



How to Gain More Coaching Clients via Clear Marketing Communication

During our coaching sessions, we coaches take pains to ensure that our client communication is clear and unambiguous. We accept responsibility for our communication – many of us taking the NLP line that the meaning of our communication is the response we get.

We encourage our coaching clients to do the same. We ask them to be precise in what it is that **they** want. Of course, we do this partly to help ourselves to help them. But it is also vital that our coaching clients themselves have clarity about what it is they are aiming for.

But how many coaches take as much care with their communication in their marketing? In fact, what **is** clear communication in our marketing?

As coaches, there are three critical things we need to communicate clearly in terms of our marketing:

1. For whom we supply our services
2. What services we offer them and
3. Under what circumstances.

Let's take a look at all three of these.

1. For whom - our target market

The majority of coaches still do not have a clearly defined target market. Many believe they are generalists and that they can coach anyone. But in attempting to appeal to everyone, they often find they're attracting no-one.

The biggest problem for coaches is getting new clients. And this is unsurprising given the lack of clarity many coaches have about their target market.

We need to be absolutely clear on who our target market are. Who are they specifically, and what are their characteristics? Communicate this unambiguously, and we may find we're converting more prospects to clients.

2. What services we offer them

What do we offer, really? It's not coaching – it really isn't. Clients don't buy coaching. They buy solutions to their problems.

So what are the services that we offer to our target market? We need to be able to communicate what these are, clearly and unambiguously. And ensure they're clearly linked to the resolution of our clients' problems.

We need to be sure that these offerings are actually wanted by our chosen market. We really want to have a ravenous crowd, desperate for these services. If there is not a strong demand, we should not be offering those services.

It's important to match the services we offer with our target market. That's one of the fundamentals of marketing. But have we communicated effectively with our market? Have we asked them what they really want? Or have we assumed that all coaching clients have the same needs, and get the same generic coaching services?

3. Under what circumstances

The third thing we need to communicate is under what circumstances we offer our services. This includes our fees, frequency of coaching sessions, whether it's face to face or via the phone.



This communication is usually dealt with in the 'contracting' phase of negotiations. But coaches will not get to this stage unless they've already clearly communicated who they serve, and with what services.

Clear marketing communications - the benefits

The coach who can clearly communicate who their target market is, the needs of that market, and how their services meet those needs is likely to be successful.

The coach that can encapsulate that information in a succinct 'elevator pitch' is likely to convert a much higher percentage of prospects into clients.

Taking Action

In this article, I've laid out the three critical elements that a coach must communicate with their target market. These are who their target market is, what services they offer and under what circumstances they will coach.

Having read the article, what elements of your marketing communications can you begin to improve today?

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