

# Growing your Coaching Practice in the Right Order

By Jane Johnson, Director of Aspect Coaching

***Have you been trying to grow your practice but feel like you are treading water?***

***Why is it important to grow your practice in the right way?***

I am a coach who specializes in working with coaches who want to grow their practice. During my work I have realized how many coaches go about growing their practice in the wrong order. The right order is crucial for rapid success and continued motivation to keep going.

## **The Wrong Way**

Many coaches are enthusiastic about growing their business and have a lot of motivation in the beginning. They lack the confidence and so usually begin with what is called PASSIVE marketing techniques. Passive techniques are those that don't involve directly relating to people, such as websites, ads, articles, flyers, newsletters etc.

Often the first six months are spent developing their website, producing a brochure or flyer and offering free coaching sessions.

After six months they are usually not getting many paid clients and have few people coming to them. They become discouraged and begin considering giving up saying it is all too hard and I hate marketing. (I know because I have been there too!).

## **The Right Way**

Instead what is important is to consider is ACTIVE marketing, which is any marketing technique that involves relating directly to people. This may be speaking, workshops, networking, referrals.

It is very important that marketing is done in the right order and some are more long-term strategies, which are only really effective when you have been practicing for a while and covered the basics.

The first key is to identify your niche and your point of differentiation.

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## **STEP 1 FINDING YOUR NICHE**

Without spending time on getting clear on this you will merge in the crowd and people will not refer you on as they will be unclear who you are looking for.

The key points are WHO YOU WORK WITH (as specific as you can i.e. not small business owners), What PROBLEM you solve and what is different about yourself. Calling yourself just a life coach is often not that helpful. Coaches who have called themselves things like the ebook coach, the teen coach, or the coach's coach have a greater chance of being remembered and referred.

Develop an audio logo that you can remember.

## **STEP 2 MEET PEOPLE**

Take whatever opportunity you can to meet people. This builds credibility and can place people in a position to make a decision there and now.

## **STEP 3 BUILD A LIST**

When you are meeting people you may want to start gathering their email addresses. You can do this through a newsletter. Often you need to offer something of value to get them to sign up so you may want to consider writing an ebook or teleclass.

## **STEP 4 BUILD YOUR CREDIBILITY**

When you have done all this repeatedly you may want to begin developing things such as websites. Websites do not really bring in many clients but is a good source of credibility and to give info to prospects.

## **STEP 5- CONSIDER LONG TERM STRATEGIES ONLY WHEN ESTABLISHED**

After 12-18 months you may want to consider long term techniques such as joint ventures, google pay per click, subscription websites, coaching Gyms etc.

These can dramatically increase the number of people who hear your message.

## **GET SUPPORT**

If you want to make sure you are maximizing your chances of success, I highly recommend a coach who has grown their business in a way you want

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to grow yours and is a couple of years ahead of you. This way you are getting support from someone who may evaluate your ideas from their own experience.

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Jane Johnson is one of Melbourne's leading Performance and Life Purpose Coaches. She has worked with many solo entrepreneurs, small business owners and middle executives, to enhance their success in their career/business and improve their income levels. She has also helped many find more fulfilling work. She is author of the home study course "Finding your Life Purpose" and many e books. She also runs teleclasses and workshops in these areas.

Contact Jane for a FREE introductory call.

## **BONUSES**

Develop 3 goals for 2005 that could dramatically improve your life. Click here to access your FREE assessment. [www.freegoalsreport.com/quiz.asp?id=310](http://www.freegoalsreport.com/quiz.asp?id=310)  
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