

Show Number: CCS Episode #49**Show Title:** [Coaches Connection #49] 3 missing links that'll stunt business growth**Your Host:** [Annemarie Cross](#)**Show blurb:**

Hi there, welcome back to Coaches Connection Podcast - this is episode 49. 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.

On today's show I'm going to share 3 missing links I often see that will keep coaches stuck from building the coaching practice of their dreams.

If you've been working hard to get your message out there – yet you still feel invisible.

If you've been having discover sessions and conversations with prospective clients who you know you could support, yet they're still saying 'No' to your services.

Then it may just be because of the three things I'll be sharing in today's show, on Words of Wisdom.

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. I know I did a shout out to her in last week's episode, however I got her Twitter handle wrong, so I want to correct myself and give her another shout out. Keri is a Content & Social Media Marketing Manager for Automotive, Green, Real Estate, Travel and Professional Business Brands. You'll find her over on twitter @IdeaGirlMedia

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

2. Another shout out to Stacie Walker. She's been sharing previous podcast shows with her community. She is a Best Selling Author, Podcast Producer and a Mentor who helps people turn their personal story into a best seller. You'll find Stacie over at @StacieWalker on Twitter. Thank you Stacie for sharing @TheAmbitiousPod

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

The second announcement is that I have locked in my next live Network & Communicate with Confidence Workshop.

I ran the inaugural workshop last week and everyone loved the information and exercises.

In fact, Susan Whelan, said this about the workshop: *"I can highly recommend joining this event. I have just come from a day of learning which was fun and very informative. I learned a heap. Annemarie's skills are amazing at this. She will have you up there in no time with a microphone in your hand, along with some very powerful little techniques she teaches to calm the nerves. Thanks Annemarie Cross for amazing day."*

Thank you Susan for your feedback. I'm thrilled you learned so much and are now on your way to networking and communicating with confidence.

The date for the next workshop is 30 January 2015; there are only 24 seats, and 3 of them have already been pre-booked. So I'd say this will sell out quickly.

Go to www.networkwithconfidence.com.au to find out more and to secure your seat. That's www.networkwithconfidence.com.au

Tip of the week:

A really great resource that my colleague Keith Keller just loves and uses to build visibility for his business on Twitter, is Snip.ly.

Snip.ly is not just a great tool for shortening urls (like say bit.ly), it also allows you to add an image and a comment.

Another cool feature is a 'shuffle' feature, which means if you click on it, it can take you to a random snip. It's a great way to discover new content, although you do need to be accountable for the amount of time you spend on it, as I'm told it can be addictive.

So, Snip.ly is a cross between a micro-blog and a full-on blog, as you can take someone else's information (from their website), add your own thoughts and

comments on this information, select a cool image, and voila. Another great piece of content to share with your community. And, not taking very long to do.

So go ahead and give it a try – I’ve just signed up for a free account to check it out. Snip.ly. Thanks to Keith Keller for that tip. You can find Keith over on Twitter @KeithKeller

Do you have a resource you’re using in your coaching practice that you wouldn’t be without? Let me know what it is and I may just feature it on an upcoming show.

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

Words of Wisdom:

Do you ever get to the point in your business where you just feel like throwing your hands up in their air through sheer desperation?

No matter what you’ve tried, you just can’t seem to take your business to the next level?

- You’ve scoured the internet and have read everything you can from dozens of business blogs;
- You’re following a number of business gurus and have implemented the things they are doing and that they have advised;
- You’re subscribed to various newsletters by ‘people in the know’ so you can keep on top of the things they recommend...and the list goes on.

But, you’re still struggling to attract more clients – especially clients who value your expertise and are willing to pay you what you’re worth.

Does this sound familiar to you?

If it does - you’re not alone.

I receive so many comments from our listeners and community of purpose-driven coaches, who are so passionate about the work they do and the potential they have to be able to help their clients. However, despite all their hard work and efforts, their ideal client just doesn’t see the value in their services and ends up saying no. Or, coaches feel they are invisible and that no-one knows about them.

After working with hundreds of clients and analyzing what they are doing and not doing; what's working well and what's not working well, as well the problems and struggles I've had in my own coaching practice, my career coaching practice which I've had for many years and the work I've done with my own coach and mentors - I have identified three things that are often missing that can often be the reason why many coaches struggle and find it hard to take their coaching practices to the next level.

I've used the letter 'C' to define each of these three missing links, which are:

1. Clarity
2. Confidence
3. Connection

Let's take some time to look at each of them a little more closely:

1. Firstly - Clarity:

What do I mean when I say – Clarity?

If I was your ideal client and happened to come across your website and started reading your blog posts; or if I happened to read your newsletter, or even your social media posts and what you share with your online community – would the information you shared give me a sense of who you are, your expertise, and how you can support me?

Is this information you continue to share online and offline so clear and focused that I know that you are exactly who I need to work with, and how you can help me?

Unfortunately the reason why you may not be attracting your ideal client is because the message you're portraying is vague and unclear.

Which means if I came to your website, if I read your articles or your newsletter, or if I happen to be following you and seeing what you continue to share on social media, I would get confused, or probably I'd just leave because you're not sending a clear and concise message as to who you are, what you are an expert at, and how you can help me.

So when people are continuing to get confused, they leave.

Are you a Life Coach who specializes in Careers? Well then, the information you share, your articles/blog posts, your bio, the information you share on social media, should position you as a Life Coach who specializes in Careers. If you are also writing about how you can help people give up smoking; you're also able to help people get over depression; and [you fill in the gap], people are going to get confused. They won't really see you as a specialist, because the way you are portraying yourself is someone who dabbles across all sorts of different things.

Let me ask you a question - If you had a serious medical issue - would you go medical professional who wasn't a specialist to help you?

If you wanted to build your dream home, would you hire a jack-of-trades handy man to build your dream home?

If you were getting married, or some other very important event you wanted to capture the memory of, would you hire someone who was not a professional photographer, but just dabbled in taking photos part time?

I think if you're honest, you'd say – absolutely not. I know I wouldn't.

And, neither would your ideal clients, which may be the reason why you're struggling to get clients.

So an action step I want to encourage you to do is: To get clear on what you want to become known as; what makes you unique; and how you're going to distinguish yourself in the market place with clarity so you speak directly to the needs and desires of your ideal client.

2. The second missing link is Confidence:

What do I mean when I say 'confidence'?

You can have the best program to support your clients, a clear idea of where you want to take your business, a solid marketing plan in place to get your message out, however if you don't feel confident when speaking to a potential client about your programs, or if you don't have the right mindset to support you – you can still struggle to get new clients.

Is your lack of confidence jeopardizing your results?

Does the thought of speaking to a potential client after they enquire about your services, freak you out, so you end up giving away a lot of your information for free because you're trying to impress them, and you rush quickly through your program details and fail to listen to the client's needs. So client ends up leaving without making a commitment, and when you follow up, you get a 'no'. The client has gone elsewhere.

Is your lack of confidence causing you to end up coaching your prospective client through a discovery session, so-much-so, that they don't feel the need to step into your program because you've already helped them?

Is your lack of confidence stopping you from getting out there and networking, and speaking, or following up with potential clients?

Are you passionate about what you stand for and how you want to help your ideal client, however the thought of being seen out in the market place and opening yourself up to comment and possible criticism (i.e. the Tall Poppy Syndrome) keep you playing small?

Yes, it can take courage and a healthy level of self-confidence to step out of your comfort zone and attend networking events, and getting out there and speaking in front of people. Yes, it can take courage and a healthy level of self-confidence to get your message out there and when you do, you may start to attract the attention of people who may criticize you. However, you know what – they are only envious of the incredible work you're doing.

So, if you can see that your level of confidence and courage has been holding you back, and *action step I want you to take is*: To make a commitment to start working on increasing your confidence.

Watch www.TheSelfBeliefMovie.com now and write down all of the 'aha's' you learned in your journal.

3. Missing Link number 3 is Connection:

What do I mean by Connection?

Well, it can take multiple communications from you with a prospective buyer before he/she say 'Yes' to your services.

And, according to numerous sales and marketing professionals that number can double in a declining economy.

In fact, one of our former sponsors for the Ambitious Entrepreneur Network (which is the network we host Coaches Connection Podcast on), is Meridith Elliot Powell. Meridith would say that it can take between 7 – 12 touches (communications) from you, before your prospective client say's Yes. And, if you consider in a declining economy this can take twice as long, that's 14-24 touches.

Do you have a 'Keep in Touch' system in place that allows you to remain in your prospective client's world so that when they're ready to make a commitment – you're the person they think of?

This could include a weekly or fortnightly newsletter, regular blog posts/articles, tips and resources shared across various social media sites – could be things you are doing to connect and build relationships and key 'know, like and trust' factors with your prospective clients.

Be careful with just thinking that blog posts and tips shared on social media are ok on their own. How do you know your ideal client is even seeing them? You don't.

Therefore, your keep in touch strategy FIRST has to start with getting them on your list; on your database, so that you can continue to follow up with them in a supportive, non-salesy way.

In other words, don't just keep emailing them 'buy my program' 'buy my program' 'buy my program.' They'll unsubscribe from your list and you'll never get the opportunity to connect with them on a deeper level.

I have so many stories about prospective clients who have been on my list, sometimes even as long as 18 months or more. Then all of a sudden I'll get an email – I'm ready to work with you – what do I need to do?

Had I not been sending a regular newsletter with tips and resources that they found interesting and useful, we would have lost contact, I would not have been able to build a deeper connection with them, and they certainly would not have reached out and send – let's go, I'm ready to work with you.

So the action step I want you to take today: If you don't have a Keep in Touch strategy in place – get one started today!

There you have it - Clarity, Confidence and Connection: three things you want to have in place if you want to take your coaching practice to the next level.

If you are struggling with any of these 3 things go ahead and access my complimentary 10-week Biz Success Series, which is specifically designed to help coaches put into place some of the key foundations to help them grow their coaching practice. I have put together exercises, worksheets and other resources to help you get more clarity on each of these areas I spoke about to today. So if you're not already going through the Biz Success Series – I highly recommend you do. The link is www.bizsuccessseries.com

Today's Inspirational Tip

"Spending time complaining about yesterday, won't make today (or tomorrow) any better." – Anon.

[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.