

# **SUCCESSFUL COACHES**

## **MARKETING PLAN PREP**

Before you launch your marketing plan, make sure everything is in order and you have done everything you can to get yourself into your dream career within the next 18 months (suggested time frame).

Increase your marketing knowledge.

- Review lesson notes
- Listen to lesson audios
- Research online
- Access marketing resources in your online student center

Get your website ready.

- Email catch
- Completed sales copy for every package or product offered
- Review additional lesson notes and audios located in the student center
- List your fees and package options clearly
- Have your contact information easily accessible

Begin referring to yourself as a coach.

Start your new affirmations.

- Marketing is easy and fun.
- I easily enroll paying clients.
- All my bills are easily paid for.



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- I am so full of love. I truly love myself. (Highly recommended.)

Get spiritually ready to succeed.

- Tithe.
- Thank God for all He easily provides for you.

## **YOUR MARKETING EDUCATION**

Your marketing education should cover the following topics:

- ✓ How to write effective sales copy (and what sales copy is)
- ✓ How to create an effective website that will turn your visitors into clients
- ✓ How to create repeat sales
- ✓ How to budget for marketing
- ✓ How to choose a target market (this is different than a coaching niche) and how and why to market to them
- ✓ Free ways to market
- ✓ Effective ways to market online and offline
- ✓ How to market through email
- ✓ How to get your website search engine ready
- ✓ How to get free website visitors online

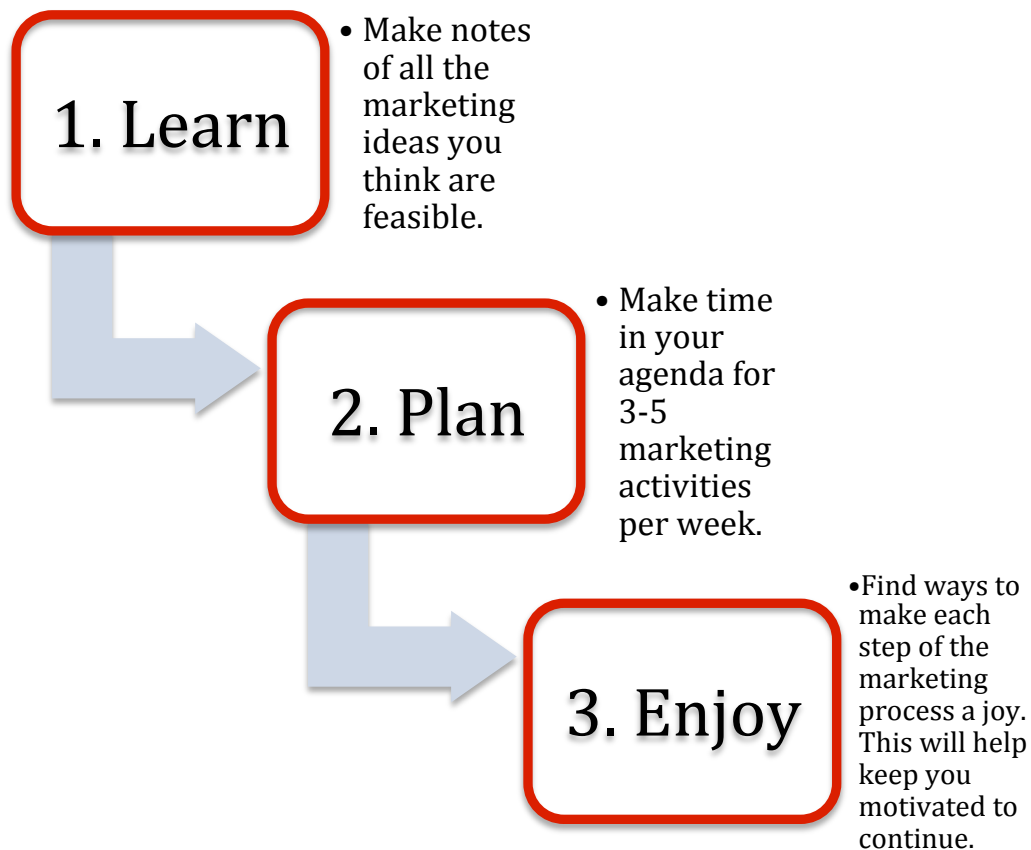


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# SUCCESSFUL COACHES

## 3 STEP SIMPLE (YET EFFECTIVE) MARKETING PLAN



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## FINAL TIPS

“Everyday tell 3 more people about what you can do and ask them how you can help them. Genuinely care and work to assist them (while being fair to yourself) and the Universe will take notice and respond.” Professional Coach Mackenzie Pearce

If you are afraid of marketing in person, learn to market online. Many coaching businesses thrive with online marketing (you have access to both online and offline marketing materials through your training here. Access them anytime.)

Have patience with yourself and congratulate yourself on stepping out of the box and learning a new skill.

Remember that will not have to market this hard always, just for the 18 months.

Always handout two business cards to a prospect client and tell them to pass one on to a friend who would be interested in improving their life.

Ask every client to refer people to you and reward them for doing so with resources.

# MY MARKETING PLAN PREP

GOAL: AS OF \_\_\_\_\_ (SELECT DATE) I AM A FULL TIME COACH  
WITH AN ABUNDANCE OF PAYING CLIENTS. (THIS IS YOUR NEW  
AFFIRMATION!)

THE SOURCES OF MY MARKETING EDUCATION (LIST BOOKS , CLASSES ETC. THAT YOU  
WILL LEARN FROM):

MARKETING IDEAS/ PLANS:



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**THIS WEEK:**

**I REVIEWED MY GOAL.**

**I OFTEN REPEATED MY AFFIRMATION.**

**I SET NEW TASKS TO BE COMPLETED THIS COMING WEEKK.**

**EVERYWEEK I EASILY TAKE STEPS TO GET ME ONE STEP CLOSER  
TO MY GOAL**



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