

5 Website Strategies for Attracting Coaching Clients

*Learn the Key Website Techniques That Top Coaches Use
to Create a Continuous Supply of Fun-to-Work-With
and Happy-to-Pay Clients*



Coaching Sites That Work!

Provided by the Certified Coaches Alliance .



How to go from “a lot of work to get a few clients” to “a continuous stream of fun, paying clients”

So you want to be a paid professional coach? That’s AWESOME! Helping others by doing something you love and getting paid well to do it – is golden.

But as you go about offering your coaching to people, you probably noticed this. You probably find that selling coaching can be tough. People tend to glaze over when you talk about how coaching works. They don’t seem to be as excited about it as you were when you first experienced coaching.

The reason is this. In order for people to hand over money to enlist you as their coach, quite a few things need to happen.

- People need to be familiar with you
- People need to trust you
- People need to like you
- People need to believe you can really help them
- People need to see the value they can get from your coaching

And the trick is, it takes a lot of time to accomplish these things. It takes time for people to get to know you, like you, trust you, etc. And, if you are doing this face-to-face, one-by-one, in drips and drabs, it will take a *really* long time.

Over their first few years in business, most coaches are able to muster up some slipshod way of finding and keeping about 5 clients. These clients don’t usually stay for very long, making the job of finding more clients a continuously *laborious and “unfun”* effort.

This is obviously not the way to do it.

So, then how do you get clients easier, faster, with less effort?

What do you do to get plenty of clients and minimize your time spent finding them?

Set up systems. Top coaches who earn a high income, setup time-saving systems that help them gain trust, familiarity and exemplify their value to potential clients.

Well designed systems help you to:

- consistently attract prospects to your business
- lead prospects to the decision to hire you as their coach
- market with very little time investment
- keep your client list full on a continued basis.
- find the clients who will be most ideal to work with
- charge the coaching fees that suit you

This report hones in on 5 specific website strategies to help you get in front of and convince potential clients to hire you as their coach. These strategies are:

1. Create an irresistible reason to visit your website
2. Prove that you can help them solve prospects' challenges
3. Grow multiple relationships over time
4. Make it easy for people to spread the word about your services
5. Lead visitors to action

>> *Let's go into the specifics...*

Strategy #1 - Create an irresistible reason to visit your website.

You must realize that your website isn't just a brochure that *maybe* someone will visit. Instead, think of it as a key tool in your sales process. It's a tool to help your visitors get excited about your coaching.

But to make use of website, you need to get people TO it. People don't visit websites, "To learn about your services." They need a more compelling reason and you can do that with a *highly valuable resource*.

What's a highly valuable resource? Something that helps prospective clients *overcome their challenges* and *realize their goals* - an article, a report, a paper, a recording or video.

A very simple and powerful example is to write an article that tells prospects how to solve one of their deepest challenges. Make this article free and easy to access on your website. For example, "*7 Steps to Creating Financial Stability*" if you coach around money issues.



This woman ran home, excitedly, to get your FREE report and is now being WOWed by your website.

Two real life examples:

- You meet a possible client while networking and tell them about your free article on your website. After meeting you, they go home and visit your website to get it.
- You post to an online discussion group and in your signature line you put a link to a free audio recording. Members see your link and click to your website.

The strategy for success is this: Create an irresistible reason for people to visit your website. This will draw possible clients to your business.

>> Once you've successfully implemented strategy #1, your next job is to apply strategy #2 and prove that you can solve your clients' challenges.

Strategy #2: Prove that you can solve prospects' challenges

How do you prove that you can solve challenges? There are many things that can help and they all center on *building trust* and *showing the value you bring*. Here are three techniques that are great for websites.



The coach with the blue tie has shown the value he can provide. The man in red gladly pays for coaching.

1 - Use case studies, testimonials or success stories.

When prospects read the success stories of your clients, they will begin to envision you helping them in similar ways. This will increase a prospect's trust and belief that you can help them.

2 - Help your prospects saturate their veins with the greatness that could be.

If you help your potential clients paint a bright, clear, vivid picture of their future, they will feel the AWESOMENESS of what can be. They will get very excited and energized, and see you as the key to making it happen – and your coaching is the key.

3 - Tie everything into valuable results for your clients. Your coaching services, your experience, your education, your beliefs - all the various tools, features and resources you use in your coaching NEED to be tied to *specific, valuable, tangible, end-results* you help clients attain.

For example, on your website, don't just say, "I graduated from a top-notch coach-training institution." Instead try this, "I graduated from a top-notch coach-training institution *and because of this*, you get proven coaching techniques that have helped thousands of people overcome their struggles and achieve success." The second statement is better because it points out specific value.

To make this Strategy #2 work for you: use success stories, get clients to see their goals vividly, and highlight the value you bring. These get prospects to *feel you can help them* and *see your services as highly valuable* – critical for proving you can help them.

>> But to create high demand and keep your practice full, you will need to prove yourself to a lot of people. Use strategy #3: Grow multiple relationships over time.

Strategy #3: Grow multiple relationships over time

Building relationships, one by one, is waaay too slow! When talking to potential clients, it takes a lot of time to explain what you do, answer their questions, build trust and familiarity, and evaluate if they are good clients for you. It's faster to set up web systems to do many of these things for you automatically.

Here's an example of how to make seven positive touches with a prospect wasting zero time.

- 1 A prospect visits your impressive website for a helpful article
- 2 The article is delivered in a friendly, personalized email
- 3 They read the inspiring article
- 4 The article invites them to sign up for your inforich email list
- 5 When they sign up for the list, they get a warm, friendly welcome letter
- 6 A few days later, they get an inforich issue of your newsletter
- 7 A week later, you send an automatic email invitation to explore working together



This coach uses his website systems to reach out to and build credibility with lots and lots of people. Clients anxiously seek him out.

This took none of your time and can be automated to touch an unlimited number of people an unlimited number of times. That's VERY POWERFUL!

Here's another example of leveraging your website to reach thousands. If you coach dentists on marketing their business, then write an article and put it in a dentist publication. That publication gets sent to thousands of dentists. When those dentists read your article, they go to your website for more help.

The key to this strategy is to use your website and email to *reach* and *interact* with lots of prospects at a time. This helps you *efficiently* build strong ties with thousands of people – of which many will seek you out as their coach.

>> And with thousands of people knowing what you do, if you apply the next strategy, you will reach even more people.

Strategy #4: Make it easy for people to spread the word about your services.

Word of mouth is one of the best ways to get clients. Potential clients that come to you by a referral from another person often come with a *high degree of trust*. Of all the potential clients that come your way, the ones that are referred by word of mouth are the most likely to sign up.



“You are struggling to lead your staff to higher levels of productivity? I know just the person! Joe. He helps leaders increase team productivity. Check out his site: www.ProductiveTeams.com”

The catch is, you can’t actually “do” word of mouth. Word of mouth is something that *others* do. Thus you don’t have much control over word of mouth.

While you can’t do word of mouth, you can facilitate it with your website. You can help make it easier for people to spread your name on to others. Here are two good ways to do it ...

1– Be crystal clear about the type of people you are looking to take on as clients. On your website and in your emails, clearly state *who you help* and *what you help them with*. Go into great detail about your client’s situations, challenges, demographics, and desires. With a clear picture of *who* you help, your clients and colleagues will be able to recognize good candidates to refer to you.

2– Provide valuable resources and give them to people. People LOVE to pass on valuable resources like articles, assessments and audio recordings. Has a friend ever forwarded you a link to something good?

Thus far, we have discussed four of the five strategies. 1) Getting people to your site, 2) proving you can solve challenges, 3) building relationships with many, and 4) passing on your name.

>> Now the final strategy: *To get a prospective client to contact you for coaching (buy a product or sign up for something) your website must lead the prospect to take clear, specific, immediate action.*

Strategy #5: Lead hot prospects with clear, specific action steps

Don't leave people wondering what to do next. While surfing the Net your visitor's attention can easily be whisked away by the ding of an email or the chime of an instant message. Therefore, your website needs to keep visitors busy moving along with *clear, specific action steps*.

Remember, you are the leader. From the prospect's point of view, you are the person who is going to lead them on to great things. Yes, as a coach, you don't want clients to depend on you. But until you start coaching them, you need to lead them through the sales process.

Make sure your website is logically organized. Ensure the links are clearly labeled and located where prospects expect them to be. Do not overwhelm prospects with too much stuff on one page. Usually fewer calls-to-action are better.

To explore signing up as your client, tell them what they need to do. Free sessions are a great way to help prospects see if what you do is right for them. Tell prospects what to expect in the session, the purpose of the session, and what they have to do to schedule one.

Other things you can do include inviting visitors to take a paid assessment, offering prospects a free teleclass, and offering prospects a low-fee group coaching session. But whatever you do, make sure the action steps are clear.

To succeed with strategy #5: Make sure you take the lead and give prospects specific action steps to take on your website. They want to be lead and you are the leader.

>> This brings us to the final part of this report ... (which I hope you can predict!)...



Nothing happens without action.

Your next action!

These five website strategies are critical for filling your practice with clients. Here they are again:

1. Create an irresistible reason to visit your website.
2. Prove that you can solve prospects' challenges.
3. Grow multiple relationships over time.
4. Make it easy for people to spread the word.
5. Lead hot prospects with clear, specific action steps



A coach and coachee excited about working together.

Now, I'm going to use the above strategies on you!

Do you mind? I don't think so, because these strategies help you learn *about me, what I do, and how I work* in a very natural and welcoming way.

What next? Are you looking to double your practice with clients in the next 3 to 6 months? If you'd like to create a compelling business that people take notice of it's time you learn all the techniques that the highest coaches use every day to gain influence and become the "go-to" person that people trust.

Join Art & Science of Coaching. A full one-year membership costs only \$249.00 USD. You receive \$1,200 to \$1,400 worth of products each and every month. What can you do with these products? You can develop your own ebooks, provide free gifts or gifts with purchase, create your own blog, and so much more.

Isn't it time that you got noticed? Join www.artandscienceofcoaching.com today.