

Show Number: CCS Episode #46

Show Title: [Coaches Connection #46] Hate selling? 5 simple steps to promote your services with ease

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Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 46. 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.

Does the thought of having to sell your services make you cringe? As a service-based business owner whose product is essentially 'you' - continuing to struggle with promoting yourself could seriously affect your business's growth.

Here are 5 simple yet very effective steps that will support you in promoting yourself in an authentic way that will have your prospects lining up at your door ready to invest in you.

Announcements:

Before we dive into that - I have a few announcements I'd like to share.

1. This is to Turnip Marketing. You'll find them over on Twitter @TurnipMarketing They help small business owners squeeze every \$\$\$ out of their marketing budget and increase revenue.

A big thank you and shout out to Turnip Marketing for including @TheAmbitiousPod in their online magazine – The Turnip Times. Thanks you – I really appreciate it

Now, if you'd like me to do a shout out to you just like I have with Turnip Marketing – 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.

You can pop on over to www.ambitiousentrepreneurnetwork.com/ccpconnect Our direct phone numbers 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 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.

2. The second announcement is one I've shared before, however I want to share again as it is something I highly recommend you attend, especially if you are someone who does get nervous when attending a networking event, especially when it comes to your introduction and speaking to a group of people - I have a one-day workshop on the 30 October that is a must attend. Network with Confidence

Here's what we'll be covering:

- How to create a meaningful and memorable 30-second introduction that will WOW the audience and have them wanting to know more;
- Practical tips on how to control those butterflies and calm your nerves so you can speak with confidence and ease;
- Body language – the power of non-verbal communication
- Microphone Tips and Techniques, and lots more

Walk away from the day inspired, empowered and ready to stand up and confidently state your introduction with confidence at your next networking event!

So, if you're unsure how to introduce yourself in a way that inspires and entices people to want to know more about you and you want to speak in front of a group of people confidently, then come to the workshop. It's going to be a fun, hands-on workshop.

Go to: www.NetworkWithConfidence.com.au

Tip of the week:

If you have been using Google Calendar and syncing with your Outlook calendar – yet around August it hasn't been working, it's because Google no longer supports the syncing of your online calendar with your desktop.

I realized this a number of weeks ago, after trying to figure out why it wasn't working. I have team that need to look at my calendar, so when I update my desktop calendar – they need to be aware of the updates. Or, when a client or a guest for my podcast – the Ambitious Entrepreneur show books, it's important that all my calendars are updated. My desktop and my online calendar.

So this was no longer working and I was beginning to tear out my hair, until I found out that Google was no longer supporting the syncing.

I had to find out a way to work around this and after researching online I found a cool tool that allows me to do that.

It's called Outlook 4 Gmail.

<http://scand.com/products/outlook4gmail/>

Outlook 4 Gmail allows you to sync your Outlook contacts and calendars with Google accounts, and is very easy to setup.

I've put the link on today's show notes which you'll find over at:
www.ambitiousentrepreneurnetwork.com/ccp46

Outlook 4 Gmail

Words of Wisdom:

Now imagine this - You've hung your shingle outside your front door and are excited at the thought of the work you'll be doing to support your clients. However, excitement soon turns to dread when you realise that prior to being of service to your clients, you need to become skilled in not only marketing, but also in the selling of your services - with the latter being an activity that makes you cringe. Can you relate?

If you've answered 'yes', you're certainly not alone. Many coaches and other service-based businesses who have to sell 'themselves' can struggle to reach their income goals because they dislike having to sell their services to a prospective client.

And if this is something you're struggling with in today's words of wisdom I'm going to share 5 simple yet very effective steps that will support you in promoting yourself in an authentic way that will have your prospects lining up at your door ready to invest in you.

1. Challenge 'unhelpful' beliefs

One of the first and foremost steps is to confront two unhelpful beliefs that can block and inhibit you from effectively promoting your products/services.

>> **Belief 1: Your belief that all sales people are pushy and would say practically anything to get the sale**

We all have a story to tell where we have been put under pressure by a hard-nosed sales person, who had as much tact as a gnat when trying to get you to say 'yes' to their offer.

This is certainly not the approach that a heart-centred service-based entrepreneur wants to adopt – right? Well, just because there may be some annoying and unpleasant sales people in the marketplace, doesn't mean that you have to use the same approach.

In fact, I highly recommend that you do the exact opposite. So what approach would you rather take that will enable you to incorporate your values and what's really important to you when speaking to people who show an interest in what you are doing?

>> **Belief 2: Your self-belief that you are unworthy**

The first sale you have to make is to yourself. Would you invest in your own services? Do you believe that what you have to offer is of real value to your clients?

If you have a lack of confidence in your services or can't list the benefits that your clients will receive through working with you, it will be very difficult for you to promote these services in a confident and professional manner.

These 2 mindset issues, along with others (including fear of rejection if the client says no, etc; fear of success, etc) are often what keeps people blocked and is something we dedicate quite some time to in our coaching programs.

However, an exercise that I'd encourage you to do is to spend some time identifying your strengths, your talents and the results you can support your clients in achieving. The true value you bring to your clients is a combination of all these

things, and it's extremely important that you are able to recognise and speak confidently about this when talking to a prospect.

2. Reframe 'selling' to 'service'

Once you recognise the amazing benefits your service (and/or product) will deliver to your prospective client, it's then time to reframe your thinking around 'selling' into the mindset of 'service'. When thinking of 'selling' we can often imagine a person trying to influence and persuade another person into purchasing something that they don't really need, which is not the mindset or the approach we want.

Instead the mindset of service is one where you are offering them the value support and accountability they need to overcome the problem/issue that prompted them to make contact with you.

Allowing your struggles to continue and by not sharing information on how your product or service can support your clients, could mean that they continue to remain stuck with their issue. So, you're actually doing them a disservice by not sharing this information with them.

Sharing information about how your service can support them in overcoming their issues means that you are being of 'service' – which is something all heart-centred entrepreneurs aim for – right?

3. Think 'connection' not 'conversion'

Connecting and building a relationship with a contact is far more empowering than trying to convert your prospect into a client before you've even had the opportunity to build rapport with them or before you have taken the time to find out the reason they contacted you.

Remember, people do business with people they know, like and trust, so spending time to build a strong connection with your contact not only helps you both be more at ease, it will also give you the opportunity to build a level of credibility and trust.

Don't think conversion, where you concentrate on your needs. Instead think connection and showing a genuine interest in THEM and THEIR needs.

4. Transform your 'sales pitch' into a 'strategy session'

Jumping in and trying to 'sell' your services to a potential client often fails when you haven't truly identified the needs of the client or haven't yet had the opportunity to demonstrate that you have the ability to help them overcome their problems and issues.

Rather than launching into a sales pitch that tries to 'sell' your client into one of your programs, create a strategy session so that they can begin to experience what it is like to work with you.

This session could involve some powerful questions that focuses on what they WANT to achieve; getting clear on some of the action steps they need to take; while also sharing some of the success stories of how other entrepreneurs who were initially struggling with similar issues, are now reaching goals they had once only ever dared to dream about.

A strategy session that uses this approach is far more empowering and will enable you to build credibility, believability and desirability in your services, as they will have gained first-hand experience of how you can support them and the outcomes they can expect to achieve.

5. Conclude with a compelling call-to-action

We all like to make our clients feel special, so why not offer them an amazing package that covers all of the areas that they will need to work on. You could also consider including bonuses to make your offer even more irresistible. Or perhaps offer a 'quick decision' bonus that rewards them for taking action and enrolling in your programs.

So there you have it; 5 simple yet powerful steps to support you – a heart-centred coach (or service-based business owner) - in promoting your products and services in an authentic way that will have your prospect clients lining up at your door ready to invest in your amazing services!

Today's Inspirational Tip

“Best way to sell something; don't sell anything. Earn the awareness, respect, and trust of those who might buy.” – Rand Fishkin

[Outro]

Go ahead and give us a shout out - we'll make sure we shout back!

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