

WHERE TO FOCUS
YOUR DIGITAL
EFFORTS AS A

**NEW
COACH**



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SO YOU WANT TO BE A COACH?

The coaching industry is booming right now. There has never been a better time to start a coaching or consulting business.

More and more, people are starting to understand the value that a coach can bring to their lives and the breakthroughs they can achieve when working with one.

Whether your coaching falls within the health, wealth, or relationship niches, there is a huge market for your skills and your insights.

What a Good Coach Can Bring to the World

Anyone who has had a successful relationship with a coach will tell you just how instrumental that coach was in their success. Maybe someone hired a business coach and their business scaled up to seven or eight figures. Or maybe they hired a

relationship coach and they were able to rekindle the flame and passion in their marriage.

A good coach can change people's lives. Within the coaching and consulting space, you truly can change people's lives for the better.

Getting Started

When you're getting started as a new coach there are a few things you need to iron out before you can start accepting clients. These are things like:

- An irresistible offer
- What tools you'll use
- A coaching framework/program
- A way to market your coaching services.
- Etc.

Things like an irresistible offer are crucial to the success of your business. As is the framework that you take your clients through in order to achieve the transformation they need. But those are both out of the scope of this guide. **In this guide, we're going to be focusing on different ways to market your coaching business.**

Specifically, we'll focus on where you should focus your digital efforts.

What We'll Be Covering

In this guide, we're going to be covering the most efficient ways to establish your coaching brand online. We'll start with some of the more basic concepts and then progress to more difficult ideas later in the guide.

We will cover everything from creating a website that is SEO optimized, starting a blog, and how to establish yourself on social media.

On top of establishing yourself on social media, we will even cover the major social media networks and how to use each one to be the most efficient and effective coach you can.

Following that, we will discuss building an email list and we'll talk about the difference between traffic that you rent and traffic that you own, and why it is always better to own your own traffic.

By the end of this guide, you have all the information you need to take your coaching offer and start changing lives.



BUILDING A COACHING WEBSITE

When you start any sort of online endeavor or business, you need a website.

You need a website that showcases your skills and services, as well as brings in clients for you.

Why You Should Get a Website

There are many different ways a website can serve you and your coaching business. Let's say you're a business coach and you help freelancers get more clients. Having a website that is SEO optimized means that when a freelancer searches Google "how to get clients", your website will pop up. From there, they may very well hire you to help them with their problem.

Your website can also help to filter different clients. You can very clearly showcase the different services that you offer and make it very clear who you actually work with.

One of the biggest advantages of having a website is that you can put different case studies and testimonials on your website. We'll call these things social proof.

Having a lot of social proof is one of the most powerful marketing tools you can use for selling your coaching services. Let your prospects know that you've helped other people similar to them and that you can get them great results.

But how exactly do you go about building a website?

Which Website Builder to Use

There are quite a few different ways to build a website. There are certain platforms that offer services that make building a website very easy. You basically just drag and drop different elements until you get a website that you like.

The first website builder we need to talk about is WordPress. WordPress is a little bit more complicated than the other two website builders that we're going to be talking about.

It's not as simple, easy, or straightforward as the others. You have to have a little bit of coding skill in order to put the pieces together. However, a WordPress site does look more professional and it functions better than the other two website builders.

Wix and Squarespace are the other two website builders worth mentioning. Both of these website builders are simple drag-and-drop websites. They're simple and easy to use and you can get a website built in just a few hours. They also tend to be relatively inexpensive and you can attach a lot of very useful tools to your website.

If you have the tech-savvy to build a website from more basic tools, WordPress is going to be the best option for you. But if you want something that is simple and easy to use, and that you can get up and running quickly, then Wix and Squarespace are great options.

Blogging

Starting a blog is a fantastic way to reach your audience and get clients. Blogging is one of the older ways to establish a digital presence, but it is still just as relevant as ever.

With blogging, you're going to be using SEO and content marketing strategies.

For SEO strategies, you'll be using keywords and phrases that are related to the things your potential clients will be searching for on the Internet.

Like the example from before, if you're a business coach that helps freelancers get clients then you will want your keywords in your blog to revolve around getting freelance clients.

This ties into your content marketing strategy. With content marketing, you're still focused on SEO keywords, but that's not the big focus.

Your main goal with content marketing is to provide valuable information and to give answers to our potential clients. You want to be seen as the authority in the space. You want your prospects to think that you are the person with all the answers and the person who can definitely help them with all of their problems.



SOCIAL MEDIA

Social media can be a powerhouse when you're trying to establish your coaching business online.

Whether you want to stick to organic traffic or experiment with paid traffic, social media is going to account for a huge percentage of leads that find your business.

In case you didn't know, organic traffic means you generated interest in your coaching services without paying for ads or anything similar. You created content or fostered relationships that resulted in a lead.

Paid traffic on the other hand is exactly what it sounds like. You're paying for your message to be brought in front of the masses.

In this guide, we're going to be focusing on using organic strategies to establish your online presence.

Using Social Media

When you use social media, the goal is to get in front of as many relevant people as possible.

You want the content you create to be tailored to certain individuals that you could help with your coaching.

The basic flow of social media is going to look like this.

First, you will decide which social media platforms you wish to use. Don't try to use all of them right off the bat.

There's a learning curve to each one, and it will take up way too much of your time to try to use all of them.

Learn one or two platforms very well and it will be a much more efficient use of your time.

Now that you've decided which platforms you want to use, you have to think about what kind of content you want to publish on those platforms. The types of content you'll be publishing will look very

different depending on which social media platforms you decide to use.

When you publish your content, you will interact with everyone who interacts with your post. You'll even bring some of those conversations into private messaging, where you can have one on one conversations with people who may be interested in your services.

In addition to this, you will also be interacting with content from other creators. These are people that have large audiences filled with your potential clients.

Now let's jump to the individual platforms and talk about how to use them effectively to market your coaching business.

Facebook

Let's start with the biggest social media platform there is - Facebook. Facebook has more than 2 billion active users around the world, making it by far the largest social media platform we have access to.

With Facebook, we have the widest range and largest number of people. We can connect with and start conversations with almost anyone.

Although the organic reach isn't as good as some other platforms, Facebook is still a powerhouse and is widely recommended for coaches who are looking to market their business.

With Facebook, you only get one personal profile. This means that if you want to use your Facebook account for marketing, then any previous friends or family that you were connected with on Facebook will be seeing your marketing content.

This is seen as a negative by some and can be a major drawback for others. You have to decide for yourself if you care about your family and friends seeing your coaching business content.

You want to optimize your profile for your coaching business. This means a nice, clean, and professional headshot for your profile picture. In addition to a nice crisp profile picture, you want your header image to be something that demonstrates authority and lets potential clients know exactly what you do.

Then there is your brief bio. The Facebook bio is not a very big section so you have to be smart with what you put in it. Make your bio short and succinct and let people know exactly what it is you do and who you help.

Now that you have your profile set up, it's time to start using Facebook to establish your online presence.

The first thing you want to do is make sure you are connecting with the right people. A great way to do this is to join different networking and business-related groups.

If you're a business coach then join different business networking groups. If you're a health coach, join different chronic disease or health-related groups. If you're a relationship coach, joining different dating or dating advice groups would be a smart move for you.

Use these groups as targeted lists of people that may be potential clients for you. Introduce yourself to the group in a non-spammy way and begin to add people to your friend list from those groups.

Now that you have a few people on your friend list who could be potential prospects, it's time to start delivering content to them.

You should be posting once every day, at a minimum. This content should seek to inform, educate, and entertain your audience. But you also want to give small glimpses into your personal life and let them know that you're a real human and not just some coaching business machine.

When people like and interact with your content, or comment on your content, make sure to start conversations with them. Comment back or even Direct Message (DM) them saying you appreciate the comment and continue the conversation there.

Don't ask for a sales call right away. This is abrupt and most people will consider it pretty rude to go immediately for a sales call.

Instead, seek to build rapport. Build a real and legitimate relationship with the people you are connecting with and talking with. And once you have enough capital in your emotional bank account with that person, you can ask them if they think it would be appropriate to hop on a call and see if you can help them.

In addition to all of this, you want to be interacting with other leaders in your niche, commenting on their posts, and boosting your own credibility.

Don't forget to take full advantage of Facebook groups. Facebook groups are concentrated communities full of potential clients for you. Get inside these groups and post valuable content that would genuinely help these people. **Don't just try to create content that you think will help sell them on you. Instead, build genuine and caring relationships.**

Further down the line, you can even create your own group if you want to. This is only recommended after you have a few clients under your belt and you know what you're doing more concretely.

But starting your own group can be an extraordinarily profitable route to go.

Instagram

Right behind Facebook with more than 1 billion active users is Instagram. This makes sense since Instagram is owned by Facebook.

Instagram is one of the most popular social media platforms right now. This picture and video sharing platform requires a little bit more time investment and work than other social media platforms, but the payoff can be extraordinary.

Because the platform revolves around sharing pictures and videos, you will have to be much more comfortable with sharing snippets of your own life than on other social media platforms.

You will have to be comfortable showing pictures of your face and maybe even talking to the camera.

You should make at least one post every day on Instagram. Just like with Facebook, make sure that post is full of entertainment and value for your potential clients.

And keep in mind that even though Instagram primarily is used for videos and pictures, the captions underneath those videos and pictures are super important. That's where you're going to add value to your potential customer's life.

Getting followers on Instagram is a little bit trickier than other social media platforms because it can be harder for people to find your profile.

One of the fastest ways to grow on Instagram is to find a big account within your chosen niche and have them give you a shout-out.

The shout-out is where a big account will sponsor a smaller account for a day and tell their followers to go follow the sponsored account. Typically a shout-out is something you have to pay for, but most of the time they aren't too expensive and they can be well worth it if you get a good size following from the shout-out.

One of the big advantages of Instagram is the use of hashtags. Hashtags allow you to group content by similar themes. On Instagram, you can also search via hashtags. This means that you could search for something like weight loss by just searching for the hashtag.

This allows you to directly target and connect with people that you can then build relationships with.

Twitter

Twitter can sometimes be forgotten when compared to the other bigger social media platforms.

But when it is used effectively, it can be just as good at generating leads and establishing an online presence as the other social media platforms.

Twitter is all about sharing ideas and views rather than sharing personal updates about your life. This means that the kind of content you're going to be posting is going to be more relevant on Twitter than it might be on some other platforms.

There are a lot of differences between Twitter and other platforms. Let's go over some of those differences now.

The biggest difference that is going to be the most apparent to you when you start using Twitter is how limited you are with your posts or tweets. You only get to use 280 characters when constructing your posts.

This means you have to be extremely quick to the point with any piece of content you want to post. Because your posts have to be so incredibly short it also means that the shelf life of your posts is short.

A tweet will be on the timeline very briefly and then it will be gone, meaning that you have to post much more frequently in order to stay top of mind with your clients.

Generally, it is recommended that you post around five times a day. Because you have to be posting so much it's also recommended that you invest in software that allows you to upload your tweets and it will automatically send those tweets out for you, taking some of the strain off of you.

The organic reach on Twitter is better than on Instagram or Facebook, but it is also harder to create an audience or following on Twitter.

To get a real audience you're going to want to follow these steps:

First and foremost, you need to be posting content every day. You need to be showing that you are an expert in your given field.

Interact with bigger accounts. Comment and share content from bigger profiles. Other people will see your interactions and might follow you.

The real secret weapon of Twitter is the DM's. Compared to Instagram and Facebook, people are much more likely to have a back-and-forth conversation over DM's on Twitter.

This should not be used as a selling tool but more like a networking tool. Twitter is a very powerful networking tool.

LinkedIn

If your coaching is applicable to other businesses, LinkedIn is going to be a fantastic source of clients for you, and you should definitely get a LinkedIn profile in order.

LinkedIn is the premier B2B social media network. It started as a place for you to put your virtual résumé. Since then, it has completely changed and evolved to be a robust social media platform.

LinkedIn is a place where the decision-makers like to congregate. These are people who have purchasing power within their companies. These are the ones who can hire you for coaching.

Your plan with LinkedIn is going to look very similar to your plan with Facebook. You're going to be posting content every day and interacting with people on your feed. Just like with Twitter, the real power of LinkedIn is in the DMs.

LinkedIn, at its core, is a networking platform. People are there to look for business opportunities. If your coaching can directly help a company or individual make or save more money, you'll fit right in on LinkedIn.

There are a few caveats with LinkedIn however. **The main thing you have to be aware of is that there is a free version of LinkedIn and there is a paid version of LinkedIn.**

90% of the time, the free version is going to be more than enough. The free version allows you to do everything that you would need with a social media platform.

The paid version is much more geared towards salespeople and those that need to reach out directly to prospects all the time. Since this isn't the focus of our online presence we don't really need to worry about that.

If you ever want to try it out, you can get one month for free but after that, it's \$100 per month.

All in all, LinkedIn is going to be a powerhouse for you if you coach in any of the following niches:

- Marketing
- Sales
- Executive coaching
- Business coaching
- Corporate coaching
- Etc.

YouTube

YouTube isn't really a social media network. Rather, it actually functions more like a search engine.

And while it's not technically a social media network, YouTube still helps you accomplish your primary goal, which is to create a loyal and raving audience.

Although YouTube is a completely video-based platform it is still used in the same way that we would use all the other social media platforms.

You will be creating content that seeks to inform and educate your audience on whatever problem you solve.

Through your content, you show your audience you are the premier expert at a specific thing. And when they decide they don't necessarily want to solve

their problem themselves, you will be at the top of their mind and they'll reach out to you for your coaching.

Obviously, a lot more work goes into creating YouTube videos than written posts on Facebook. **Because of the amount of work, creating one YouTube video every week is going to be sufficient for your audience.**

Try not to make these videos too long. If your YouTube videos are too long, people won't finish them, and if people aren't finishing your videos, the Google algorithm is not going to recommend them to many people.

Try to keep your videos around 20 to 30 minutes long.

Just like with your social media content, you want the bulk of it to be educational. However, don't forget to show a little bit of the behind-the-scenes content and let people know that you're a real human being who experiences life the same way they do.

Be sure to have links to your website or your offers in your videos description, as well as any affiliate links you might have. **And because you're only**

making one video per week, don't be afraid to have an offer at the end of every video.

It doesn't have to be a hard sell. Just mention that if a viewer would like further help with whatever topic you're addressing in that video, they're free to reach out to you by clicking the link below.

YouTube definitely functions differently than other social media platforms but if you're willing to give it a go and dedicate some time to learning its functions and algorithms, it can become a powerful asset for your business.



STARTING AN EMAIL LIST

You don't have to start an email list immediately, but it is one of the best investments you can make as a coach.

There is a key distinction between social media traffic and email list traffic. And that one key difference can mean the difference between keeping your audience and losing everything that you've built. We'll touch on that in a minute.

But other than that, it's just good business practice to have an email list and to use it regularly. When done properly, email marketing has a 44x ROI. That means for every dollar that you spend on email marketing, you're going to get back \$44. Granted, that's assuming you're doing it correctly and most coaches aren't doing it correctly.

Later in the section, we will go over some of the best practices for email marketing and you'll learn the basics that you need to use it successfully.

But first, let's start out talking about that one key difference that makes email audiences infinitely more valuable than social media audiences.

Email Traffic vs. Social Media

The main difference between having an email audience and a social media audience is that you own your email audience.

When you're using social media and you have something like a Facebook group, that's traffic that you borrow. Because in reality, you don't own that group, Facebook does.

Unfortunately, that means Facebook can delete your group, limit your group, or penalize your group for whatever reason they want.

You have no say in the matter and you're completely at their mercy.

That's why it's a necessity that you take that traffic that you're borrowing and turn it into traffic that you own.

When you move someone onto an email list, they become traffic that you own. You can send whatever

you want to them and no one is going to be looking over your shoulder to make sure you're following their guidelines.

Even if the email service provider you're using goes belly up, you can still take your list of contacts and migrate to another email service provider. You never lose your list. It's always yours.

While it's not an absolute necessity in the beginning, you should seriously consider creating an email list as quickly as possible and moving your audience to it.

Email Marketing Basics

Email marketing is a vast subject.

There are entire marketing agencies that devote themselves to just email marketing. In the previous section, I mentioned how email marketing has a high ROI. For that reason, email marketing should be a high priority, especially for informational business like coaching or consulting.

But, if you don't want to go out and spend tons of thousands of dollars hiring a full-blown email

marketing agency, you'll be able to get by with the information in this guide.

First, let's talk about email service providers. **An email service provider is software that's going to run your email list and send your communications to your audience.** Two examples of good email service providers are ActiveCampaign and MailChimp.

After you've selected which email service provider you want to use it's time to create some autoresponders. An autoresponder is an email or an email sequence that is triggered by some action, like signing up for the email list. Once the action happens, a series of predetermined emails are sent to that recipient.

The first autoresponder series you should implement is a welcome series. Your welcome sequence will trigger when a new audience member joins your email list. A welcome series will typically be around five emails long.

You will use these emails to welcome this new subscriber to your list and make them feel like a part of your tribe. Because the subscriber likely subscribed to your email list in return for getting some sort of free lead magnet or guide (make sure

they get this in the first email) they're going to have a heightened sense of emotion.

This is a perfect opportunity to present one of your offers.

Another great autoresponder series to add to your email software is a cart abandonment series. This series works when you have a selection of products, whether that's physical products or info products.

If someone selects those products and puts them into their digital cart but then they abandon the webpage and don't make a purchase this series will trigger.

Typically the abandonment series is 3 to 5 emails long and focuses on reminding them why they put those items in the cart in the first place. The email also provides some sort of incentive for the customer to go ahead and make the purchase.

The next type of email we're going to cover is the product launch. This type of email is used when you have a new program or service coming out, or if you have a seasonal offer that you're rolling out again.

This sequence of emails, which can go from just a few emails all the way to an entire month worth of emails, will seek to persuade your subscribers to purchase your new product when it arrives.

Social proof and testimonials are great for this kind of email. Getting help from a seasoned copywriter is going to make these product launches run a lot smoother and produce a lot more revenue for you.

The last type of email that we're going to talk about is called a broadcast email. Broadcast emails are great for coaching businesses because, just like social media posts, they seek to educate and entertain your list. However, you're still going to make offers and put soft calls to action inside of these emails.

Typically these emails are written in batches and sent out periodically. They can be strung together in a sequence but most of them are one-offs.



MOVING FORWARD

Getting started as an online coach doesn't have to be difficult or stressful.

Once you know what you want to offer and you know who you want to offer it to, the only thing left is to get your message in front of them.

Using what we've covered in this guide, you are now more equipped to go out and create a digital presence for you and your coaching business.

Remember, don't overcomplicate this process. Choose one or two platforms and learn them inside and out. Learn how to create organic traffic from these platforms and transfer the traffic to an email list.

But above all, remember that when you're on these platforms and you're engaging with your audience, always be providing value and making sure that your people succeed.

Now get out there and make your digital presence known.