

Full Practice: 100 Ways To Fill Your Coaching Practice

This list contains steps and suggestions to help you fill your coaching practice. Some of the suggestions will help you to become a better marketer — others will help you network better and become better well known — others are positioning and revenue-enhancing strategies. And some are quality-of-life improvement suggestions, which will help you become more attractive to yourself and thus to others.

1. Public Relations

Become known locally/nationally.

- ▶ Hire a PR firm
- ▶ Write column for local newspaper
- ▶ Appear on TV talk shows
- ▶ Speak on Radio talk shows
- ▶ Get quoted as an expert
- ▶ Send out press releases
- ▶ Identify global need/link to coaching
- ▶ Do something newsworthy
- ▶ Free coaching to high profile clients
- ▶ Develop a press kit

2. Electronic Marketing

Become Internet Marketing savvy.

- ▶ Develop a professional website
- ▶ Add useful content to website
- ▶ Add meta tags for search engines
- ▶ Link site to Yahoo/search engines
- ▶ Link site to/from other coaches
- ▶ Add yourself to coachreferral.com
- ▶ Create a weekly e-advice letter
- ▶ Create/broadcast tips/nuggets
- ▶ Ask for input from subscribers
- ▶ Get links from other sites

3. Personal Marketing

Develop an extensive network.

- ▶ Build an R&D Team
- ▶ Get to know top coaches
- ▶ Distribute self-intro/newsletter 4x/yr
- ▶ Join/form an alliance of coaches
- ▶ Develop Team 100 network
- ▶ Improve your personality/style
- ▶ Become someone worth knowing
- ▶ Host soirees/groups in your home
- ▶ Offer to help people as a habit
- ▶ Read Power Networking by S. Vilas

4. Reputation/Credibility

Become respected as a coach.

- ▶ Develop several specialties
- ▶ Become a Certified Coach™

- ▶ Develop the Edge
- ▶ Offer to teach for other coaches
- ▶ Take a poll/publish a report
- ▶ Correct/perfect your reputation
- ▶ Join the International Coach Federation
- ▶ Write a book
- ▶ Write magazine articles
- ▶ Teach for Coach University

5. Professional Development

Become an expert at what you do.

- ▶ Develop listening skills
- ▶ Develop diagnostic skills
- ▶ Speak simply; jargon-free
- ▶ Know your coaching skills
- ▶ Know 100 key distinctions
- ▶ Read important magazines
- ▶ Complete Coach University
- ▶ Develop strong/savvy opinions
- ▶ Develop Lazing skills
- ▶ Attend Coaching 99 conference

6. Sales Skills

Know how to sell really, really well.

- ▶ One sentence self-introduction
- ▶ Develop Lazer sales lines
- ▶ Know what you're selling
- ▶ Be fearless; ask for the order
- ▶ Develop conversion language
- ▶ Discern what's wanted/needed
- ▶ Ask open-ended questions
- ▶ Get to know the person/buyer
- ▶ Find a way to serve every buyer
- ▶ Tell buyers about themselves

7. Client Referrals

Become highly referable.

- ▶ Know your coaching strengths
- ▶ Know where you need to improve
- ▶ Let clients know you have room
- ▶ Ask clients for referrals
- ▶ Offer free introductory services
- ▶ Help clients to really succeed
- ▶ Really challenge current clients
- ▶ Identify your Ideal Client
- ▶ Let clients go who aren't right
- ▶ Specialize. Specialize. Specialize

8. Product/Services

Give everyone something to buy.

- ▶ Offer free audio tapes
- ▶ Develop/sell an audio tape series
- ▶ Lead local workshops
- ▶ License your programs/work
- ▶ Offer result-specific coaching
- ▶ Offer industry-specific coaching
- ▶ Offer client-type coaching
- ▶ Offer group coaching
- ▶ Teach 4-12 week TeleClasses
- ▶ Launch a Virtual University

9. Personal Improvement

Perfect yourself and your life.

- ▶ Reach 90+ on Clean Sweep
- ▶ Complete Personal Foundation
- ▶ Master 28 Attraction Principles
- ▶ Complete Need Less Program
- ▶ Complete Tru Values Program
- ▶ Complete 100 Smiles Program
- ▶ Eliminate problems in your life
- ▶ Develop Reserve of Space/Money
- ▶ Eliminate bad habits
- ▶ Eliminate tolerations in your life

10. Marketing Tools

Give people a chance to experience you.

- ▶ Offer free TeleClasses
- ▶ Offer free local workshops
- ▶ Distribute a printed brochure
- ▶ Give away 100-pt checklists
- ▶ Give away free audio tapes
- ▶ Offer free coaching
- ▶ Offer free call-in days
- ▶ Develop/distribute a questionnaire
- ▶ Host weekly Tele Discussions
- ▶ Host a virtual community

Related Resources

[Coach University](#)

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www.coachu.com | 1-800-48COACH

[TeleClass.com](#)

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www.teleclass.com | 1-877-TELECLASS

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