



Thanks to the incredible technology of the 21st Century, you now have virtually thousands of ways to market and sell your ideas and techniques in your online coaching business.

This section will offer a few methods that have proven best for most successful online entrepreneurs, including online coaches. You want to make a good first impression to your audience, so that means that your marketing and selling points and material need to be classy, concise and straightforward.

Some key issues that you need to remember when working out your marketing and selling strategies are:

- It doesn't have to be perfect to begin. After you release the plan to the World Wide Web, you'll soon be able to ascertain if the strategy is

Marketing & Selling Your Online Coaching Program

going to work – or not. Learn from the response and then tweak and update to make it better.

- Build your list by releasing some of your well-thought out program free to prospective clients. If a visitor wants and needs coaching advice, he'll almost surely take you up on receiving some materials for free – and then following up with consultations if he likes what he sees.

- Consider offering a free consultation. It's a great way for prospective clients to get to know you and your level of expertise and for you to get to know what type of clients you're attracting with your marketing strategies.

When you're sure the client is a good fit, ask that he sign up for coaching services. If not, tell him why you don't think the relationship

will work and help him find another coach.

- If you already have an online business and are branching out into coaching, use your present list to gain clients or testimonials for your coaching site. You don't have to sell your list at this point. Simply tell them of your plans and tell them you'd appreciate referrals if they know of anyone in need of your new service.

- Offer a discount to your first clients and ask them for testimonials. Discounts are always a great drawing factor for first time coaching clients. It gives them a chance to see how your expertise can help them achieve their dreams.

Those are just some basic tips for implementing your marketing and selling strategy. The next part of this section deals with the specifics of

designing and selling your online coaching services.



Designing Your Marketing Strategy

A good online marketing strategy is one that's designed to drive traffic and acquire clients for your business. It makes sense to learn how other, successful, marketers are doing it and mimic them – but with your own spin. This strategy will save you money in the long run because you won't be spinning your wheels.

As you'll see when you research successful online coaching businesses, they likely have the following strategies in place that made their businesses successful:

- Make your main website the hub of your business strategies. Most prospective clients will do their beginning research by visiting your website. Make sure it's easily navigated and explains how you do business and how you can help them with their coaching needs.

Your website needs to contain personal information such as your background and a personal story about what led you into coaching. Testimonials are a must, so be sure to elicit those from your first group of clients.

Make the content conversational. Don't scare them off or bore them with too much information, but be clear about what you're offering

and what advantages there will be for the client.

- Bundle your services.

Bundling or packaging is a way for your potential clients to see that he's getting great value for his money. Offering discounts or a free first consultation is also a way to give them value when choosing your services.

You can learn a lot by seeing how other coaching entrepreneurs are packaging their services – but be sure to make yours different and offer even more value for the money spent.

- Give your future clients value.

If you offer free materials as a bonus when signing up for your mailing list, be sure it contains awesome information that they can really use.

Think about what would appeal to your niche clients and write or present the content accordingly.

- Use the up sell strategy. A great campaign might include an up sell offer that either gives your client a discount for your services or provides them with some special information that they miss out on if they don't sign up. Make it clearly worth their while to consider.

Up selling has been an effective marketing strategy for many online entrepreneurs. There's a ton of information online about how to develop this unique strategy into one that will work well for you.

It's important to keep the lines of communication open with both clients and prospective clients.

Don't bombard them with emails and sales pitches, but offer some valuable information when you do make contact with them.

When you offer value for a client's time and money, you're ensuring a lasting relationship and future success for you and the client.

Selling Your Coaching Services

Making money from your online coaching business means that you have to ask prospective clients for the business. You don't have to use overly-ambitious sales methods, but simply be yourself.

The sale begins when you creatively tell clients what you can help them with and ask them if they might be interested in your services. Pay attention to what their needs might be and what the outcome can be if they choose you for their coach.

You may get some who say, "No," but those who say "Yes" can get you started in a lucrative online

coaching business that can be satisfying and fulfilling for you and the clients.

There are many ways that you can close a sale online:

- Email Campaigns – The heart of any online marketer's business, good email campaigns can set your business up for ultimate success. If you're already successful in an online business, you likely succeeded in part because of a great email campaign.
- Advertising – Spend the dollars of your advertising budget wisely by researching what methods other successful online coaches are using to drive traffic and attract clients. Make your ad stand by being clear in your statements and eye-catching in its design.
- Social Media – Sites such as Facebook, LinkedIn, Google+ and

more are excellent ways to brand your coaching business and build relationships with clients and future clients.

- Webinars and Videos – You can really set yourself up as an expert by showing off your expertise by hosting a webinar or creating a video that introduces your coaching services. Be sure to offer great value in either one. Time is valuable these days and no one wants to waste time and effort by

viewing or participating in something where they don't learn anything.

Investing some real time and effort in your sales methods can reap huge benefits -- and revenue. The bottom line is that when people perceive that they're getting lots of value for their time and money, they're likely to sign the contract with that person over any other. Take the time to develop your marketing and selling strategies to reap the most benefits.

