

**Show Number: CCS Episode #56**

Show Title: [Coaches Connection #56]

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 56. 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.

Ever been in a situation where you've read or heard something that made your blood boil? So much so that you had to come forward and make a stand for what you truly believed was fundamentally important?

This happened to me a while ago where on three separate instances other business professionals were advising their clients (who were coaches) with (what I believed was) incorrect information and therefore were setting their clients' businesses up for disappointment and ongoing struggle.

I'm going to speaking about what those things were AND what you should be doing in today's words of Wisdom. However before we move on, I wanted to do a shout out and thank you.

1. A shout out and thank you to Construction Index who included @TheAmbitiousPod in their Construction Index daily. Construction Index is UK's leading Construction News service and you can find them on Twitter over @TCIndex. Thank you for including us in your daily – I really appreciate it.

Now, if you'd like me to do a shout out to you just like I have with Construction Index there's a couple of ways you can do that.

Firstly, you can shout out online – but make sure you tag me to let me know otherwise I don't know and cannot say thank you to you. My personal Twitter handle is @AnnemarieCoach and @TheAmbitiousPod is the Twitter handle of the Ambitious Entrepreneur Network.

You can pop on over to [www.ambitiousentrepreneurnetwork.com/ccpconnect](http://www.ambitiousentrepreneurnetwork.com/ccpconnect) Our direct phone number there so you can leave a message and I'll play them on an upcoming show. So leave your name; your company name and a brief message about why you like the show. Alternatively, we have Speakpipe there where you can record a message directly from your computer.

And of course, last but by no means least, subscribe to our itunes channel by going over to [www.ambitiousentrepreneurnetwork.com/ccpitunes](http://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:**

A few shows ago I spoke about 12 key steps to get yourself motivated after you have found yourself in a slump. If you haven't listened to those two shows, go back and listen to them. Show 54 and Show 55.

Today's tip of the week comes from one of the steps I shared, which was Inspiration.

Inspiration that you get from the space you have created for yourself, so in this case your office.

If you were to look around your office now, does it inspire you? Or not?

As I mentioned in the show 55, my husband and I completely gutted my office and repainted it. I got new furniture and the items I have on my desk I absolutely love and my entire space just inspires me.

As I look to the left of my desk I see my beautiful new lamp, some lilies, a small salt lamp. Then on the right hand side of my desk another beautiful large salt lamp, which I have on most of the time. A plant I love, handmade wooden carved boxes and candle stands, an inspiring picture, and a globe of the world, also on a wooden stand that matches the colour of the wooden boxes and candle stands.

Behind me is a wooden buffet with an assortment of items that I love.

I love my space. When I sit here in my office it feels amazing, and I will often pinch myself asking 'Is this really my office.' The colours and the things I surround myself with in my office are totally me and I just love looking at them.

It's my space, and nobody elses.

So my tip of the week today is – have you got an office space that you can call your own? As you look around your office, does it inspire you with what you have surrounded yourself with?

Now if you haven't got your own office space, then what about the space you are using. Is it clutter free for a start? Can you put one or two pieces within eye sight so when you look at these objects that it makes you feel inspired and empowered.

There are a number of things you can do to your surrounding space to make it feel more inspiring for you.

So, this week, I encourage you to spend time in your office, to create a space that feels great to be in.

So, that's my tip for the week. Also, why not take a picture of your before and after and upload it to our Facebook page. You'll find us over at: [www.Facebook.com/TheAmbitiousEntrepreneurShow](http://www.Facebook.com/TheAmbitiousEntrepreneurShow)

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](http://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:**

#### **Business Branding & Niching: Important & Relevant or a Waste of Time?**

Ever been in a situation where you've read and/or heard something that made your blood boil? So much so that you had to come forward and make a stand for what you truly believed was fundamentally important?

This happened to me a while ago where on three separate instances other business professionals were advising their clients (coaches) with (what I believed was) incorrect information and therefore were setting their clients' businesses up for disappointment and ongoing struggle.

Following these approaches in your business can seriously jeopardize your ability to build a solid reputation as a go-to-person in your industry and building a loyal clientele who love your work and would happily refer you – or not.

Hopefully you won't recognise any of them. And if someone suggests these things to you – you'll know better.

#### **Business Branding & Niching Mistake Number 1: It's not important**

The first situation was when I was speaking to a Health & Wellness Coach during one of my [Business Breakthrough Strategy Sessions](#). She had been struggling to get more clients for quite some time and was at her wits end.

A few years prior she had invested thousands of dollars with a business coach and internet marketer and had worked closely with them to implement a number of things within her business.

- She now has a website, which looks quite impressive
- She continues to write regular articles
- She has her social media profiles set up and is actively sharing information with a growing community
- She has a range of programs she can offer to suit prospects' needs
- She has been involved in a number of JV opportunities, and through partnering with others,
- She has built a sizable list of subscribers that many coaches would envy

But (and it's a BIG but)... she still isn't getting any new clients.

Why?

In my opinion it's because the business coach and internet marketing guru forgot two MAJOR elements in their work with her, which was now negatively impacting everything she had put into place. They were:

- Understanding her niche market and getting totally clear about her ideal client (including demographics and psychographics)
- Unearthing her 'Inner Brilliance' (her unique attributes, characteristics, core values) and other vital aspects that would help her create a powerful and magnetic Signature Brand

Unfortunately, never once were these two key elements considered as she continued to build her website, her articles and programs/packages etc.

## **Business Branding & Niching Mistake Number 2: Service Businesses Don't Need to Build a Brand**

The second situation was an article titled "Forget Branding" that went on to say that service-based businesses (i.e. coaches, consultants and solopreneurs who were selling their services and expertise) shouldn't bother with building a brand.

The author (a Marketing Specialist) posed the question:

"Can Services Business be Branded?" to which he responded, "In my view services and brands are not related, altho' many practitioners would have you think they are."

Hmm, what can I say other than "what a load of \*&^%."

Does he honestly believe that service-based businesses can't and shouldn't build a strong brand? Which planet is he on?

Your 'brand' is your reputation. It's what other people think about when your name is mentioned.

Everything you do and say, how you show up can impact your reputation (i.e. brand), positively and negatively if you're not careful.

If you're still unsure about business branding and how to define and build your own unique brand you'll find numerous [branding articles here](#) to show you how.

### **Business Branding & Niching Mistake Number 3: Go out and get clients and worry about niching and branding later**

The third situation was a business coach who believed it was important to 'build value' and to work with as many clients as possible and then go back and think about niching and branding later.

Sounds wonderful. Unfortunately though, this is often what keeps coaches and consultants stuck.

Let's take a Life Coach for example.

If she were to follow this business coach's advice and she were to offer her coaching services to a diverse clientele with numerous issues if you were to read through her website you see that she can help you if you are struggling with your relationships. Oh, you have a problem in your career? She can help you out there too? Did you say you have a phobia of spiders? The steps she follows in her coaching program can help you get over your arachnophobia too - in just one session. Smoking a problem - guess what, this Life Coach can help you give up smoking in 3 simple steps! She can do it all!

I wonder if this business coach has heard of the saying: "Jack of all Trades and a Master of None?"

Personally, if I were struggling with my marriage, I'd want to see a relationship counsellor or an expert who specialised in that area. My marriage is far too important to me.

If I were unhappy in my career, I'd rather go and see a Career Coach who was specifically trained in the area of careers to help me find a job I love. After all, I spend so much of my life at work, I'd want to seek the help of a specialist – not a generalist.

Trying to be all things to all people can often lead to disappointment, exhaustion and frustration. And if your goal is to be build your credibility as a specialist in your field so that you can boost your hireability and get paid what you're worth, being seen as a generalist and a 'jack of all trades' will certainly stop you.

### **Business Branding & Niching: Are they important and relevant?**

Yes, Yes YES!!!

I believe these two things are paramount if your goal is to build a reputation as a specialist in your field to get noticed, booked and paid what you're worth. This is why I spend time working on these two elements with my clients in all of my coaching programs.

Understanding and defining your niche will allow you to create programs and packages you know your ideal client will want to invest in. This is because you've spent time listening and observing your ideal client to see what he/she is struggling with.

This information will allow you to better tailor your message to speak directly to their needs. Your brand voice and your message will connect with your ideal client. And, you can tailor your services and programs as a solution to help them overcome their problems.

Identifying and defining core elements of your brand will ensure you build your credibility and will distinguish yourself in the market place by incorporating your Signature Brand in everything you do. Including:

- **Your Brand Voice:** the words you use in your articles, flyers and sales pages
- **Your Brand Design:** the look and feel of brochures, images and fonts

- **Your Brand Persona:** your mannerisms and your body language
- **Your Brand Style:** the clothes and accessories you wear

Once you have these key elements in place, not only will you start to attract the attention of your ideal client, you'll also quickly boost your credibility and reputation as a specialist in your field, which in turn will boost your hireability.

Prospects will want to invest in you because of the reputation you've been building and because of the value you offer to your ideal client.

YOUR SAY:

Do you think niching and building a strong brand is important? Or do you believe you can build a successful business by providing a diverse range of services to anyone and everyone? Let me know in the comments below. I'm interested in your thoughts...

### **Today's Inspirational Tip**

"Actually, I just woke up one day and decided I didn't want to feel like that anymore, or ever again. So I changed. Just like that." -Anon

Sometimes we go on struggling and battling with our challenges, when in actual fact, all that is needed is for us to change our minds that we will no longer will feel a certain way about something.

A few years ago I was worried about an upcoming event that I was hosting. I was worried about whether anyone would book in for the event, let alone enjoy it. I was worried about the premises and whether they would be able to deliver. I worried about whether I had everything I needed, or whether I had forgotten something. I think I must have been worried about all the worry I was worrying about. Honestly, it was ridiculous. Until one morning, I woke up and thought, "Wow, imagine if I put all this energy that I was putting into worrying, into the actions I needed to take to make this event a great one. And, so I did. It took a few days to really sink in, however after I made up my mind that I was not going to fuel my worries, but rather just trust that everything was going to be just fine – guess what, it was. And, anything that came up, I handled, because I had the energy to do so as I was no longer spending so much energy on worrying.

So, if you're worrying about something or some other feeling that is draining your energy – decide to no longer feel that way, every again. And change it. Because you can – it's up to you!

[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](http://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](http://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