



# 100 Ways To Fill Your Coaching Practice

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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

### 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 Lazering skills
- ☐ Attend Coaching 99 conference

### 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

### 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.

## Client Referrals

7.

### 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

## Product/Services

8.

### 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

## Personal Improvement

9.

### 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

## Marketing Tools

10.

### 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