

5 Keys to building a successful sports coaching business

By Adam Lambe – Dec 2020

To build a successful coaching business today you need to have multiple skills and modern digital tools, it is no longer enough to simply be busy in order to elevate your reputation and income. The ever changing landscape of the coaching industry means you are required today to implement sustainable solid business strategies that will help you build your coaching business for long term success.

In this article we look at 5 important aspects to building a successful coaching business. Implemented correctly these aspects will not only help you increase your income but will help you open new doors to future business opportunities and elevate your standing within your industry.

The Coaching Menu –

If you are like most coaches you teach on a 9 to 5 basis, and if your diary is full then you know that you are doing ok. The services that you offer on your coaching menu will determine how you work, your overall income, the success your customers have and your overall enjoyment of your job.

A modern coaching business offers products and services which appeal to a whole range of customers not excluding any sector, unless of course you specialize in one type of customer. Consider what services you currently offer, is there something intensive available for the highly motivated customer like a subscription package? Is there a VIP service for those who are willing to spend a little more? What about the other ends of the demographic spectrum customers who want your help but do not wish to invest a lot of money, is there a group option for them?

If you offer coaching solutions for the entire market then you do not exclude anyone from being a potential customer. Other than the advantage of earning more income through your different services, you will also begin to see how much you enjoy the variety in your coaching week. If you are repeating the same 60 minute session to the same demographics 46 weeks a year then it is quite possible that boredom and lack of motivation will set in.

“Must have” Communication & Coaching Tools –

In order to run a successful coaching business you must have communication tools at your finger tips. These tools help you spread your message and allow you to showcase your knowledge and skills. Below we look at some of the options available to you.

A Website -

Today a website is more or less a modern business card and is an absolute “must have” communication tool. The majority of your customers are going to search for you and your services online using Google Search and if they cannot find you they will ask themselves “why not?”

You can build your own website today or even get a basic site made at a reasonable price, this site should contain all your important contact details and you’re coaching menu.

If you wish to use your personal website more effectively then consider housing all of your articles, blogs, videos and helpful information for your customers to read, download and share. Make sure all of the important information is easy to find, like the link to your online booking agenda, links to partners and sponsors as well as your social media platforms and product pages. (More on that later)

Email Marketing –

Now I am quite sure you all have a customer email list and that you use it to offer your products & services. However this is not enough, a modern successful coaching business should have a professional emailing service which is used regularly as a communication channel to offer products & services in the form of a monthly newsletter or news flash. Be sure to always link the information in your newsletters directly to web pages on your website, and to mix up the type of communications you are sending.

An advantage of a mail service is the ability to categorize your contact lists into specific groups, enabling you to send tailored messages to specific groups and build up important information about the needs and wants of your customers. Through the use of insights and analytics you can also understand if your current content is well received or not helping you become more effective in your marketing.

There is strong evidence to suggest that the average person needs to see the same promotion up to 5 times before they react to it. Now we certainly do not want to spam mail our customers with the same message over and over again, so design your newsletter carefully keeping some

promotions but changing others. A good strategy is to produce 80% useful relevant helpful information (value for your customers) and produce 20% promotional sales content.

Coaching Platforms –

Coaching platforms are a reasonably new addition to the communication tools market they allow you open “spaces” for your customers and house all their information within. Both you and your customers have direct access to the platform and they are ideal for saving recordings, uploading useful content and for building customer timelines. Notifications are directly sent to both parties whenever something is updated or changed. Coaching platforms are an excellent way of keeping track of data and storing everything in one place. You can send communications individually to each coaching space or to all spaces.

One advantage I found by using a coaching platform is that I could offer a long distance learning program and have all the videos, comments and information stored there for both parties to see. There are normally annual costs associated with the platforms which can be included in your pricing structure. If you are using the platform for all your customers then there is even the potential to earn a small income from it.

Social Media –

Social media today is a very important part of your communication strategy it allows you to share your message with the entire world, attract new customers and help you build a personal brand. When deciding which social media channels to use you must first determine who your target audience is. The same messages across all the channels are not very effective as each channel has its own unspoken language.

Facebook for example is used by 35 yrs +, Instagram for 20 yrs + and LinkedIn is for all business professionals. Twitter is used by 25 – 35 year olds, and YouTube videos are viewed by anybody who is interested in the subject matter. Snapchat and TikTok are used by a much younger generation from 10 yrs to 25 yrs.

A good strategy for social media is to promote all your content and your products and services with links that direct traffic back to your personal website. Once again you can view the insights and analytics pages to see how many potential customers are liking and sharing your content and decide upon what is working and what is not.



Whatsapp Groups -

Years ago it was not socially acceptable to contact customers directly per SMS and was thought of as being a little unprofessional. Today it is different and setting up Whatsapp groups for your customers is a great way of communicating directly with them.

It is very important that you have the consent of the participants to add them to the group, and when you reassure them that the purpose of the group is to send them helpful, valuable information then they will agree to it.

I have set up numerous Whatsapp groups in my coaching business, and it has become a valuable part of my communication strategy. Make sure you set up some "house rules" for the members of the group, in order to avoid any inappropriate messages or distasteful content. Whatsapp groups are simply to set up and easy to use and add a direct communication channel to your business.

Products & Up Sales –

If you want to boost your current income but you already have a completely full 9 to 5 diary, then you need to consider implementing product sales into your business strategy. The best way to do this is by selling tangible products and digital products.

Products –

Which products do you swear by and use regularly in your coaching? These products must be made available for your customers to purchase.

These small up-sales on top of your current courses can really add up over a year and your customers will appreciate the availability of the products.

Imagine you run a half day group course with 8 participants (already earning a better hourly rate because it's a group session) throughout the course you use a specific training aid, all the participants love it and see how it benefits them. At the end of the course you have that training aid available for purchase maybe at a one off special price, 6 of the group buy it there and then. This already successful half day course has just been boosted by those sales.

These products should also be available on your website or on an online shop. Try to build partnerships with local stores in order to purchase your products cheaper. Many of the top manufacturers already have affiliate programs set up exactly for this purpose and you can take advantage of them.

Digital Products -

All products which can be downloaded, accessed or used online are digital products. The advantages of Digital Products are that they can be re-sold over and over again. Examples of these are EBooks which can be infinitely downloaded, podcasts sold on your website or over a traditional audio platform, and/or access to online courses and educational material.

Much like products they can provide you with extra income on a passive scale, meaning they can be purchased anytime from anywhere in the world, earning you income while you sleep. The creation and setting up of digital products takes a little longer at the beginning, but once they are made available they are available forever.

Think about what valuable content you can offer your customers which could be downloaded or accessed online for a price. Maybe it is a 10 part online course, which is the A-Z of a subject in your particular sport, or it is a 20`000 word EBook written on a specific subject that is of great value for your customers. Digital products can be advertised over your social media channels and in your newsletter or even sold on online platforms such as Amazon.

Create Intellectual Property –

In order to elevate your reputation and standing within your industry you must own some sort of intellectual property. If you search for the top coaches in your field you will see they have written articles, made videos and even published books.

This process can start quite easily by writing a regular blog on your homepage, or even some small articles such as this one. Share your knowledge with the world and you will be regarded not only as a top coach but as an academic too. If you do this over a longer period of time you will have produced enough information to create an EBook or publish a paperback. Any potential customer will soon realize they have found a top coach when they see the intellectual property alongside your name in the Google search listing.

In every industry the key figures are the ones who will get the best business opportunities and earn the highest incomes. Start sharing your knowledge now and begin your journey to the top of the ladder.



Skill Development –

If you are striving to become a top coach in your field then further education and self development should be part of your lifestyle. If much of the advice in this article seems a little above your current skill level then do not worry. Decide upon which skills you think you need in order to take your coaching business to the next level then learn them. Use online articles and YouTube videos to gain a basic understanding of the type of skills you wish to master, or enroll in a school or education to qualify yourself in those skills.

I personally took on a marketing degree, followed by a master degree in digital marketing, then into sales, performance coaching and learnt how to build websites by trial and error (with help from YouTube instruction videos). Through these experiences I have been able to offer many diverse services and build multiple streams of income.

The top coach of the future offers valuable content owns intellectual property and has great communication tools. He or she understands the basics of marketing and business, and uses all the latest tools necessary to build a very successful, sustainable coaching business.

No matter how well you are currently doing, keep learning keep developing and improving.

Happy Coaching – Adam Lambe

For more information about the author

<http://adamlambe.ch/about-me/>

Follow my YouTube Channel

