

Show Number: CCS Episode #45 Mar

Show Title: [Coaches Connection #47] 5 mistakes that will stop the sale

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Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 48. 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.

In last week's podcast I spoke about situations where you have just had a conversation with a prospective client and they've just said no to hiring you and 3 things you should NOT do if you have just found yourself in that situation. Otherwise you can continue to lower your self-esteem, your self-confidence and your courage in getting out there and speaking to prospective clients.

Well, today I want to speak about 5 mistakes that you may be doing that is stopping you from making the sale. These are practical steps you should be doing in your coaching practice, however often, I see coaches not doing these things and because

of that they are not setting themselves up for success when it comes to having conversations with prospective clients about their services and the programs and packages they offer.

If you don't have these five things in place you will continue to struggle to make the sale, or you'll have to work so much harder when it comes to promoting and signing up new clients.

So make sure you have a pen and paper handy to take down notes and be sure to listen to this podcast again, so you can ensure you have everything in place in your coaching practice.

Announcements:

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

1. I want to do a shout out to Keri Jaehnig, she is a Content & Social Media Marketing Manager for Automotive, Green, Real Estate, Travel and Professional Business Brands. You'll find her over on twitter @IdeaGirl

Keri tweeted Do you know @AnnemarieCoach? Take a look at her @TheAmbitiousPod Podcast Network. Thank you Keri - I really appreciate it.

Now, if you'd like me to do a shout out to you just like I have with Keri - 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.

Tip of the week:

I love using graphics within each of my posts. I have 3 posts a week, which means I need 3 images. I was using a specific image service for a while, which was iStockPhoto, however after changing their pricing structure, which by the way deducted a significant amount of money from my account with them, I was left looking at a very hefty fee for images. I also wasn't happy that I had just topped up my account with them so I could get more images over the next few months only for them to deduct most of it from my account.

Anyway, I have found a solution which I am very happy with.
www.Shutterstock.com They have a huge selection of images, with very reasonable offerings.

I haven't looked back since switching over to them and have been extremely happy with the selection of photos I was able to select from when choosing an image for my blog posts.

So, if you are looking for images for your blob posts, I highly recommend you check out Shutterstock, from Shutterstock.com.

Words of Wisdom:

So I want you to imagine this...

You're in the process of introducing a new program to your database and everything is prepared.

Your sales page is up; your shopping cart/payment gateway is ready to accept participants; and you're sending out emails to prospective clients who you know could benefit from your support.

When you're launching a new program (or product/service) it can certainly be an exciting and busy time. However excitement can soon turn into concern, and concern to panic if you're nearing the start date with hardly anyone booked in?

Can you relate to this? I'm sure that many of us can.

Help! Where did you go wrong?

While there can be multiple reasons why you haven't got clients flocking to your door, here are five common mistakes that can result in minimum signups to your programs.

See if you recognise any.

Mistake 1: You haven't created the 'irresistible' factor

As a service provider it's vital to build a strong signature brand that instantly captures the spirit, personality and passion of YOU and what you do. A strong brand will enable you to stand out in a crowded marketplace as an expert and leader in your field.

And, building a reputation as the expert and leader in your field who delivers amazing results will make you irresistible to your ideal client.

It's also important to have a uniquely branded Signature System. What's a Signature System? It's the step-by-step process you'll take clients through in your program.

People prefer order and structure and will place more value on a well-defined system than an unstructured and vaguely laid out program. They'll be far more likely to invest in your program if you show them you've got a proven step-by-step system that will help them reach their desired goals.

Have you got a strong signature brand and signature system that's making you irresistible to your ideal clients and prospects?

Mistake 2: You're promoting program features – not benefits

While providing an outline of your program (your Signature System) is important – be mindful of WHAT you highlight. Don't just promote the step-by-step outline of your program as these are just the features. Instead tell your prospect about the benefits and results they can expect to achieve if investing in your program.

For instance, one of my Signature Systems is my [Unearthing Your Brilliance – Your Brand Private VIP Session](#) where I take people through a step-by-step process to help them define and develop their own powerful authentic Signature Brand.

Notice in the following example, how I position the features of the program alongside the benefits they can expect to achieve:

“When you invest in the Unearth Your Brilliance Branding Program, you'll also learn:

- How to create the heart and soul of your brand by identifying your primary and influencing Brand Archetype's **making you become irresistible to your ideal clients.**

- Specific words that speak directly to each of the Brand Archetypes' needs and desires. Sprinkle these throughout your marketing messages to **attract and influence the people YOU want to work with.**
- How to develop your on-brand core marketing message so that **clients feel compelled to invest in you** and your services.

Even **if you already have a brand**, the 'Unearth Your Brilliance' Branding Program will **reveal vital tweaks** that can **dramatically boost sales** and results. Best of all, the process is easy and FUN!"

As you can see, rather than listing the step-by-step process (the 'features'), I have highlighted the results ('benefits') my clients will achieve. I know this is something they're looking to resolve and therefore increase their desire to invest in the program.

So, what benefits can your clients expect if they invest in your program? Are you using words you know will speak to their needs and create desire so they invest in you?

Mistake 3: You're marketing to the masses

While it may be true that anyone can benefit from your program if you market your program to the masses, you'll probably find fewer (if any at all) people signing up. This is because your marketing message doesn't speak to their needs and fails to demonstrate how you can help them.

Niching is vital. Get clear on the struggles your target market faces, the problems they experience and what keeps them up at night. Be specific, speak directly to their issues and desires and show them that your program provides the step-by-step solution to their problem.

Do you know what keeps your target market up at night? Are you using the same phrases and words in your marketing to show them you have the answer to their problems?

Mistake 4: You haven't got a strategic marketing plan

While it would be great to be able to fill your entire program with just one email – in reality you'll find you have to send several pieces of communication to someone, before they make their purchase decision.

Remember, there's not just ONE way to fill a program. It can take several methods of communication to get ONE person into your program.

Avoid the ad hoc, spontaneous approach when marketing your program. Instead, have a well thought out marketing plan that includes various ways of communicating that is sent out a period of time leading up to the start date.

Map out your integrated marketing plan using some of the methods from my Brand Communications Wheel, which includes:

- Social Media Networks
 - o LinkedIn
 - o Twitter
 - o Facebook
- Speaking
- Articles
- Blog Posts
- Video
- Webinars
- Podcast / Audios

Which method(s) will you use to market your program? How often will you reach out to your list? And, how will you bring this information to your list in different formats so that you don't sound repetitive?

Mistake 5: You're marketing too many programs/products at the same time

Have a number of programs, products and services you offer to clients? Great! Don't be tempted to promote these at the same time. You'll only confuse your prospects and they'll more than likely not sign up for any of them.

Make sure your marketing plan schedules the promotion of just one of your programs over a certain period of time so your list/contacts can see a consistent message about that one program.

Once that program has been filled, you can start to promote another one of your offerings.

Remember, an overwhelmed prospect will more than likely not invest in any of your offerings so only market one program/product at a time.

What do you think? Was this helpful? What will you do differently next time you launch a program to ensure you get more enrolments into your program?

Here's to your successful program launch!

Today's Inspirational Tip

"The greatest danger for most of us is that our aim is too high and we miss it but that it is too low and we reach it." – Michaelangelo

[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