

THE COACH'S MARKETING JOURNEY

Frances Khalastchi and Simon Batchelar share their model to help coaches create a unique marketing journey for themselves and their business.

Coaching is a unique service, with some unique marketing challenges – not least a general lack of understanding of what coaching is. Unsurprisingly, coaches can feel frustrated, overwhelmed and ultimately disillusioned when faced with marketing their services.

With a shift in perspective, instead of feeling daunted by marketing coaches can get excited by it, making it a painless part of their daily practice.

Leveraging over 40 years of marketing experience, learning and knowledge, we have created the Coach's Marketing Journey. Unlike other marketing systems, with their emphasis on tactics and chasing vanity metrics, the Coaches's Marketing Journey is a more ethical and rewarding way to attract better clients, build a bolder offer, and become braver with your pricing, planning and purpose.

The Marketing Journey is a six-stage approach designed specifically for coaches. The secret lies in a change of marketing focus: from conversions to conversations.

1. MINDSET

Starting with the right mindset makes everything else easier. Get clear on your values, boundaries and unique impact on others. This is the foundation for defining who you are as a coach and whom you really want to work with. It's the key to avoiding the trap of comparing yourself to others. Explore what your value is, and to whom, and you will become more confident in talking about your coaching to others.

Clarity on who you are and what you bring to the table also empowers you to define what success looks and feels like for you, so you can build the coaching business you want.

2. CLIENT

Who is your ideal client? What defines them? Is it their work, their attitudes, their goals? Whatever their defining features, knowing your ideal client enables you to identify your coaching 'niche'. Without a niche, you risk marketing yourself to people who might have no interest in what you do or the outcomes, insights and feelings you can guide them to. Narrowing down your target audience means you can start having really meaningful conversations. Most coaches can talk at great length about what they do but not so much about whom they do it for.

What you need to embrace is: 'I am not for everyone, and that's ok.'

3. STORY

When one of your ideal clients is deciding whether they want to work with you, they want to know who you are, what you do and why you do it. To answer them, you need to tell a story that answers the three questions the potential client is asking themselves:

- Who does this coach work with, and do I fit that description?
- What can this coach do for me, and is this what I am looking for?
- Why should I trust them to guide me?

Your story needs to combine empathy and authority to show potential clients why you're the guide who will make them the hero of the story.

4. PRODUCT

Coaches usually see themselves more as service providers than product-sellers, but here 'product' signifies the whole package: what you do, how you do it and whom you do it for. The key is to offer what your target audience wants to buy, and not just what you want to sell – a trap many coaches fall into.

By understanding who your ideal client is, including their needs and wants, you can design a product that is exactly what they're looking for. With an understanding of your own needs and boundaries (mindset) you will also design a product that serves you too.

When you design a product that is the perfect fit for your client you can be braver with your price. You don't have to be bigger or better than anyone else to stand out. Your story, presented with empathy and authority, will build the trust your client needs to say yes with confidence.

5. CONTENT

We do not believe that you need to churn out endless content to attract clients. We believe that once you find your voice, embrace your authority and get creative, overcoming any fears about putting yourself out there, you can (and will) enjoy producing and repurposing good material that invites conversation and engagement from an audience that is right for you.

Content can include social media posts, blog articles, podcasts, videos on YouTube and so on. Formats and platforms vary, but what all your content should have in common is that it educates, entertains and engages with the aim of building trust. It shows your ideal client that you're the guide they've been looking for, and that you have a map that they want to follow.

Content builds confidence in you, establishes your authority, and opens up authentic and meaningful conversations that allow the client to make an informed decision about working with you.

6. JOURNEY

This final stage brings all the previous stages together. You build a journey for people to embark on, and the destination is them becoming a client. You use content to signpost the way from where they are to where they need and want to be, while showing them how you can guide them there.

The good news is that taking potential clients on this six-stage journey requires exactly the skills that you have as a coach: reflection, building rapport, listening and responding – all utilised with a clear destination in mind and always done so acting as a guide to the client.

Frances and Simon are running a one-off AC member benefit webinar, Changing the Marketing Conversation, on 10 February 2022 and are also hosting a signature course for AC Members from 24 February to 9 June. Both will allow AC members to take a deeper dive into the content of this article, gaining insights, tips and tools for moving forward with a more intentional, purposeful and enjoyable marketing practice. Find out more on the AC website.

ABOUT THE AUTHORS



Frances Khalastchi and Simon Batchelar are the founders of Better Bolder Braver. Frances has 20 years of experience in corporate, charity, start-up and government communications. She has created brand partnerships, launched products, designed websites and trained many people along the way. Simon has run an online marketing agency for 20 years, and in that time transformed the marketing of over 400 small businesses. Their longest-standing client has tripled their turnover to over £5 million, and they have taken another client from starting a blog in a coffee shop to talking on the TED stage.