

Jane Smart Marketing Strategy

A TRIED & TRUE WAY TO KICKSTART YOUR COACHING BUSINESS

The “*Jane Smart*” Letter takes the pain out of getting your first paying clients by inviting others to help you build your business. You heard that right, you’re not selling your services to your inner circle, you’re inviting your inner circle to play match maker between people they know and care about and you, someone they also know, like and trust.

Many coaches have found that as they feel more steady in their coaching skills, they are more ready to dive in and get ‘real, paying’ clients. This might be just after graduation from the program, upon completion of *Establishing Yourself As A Coach*, or when something changes regarding your ideal client or niche.

The strategy laid out for you begins with the original Coach U “*Jane Smart*” Letter, that you are free to use as is, and then focuses on two examples of what you might do with the letter to customize it, so it better represents who you are as a coach along with what you specifically offer.

At the bottom of this document, you will find three versions of the letter:

- JSL Original
- JSL-Tweaked 1
- JSL-Tweaked 2

The letter is designed to let the people in your inner circle know what you’re up to: personal update, professional information and data along with an invitation to keep you in mind.

The strategic use of the letter is designed to set up at least four touch points with each recipient, so that what you’re offering can find a place in their mind that will stand out when they realize someone needs your help.

Additionally, it affords them an opportunity to become someone that can endorse you, rather than just refer you. The distinction here is someone who endorses you has familiarity with what you do and can speak to it as a first-hand recommendation, while refer is that they have an understanding of what you do, they know you, but they can’t speak first hand to what it’s like to coach with you.

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PART ONE: The Letter

Part one relies on niche/marketing message work you've already done in order to compose a customized letter that really works for you.

First read the original letter ("*Jane Smart*" Letter).

As you're reading, ASK:

What is each sentence designed to do or communicate?

How well does it communicate the point?

How necessary is it?

Then read *Tweaked 1* and ask the same questions.

Then read *Tweaked 2* and ask the same questions.

Consider:

What stands out to you regarding the evolving clarity of the ideal client?

Which letter would make you feel excited to help out a friend or colleague?

What might make it more compelling for your inner circle?

THEN: write your own letter. Feel free to borrow the sentences or structure from the original and tweak them, so they fit you.

Then ask yourself the same questions as you read (and later revise) what you wrote.

What is each sentence designed to do or communicate?

How well does it communicate the point?

How necessary is it?

What stands out to you regarding the evolving clarity of the ideal client?

Which letter would make you feel excited to help out a friend or colleague?

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PART TWO: How to Effectively Use Your Letter

Now for the strategy that can help you get the most out of this letter. This is set up to create a number of 'touch points' with the recipient. Sales and marketing experts say that it takes about seven touches for someone to remember you, or what you do, and others say that it takes about seven touches to get someone to buy.

Your objective is to help your inner circle REMEMBER YOU and WHAT YOU DO, so they can become a sales force for you! Touching them multiple times means that they can shorten the touch points you need with the potential clients they connect with you because the third-party endorsement sinks in a little deeper with people, especially if they have witnessed the results of coaching with you and have been wanting some of that change and momentum for themselves.

Here are 8 Easy Steps to get the word out and help others help you. Please note that steps 1 - 3 can be done before you construct your letter, while your tweaking or really anytime prior to mailing it. This is probably a good time to mention that this is a mix between old school and new fangled ways for 'touch'. It begins with a letter you actually put in a stamped envelope and mail through your postal service.

1. Identify your mailing list: ensure that snail mail addresses are up to date. As you're creating your list, consider the people you know who are CONNECTORS and have the potential to be high-volume referral sources for you. These people are naturals, and it's nice to have them on your team. Also think of the people that know you and respect you and your professionalism, or they appreciate that *je ne sais quoi* that makes you you. These people will be delighted to share and promote you because they know you've got something of value to give.

2. Finalize letter to reflect you and really speak to your ideal client.

3. Determine a mailing schedule, for example 3-5 letters per week

4. Mail letters, include a few business cards, gift certificates or other 'hand out.'

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5. 3-5 days later send an email telling them you popped something in the mail and that you'll be following up with them. This piques their curiosity and puts your letter on high alert for them to pay attention to it when it arrives.

6. Follow up with a phone call and *set up a separate, different time to meet, so you can speak with undivided attention.*

In support of this step and to make this an open and easy phone call process, you can utilize the process I've laid out in the *Kickstart Your Coaching Cashflow* <<http://kickstartyourcoachingcashflow.com/>> ebook (you must opt-in to receive ... you can opt-out whenever you want (the same day if you want). However, there is a drip campaign set up to support the steps in the ebook that you might find useful ... both for tips and for ideas of how to set up your own drip campaigns in the future.)

7. Chat with them about the letter, answer any questions, help them 'get' what you're doing and 'get' whatever they need in order to know how to refer people to you. OFFER them free coaching 1-3 sessions, so they get firsthand how powerful and effective the process is and how wonderful you are as a coach — remember you are asking them to be a referral source for you that is able to endorse you because they get it and believe in it, not just refer you because they heard what coaching is and they like you as a person.

8. Depending on how things go from here, you can cultivate a follow-up plan that keeps them in the loop ... if your niche becomes more clear, you can send a follow-up letter ... if they coached with you, you can catch up and have a debrief session that supports how they would talk about what you actually do for your clients.

This is easily done by “Marketing Your Talents Shamelessly,” which is a Thomas Leonard technique for helping clients put language to what you do, so they can tell others in a way that is easy to understand and identify with.

DON'T BE a pain in the neck by hounding them. DO BE someone who can add value to the people they know and love by adding value to them.

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Letter 1: Original Coach U “Jane Smart” Letter (also found in your Big Blue Resources book)

"Jane Smart" Letter

Dear Colleague:

Hello. You are one of several friends, associates and colleagues to whom I am sending this letter. I am expanding my practice to include coaching and I wanted to let you know the types of clients I can do great work with and to ask you to be my partner in the development of my coaching practice.

I have enclosed some material on the nature of coaching, but briefly, as a coach, I:

1. Help my clients set larger, better, more rewarding goals, both personal and professional.
2. Speak with each client at least weekly to help him or her strategize and take action.
3. Ask more of my clients than they -- or others -- might ask of themselves.

The roles of the coach includes: success partner, strategist and personal advocate,

As you know, I have been a business management consultant for eleven years. By adding this coaching service and weaving in the coaching success principles, structures and technology, I can do far more for my clients than before. I am currently working with six coaching clients (we meet, usually by phone, each week) and my practice goal is to be working with thirty-six clients. I do not advertise, but rely instead on my current clients and my colleagues, like you, for referrals.

My specialty is working with the following types of clients:

1. The entrepreneur who is ready to at least double his or her business, quickly.
2. The consultant who wishes to expand his or her practice significantly.
3. The CEO or executive who needs to bring his or her organization to the next level.

I charge \$600 per month for a weekly session. Clients out of the area may use my toll free coaching line.

Will you help? I am asking that you keep me in mind when you run across anyone who is one of the three types listed above. Also, if you know someone who you think would benefit from coaching -- perhaps, even yourself -- I am happy to spend thirty minutes with them to see if I can help or put them in touch with one of my coaching colleagues who I think can do a great job for them.

I have enclosed several business cards. Please share these, or even ask me to call someone who has expressed an interest. And, please let me know how I can help you!

Warmest regards,

Jane Smart, Coach

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Letter 2: JSL-Tweaked 1

Coach or Company Name

Tagline!

Email

Phone

(DATE)

Dear _____:

Hello. You are among some special friends, associates and colleagues to whom I am sending this letter. You're one of the first to know that I am officially a coach! I already had a bachelor's degree in psychology and sociology and now recently I graduated from the *Coach U Core Essentials Coaching Program*. I'm writing to let you know the type of client I can do great work with and to ask you to be my partner in the development of my coaching practice.

I have enclosed some material on the nature of coaching for more in depth info. For now, I'll share a brief summary. As a coach, I:

1. Help my clients set larger, better, more rewarding goals, both personal and professional.
2. Support each client to strategize and take action.
3. Ask more of my clients than they, or others, might ask of themselves.

The roles of the coach include: success partner, strategist and personal advocate, as well as thinking partner and confidante.

My specialty is working with women who want more from life. They are ready to:

1. Experience more fulfilling relationships with self and others.
2. Start or Grow a personal or small business.
3. Balance their work and personal time, so they can feel less stressed and enjoy life more.

Some of the things I work with my clients on include helping them recognize negative self-talk, challenge and replace limiting beliefs, break larger goals down into small manageable steps, and take the right action, so they can start creating a life they love.

I work with my clients one-on-one over the phone bi-weekly (2 - 45 minute sessions a month). My current rate is \$165.00 a month. Special accommodations may be made for clients based on their individual needs.

I rely on my current clients, friends and colleagues, like you, for referrals. I'm asking that you keep me in mind when you run across anyone who you feel could benefit from working with me. If they're interested please have them e-mail (xxx@gmail.com) or call me (xxx-xxx-xxxx). I'm happy to offer them a free discovery call to see if and how I can help, or if it's a better fit, I can put them in touch with one of my coach colleagues whom I think would also do a great job. Please know, I want for you to be confident when referring, so I will ensure they feel like contacting me was a pleasure, no matter how they decide to move forward.

Thank you and if there's anything I can do to help you, please do not hesitate to ask.

Warmest regards,

Xx Xx
Life Coach

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1.773.384.5683

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Letter 3: JSL-Tweaked 2 (this letter was sent as a follow-up because there were some major changes personally AND professionally = more touches!)

Xxxx Xxxxx, LLC

Manage your inner critic while building a business you love!

XXXXX@gmail.com

(xxx)xxx-xxxx

Dear _____:

(DATE)

March was a great month! Not only did our baby, Xxxx Xxxx Xxxxx, arrive on March X, but I also became clearer on whom I'm meant to serve and how I'm meant to serve them. I couldn't wait to tell you all about my new insights, so here goes...

As a mindset coach, I work with moms who struggle to run their own businesses because they have let fear and self-doubt keep them from building it with confidence and courage. Likely, they:

- * Have cashflow problems because they don't have enough customers or clients
- * Work way too many hours
- * Never seem to get ahead, no matter how busy they are, and...

Most importantly, they are missing out on 'firsts' and milestones in their childrens' lives because all they do is work and think they're doing it for their family, but in reality, feel absent, so they're struggling on both ends of their lives and it sucks.

More specifically, I help them shut down negative self-talk and overcome limiting beliefs, so they can take the next right steps and get into action that actually creates their desired results.

They might think they want to escape the madness, but what they really want is for things to change. What they are ready for is:

- * Their business to have enough: money, clients/customers, referrals, solid systems, help, etc.
- * More time to enjoy their kids, their spouse/partner, their family, their friends, their lives.
- * Peace of mind that affects everything when they truly trust and believe in themselves.

Ultimately, they end up having the life they always dreamed the business would give them. I love being able to support entrepreneurs in this stage of life and look forward to taking great care of the women you send my way.

Just so you know, I've updated my contact information, so I have enclosed a few of my new business cards.

As a reminder, I work with my clients one-on-one over the phone, bi-weekly (2 - 45 minute sessions a month). My current rate is \$165.00 a month. Special accommodations may be made for clients based on their individual needs.

Because I rely on my current clients, friends and colleagues, like you, for referrals, I'm asking that you keep me in mind when you run across that busy mom whom you feel could benefit from working with me. She can reach me by e-mail: xxxx@gmail.com or call:xxx-xxx-xxxx. I'm happy to offer her a free *Business Mindset Discovery Session* to see if and how I can help her.

Thank you for your continued support.

Warmest regards,

Xxxx Xxxxx,
Mindset Coach

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