

# 5 More Keys to Building a Successful Coaching Business

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By Adam Lambe

***"Thank you for downloading a previous 5 Keys to building a successful coaching business or purchasing my eBook***

***This article has been written especially for you!"***

In this article we look at another 5 important keys which can help you build a more success coaching business, and discuss some of the most important topics on the lips of modern coaches today.

The themes we discuss in this article are:

1. Social Media – The big misconception
2. Customer Focused – For long term success
3. Become an Expert Coach – Mastering your trade
4. Call in the Experts – You cannot do it all alone
5. Share your Knowledge – It's a "win win" recipe for your reputation

## **Social Media – The big misconception**

- Social media channels are simply a platform in which you can share information to a wider audience, think of them as a microphone for your ideas, your abilities and your products & services
- The very top coaches in the world didn't have social media and have been very successful without it. Do not believe for a moment that without a large social media following you cannot be a hugely successful coach
- Use social media as you want to use it; maybe it's a tool to communicate with your current customers, or to communicate with future potential customers. Use it to share your knowledge or to keep you audience up to date with your activities
- If you want to build a large following then consider which platforms your ideal customer will be active upon, what type of content would they enjoy and how often can you produce it. For this you need to determine exactly who your target audience actually is, and what kind of content they are seeking
- Do not just sell your products and your knowledge but also create content which involves your customers and share their stories with your audiences (always get permission first of course) If your happy customers can be part of your content they will also share it across their networks and you will be enhancing your reputation through their joy
- Social Media Algorithms switch off if accounts are not regularly updated or the content is regarded as irrelevant or poor. This means you must commit to your social media strategy if you want to keep increasing your

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audience. Consider automated social media solutions if you do not have the time or imagination to post interesting relevant content regularly

### Customer Focused – For long term success

- Once you have established who exactly your customer is, then all your decisions in regards to content, products and services must be orientated around them, and what they need or desire
- Look at specializing when determining who your ideal customer is, if you specialize it is a lot easier to steer all your business making decisions towards that customer group. If you are too broad it is difficult to narrow down your ideal customer group
- If you choose a broader target audience then be sure to offer products and services which are attractive to everybody
- Try to find number 1 fans, or advocate customers, these are the customers who will tell the world about how good you and your coaching is. These type of customers are more valuable than searching constantly for new customers and if taken care of correctly they will also bring in a lot more income
- Look after your current customers ahead of acquiring new ones, do everything possible to keep them happy, on board and working with you. If your focus switches to new customers and your current customers are not satisfied then you will lose income very quickly
- Giving away your knowledge as often as possible for free will actually benefit you in the long run, the more you share the more likely your customers are to purchase your products and services

### Become an Expert Coach – Mastering your trade

- Determine exactly who and how you want to coach and pursue all the knowledge you need to become a master in it
- All educations and certificates should be aimed at becoming an expert in any one or two fields, not a tiny amount of knowledge in hundreds of areas
- An expert coach is focused on his or her niche and not on everything, this way they can charge a premium for their services, the old saying is true “a jack of all trades is a master of none” masters gather all the knowhow they can for their trade
- To become a master coach you have to ask yourself “what do I need to know now?” and then go out and get that information, as opposed to participating in hundreds of educations and learning about subjects that you didn’t even want to know about

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- Experts do not try and answer every question their customers have, they send their customers to other experts in other fields
- Find mentors who have been hugely successful in their field and try to learn from them and implement their keys to success

### Call in the Experts – You cannot do it alone

- A top coach understands what he or she is good at and what not. Do not be afraid to send your customers to other coaches who are more specialized in their fields, this is great customer service and will enhance the success and gratitude of your customers
- Build a network of experts who you can turn to when your customers need them. Build partnerships with these experts so that they also send you customers if they need specialized help. Make the partnership a financial “win win” for everybody
- Never be afraid to reach out to other coaches if you are stuck or need help with a customer, we all have mentors and support systems to help us, and this is no different for the very top coaches in the world
- Consider organizing events in which your expert network can showcase their knowledge and skills, this can be in the way of workshops, seminars and clinics. This adds tremendous value to your customer service and enhances your reputation as the experts who knows other experts personally

### Share your Knowledge - It's a “win win” recipe for your reputation

- Share your knowledge with everybody, In the way of articles, videos, podcasts, blogs and newsletter. The more you share your knowledge the more you will enhance your reputation and increase your business
- Every time you prepare content decide on whether or not it will add value to your customers or not, never simply write something or produce content for the sake of it, ask yourself “is this useful, valuable, relevant information?”
- Develop a catalog of your content and make it available to anybody who searches for your name online, this will enhance your reputation and help you stand out from the competition, you are who Google says you are, and the more intellectual property you have, the more likely you are to be found
- Support and help other coaches who are maybe starting their journey or are struggling to be successful, the more we help each other and share our knowledge the more success we will all have

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### **Make your coaching business successful with my support**

"I am offering one to one business support over 6 months for you and your coaching business to help you maximize your income and build a successful and sustainable coaching business"

#### **What does it cover?**

*Building your success vision*

*Customer Acquisition and Retention*

*Services and packages for optimized income and customer experience*

*Opening new streams of income*

*Partnerships and Commissions*

*Social Media and Communication Strategy*

*Managing Money and Building Wealth*

*How to find the Work / Life Balance*

#### **What is included?**

*2 x 45 minutes per month face to face consultancy phone call*

*24/7 Whatsapp & Email support for questions and answers*

*A joint step by step personal business master plan*

*A free copy of my book "maximizing your income as a modern day sports coach"*

*Weekly Tasks & Assignments*

*Regular updated content for business growth and income development*

*Access to my business network of over 350 golf professionals worldwide*

#### **What does it cost?**

*€300 per month*

*For a free consultation contact me directly [adam@themarketingnet.ch](mailto:adam@themarketingnet.ch)*