

A faded, blue-tinted image of two men in business suits shaking hands. The man on the left is seen in profile, while the man on the right is facing him. Both are holding briefcases. The background is a solid light blue.

***The #1 Strategy***  
***for***  
***Leadership Coaches***  
***to Build***  
***Their Businesses***

# The #1 Strategy for Leadership Coaches to Build Their Businesses

## The Challenge

One of the biggest challenges leadership coaches face is finding new clients. If you are entering the coaching field, trying to establish your business, you are seeking clients to *start* your list. If you are an experienced coach, trying to grow your business, you are looking for additional clients to *expand* your list.

Either way, to fulfill your plans, landing clients is a continual activity that comes with the territory. This is such a vital component of your business that there may be seasons where you're spending more of your time looking for clients than actually working with them. Does this strike a chord?

Since the coaching profession is drawing lots of interest, the market is getting more crowded with truly qualified people and those who feel qualified, but may not be. They're all looking for clients, making the conversion of prospects into clients more difficult than ever. How are you addressing this challenge?



## The Plan

Consultants like you need to rely on a strong marketing strategy. You need to get your name and services in front of prospective customers. People won't be

drawn to you unless they know who you are, what you can offer them, and what sets you apart from others in your field.

Thankfully today's technology makes it easier to reach people through our virtual world. Countless thousands can have access to your information with the touch of a few keys. This is where your marketing strategy must pay off.

A great website is crucial, but not enough. Just like with opinions, everyone has one. The same goes for social media pages. Everyone uses them. You need to do more to stand out in the minds of prospective clients.



**The primary pillar of your market strategy is to establish yourself as a credible expert, to reveal that you have the ability and value clients need.** Of course, merely making this claim is insufficient; you must demonstrate it. You need to be recognized as a thought leader in your field. After all, coaching and consulting is founded on the ability to advise, guide, teach, or train clients in

ways that help them achieve the progress or success they seek. People need to see the wisdom and insight that accompanies your knowledge.

As a coach or consultant, you are marketing to two basic categories of potential clients. You naturally seek clients who currently have no coaching resource, but could benefit from one. In addition, you draw clients who have worked with (or are currently working with) a resource, but need to go to someone else, for a variety of reasons. An effective marketing strategy positions you in front of both of these groups to catch their attention, showcase your abilities, and persuade them to become your clients. Such a strategy draws your ideal customers.

However, people do not choose a coach or consultant they don't know. Referrals are very helpful, but you still need to market yourself. A resume with some experience is also a big plus, but prospective clients will need to get to know you (and thus what you can offer) before they will be comfortable working with you. In short, **your marketing strategy must use an approach that builds relationships.** Only when prospective clients can discover your character, your expertise, and your ability to understand their world will they consider



contacting you to make use of your services. This is the ultimate goal of your online marketing plan.

## The Secret

Provide leadership clients with opportunities to get to know you: how you think, your perspectives on leadership, and your approach to coaching or consulting. Provide opportunities to assess your skills, determine potential style or mindset match, and get introduced to the unique aspects of your services.



The most effective way to do this is to publish online. Various avenues with regular updates provide maximum exposure. Successful coaches and consultants publish professional newsletters, blogs, e-zines, social media updates, and special reports or white papers for download. Using more than one vehicle will spread your message in a variety of ways to different audiences.

*The secret:* **The number one way leadership coaches get new clients is to offer excellent free content to their networks:** professional, insightful, and relevant content that leaders can use.

## The Payoff

Giving away part of your expertise may feel counterproductive to your income-generating abilities, but the opposite is true. You gain a stronger position in your marketplace. Issuing free content fulfills your marketing strategy to build relationships:

- You stand out in the minds of prospective clients as a thought leader, a credible expert.
- Your coaching philosophy and leadership perspective are evident.
- Prospective clients sense your technical abilities.

- You show them how well you relate to their world, and thus understand them and their issues.
- Your audience becomes familiar with your character, your personality, and knows if you are a match for them.
- In short, prospective clients get to know you without meeting you face-to-face. This builds trust, confidence, and openness.

Trust promotes a relationship, which promotes collaboration, which leads to a larger client list. Posting free content keeps your name and services “top-of-mind”, for potential customers to recall you and think of you first when the need for coaching services comes up.

Free content also follows the rule of reciprocity. People will see the value you offer, with no obligations and no hidden expectations. They will see a coach dedicated to adding value to people, benefitting others more than self, and making a positive difference. This will be appreciated. They will thank you for it.

As you continue to post free content, you will develop a following, a readership. They will reciprocate by offering feedback and comments. They’ll share or forward your content, and the effect will compound. People will actually look forward to your next post, knowing they’ll receive benefit from it because of the consistent benefits already received.

Some of your readers will take the action you propose and contact you about your services. They’ll tell their friends and associates about you, and perhaps this next level of connections will need your services. Rather than holding your information close to the vest, hoping for the best, your content has done far more for you. Your client list can’t help but grow.



## **The Method**

To convey the highest level of quality, your content must stand out as excellent and refined. In other words, it must be meaningful and memorable. It needs to

not only inform but also offer fresh thinking; not a review of commonly accepted ideas, but perhaps a different twist on an older idea. It needs to reflect you and your excellence. Research is a key part of your free-content strategy. Find the most relevant and freshest material to fuel your content. Validate your points with published references from known thought leaders. Your readers will want insight, tips, and motivations that make their work lives easier, faster and smarter. This is what they'll remember, and they'll remember you specifically. Your expertise will be appreciated, and the law of reciprocity kicks in.

Offer content about the various challenges of leadership, or tips to do things better. Though you may be pointing out some difficult and often avoided topics,



always provide solutions.

You are, after all, a solution maker, a problem solver. Convey that through advice, insight, or example. Give your readers a positive outlook and a sense that, with qualified coaching assistance, things can be better. This outlook is best, and worth the effort to attain. This adds value and prompts leaders to explore

the use of coaches to address their concerns. It's well known that some of the most successful leaders have relied on outside minds for assistance in overcoming the roadblocks they faced. Your content should focus on communicating the unique solutions you have for solving the problems your clients experience.

Use an effective physical layout that is pleasing to the eye, easy to read, and flows comfortably from beginning to end. Complex sentences and sophisticated wording will lose a reader or confuse them. Structure your sentences and paragraphs simply, yet professionally. Use wording the reader can relate to. Learn their language and then speak it. The most effective statements use the fewest words to make a point. Balance brevity and descriptiveness to hold a reader's attention and keep them reading.

Use a quality font and line spacing. Georgia and Helvetica fonts are professional, clean, and easy to read. Easier on the eyes than single spacing, 1.15pt line spacing takes less space than 1½ or double spacing. Provide enough content to

offer value, but not too much to discourage readers from finishing it. For newsletters, two - four pages are sufficient. A double vertical column layout resembles a newspaper or magazine format, adding to the official publication look.

Photos and images are a great way to add to the interest and professional presentation. Break the content up into appropriate sections, and use imagery moderately. Too much is considered fluff; too little seems token. Choose professional images that enhance and relate to your content.



Your work will need to be well written and edited for the sharpest read. As with any document intended to impress, your sentence structure, grammar, and spelling need to be impeccable. A casual or humorous approach is not as effective in impressing potential clients. That's not to say humor doesn't have a place. It can be used sparingly. You're aiming to make the best impression possible. So look and sound professional. Coaching leaders is not a casual subject. It includes complex issues of significant importance, often requiring assistance to overcome. This is where your expertise as a coach needs to stand out through your free content.

Always provide your audience with a call to action. Offer another free product or service to get the ball rolling. This might be done with an opt-in page or landing page to get their contact information. Present an opportunity to contact you, get some questions answered, or learn more about what you offer. Provide simple ways to do this, including links to click on, or a number to call.

## **The Commitment**

The benefits of offering free content to build your business are significant. In fact, your coaching or consulting business will be challenged to grow without a free content marketing strategy. But producing great content requires a heavy time commitment for researching, writing, and editing. You'll need to account

for that in your busy schedule. Don't underestimate what kind of time your research will take. It may consume the majority of the time needed for your content marketing. Skimping on the research and validation are serious mistakes. Your work will reflect it, and your audience will know.

Establishing a readership is rewarding, but bear in mind that consistency is key. For example, if you issue a four-page newsletter each month, set aside a number of hours every month to make sure you get this done. You'll need to



hold yourself accountable to your publishing schedule, and not allow your priorities to sidetrack you. Many coaches and consultants can testify that the fastest way to lose a following is to let your content output slip. People will drop off and then it's hard to draw them back.

If you post a website blog, schedule the time needed for the work involved. Blogging should be done more frequently; no less than once per week. Coming up with fresh material each week also requires research. Plan for it.

## **The Solution**

If this strategy meets your objectives and you have the desire to pursue it, fantastic. You will be rewarded. But not all busy coaches have the time to develop and properly issue their free content on their own. There are a multitude of experts that can help you with each step of the process, including the research, writing, editing, formatting, and design. Bear in mind that such a team may provide excellent content or you, but it will be costly and have a lengthy turnaround time.



[Content for Coaches](#) offers you a fast and very economical alternative. They are the #1 provider of quality leadership content for the coaching and consulting industries. They are a team of specialists who take you from start to finish. Their expertise is in writing quality leadership content, and their clients include highly successful coaches and consultants. They have hundreds of ready-to-use, license-free articles that save professionals significant time and money. Dozens of leadership topics are covered in their library, and new content is generated each month.



With Content for Coaches you have PhD-grade, top quality research-rich content, crafted with key Web search words, instantly available for you. It comes in various formats, perfect for your web pages, newsletters, blogs or special reports. You can use them as-written, or you can modify or personalize the content. Content for Coaches does all the work.... you get all the credit.

[Articles](#) are available one at a time, in packages, or in convenient and cost-saving [subscriptions](#). The choice is yours.

## Content Matters!



If you feel that you can manage the time commitment to accommodate your content marketing strategy on your own, great! To help you fashion your approach, below are some pertinent questions that will help you account for the important aspects of your strategy. Use them as a pre-step before you write a single word.

Take some time to write your answers to each question. Get some input from others.

Never forget to focus on the needs of your readers. Help solve their problems and they'll want to read more of what you say. Use your experience and leadership stories to make your content come alive with authenticity and real-world emotions.

Here's to your successful journey to publishing quality content!

## *The Team at Content for Coaches*

[www.contentforcoaches.com](http://www.contentforcoaches.com)

Call with questions: 858-224-5886

Email : [info@contentforcoaches.com](mailto:info@contentforcoaches.com)

### **10 Questions to Answer *Before* You Issue a Single Word of Your Content**

1. Do I have a current marketing strategy? If so, what are my goals and expectations? Why?
2. What are my goals and expectations for my content?
3. What topics would I like to focus on? (What are my areas of expertise?)
4. Who are my targeted readers for this? (Describe them in detail, including what drives them to make decisions.)
5. What primary prospect/client problem, pain or need will I be focusing on?
6. What is my mission or personal positioning statement? (Describe my core philosophy in a sentence or paragraph)
7. What are the key benefits of my ideas/concepts/solutions? (What's in it for the reader? What benefits would the reader/targeted client/prospect get from hiring

me? What proof do I have for my stated results? (statistics, quotes, testimonials, arguments?)

8. What are the disadvantages for a company or client who does not follow what I say? What is it costing them to not take the action I want them to take?
9. How will readers receive my content? Will I post to a blog, include in a newsletter, send via email, etc.? What tools do I have in place to deliver the content? (i.e. database, signup form, shopping cart, newsletter template, website, blog platform, SEO tool, etc.)
10. What research resources do I have in place? (i.e. journals, periodicals, publications, websites, blogs, etc.)

