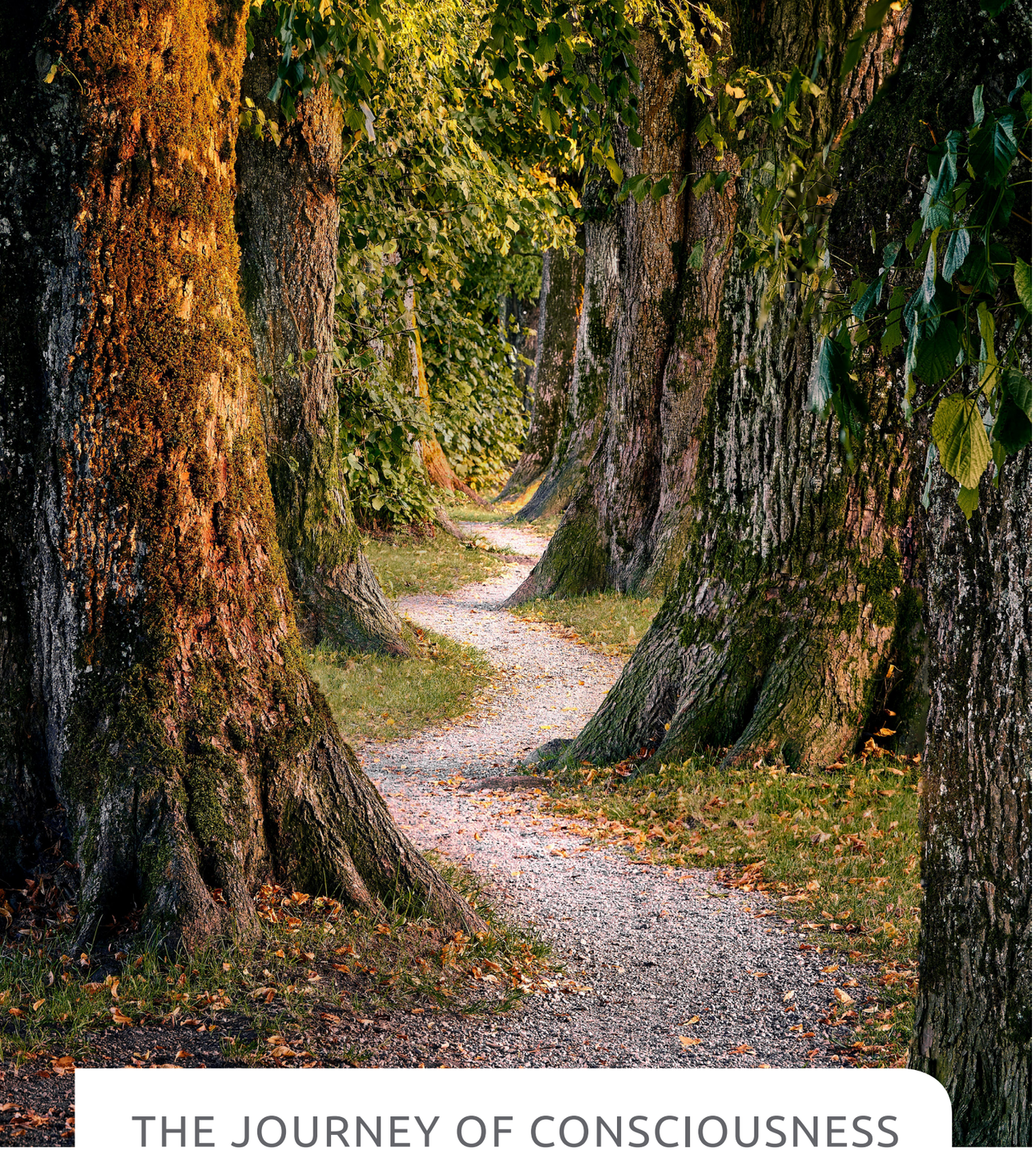


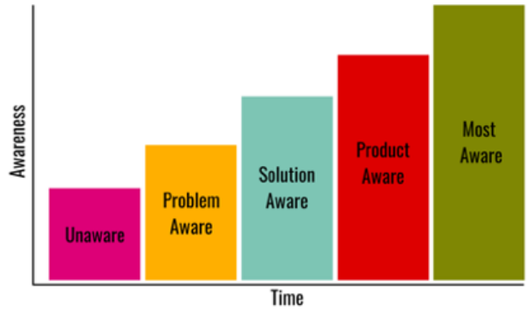
THE JOURNEY OF CONSCIOUSNESS

Marketing should build curiosity, tension and the urge to know more. Forget the heavy lifting and begin a journey of awareness with marketing experts Frances Khalastchi and Simon Batchelar.

Most coaches start with the hardest bit of marketing.

If it seems that you're always talking to people who don't understand what coaching is, let alone realise that they would benefit from it, then you too are engaged in that 'hardest bit'. It can feel like a lot of work and effort with limited engagement in return… because these people are unaware of their situation or that coaching might help.

Marketing is most effective when you get back to basics. There's a journey people take when considering coaching. We call it the 'Journey of Consciousness'.



Unaware: doesn't know they have a problem, or can't yet see the opportunity for change, and it can take a lot of time, energy and effort to move them to the next level.

Problem aware: knows they have a problem, or can see an opportunity for change but doesn't know there are solutions to the outcome they have identified.

Solution aware: discovers that there are solutions, but hasn't chosen one, and is still deciding if they're ready to do the work.

Product aware: is ready to do the work and is looking for a product that matches their perceived solution. They're trying to work out if your product can help them solve their problem or support them in the change they want to make.

Most aware: has decided they're ready to work with you. They're on the cusp of buying but need to feel supported in taking the first step.

Most people think, and most marketing advice will tell you, to focus on those in the unaware level, as that is what the big brands do. But for a considered purchase like coaching, and without an advertising budget of millions, this is often highly ineffective. What's more, if you try to take people through these five levels too fast, they get overwhelmed and feel like they're being sold to – nobody likes that.

It's far better to build curiosity – create a little tension, an itch to know more. People love to explore and learn about new things, so a better approach would be to take the client on a journey that they can explore at their own pace.

When the solution is so clear to you, it's tempting to jump straight in with a solution. However, a premature solution can be overwhelming for the potential client. Too much, too soon and they stop the journey, go on a detour, get lost or look for another coach.

It can be tempting to try to use apps and tech tools to boost or push your messages, but these frequently push people away rather than invite them in. It's often better to keep it simple.

Coaching is a significant – and hopefully life-changing – investment. It's not an impulse buy… it really is a journey of consciousness. You can make the journey feel more natural for people, and more manageable for you, by breaking it down into levels. After that, you can create a variety of marketing content to guide them as they travel at their own pace.

Not everyone will complete the journey and become a client but, for those that do, the learning that took place along the way will support the coaching process when it starts.

And the bonus benefit? You have an organic marketing process with content for all, regardless of their level of awareness. When you're not trying to convert a person into a client with every post or podcast, your marketing will feel a lot less like marketing – to you and to them.

ABOUT THE AUTHORS

Frances Khalastchi has 20 years of experience in corporate, third sector, start-up and government communications. She has created brand partnerships, launched products, designed websites and trained many people along the way. She now helps coaches improve their relationship with marketing. Her clients face the feelings that marketing brings up and then capitalise on self-awareness to feel more confident about putting themselves out there.

Simon has run an online marketing agency for over 18 years, and in that time has transformed the marketing of over 400 small businesses. Their longest-standing client tripled their turnover to over £5m, and they have taken another client from starting their blog in a coffee shop to talking on the TED stage. Simon is writing a book on marketing for coaches, based on the Better Bolder Braver teaching method

Frances and Simon are hosting a signature course until 9 June 2022. They also provide AC CPD hours accredited training. Both will allow AC members to take a deeper dive into the contents of this article, gaining insights, ideas and tools for moving forward with a more intentional, purposeful, enjoyable marketing practice.