

Get Clients Now

58 Marketing Ideas



www.AcademyofCoachTraining.com

The following are ideas designed to assist you in creating a brilliantly successful marketing plan.

These ideas are just some of the options you have when it comes to marketing yourself, but keep in mind the three most important steps to gaining new clients:

1. Believe you can do it
2. Engage people in conversation (this creates rapport which leads to clients)
3. Live by example (also known as “living authentically”)

58 Marketing Ideas

1. Tell 10 people a day in your area that you coach
2. Meet 15 new people each week
3. Join a new club or group
4. Key note speak
5. Put on a free event (small or large)
6. Have a launch party in your home/backyard to announce your opening
7. Have a lunch and have everyone bring a friend
8. Have your business cards say “First Session Free”
9. Have an effective elevator speech that answers the question of “what do you do for a living”
10. Volunteer at events where your ideal clients will be

11. Clearly layout who your ideal client is
12. Write and submit articles online
13. Write a column for a local newspaper
14. Start a newsletter online, or in your community
15. Write a list of all organizations and businesses that would benefit from a guest speech, or conference from you (and contact them)
16. Advertise in the local classifieds
17. Have a booth at local events and collect contact information
18. Advertise on free community boards (For example: Craig's List or Kijiji)
19. Partner with someone in your community and put on an event (If you're having a free event, charge a nominal refundable fee to ensure attendance)
20. Start building your email contact list and routinely send out free resources
21. Place a sign on your lawn advertising your services
22. Place brochures at local establishments
23. Offer a special bonus or a discount to union members
24. Write a free e-Book and encourage readers to pass it along
25. Have a toll free number for potential clients
26. Create products (books, workshops) to sell to your current clients (70% of people who have purchased from you will purchase something from you again)

27. Use pay per click ads online
28. Submit one article per week to online article banks to gain a higher website listing on Google
29. Have an excellent sales copy online
30. Ask powerful questions on your brochures and promotional materials
31. Offer a free incentive to encourage potential clients to contact you
32. Have a free first session for your group coaching services
33. Increase your fees (this will increase the value of your services in potential client's minds)
34. Give out magnets with a catchy or motivational saying (and your contact information) at events
35. Host a bake sale for a local charity (and give out your business card with every purchase)
36. Host a yard sale for a local charity (and have your website address prominently listed)
37. Speak to your audience about how much you love your career
38. Post a flyer on the local community church, or grocery store boards
39. Leave flyers on car windshields
40. Host a charity car wash
41. Sit on an event planning community and see how your services could be promoted
42. Host low cost events in your community and pair with other businesses or professionals when putting the events on (also consider bake sales, weight loss competitions etc.- do not restrict yourself)

to events that are directly related to your niche)

43. Collect amazing testimonials (videos are best)
44. Have contests and let local newspapers and organizations know
45. The more people you know, the more clients you will have- so get socializing
46. Contact gyms to offer your services to their clients
47. Have a 100% money back guarantee
48. Place an ad in the paper, with your photo, announcing the opening of your practice and a free event to celebrate (seminar, BBQ, anything)
49. Try renting an office at a wellness center
50. Leave brochures at wellness centers, lawyer's offices, gyms, doctor's offices and the local library
51. Place an ad in the phone book
52. Trick yourself: Tell yourself that if you gain one new client in the next 24 hours you will win \$1 million dollars
53. Create a logo and an original tag line (slogan) that states what sets you apart from your competition
54. Film a short video for your website using a handheld camera to increase rapport with potential clients
55. Sell a 7 day eCourse to get your potential client's feet wet
56. Go door to door introducing yourself and leaving a brochure
57. Leave flyers in mailboxes
58. Sponsor a local sport team