

Shortcuts to Success: Content Marketing for Coaches

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The most successful consultants and coaches find ways to publish consistently excellent content that is compelling to read. They apparently read a ton of business books and journals such as Harvard Business Review and McKinsey.

Their articles are interesting, filled with facts and stats, and compelling stories. They have thousands of readers who subscribe because their content is relevant and indispensable.

How do they do it and still have time? I can tell you: they outsource and use other people's content and writing services. But they do it in such a way that you'd never guess they didn't write it themselves.

I know this because I run a subscription content and writing service especially for [coaches and consultants](#). Many of my clients publish best-selling books and award-winning blogs and e-newsletters.

What You Need to Know about Content Marketing

Let me share with you some success secrets for content marketing for coaches.

If you're a coach or consultant to leaders and managers in organizations, you know it's important to stay in touch with clients and prospects.

You know that even with the best word-of-mouth referrals, your prospective new clients are going to search for you online. What will they find? Does your online content reflect the quality of your business services?

How do you publish a valuable, interesting e-newsletter or blog that showcases your expertise and builds your online credibility? You may be busy with current client projects and that often involves travel. Where can you find the time and energy to update your content?

Criteria for Quality Content

Smart coaches and consultants publish frequent quality content online. They aren't afraid of using other people's writing services, as long as the following criteria are met:

1. They choose a **topic that's relevant** to their readers.
2. They use **up-to-date information** and concepts from leading experts.
3. They include information from **validated scientific studies**, not slanted opinion polls.

4. They appeal to “greater goals” and **universal values**.
5. They aren’t afraid to **challenge current thinking** and “fads.”
6. They aren’t afraid to **share their personal stories**, even mistakes.
7. They **publish frequently**: blog at least once or twice a week, send out an e-newsletter monthly, and are consistent with their content publications (ebooks, videos, etc.)

In today’s rapidly-paced business environment, lucrative projects often go to those coaches and consultants who have mastered their professional skills AND show a strong Web presence using technology through webpages, blogs, social media sites and e-newsletters.

3 Keys to Content Marketing Success

I want to make clear three important points about using other writers' content for your e-newsletters and blogs:

1. "Canned" content is good only when it's research-rich and backed with **solid evidence**.
2. People won't care much about the research unless you get their attention and **connect personally**, so add your voice and your stories.
3. AND search engines won't be able to index your content so you get found by the people who need you unless the content is **optimized for SEO** with hyperlinks.

That may seem a lot to tackle when you’re struggling to write 400-600 words. It is, and it gets easier with years of practice.

I’ve been doing e-newsletters and blogs for coaches now for 13 years and it’s definitely easier for me now. But it takes up time, and that’s something most busy professionals don’t have.

That’s why I recommend you try outsourcing your content needs. Find a service that suits you. Make sure you can use articles with your name, and modify them to suit your audience. Add your own stories to connect with readers.

A content subscription service can help save you time and energy. You’ll be able to spend more time with your clients or with your family. That’s a smart way to work.

Visit ContentforCoaches.com to find out more about content outsourcing for coaches and consultants.

If you have questions on how to use a subscription-based content service, send me an email at Patsi@ContentforCoaches.com.

Let me know how I can help you with your leadership content.

All the best,

Patsi Krakoff, Psy.D.

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