



## Coaching Top Tip

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### Daily Meditation

The modern economy has no national boundaries. When we talk about ecology, the environment, when we're concerned about the ozone layer, one individual, one society, one country cannot solve these problems.

We must work together. Humanity needs more genuine cooperation. The foundation for the

In any coaching session maintaining the pace and momentum of the coach/client dialogue can be a challenge. If you feel a client is struggling to communicate their message, or they remain silent a little *too* long, a simple yet powerful question like:

### **"Tell me what you're thinking?"**

will encourage them to say what is on their mind, thereby, realigning their communication with you, their coach.

Experience has shown that the response to this particular question can be extremely candid and indicative of the client's real state of mind with regard to the topic or goal being discussed.

Michael Duffy  
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development of good relations with one another is altruism, compassion and forgiveness.

The Dalai Lama's Book of Meditations  
The Path To Tranquility

## Definition of Coaching

Coaching aims to enhance the performance and learning ability of others. It involves providing feedback and is based on helping people to help themselves.

**Max Landsberg**

## Inspirational Quote

A day will never be any more than what you make of it. Practise being a doer!

**Josh S. Hinds**

## Readers Feedback

## Positive daily actions

In Fortune magazine, tech exec Vivek Paul shared an important lesson he learned from super-exec Jack Welch: *"He was commenting that every time he lands in New York (from a trip abroad) he imagines that he's just been appointed chairman and this is his first day in the role, and the guy before him was a real dud. He said, 'Every time, I think, What would I*

- Putting the E- into Mentoring and Coaching
- ECI up-date

## Editor's Comment:

*Those who do not create the future they want must endure the future they get.* Draper L. Kaufman, Jr.

This month my editorial will be brief. The above quote just about sums up what this month's issue we've prepared is about.



If we accept it's up to us to take responsibility for the life we're living, then we're probably in agreement that we get the future we deserve.

Therefore, don't delay, if you're not happy about any aspect of your personal or business life, change it. Become your own best client; failing that, hire the best coach you can afford.

Practice developing your networking skills and understand the value of your own unique brand.

Learn to expect and rise to challenges, this will have the added benefit of enhancing your confidence.

This issue is packed with tips, links, advice and informative articles contributed by authors happy to share their wide range of skills, experience and knowledge with you. So make the most of it.

Finally, after approximately eighteen months as Editor, this month is to be my last, not within the ECI, or indeed as a volunteer within the newsletter team, just as Editor.

I'm delighted to be handing over the reins to Milly Shand, who I know is looking forward to working with you and expanding the newsletter even further. With your constant support, I know we'll continue to benefit from the stimulating ideas shared via this medium.

**Wishing all the very best.**

**Carpe Diem "seize the day!"**

**Dawn Campbell**

*do that was different than the guy before? What big changes would I make?' I took that seriously. You should always think, 'How can I regenerate myself?'"*

#### **Action:**

When you wake up tomorrow, imagine that you have just been made CEO of your own life. Maybe the guy or woman before you was a dud in how they handled some aspects of your life. Now it's your turn: what do you want to do differently? How will you start?

**Jurgen -**  
[Bstormuk@aol.com](mailto:Bstormuk@aol.com)  
**Brainstorm**

#### **Dial ICE in an emergency**

A campaign to use mobile phones to help identify victims of accidents and disasters has taken off since last month's bomb attacks in London. Mobile users are being urged to enter a number in their phone's memory under the heading ICE - In Case of Emergency. Paramedics or police would be able swiftly to find the number and use it to contact a relative or friend who is able to identify the victim and give them vital personal information, including details of any medical conditions. The idea is the brainchild of Bob Brotchie, an East Anglian Ambulance Service paramedic. It

## Head of Newsletters

Send your questions, quotes, case studies, articles, tips, feedback and queries, acronym's, etc. to:

[newsletter@the-eci.net](mailto:newsletter@the-eci.net).

### **What is your personal Brand?**

If you do not have a clear answer to that question, it is time to formulate one.

Wherever you work, in an organisation or out on your own, managing and promoting your individual brand means being yourself for a living. We all need to know what we offer, to whom we can be of service, and how they can benefit.

Because you are always growing, and clients' needs are constantly changing, your personal brand is ever evolving. It is refreshed with every business encounter. Your personal brand belongs to you and is not synonymous with the place you work. It may function within a broader brand, but it should never lose its own identity.

#### **Here are some tips for building your personal brand:**

1. Define the essence of your service and value and convey it concisely according to each project's needs. The more work you put in behind the scenes, the more effectively you will know and communicate your worth. There are no shortcuts to a quality brand and business.
2. Market yourself creatively and persistently. Get your name and services known in the marketplace or organisation, and keep your brand in good view. When marketing, give people something of value and mention your services as an extension of that.
3. Reinvent yourself continuously. At the end of last year I re-evaluated what I offer, what the market needs and where I want to head next. As much of my earlier business vision had been realised, I reinvented my personal brand to do more consulting to companies to ensure that people perform at their personal best and realise their collective vision.
4. Operating as a personal brand keeps you relevant, fresh and inspired. It is tough world out there, but it is great growing stronger in yourself and your business every day!

Your personal brand is your biggest asset, your stake in the economy and your ticket to personal success. Identify it, grow it and enjoy it.

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

was launched in May this year, but made only limited impact. After the attacks, an e-mail campaign has spread the idea around the world.

## Article

**Please continue to support the ECI by promoting self-development. Forward this newsletter to other like minded coaches and friends.**

**Missed an earlier copy? No problem, just visit our web site.**

[the-eci.org](http://the-eci.org)

## Client Feedback

*I would like to commend you Dawn for your thought provoking approach to dealing with business issues; you greatly assisted me in gaining a clearer perspective on how to deal with my management challenges.*

Robert, Sales Manager,  
Wiltshire

## Learn how to make work of mouth work for you

Build a successful coaching practice without ever advertising. How? By networking and using 'word of mouth' as the means of getting the message out there.

- **Referrals** generate over 70% of the new customers and yet business owners spend the least amount of time, money and energy on this.
- Smart business owners use **loss leaders** as introductory deals to create a buying relationship with a new customer. Why? Simply, they understand that once you have a relationship with a customer, selling to them becomes easier.
- **Instant credibility!** Whenever a customer tells someone about the great benefit your business has given them, they are essentially giving you a 'personal endorsement'.

### · **The Most Profitable Customers In the World**

by Jay Abraham said word of mouth customers:

1. **spend more each purchase**
2. **buy more often**
3. **are more loyal**
4. **refer more customers**
5. **trust your recommendations more.**

· **The ultimate marketing multiplier:** understand how to get referrals and **increase the profitability** of almost any marketing campaign.

· **Zero-risk marketing!** Most of the time, word of mouth is free!

· **The 'Word Of Mouth Attitude'!** Most people are nervous about asking for referrals. Fortunately, you don't need to ask for referrals face to face, you can use a letter instead.

· **Over-deliver.** If you only deliver what you promise and nothing more, you can't expect to get massive numbers of referrals.

- **Ensure your customers know exactly who to refer, otherwise you're not going to get a high quantity or quality of referrals.** So give each customer a very good idea of whom they could refer.
- **Develop amazing relationships with your customers!** Make sure that you collect the names and contact details of each and *\*every\** new customer you do business with and stay in touch.

## What the media is saying

Karen Roem's weekly tips on how to train and tame (and get the best from) your computer have been picked up by a number of publications and websites. You can see them for yourself at:

[Link](#)

Modern entrepreneurs are shying away from traditional start-ups in favour of lifestyle services like wedding planning and life coaching, new research reveals. - [Link](#)

How to Turn Your Hobby Into a Successful Business -

[Link](#)

Executive coaches hired to shape leaders - [Link](#)

Self-employed people will be able to use tax-free cash from recycled pension contributions as a form of salary -

[Link](#)

Coaching SMEs to success - [Link](#)

Why is Corporate - Executive Coaching the Latest 'Buzz' Word? -

[Link](#)

## Book of the month

This month we couldn't resist these two:

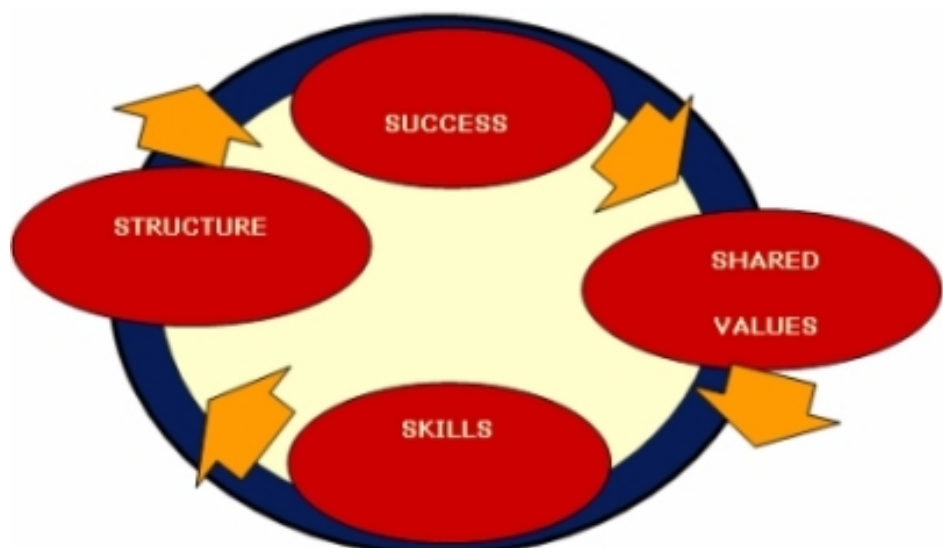
- **Make dealing with you an amazing experience! Then your customers will tell a lot of people!** People want amazing experiences! After all, this is what the whole movie industry is built around! So if you can make dealing with your business a great and exciting experience, then you'll be head and shoulders above businesses that are bland and boring.
- **Give your customers self-serving reasons to give you referrals.** Make a habit of communicating with clients in a way that makes it plainly obvious exactly how they will benefit by giving you a referral. Before you ask clients to provide referrals, first work out what you can give \*them\* in return.
- **Finally, have a \*systematic\* strategy about getting new customers.**

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[bernardgenge@hotmail.com](mailto:bernardgenge@hotmail.com)

## The secret to success

In his book, *The Seven Habits of Highly Effective People*, Stephen Covey insists that the essence of effective time and life management is to have balanced priorities. While most people believe that lack of discipline holds them back from balancing priorities, Covey observes that the basic problem can be that these priorities are not deeply planted in their hearts and minds.

Most people accept that having clear priorities on a daily basis stimulates motivation and energy levels. But **how** does one clarify priorities? To assist with this problem, I have devised the following model.



*Building a Business the Buddhist Way: A Practitioner's Guidebook*

by

[Geraldine A. Larkin](#), [Geri Larkin](#)

Picture here.....

*When the Little Things Count...and They Always Count: 601 Essential Things That Everyone in Business Needs to Know*

by [Barbara Pachter](#), [Susan Magee](#)

Picture here.....

## Q & A

### What coaching questions would you like answered?

Perhaps you'd like to know more about becoming an ECI accredited coach? The benefits of joining? Or how to become a volunteer?

**Or maybe you're a new coach** and want to ask a specific question about how to calculate fees? How to put a contract together? Or what to do to attract more clients?

**Ask us anything to do with the ECI or the world of coaching** and we will have an expert respond in next month's newsletter.

**Success** = the ultimate goal toward which you are working

- What does success mean to me (or my company)?
- How does it feel?
- What does it look like?
- How will I know it when I get there?

Keeping this definition of success in the forefront of your mind will enable you each day to advance towards your ultimate goal. Otherwise, as Lewis Carroll wrote in *Alice's Adventures in Wonderland*, "If you don't know where you are going, any road will take you there."

**Values** = what really matters to you

**Shared** in a personal context = some commonality of values usually existing in successful relationships with family and friends

- On your 90<sup>th</sup> birthday, what do you want to be celebrating about your life?
- What are you doing when you feel most content?
- What inspires you to take action?

Shared in companies = a common understanding of corporate values, and consistency between corporate and employees' personal values, maximising productivity

- What is valued by this organisation (innovation? customer service? profitability? employees?)
- Would employees be able to state the company's values?

Once you have identified some of your personal (or company's) values, it is important to rank them in order of importance and ask:

- Are any of these values being dishonoured at the moment?
- How does your work honour/dishonour your values?
- Bearing these values in mind, what really motivates you?

Values affect what actions you will take. When values are known and honoured, success becomes natural, powerful and lasting.

**Skills** = the abilities you now need to implement or acquire in order to be successful (interpersonal, stress management, time management...)

- What do you need to be successful?

Send your questions to:  
[newsletter@the-eci.org](mailto:newsletter@the-eci.org)

## Acronym

### Business:

Build  
Up  
Superb  
Intelligent  
New  
Exciting  
Successful  
Solutions

### Icebreakers

(Great for workshops/training to create a safe/fun atmosphere)

This one is always a hit and is best used with a group of at least eight people (though this is flexible):

Organise the group into teams of 2/3/4 depending on size of group.

Appoint a leader for each team and hand each leader an A4 piece of paper (or similar).

Ask each of the teams to have ALL team members

Even the best coaching in the world cannot replace an inadequate skill set.

**Systems** = the practical, day to day, organisation methods used to achieve success

- **How** will you reach your definition of success?
- What is your plan?
- For example, what structures do you use to manage your time? Desk? Paper? Space? Life?

According to Julie Morgenstern, New York Times Best-selling author of *Organizing from the Inside Out*:

*"Organizing is **not** the destination...organizing is the gateway to your higher goals."*

And clarity of priorities is the gateway to success!

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[katherine@claritycoaching.ie](mailto:katherine@claritycoaching.ie)

## High achievers in life expect challenges

They know that as they move forward in life, problems will occur. Unexpected things will happen, and they maintain an attitude of optimism, humour, strength and resolve in the face of difficulties. They know that as they become ever more successful, the size and complexity of their problems will grow. How could it be any other way?

So, here are a couple of keys to solving problems:

1. Expect difficulty! This is no surprise; it is not 'unfair' or unusual. Life is complicated. Get good at it.
2. Keep a buffer around the edges of your life. Maintain a 'reserve' of extra time, savings in the bank, and a bit of energy to handle the unexpected.
3. An attitude of optimism and enthusiasm is essential.
4. View difficulties as 'challenges' or 'learning opportunities' rather than as problems. How we talk about our difficulties makes a huge difference in how we handle them. Words matter!
5. "We get by with a little help from our friends." Have a team of cheerleaders, experts and colleagues to help you understand and over-come any problem.

touching the piece of paper, with any part of their anatomy, and with ALL feet off the ground, when you count to three and clap your hands.

OK so 1- 2 -3 CLAP: are ALL team members ALL touching the paper with ALL feet off the ground???

The 'cleverest' way to accomplish this is for all the members of a team to hold the paper between them using their hands and to jump off the ground as one when you clap.

However some of the 'alternative' options used by some teams defy logic and are hilarious - the room usually ends up laughing hysterically at the more creative solutions and it is a great opener for a session.

*Condensed Knowledge from Mental Floss - 352 pages of fun facts and trivia.* - [Link](#)

## Offers

**Anyone?**  
**Great questions to ask**

Whenever you find yourself stuck, particularly if you are repeating a pattern and want to change it, try asking yourself some new (and better) questions. Here are a few I use regularly:

1. What is the most

6. Be proactive. Take care of problems while they are small. Preventive maintenance is good for your car, your relationships and your heart.

7. Learn from every experience and (try) not to have the same problems twice. Learn from difficulties, make changes, and move on. Never repeat the same life-lesson!

The key is understanding how life really works; that challenges are how we learn and grow. Life is about what we learn and what we learn to do. Expect 'interesting' situations. Taking them in stride builds your confidence. Never fear trouble; expect to triumph over it!

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

or email: [Coach@philiphumbert.com](mailto:Coach@philiphumbert.com).

## A day in the Life of a X Coach

## Four steps to confident coaching

Have you ever felt unsure of yourself as a coach? Scared that you might not have an answer for someone? Worried you'll give the wrong advice? Concerned they'll think you're a fraud?

The biggest difference I seem to make with the new coaches I mentor is in the area of confidence. Sure I help them with designing their unique coaching session, marketing and business set up. But their main block is often lack of confidence.

What if you have – RIGHT NOW – much more to offer a client than you think? What if you could make a big difference to someone's life right now – before you get your qualifications? What if you could go out and get ten new clients after reading the information in this article?

I'd like to give you the first four of these insights below. These are some valuable things you can offer to a client now –

important thing I can do today?

2. Since I don't seem to know how to do this, I wonder who might know the answer? Who can I call for help?

3. Even though I can't do it all today, what step can I take to get started right away?

4. Who could coach me, or teach me, about this?

5. Since what I'm doing isn't working, what other methods could I try? What other strategy might give me a better approach?

A good question is worth a thousand pieces of casual advice. A great question can instantly transform our lives and launch us in a whole new direction. If you are not getting the results you want, ask different, better, questions. I think you'll like the results.

[coach@philiphumbert.com](mailto:coach@philiphumbert.com)

More great questions can be viewed at: [Link](#)

### Thought for the month

*2 Basically the world can be split into positive people--those who expect to win, and negative people--those who expect to be right.*

**Dr. Julian Feinstein**

## 1. The way you listen

Most people listen in the “waiting for my turn to speak” mode. Or noticing if this is boring or entertaining.

But the coach listens with undivided attention. A coach listens from “Is this moving forward?” “Does this sound like what they really want?” “Are there any actionable steps to take?” Simply by both of you coming together to look for ways, the client can progress. They are getting something they don't usually get from conversation.

## 2. Being there each week

It's amazing how much a person will get done just knowing there is someone to hold them accountable. They know next week you are going to ask them, “Did you do it?” Just by being there you are helping them discover what is important in their life. (It's like having a running partner. Without the partner there you may not run as far or even get out of bed. With a partner your attention is on running, and you run further, faster and with more fun!)

## 3. A sounding board

Being able to talk about their issues lends clarity. Just discussing what has been clanging around their heads all week is valuable. Have you ever been trying to solve a problem and getting nowhere until you had a chance to talk about it with someone? You are giving your clients a chance to do that every week.

## 4. A second head

You may be able to see what they are doing in a new light. You may have a different perspective that allows you to see their blind spots. Some things may be obvious to you, but don't even occur to them. You might have different ideas they wouldn't have had.

And these are just a few things you bring to the table – before you even have any coach specific training. You can make a difference to people around you; you can put on the hat of a coach if it calls to you, right now. Enjoy!

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[support@solutionbox.com](mailto:support@solutionbox.com)  
[www.SolutionBox.com](http://www.SolutionBox.com)

**Eight Things You'll Need to Do Your Own PR**

## 1. A website

## Word of the month

philodox (FIL-uh-doks),  
noun

Someone who loves his or her own opinion; a dogmatic person.

[From Greek philodoxos, from philo- (love) + doxa (glory, opinion). Ultimately from Indo-European root dek- (to take or accept) that's also the root of words such as paradox, orthodox, doctor, disciple, discipline, doctrine, dogma, decorate, dignity, and disdain.]

"Don't take this as a comment on events in Washington -- or on newspaper editorial pages -- but I thought I should tell you that a philodox is a person who loves fame or glory or, more specifically, an argumentative or dogmatic person who loves his own opinions."

**Michael Gartner:  
Calling all  
Philologues; Austin  
American Statesman**

To subscribe - [Link](#)

Even if you think a website isn't going to contribute directly to sales, having a web presence makes it a lot easier for journalists to suss out a bit more about you before they commit themselves to getting in touch. And once you've got your details and further information up there, it's not unknown for journalists to respond to a press release and write up their piece from your release and your website alone, without even getting in contact with you.

## 2. A Brand

Defining your brand, at least in your head, helps you market yourself boldly, strongly and even provocatively if necessary. Think about what you represent. You don't just sell financial products, you offer security and trustworthiness. You don't only own a hair salon and cut hair, you offer a fresh new image, a time to change the way you look and feel about yourself. Think about mobile phone adverts - very few of them actually have a mobile phone in them but hint at aspirational lifestyle statements! It's a technique that works.

## 3. A Thick Skin

There will be those times when you call a journalist in the middle of press day and they grunt at you down the phone. Don't take it personally. Just shrug it off and move on.

## 4. A Spring in your Step and a Smile on Your Face

Most of us, journalists too, prefer to talk to someone who is optimistic and cheerful. So stand tall and put a smile on your face (even when you're on the phone, it does work).

## 5. Persistence

Putting in regular time really makes a difference. So get out your diary and schedule in some PR appointments with yourself for the next few months.

## 6. Help

Whether it's a VA, a colleague, a PR or media student, a willing friend in business or a PR Buddy, having someone who is not afraid to say "That press release is just too boring" is really worth finding.

## 7. Knowledge of the Press

I often get clients who don't read, never make the time to listen to the radio and are proud of the fact. I do empathise with them, but really, to have any success in PR you've got to know whom you're talking to. So sit down and choose your target publications, list them and tick them off as you read them. Regularly.

## Humour

"Ode to the Spell Checker"

Eye halve a spelling  
chequer  
It came with my pea sea  
It plainly marques four  
my revue  
Miss steaks eye kin knot  
sea.

Eye strike a key and  
type a word  
And weight four it two  
say  
Weather eye am wrong  
oar write  
It shows me strait a  
weigh

As soon as a mist ache  
is maid  
It nose bee fore two  
long  
And eye can put the  
error rite  
Its rare lea ever wrong.

Eye have run this poem  
threw it  
I am shore your pleased  
two no  
Its letter perfect awl the  
weigh  
My chequer tolled me  
sew

## Features

If you are interesting in flexing your creative writing muscles, then we'd like to read what you've got to say (approx 500 words, copy deadline 15th of each month).

All contributions are welcome and will receive a response.

We are currently seeking

## 8. A Fail Safe Method of Contact

If you know that you're not going to be around for long periods, whether it's away at meetings or doing your day job, make sure there is someone who can at least take a message and hunt you down when the press comes knocking. Because, unlike the Postman, they rarely knock twice.

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

## Building Business

To build, develop and grow a successful coaching business, you need sales and marketing abilities as well as expertise in coaching. Luckily many prospective coaches - even those who have no knowledge of, or liking for marketing and selling - find they are surprisingly good at it.

Let's assume that you have a clear idea of your service and who and where your potential customers are. To build your business you need to:

- fill your prospect pipeline
- follow up and qualify
- propose your solution
- and close.

Let's look first at some methods used to fill and develop this 'funnel'. We can then look at creating an action plan that will ensure your business grows.

### Fill your prospect pipeline:

You can use all the activities in the list below to fill your pipeline. Some can also be used to follow up, propose and close. All have advantages and disadvantages but one or two are more likely to work for your style and particular business.

- A website and opt-in e-mail newsletter
- Cold calling (may be combined with direct mail) and phone contact
-

contributions on the following subjects:

Other ideas very welcome!

[newsletter@the-eci.org](mailto:newsletter@the-eci.org)

Direct mail, including letters, postcards and leaflets

- E-mailing to opt-in lists
- Traditional networking and referral, including calling, e-mailing and socialising with past customers, work colleagues, contacts and friends. Ask for recommendations as to who to contact. Consider joining networking groups and industry clubs
- Electronic networking to support traditional networking or to develop new contacts (ecademy, linkedin, plaxo, ryze)
- Writing: press releases, case studies, customer referrals and blogs to support other activities and generate new contacts
- Speaking at public and industry events
- Organising paid or unpaid 'introductory sessions'
- Advertising or advertorials (can work better for products than services)
- Developing partnerships or agencies
- Setting up a formal referral system
- Employing sales personnel full time or on contract

Don't forget:

- Past customers, employers and colleagues may be a useful source of new business and leads. Even past conflict can be the basis of future rapport.
- Keep testing! Two promotions of the same product or service can have very different results depending on the headline.

All the above require skill and persistence. Start with the ones you enjoy using. There is only one test: when carried out consistently, does the activity produce results that improve your business? If not, develop your approach or try a new activity.

### **Developing your prospect pipeline**

The following activities can be used to develop and close your

pipeline. Depending on the product or service, there may be more or less stages and they may be arranged in a different order, or in a cycle rather than a linear progression. However, improving your skills in any of these areas is likely to improve your business greatly:

- Qualify
- Frame (agree the purpose of phone call or meeting)
- Elicit and confirm needs
- Present solution
- Handle objections
- Close and inoculate
- Reference quotes, referrals and case studies

An excellent book on developing and closing your pipeline is the *Spin Selling Fieldbook* by Neil Rackham

### **Creating an action plan that will ensure you build your business**

You will not know what works until you try; in other words, it's often better to take action rather than think about it for too long. Most people find the solution is a short, monthly, proposed activity plan. At month end it will highlight areas in which you've succeeded, as well as showing where you may need some help.

An excellent book to help you create a plan is *Get Clients Now* by C J Hayden. *Getting everything you can out of all you've got*, by Jay Abrahams will enable you to flesh out your plan.

NLP is another excellent way of developing your sales attitudes and skills still further!

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

### **Ten ways to increase visibility**

Everybody wants consistent, full-load clients. You can achieve this by following these ten ways to make your service more

visible:

1. **Know your business defining statement.** Have this ready to use at networking meetings. You must send a clear message of who you are, what your business does and its benefits.

2. **Power up your signature file.** Does your signature inspire the reader to take action? Always include contact information and a free offer such as an ezine or special report. Make sure to place your defining statement under your name. Automate your signature file so that it appears on every email you send out - a really soft way to sell yourself.

3. **Create a sales letter** describing your service. Send a one-page version out by email when you get an inquiry. Post a longer, five to fifteen page version on your web site with a link to an order form or 800 number to make it easy for potential clients to connect. Each sales letter should include benefit-driven headlines, testimonials and a guarantee.

4. **Write short 'tip' and 'how to' articles.** Submit these as a complimentary report to your email list every two weeks. Leverage the same article. Subscribe to five or so opt-in ezines in your field; then submit to them. These publishers want your original information for their subscribers. When subscribers read it and like what you say, they will flock to your web site.

5. **Write a talk about one aspect of your service.** It can include why your information is so important to your client's success, or a client's story about a particular challenge and how you solved it.

6. **Present one-hour talks** to local organisations. Sell yourself, your service, or your book from the platform. Always collect the audience's email addresses via an offer for your free ezine or a free report.

7. **Create an ezine** to stay in touch with your clients. Besides giving useful information such as 'how to' tips, resources and your special message, include an opportunity to buy one of your products, group coaching or a teleclass.

8. **Write a short print or eBook.** You don't need to write the book of the century. Today people want a short read. They want their information fast and easy-to-read. A book coach can help you make each page of your book market itself as well as create compelling, well organised and well formatted chapters.

9. At first, **choose two or three marketing methods that really appeal to you.** Put all your effort into these. Refine your ezine; gather a group of five to ten articles, and a one-hour talk. Put as much time into marketing as you have into training, reading or research.

10. If you are not attracting three to five new clients a month, **rewrite your web site, especially the home page.** Your web visitors are not attracted to sites that say: "Welcome," "My mission is..." or "About me" with a long biography. They want to know what's in it for them and you must capture their interest within ten seconds or they will surf to another site. Your home page needs well-honed headlines that lead to the sales letter for each product or service.

Just think of all the time you have spent on training and refining your coaching skills. Only marketing and promotion attracts new clients. Isn't that what you should be doing now?

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## These ideas could make you profit

### Find out the size of your market

The size and value of your market is the key to planning your

marketing and setting targets.

- Who are your prospects?
- How much do they spend?
- How often do they buy?

To find out, survey your existing customers; check your competitors' turnover; read market analyses and research industry web sites. Once you know what market share you want, you can set some targets. Defining your target market leads to more sales and profits

### Promote your business

- 1) Word-of-mouth referrals and recommendations
- 2) Network – make the most of your connections
- 3) Let your business cards keep delivering your message
- 4) Join any specialist forum/discussion groups that target your client sector, exchange links with websites that compliment yours
- 5) Ask for feedback then use as testimonials (with permission)

## **Develop a business strategy**

"What differences draw customers to you and away from your competitors?"

"What is your best route to selling more and winning more profit?"

Six helpful ideas:

- 1.** Choose what not to do. Deliver fewer products and services excellently and avoid spreading yourself across the marketplace.
- 2.** Compete on value not price. Increasing value to clients leads to their satisfaction so they recommend you to new contacts.
- 3.** No competition. Offer something that no one else does (or can copy) and stand out from the crowd.
- 4.** Paranoia stays ahead. Keep watching what your customers want then you will keep satisfying them. Don't assume that regular custom equals tied income.
- 5.** Distinctive value. As a specific example, I give my clients a calm oasis in which to define their goals, and create achievable plans, so that important work is protected from interruptions.
- 6.** Trade-offs that build value. By tuning a package of services to your customer's needs, you create sales barriers against your competitors.

## **How do you compete?**

Small firms win out by:

- 1)** Being closer to customers

Proprietors of small businesses often meet their customers personally to speak regularly. Decision makers in large firms are rarely exposed to their market, missing opportunities and struggling to be customer-centred.

## 2) Responding with operational changes

Small businesses cannot afford the overheads of their larger counterparts. Having less investment in 'the way we do things here', they can quickly introduce new approaches.

## 3) Trading fanatically

Continually improve your service, new developments and products. Few employees in big firms lie awake at nights fretting about customers.

## 4) Flexing the business

Few small companies have formal business plans. So when they see an opportunity, they can turn orders around fast, they can try several ideas at once, and they can adapt to market or customer needs almost at will.

Small firms can use individuality to satisfy their customers on service, convenience and response, so compete on quality and service. Even though small firms rarely beat larger competitors on price, they regularly beat them on delivery and quality.

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## Putting the 'E' in Mentoring & Coaching

The virtues of mentoring and coaching have long since been extolled by many leading authorities, but little is known about the E-Mentoring approach, which is still in its infancy, and E-Coaching, which is still to be born.

E-Mentoring would appear to be suited to larger scale, structured programmes which can benefit from key features that may not be necessary for a single relationship programme, such as the mentors online self-assessment against mentoring skills module.

The registration process is crucial to success. The data elected

for capture drives the whole matching process, identifies skills to be developed and facilitates the early stages of the relationship:

- Professionally developed registration process
  - ensures quality data is captured for matching participants
- Quality on-line training and development material
  - provides immediate benefits
  - helps to set expectations
  - helps mentee to take early ownership of the relationship
- Self-assessment programme for mentors
  - allows them to identify their own development needs against the core competencies of mentoring
- Well designed matching criteria
  - location ceases to be a consideration, allowing concentration on skills, experience and knowledge
- Managed introduction for E-Mentoring relationship
  - programme of facilitation messages and progress questionnaires
  - no fault divorces
  - confidential
- Web based support, tools and information
- Managed endings

In order to develop an E-Mentoring or E-Coaching programme, one can consider the 5M's approach:

- Marketing
  - be very clear about the market the programme is aimed at, methods of recruiting mentors/coaches, what's in it for them?
- Matching
  - development of the matching process is crucial to the success of any programme;
- Managing
  - since the mentee and mentor, coach and client, are often unknown to each other, the early stages of relationship development will require facilitation;
  - information flow needs to be reviewed with extra help for those who are slow to progress.
- Merging
  - an E-Relationship consists of four stages, the third, mature stage of which is known as the 'merging stage' where knowledge, experience and wisdom are shared between participating members.
- Measuring
  - measurements can be put in across all stages, providing useful information on the success of the programme.

Could E-Coaching benefit in the future from the advantages of E-Mentoring? What makes E-Mentoring different from traditional face-to-face mentoring programmes?

- The asynchronous nature of email allows time for reflection before responding.
- The need to write out your message means that you will consider it in greater depth;
- location is not an issue.
- Gender, race, power and other barriers are removed.
- Time management is facilitated, no costly meetings.
- A record of the 'discussion' exists for later reflection and learning.

It would appear that for large-scale programmes it would be possible for E-Coaching to achieve benefits similar to those already achieved with E-Mentoring. An even more exciting possibility would be a blended E-Mentoring/Coaching approach which could prove very beneficial in developing businesses and their leaders.

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