

6 WAYS TO GET CLIENTS FOR YOUR ONLINE COACHING BUSINESS





INTRODUCTION

It is pretty easy to get started as an online coach and many people rush in and set themselves up as coaches without giving much thought to how they will get clients for their business. After a while they give up on the idea of being an online coach because they do not have sufficient clients to make it worth their while.

In this special report we will provide you with 6 proven ways to get clients for your online coaching business. It is not enough to just setup a website and expect the clients to come. You have to stand out and prove that you know what you are talking about.

People want to hire online coaches to add to their knowledge and increase their chances of success. So you need to put the message out there that you are the coach that can really help them rather than the others that are available. So please read every word of this short report and take action so you can become the “go to” online coach.

WRITE A BOOK

1

There are not many other things that shout “expertise, authority and credibility” than a book on your niche. Authors are perceived by most people to be experts. It doesn’t matter if they have read the books or not! The fact that the person is an author in the niche is all that matters.

Now you are probably thinking that it takes a lot of work to write a book. Yes you are right it does! But you will certainly stand out in a crowded market if you have written a book because most of the other online coaches that you are competing with will not have been bothered to do this.

You do not have to write the book yourself. There are professional writers out there that will do most of the work for you. This is not going to be a cheap option but if you don’t have the time or the writing skills to write your own book then use a writer to do it for you.

If you outsource the writing of your book then you will need to provide a plan for the book to your writer. You will also need to tell them the style that you want the book to be written in and provide them with specific information that you want to include. It is essential that your book provides good value to your readers even if you give it away.

So think clearly about what you want to include. Your target market will have a number of problems that they need to resolve so write your book around some of these. It is important that the book is valuable but you do not want to give everything away (otherwise why would they want to hire you as a coach?).

Talk about how you have implemented your own ideas in your book and also how you have helped others achieve the results that they wanted. It is really important that the reader gets the sense that you can help others as this will make them much more inclined to purchase your coaching services.

You do not need to write a lengthy tome. We would suggest 6 to 10 chapters that are concise and clear and have actionable elements to them. Add an introduction to your book and tell them that you are now an online coach. Mention this a number of times throughout the book and tell people how they can find you online (website, social media etc).

What about publishing your book? The easiest way to do this is to go down the self publishing route. It is unlikely that you will be able to use a publishing house for your book because it will not have the potential numbers that will excite them. You don’t need them anyway as it is so easy to self publish.

Save yourself a ton of money by using platforms like Amazon Kindle and Barnes & Noble to self publish your book. It is a good idea to create hard copies of your book as well and you can use Create Space to do this for a reasonable price.

One of the most important thing you must do for your book is to create a compelling cover for it. If you are not good with Photoshop or graphic design this is not a problem as you can go to Fiverr.com or similar gig websites and find a good cover designer there. You will need to tell them what you are looking for and what platforms you are using (Kindle etc).

You will be amazed at the quality of the designs that these people can create for only a few bucks. Even if you can do it yourself why spend your precious time on this? Use your time to find clients for your coaching business!

Once you have your book in digital form and physical form there are a number of things that you can do. You can provide it as an incentive on your website for visitors to opt in to your email list. People are reluctant to give out their email addresses these days as they know they will receive promotional messages. Your book will be a good way to persuade them to do this.

Don't worry too much about making money with your book on Amazon Kindle for example. Price it at around \$2.99 so it is low enough for people to make an impulse buying decision. You can actually give your book away for free to encourage people to leave reviews on Amazon which is an excellent idea.

You could create a competition on Facebook to win a copy of your book. If you do a lot of networking then give hard copies of your book away. Make sure that you add your contact details in your book such as your phone number, your website address and your email address.

Go and write your book to boost your credibility and stand out in the market!

YOUR WEBSITE

2

You cannot launch a successful online coaching business without a professional website. If someone tells you that you can do this they are wrong. Another thing that you must never do is to use a free website service such as Weebly.com or a free blogging platform such as Blogger.com. This screams cheap!

It will only cost you around \$10 a year to have your own domain name such as TheDigitalMarketingCoach.com or JohnSmithCoaching.com. Choose a domain name that reflects your coaching business. It is OK to use your name but remember that not many people will know who you are at the beginning.

Once you have chosen your domain name you will need a web hosting account. If you don't know what this is it is where your website files are stored and is the way that you make your site live on the Internet and available to all. There are thousands of web hosting companies out there that will host your website for a few bucks a month.

It is unlikely that you are going to get hordes of visitor traffic to your website especially when you are just starting out. So you can go for an affordable shared hosting service from BlueHost.com or HostGator.com. There are many reviews online about web hosting companies that you can read.

You must choose a web host that offers one click WordPress installations. WordPress is a free blogging platform that is ideal for your website. You can easily customize it without having to know any web code. It is very simple to add your content to the WordPress platform as well.

Once you have your domain name, web hosting and you have installed WordPress (this is easy and there are many tutorials available on YouTube) you will need to choose an appropriate theme for your website. A WordPress theme is the design of your site. How it looks and feels.

There are lots of free WordPress themes available and there are premium themes too. Search for "online coaching wordpress themes" and have a look at the results that you get back. If you have to invest \$50 or so in a theme that really works for you then do that. Otherwise go for a free theme that suits you. Install the theme from your WordPress dashboard.

The aim of your website should be to prove to potential clients that you are credible and that you can help them. Testimonials are valuable social proof and you need to add these to your website. If you are just starting out how can you get testimonials?

Offer your services to people that you know free of charge or heavily discounted in exchange for their testimonial. If you don't know anyone then find a suitable place to advertise this. It doesn't matter what method you use to obtain your testimonials. Just get at least 3 that you can add to your site.

Tell the people that you are requesting testimonials from that they must agree to provide a video testimonial or at the very least a photograph of themselves and their website address so that you can add this. This all helps with authenticity. Never be tempted to add fake testimonials to your website.

Invest in a professional logo for your website. It is important that you create a brand that you can use consistently on your website and your social media accounts. There are plenty of good graphic designers on Fiverr.com that will create a very professional logo to your instructions for a small amount of money.

On each of your pages and posts on your website add a call to action. This can be for a prospective client to contact you via your contact form, call you or join your email list. Make your website work hard for you 24/7 and set up analytics so that you can see what is working. Your website is a lead generation machine and it needs to convert.

Now that you have your new shiny website setup it is time to add some blog posts to it. Your aim here is to provide valuable content for your site visitors but not to give too much away. Aim to write at least one new blog post every week and more if you can.

Use different types of media in your blog posts. Nobody is going to be impressed with just text so add some relevant images, videos, infographics etc. Create blog posts around how to achieve certain things in your niche. If you are a digital marketing coach for example, show your visitors how to set up a Facebook page or LinkedIn profile and more.

When you publish a lot of valuable blog posts you will achieve two things:

1. You will stimulate your visitors and they will come back for more
2. You will send the right signals to search engines like Google to rank your web pages higher in the search results

Getting your visitors to come back to your website is very important. Most of your visitors are not going to decide to hire you as an online coach the first time that they visit your site. So you need to give them a good reason to come back and high quality valuable content is the best way to do it.

It is always a good idea to rank your blog posts and other pages high in the search results. In order to do this all of your posts and pages need to be optimized. This is called search engine optimization (SEO).

In order to optimize your posts and pages you need to undertake keyword research. A keyword is the term that people will enter into the search engines to try and find you. An example could be “digital marketing coach”. You can do this keyword research yourself or outsource it for a few dollars.

You should consider SEO as a long term traffic strategy. It is not going to be possible for you to rank your web pages on the first page of Google overnight. If you are in a very competitive market then you will need some external SEO as well.

This is links from external websites that develop the SEO power of your website. If you want to learn more about SEO there are plenty of resources online for this. There are some excellent videos on YouTube as well about SEO.

If you are a good writer or you use a professional writer who understands your business then you can create guest posts for other people’s blogs in the same niche that have high traffic already. Some of these blog owners will already offer this (you may have to pay for it) and you can pretty easily find this on their blog.

A guest post needs to be of the highest quality. It also needs to contain a call to action and a link back to your website (this will also help your SEO). Guest posting can be a very effective way to get new coaching clients.

SOCIAL MEDIA

4

You absolutely have to have a presence on the most appropriate social media platforms. If you are a business to business online coach then you have to be on LinkedIn because that is where a lot of your potential customers hang out. Businesses also use Facebook as well so you need to be on there too.

Facebook is one of the largest websites in the world and it has billions of users. You can set up a Facebook page for your online coaching business in a few minutes. You will use this Facebook page to add content which can be blog posts from your website.

You can add your logo to your Facebook page and you will need a header for the page as well. Again if graphic design is not your thing then head over to [fiverr.com](https://www.fiverr.com) and find someone to do this for you. It is essential that you make a good impression with your Facebook page.

The same goes for LinkedIn and any other social account that you set up. Some people believe that you need to have a presence on all of the social networks (Twitter, Instagram, Snapchat, Tik Tok etc) but we do not recommend this. Just go where your target audience hang out.

If you have several social accounts you will need to post content to all of them regularly and try to build a following on all of them. This is a lot of work which we believe is unnecessary. For most online coaches Facebook is enough with the addition of LinkedIn if you offer your services to businesses.

To build a social media following you need to add valuable content regularly to your accounts. You can also run ads with both Facebook and LinkedIn. Facebook is great because you can do some really specific targeting with it. The analytics are also good so that you can see what is working and what isn't.

VIDEO MARKETING

5

If you are not creating videos for your online coaching business then you need to start right now. These days people would much rather watch a video than read a lot of text. People lead busy lives nowadays and they would rather watch an informative and compelling 5 minute video than spend 20 minutes reading.

Yes it does require effort and investment to create professional videos. Do you need to appear in the videos? Of course you do! Your visitors will want to see and hear you before they are willing to invest in your online coaching services.

If you don't like the idea of appearing on your videos then you need to find a way to get over this because it is so important. You are not making a Hollywood blockbuster here but your video does need to be high quality so make sure that you have a good camera and microphone setup. Don't publish low quality videos as it will damage your reputation!

If you don't have the equipment then hire a local video company to take care of everything. They will provide the correct lighting and everything to make your video great. They will also do all of the editing work for you. Consider this as a good investment in your online coaching business because it will be.

Don't just stop at making a video for your website. Create a series of videos in your niche that provide valuable information. Of course you do not want to give everything away in the video and you need to tell your viewers that you have a first rate online coaching business.

You absolutely must have a YouTube account. YouTube is the second largest website in the world and gets insane amounts of visitor traffic. People search for all kinds of information on YouTube and you need to optimize your videos with the right keywords so that your videos will appear in the YouTube search results.

If your niche is really popular you can get thousands of views to your videos over time. There are other video sites such as Vimeo.com and DailyMotion.com that do not get anywhere near the traffic that YouTube does but upload your videos to these sites as well as you will get some views there too.

EMAIL MARKETING

6

Despite what you may have heard email marketing is not dead. It is a very powerful way to communicate with prospective clients and turn them into customers. We already discussed that you need a valuable incentive to give away in exchange for email addresses.

This could be your book, a high value report like this one or even a special video you have recorded that they can't get anywhere else. It needs to provide value and be something that a visitor will be excited to receive.

Once you have the person on your list you can send them automated emails every few days using an autoresponder service such as Aweber.com or GetResponse.com. There are others too. It will cost you around \$20 a month to start using these services.

You will also be able to send broadcast emails to your email list as well. So if you are offering a discount on your coaching services for a limited time then use a broadcast email to tell everyone about it.

Never bombard your email lists with several emails ma day. This is very annoying and people will unsubscribe from your list. Provide value in all of the emails that you send to your list and always remind them that you offer a high quality online coaching service.



CONCLUSION

We have provided you with 6 powerful ways to get new clients for your online coaching business. Use them all and test how they are working for you. You will not make any money from your online coaching business if you do not have a regular stream of clients so take action right now.