

Show Number: CCS Episode #43**Show Title:** [Coaches Connection #43] Grow Your Coaching Practice:**Your Host:** [Annemarie Cross](#)**Show blurb:**

Hi there, welcome back to Coaches Connection Podcast - this is episode 43. 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.

A few business people I've spoken to lately have all agreed on the same thing. Networking events made them nervous. From knowing what to say when someone asked the question: "So what do you do?" to speaking in front of a group of people to introduce themselves, through to trying to have a meaningful conversation with complete strangers.

What about you? Do you get nervous when attending networking events and having to stand up to introduce yourself.

Well, if that sounds like you – stick around because today I’m going to share 5 things you should avoid when introducing yourself.

I often see people doing these things because of the fact that they are nervous, so make sure you’re aware of these 5 things and that you are not doing them when introducing yourself at a networking event.

Announcements:

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

Firstly a huge shout out to Laura Rubinstein. You can find Laura on Twitter @CoachLaura She is a Social Media Marketing Speaker, Trainer and Consultant. Laura did a shout out to thank @TheAmbitiousPod for being top engaged members in her community last week. You are very welcome Laura – love the material you share. I’d love to extend the invitation for you to come on my podcast The Ambitious Entrepreneur Show, Laura as you have a lot of wisdom to share with our listeners. Thanks again Laura.

2. Secondly, 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. It’s the Banish Networking Nerves – FOREVER Workshop.

Here’s what we’ll be covering:

- Practical tips on how to control those butterflies and calm your nerves so you can speak confidently and with ease;
- My secret formula on how to create a meaningful and memorable 30-second introduction that will WOW the audience and have them wanting to know more;
- Body language – the power of non-verbal communication and how to inspire and influence your audience – every time;

- How to get your message across in an influential and authentic way
- Microphone Tips and Techniques to capture and maintain your audience's attention from when you start speaking, to when you finish.

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 nerves get the better of you; you fear speaking in public; or you despite having gone over and over what you are going to say, you stand up and your mind goes blank, you stumble over your words, and your introduction comes out in a rambling, disjointed and confusing way then this workshop is for you.

Go to www.banishnetworkingnerves.com to book your seat.

Tip of the week:

For those of you who know me, you know that I love technology. However, even with my love of technology and electronic gadgets, one of the things I don't go anywhere without is notepad and pen.

There's something about being out somewhere outside of my office that will often get my creative juices flowing so having a pen and paper – my notebook handy to jot down my thoughts is a must. In fact there have been times where I've forgotten my notebook and I've had to pop into a store to buy one because I had a flood of ideas and nothing to write on.

Once I do a bit of a brainstorm or what I call a brain dump, I'll take those ideas back to my office and expand on them.

There's something about putting pen to paper that is quite magical. Sometimes if I get stuck, I have writer's block and I just can't seem to come up with ideas or words for an article, writing down notes in my notebook can get my thoughts flowing.

So, today's tip of the week is kinda old school, but still very powerful when it comes to sparking creativity and getting thoughts out of your head and onto paper. And, keep a notepad and pen handy wherever you go, for times you suddenly get an idea

and need to make a note of it and begin to expand on it when you're out of your office.

What about you? Do you carry around a notepad with you too? Let me know by leaving a comment at www.AmbitiousEntrepreneurNetwork.com/CCPConnect Perhaps this has led you to come up with an idea that has generated significant revenue for your business. Let me know by leaving a comment and I'll share this on an upcoming show.

Words of Wisdom:

Do you look forward to networking, meeting new people and introducing yourself to strangers?

Many people don't, so if this is something that makes you a little nervous you are not alone.

I'm sure you've heard the saying: "First impressions count."

So, when you've got the microphone poised at your lips and everyone's eyes on you for the next 45 seconds - what you say next matters if you want to make the RIGHT impression.

If you do any of the five things I'm going to speak about shortly and you risk the chance of leaving a wrong impression with people who could have been potential clients, referral and/or joint venture partners.

Through my weekly podcast - The Ambitious Entrepreneur Show and having attended numerous networking events over the years, I've heard hundreds of business owners introduce themselves.

With the potential to open up lots of opportunities, you'd think they would have planned and rehearsed what they were going to say so they could confidently explain who they were, what they did, and the solutions/outcomes they could provide, therefore leaving a memorable impression.

Sadly, often times - that was not the case.

Their introductions were memorable all right - but for all the wrong reasons.

Here are the five things they did that you DON'T want to do the next time you stand up to introduce yourself at a networking event:

1. You ramble on

Forty-five seconds can seem like a lifetime for people in your audience if your introduction is not structured and you ramble on and on.

This will often happen when people don't take the time to think about what they want to say beforehand, so they end up rambling during their allotted time frame, resulting in a confused audience.

Don't just 'wing it' – plan out what you want to say and practice, practice, practice saying it out loud.

Preparation is key.

2. You use jargon

While you may be excited about the modalities you use in your practice, or the latest and greatest things going on in your industry, or how proud you are of the certifications you hold – because we're not in your line of work we have no idea what you are talking about.

At one networking event, I remember one Life Coach rattling off a list of modalities she used with clients as well as other industry-related jargon.

Looking around the room I could see people's eye glazing over. They had no idea what she was talking, so they switched off.

Some of the other businesses in the room could have been potential referral partners, however because they had no idea what she did or how she could support clients – the opportunity was lost.

Don't lose potential opportunities by using jargon. When you're explaining things, please keep it simple, and use language we can understand.

3. You speak softly

Typically in a networking event you're in an open space with numerous people so the acoustics in the room is not going to be great.

You need to project your voice so we can hear you. Even if you have a microphone, please speak into it clearly and at a level that we can hear you.

I've been in a room where a person still spoke softly into the microphone and the people close to her still struggled to hear most of her introduction.

Project your voice.

4. You make excuses and/or apologise

Ever heard someone say "I've been so busy I haven't had time to prepare anything," "I forgot my notes," or some other excuse?

Similarly you may hear people begin their introduction with an apology. "I'm sorry for being unprepared – please forgive me," or "I'm sorry I'm so nervous – I really dislike speaking in public," "I hope I don't bore you to tears with what I'm about to say," or some other reason.

If you do this too, sadly, you've just undermined your credibility. The audience is more likely going to be listening out for when you make the mistake, or how soon you'll start to bore them.

Never start your introduction with an excuse or apology.

Be proud of who you are and the services you offer. Prepare and practice your introduction so you can confidently share this information with the audience.

5. You're not specific enough

If you're not clear on your ideal client, how you can help them and your introduction is too broad it's going to be difficult for your audience to understand what you do. The more specific you are about WHO you serve, HOW you support them (i.e. the solution you offer), and the OUTCOME they can expect – the more likely you will get referrals.

[Quote] "Networking 101: Tell us WHO you serve; HOW you support them; & the OUTCOME they can expect." – Annemarie Cross

Here's an example. See which one stands out for you:

(A) "I work with mid-management sales executives in developing powerful career marketing documentation so they can get noticed, hired and paid what they're worth when positioning themselves for senior-level sales positions."
Compared to:

(B) "I'm a career coach and professional resume writer helping people achieve their career goals."

Which do you think is better? A or B?

Join the conversation: Let me know - would A & B (above) spark your attention if you were sitting in the audience listening to the introduction? What is it about the introduction that stands out? What other DONT'S do you have to share with others so they avoid becoming memorable for the wrong reasons? Leave your comments below.

Today's Inspirational Tip

"Speak in such a way that others love to listen to you. Listen in such a way that others love to speak to you." Anon

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 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

Enjoy the show!

As always, thank you for being part of our community and listening to this podcast. To ensure you don't miss out on learning about the latest tips and strategies to help you build your successful business, go ahead and subscribe to the podcast by clicking on the link below.

And, while you're there, please leave your rating and review of our podcast show on iTunes. THANK YOU!

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YOUR SAY:

What did you think about the message Annemarie shared today? What action step will you take after hearing today's tips and strategies to get you motivated? Go ahead and share. We'd love to hear from you!

Please leave your comment in the box below, and remember to share and Like the show with your colleagues. Also, stop on by our [Facebook page](#) to say hello and to give us a shout out on [Twitter](#) – we promise to shout back! As always, we appreciate it!