



77 CONSCIOUS WAYS TO ATTRACT ALL THE CLIENTS YOU NEED FOR A THRIVING COACHING BUSINESS

Deceptive approaches to marketing no longer work. Conscious Business owners have an advantage in today's modern marketplace. Transparency, generosity and vulnerability point the way to business success. Here are a few of my best business, marketing and branding tips. Print this out and refer to it often.

VISION

1. When trying to decide on what new project or program to work on, ask yourself 3 questions: Is this going to be fun? Do I enjoy the people I'm with? Is it making a difference? Do what makes your heart sing.
2. FOCUS: a strong focus now creates a different future later.
3. Goals are for losers. Develop systems instead. Ex: Rather than set a goal to lose 15 lbs in 3 months, create a system that incorporates regular exercise, diet and attitude for the rest of your life.
4. Forget about passion. Rather, find something you can be successful at and do that. Success begets more success. Then tweak what's fun and what you care about.

VALUE

5. Recognize and obliterate scarcity mindsets. Deliver consistent significant value without worrying where the money will come from. Trust in the value you offer.
6. We often underestimate ourselves and overestimate others. Pay attention to what comes easily to you. That's what you need to charge the most for.

BRANDING

7. Create your "BIG WHY" video and post it on your home page. People don't buy what you do; they buy WHY you do it. If you have a strong enough "WHY," you can endure any "HOW."
8. Get supremely narrow and specific about what you do.
9. Write out and be clear about who you are not.
10. Ask your friends to tell you 3 words that describe your essence. Make a list.



11. Send an email to your closest friends and family and ask them to identify your top gifts and talents. Make a prioritized list. This information will help you create messaging for who you are and what you do.
12. Have a strong opinion and certainty in your point of view. Stand your ground and share it on social media. This will make you distinctive.
13. Write out what makes you distinctive and unique. Find out what separates you from the competition.
14. Find out your uniqueness and exploit it in the service of others.
15. Tell and write your compelling story. Notice what war stories you repeatedly tell at parties. Look over your life and notice patterns in what you care about most.
16. Conscious marketing is communicating your vulnerability to your ideal clients. Practice vulnerability. Expose yourself. What you are meant to talk about is often what you are most afraid people will find out about.
17. When people relate to you, this builds the “know, like and trust” factor. It inspires them to know you’ve been where they are. Show them how you’ve risen above it.

MESSAGING

18. Describe your services in a way that prospects will say, “That’s exactly what I need!”
19. Come up and memorize a short 140 character elevator speech for what you do and more importantly who you do it for. Include the benefits.

MARKETING

20. Group your client appointments so you can dedicate one hour per day for marketing.
21. Use your email signature as a tool to attract clients.
22. Rather than throw spaghetti at a wall and hope it sticks, create a marketing plan and follow it.
23. Find out where your clients hang out online.
24. Join LinkedIn or Facebook groups and participate in conversations. Develop relationships. Offer free genuine solutions to their problems. Always add value.



LIST BUILDING

- 25. Pick a niche market to work with.
- 26. Define your ideal client narrowly and specifically.
- 27. Start building your list. You will become the leader of a TRIBE where devotees will love you, follow, like, trust, know and PAY you.

JOINT VENTURES

- 28. Create strategic alliances and joint venture partners. Find partners that are complimentary to your niche. Cross promote on each other's list.

GROWTH

- 29. Hire a really great marketing and business coach. Find a coach that you can easily communicate with. If you feel too comfortable – you shouldn't coach with them. Your coach should scare you a bit.
- 30. Strengthen your strengths. Learn to delegate tasks you're not good at or that you don't want to do.
- 31. Think about the people in your life that drag you down to the bargain basement. Don't hang out with them. The people you spend time with dramatically affect your behavior — whether you like it or not.

ENVIRONMENT

- 32. Setup your office with good reliable equipment. Keep it clean, organized. Aim for efficiency.

PRODUCTIVITY

- 33. Best entrepreneurial advice EVER: In your business - go really fast and if you're about to hit something - turn.
- 34. Post a note on your computer that reads, "What's the most important thing you could be doing at this moment?"
- 35. To build a profitable business you must consistently and systematically do the important things that need to be done daily.
- 36. Remember Parkinson's Law: a task will swell in (perceived) importance and complexity in relation to the time allotted to complete it.



- 37. During office hours work only on things that make money.
- 38. Create programs rather than one-time sessions.

AUTHORITY

- 39. Get so good they can't ignore you.
- 40. Write a book
- 41. Create a webinar or teleclass. Increase your credibility.

WEBSITES

- 42. Create a list building website that speaks directly to your target market. Be sure to include an optin form with a free irresistible giveaway like a video or a report. Make it something they can easily digest in 10 minutes.
- 43. If you enjoy writing, start a blog. Create content that offers significant value and that speaks to your target market.

VISIBILITY

- 44. Stay on top of mind by sending regular emails to your list. Be consistent.
- 45. Get out there. Get involved in your community. Resist hiding behind your computer. Be visible.
- 46. Tell everyone you what you do.
- 47. Host a meetup group or association in your industry.

PUBLIC SPEAKING

- 48. People buy from experts. Start doing workshops and webinars.
- 49. Join Toastmasters and learn the art of public speaking. Give free talks and presentations on your expertise.
- 50. When speaking, offer your best material. Create a signature talk that you're known for.
- 51. Make a list of organizations that need speakers. Give 100 talks for free.
- 52. Offer free intro sessions at networking events, during speaking opportunities, to you list, and on social media platforms.



REFERRALS

- 53. Pay attention to where your best clients have come from.
- 54. Ask your existing clients for referrals.
- 55. Ask your list for referrals.
- 56. Reward people for sending referrals.
- 57. Work toward creating a 100% referral based practice.

NETWORKING

- 58. Focus on building relationships, not getting clients.
- 59. Find and get to know great networkers. Have lunch or coffee with them.
- 60. The groups you associate with often determine the type of person you become.
- 61. Be a catalyst. Every day, put two people together that can help each other.

SALES

- 62. People afford what they want to afford.
- 63. Success does not go on sale.
- 64. Assign a dollar value as to what it's costing them not to move forward with you.
- 65. Create a sales script to help you with sales conversations. Memorize it.
- 66. Become a master of the "money conversation." Believe in yourself.
- 67. Create a rate sheet and have it on hand during strategy or free sessions.
- 68. Practice closing the sale.
- 69. Don't SELL, SHOW & TELL potential clients how you solve their problems.
- 70. Talk about RESULTS and BENEFITS, not features.
- 71. Don't be afraid to "Ask for the sale."
- 72. Offer a 30 day unlimited money-back happiness guarantee.
- 73. Give a 10% discount when clients pay in advance for programs.

CLIENTS

- 74. Keep a potential prospect list for follow up.
- 75. Follow up with all prospective clients in less than 48 hours. Ask for feedback, suggestions from top clients.
- 76. Coach groups for more income.
- 77. Love your clients. Treat them special.