes, congratulations! If not, which step will you start to work on within your business today?

Today's Inspirational Tip

"Don't start your day with the broken pieces of yesterday. Every morning we wake up is the first day of the rest of our lives." – Anon

I love this. Sometimes we can have days where we wished we didn't get out of bed. Or, something happened that we wish we could erase. However whatever it was that was a disappointment, the next day, you get to start over- afresh. And, by bringing that disappointment with you into the next day and dwelling on it so much that it ruins the next day, and the next day, and the next day after that – is such a shame.

Yes, it can be difficult, however you have the ultimate choice about how much attention you are going to give that disappointment and whether you are going to let it negatively impact you the next day.

Remember, every morning you wake up is the first day of the rest of your life. Now go live it!

[Outro]

If this was an episode you really enjoyed and got value from, I want to encourage you to head over to iTunes over at:

www.ambitiousentrepreneurnetwork.com/ccpitunes and leave a comment and a rating.

I'd so appreciate this as this as this really makes a huge difference and helps me get the message out to as many coaches as possible. And you can play an incredibly important role in helping me by rating, commenting and sharing the show with your friends and colleagues.

If you have a question you would like me to answer in an upcoming show, head on over to:

www.AmbitiousEntrepreneurNetwork.com/CCPConnect

Leave your name, your business name, and your question, and I look forward to answering that for you in an upcoming show.

Till next week, bye for now, this is Annemarie