

THE SUSTAINABLE & EFFECTIVE
STRATEGY I USE FOR MY CLIENTS

THE 3 STEP STRATEGY TO GET COACHING CLIENTS FROM SOCIAL MEDIA

WHILST BUILDING A LOYAL & ENGAGED
FOLLOWING

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A Quick Letter To You....

This PDF has been created to help coaches dominate in their space online.

The most common complaint I hear is that time is wasted with online marketing. Perhaps you aren't getting the results you want from Social Media, maybe you've spent lots of money on ads and not seen a great return. Or maybe, you're sure where to start.

I think we should start with getting results. After all - coaching is a business!

After reading this PDF, you will be armed with the knowledge you need to:

- Build a loyal & engaged following who want to buy your services
- Convert your audience into customers
- Create a business that lasts

Over the last 4 years I have worked with a variety of businesses on their Social & Digital strategy, streamlining to reduce marketing spend whilst increasing results. I've taken multiple courses in relation to marketing, have been coached myself and there's one strategy that stands above the rest.

One strategy that leads to a sustainable coaching business.

That's what I'm going to be sharing with you today.

Why am I doing this you may ask?

Well that's simple, what I'm teaching here could change lives when implemented correctly. And that's what I'm all about.

If this strategy helps you (like I know it will!), all I ask is that you share it with other coaches you know. Drop it to them in an email, share it anywhere - there is no opt in required here.

See you at the end!

- Kelly

Step One

Create useful, engaging & relevant content

Content Marketing is the creation and distribution of quality content that relates to your coaching service. To be a great content marketer you need a clear understanding of your audiences interests. The aim is to encourage engagement but also to position yourself as an authority who can solve your customers problem.

You can tell the difference between most sales content and a content marketing campaign, because the content will be useful and not directly sales-y. Selling on Social Media went out the window a long time ago, you need to build up trust and rapport with your audience before going in for the sell. Customers have so much choice in front of them - we need to make sure we stand out.

Research is a large part of the buying process today. If people are impressed with the content that you produce, they're mostly convinced they need your service before they have even spoken to you.

This means **less sales efforts** need to be put in as the customers are coming to you.

Good content raises awareness of your brand and positions you as an expert at what you do. The focus here is on QUALITY not on quantity. The better your content is, the more you will stand out. Aim to be more valuable than in more places.

Content Marketing is also a more sustainable way of building your brand online, as it creates an army of loyal followers interested in whatever you have to say AND sell. Rather than needing to pay for ads to reach your audience, your audience is actively seeking you online. Ads simply compliment the strategy.

- **Articles**
- **Status Updates**
- **Livestreams/Video Content**
- **Images**
- **Podcasts**
- **Digital Products**

Step Two

Engage & Share Content Into Groups

Engage

Engagement is vital to your Social Media group success, nobody likes someone who shouts and runs away. That's basically what you'd be doing if you just shared your content.

Take a little bit of time, even just 5 minutes twice daily to engage in a few select groups. Comment on others posts, help them out if you can and have a conversation. When you comment on a post, you are communicating with more people than you realise. The person you're replying to may not need your services, but an onlooker may see your comment and think "Wow, okay - I need to work with this person. He/she can solve my problem!"

Bonus Tip: Use the Facebook search bar to search for keywords related to your coaching business - you may find posts with questions you can answer. Perfect time to demonstrate your expertise.

Share Content

To maximise the reach of your content, sharing it elsewhere than your page or profile is very important. You are limited on who can see your content when it's posted on pages and profiles - whereas groups have a whole plethora of new people waiting to network and buy you service.

Groups on platforms like Facebook & LinkedIn are a great way to increase your audience without having to spend money on ads. When looking for a group to share your content in, look at the ones that are engaged and have lots of comments & posts that are conversational. Buy & Sell groups have their uses, but this is not one of them.

Personally, I have found **Facebook Groups** to be much more fruitful for my clients - however try both and see which works best for you.

Step Three

Go In For The Sale

Okay, so... You have provided awesome and useful content to your audience, you've engaged with people and started conversations - it's your right to go in for the sale now. But you don't have to do it in a sales-y way. You don't have to feel like to salesman to make a lot of sales for your coaching business.

The simple trick here is to leave a call-to-action on your valuable pieces of content,

A call-to-action is a phrase or paragraph that encourages your audience to take a specific action - book in for a call, send me a message, sign up for my class etc.

Your audience needs **clear directions** to keep the journey flowing and go from passive audience to paying customer. They need to be guided through every step of the process.

The journey audience to lead, from lead to customer, customer to returning customer, customer to brand ambassador.

Content Marketing takes away a lot of the selling process. Your audience is now familiar with you, they know what you do and what you stand for - which makes it much easier to sell your services when they contact you.

Outreach has it's place in digital marketing, don't get me wrong - it's much easier to sell to someone who's already interested than someone who doesn't know you from Adam.

There will be one piece of content that will tip the scales for a member of your audience and convince them to buy from you. What prompts one to take action may not relate to another.

Food For Thought

Consider Digital Products

If you're trading your hours for money, you are limited to how much you earn even if you raise your prices. If you're looking to create a legacy with your coaching, and a true sustainable business - digital products are the way forward.

Digital products allow your services to be reached by many more people. You don't have time to serve everyone personally but likely do have time to create a product that can help thousands, perhaps millions. The sky is the limit when the Social Media is involved.

Maybe it's a course version of an aspect of your coaching, or an online masterclass. Perhaps you're quite the wordsmith and fancy yourself as an author.

Each of those has the potential to reach many more than personal 1-2-1 services could. Whilst you can raise your prices and earn more per hour, wouldn't it be cool if you could be selling digital products while you sleep? Earning money whilst you're not talking to clients - having more free time whilst earning more money?

You have so much untapped potential it's time to take action.

The world is going digital it's time for you to be a part of the revolution. It's time for you to make a real impact with your work.

I hope you've found this PDF helpful and it's given you something to work on over the next few weeks. It has not been uncommon for my clients to start seeing results within the first few days when this strategy is implemented correctly.

This isn't a get rich quick strategy, those never truly exist. This strategy helps you to build a sustainable business online by growing your audience with engaged customers. When audiences are built this way, they are more likely to refer your services & share your content with their audience.

Do let me know how you get on!

Who Am I?



Kelly Culver, Social Media & Digital Marketing Consultant

I help coaches, therapists and consultants to build profitable and sustainable businesses online with Social Media & Funnels - reducing marketing cost whilst increasing sales made.

My aim is to help coaches & therapists reach more people; build an engaged audience, create new streams of income online and scale their business online.

Find me on LinkedIn!