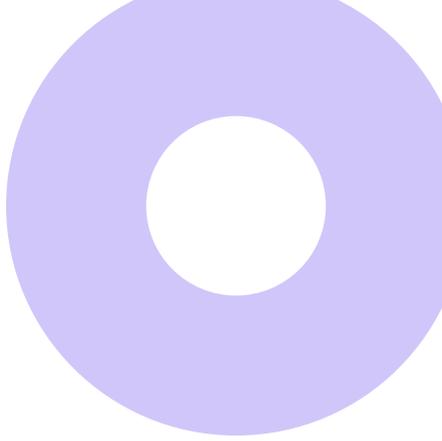


FIND & BOOK THE CLIENTS OF YOUR DREAMS





Conversion Marketing for Coaches & Consultants

Independent coaches & consultants are on the rise and exist in every industry, country, and corner of the web.

Whether you're a life coach, business or financial consultant, wellness expert, or have a consulting gig on the side, your services and expertise are your primary source of revenue. And you can sense the abundance of untapped potential—if only you could attract and book clients.

That begs the question: just how are coaches and consultants growing their businesses online these days?

What *actually* works in digital marketing these days?

What should you be doing more of and where should you stop wasting your time?

What can you do if you simply hate marketing yourself, but know it must be done?

At [Leadpages](#), thousands of people use our conversion marketing platform to promote their coaching businesses, sell their services, and build the lifestyle they love. We spoke to dozens of

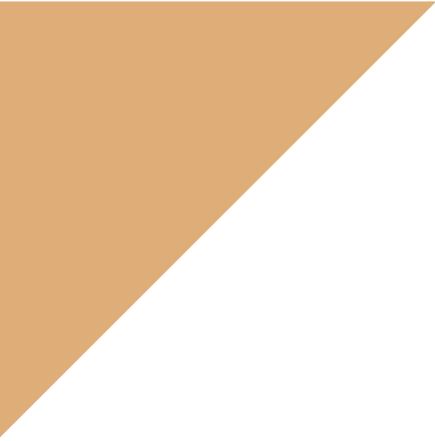
expert coaches and consultants who have built their businesses by focusing on soulful, successful strategies that have enabled them to bring their transformative skills to the lives of their clients. They've translated their skills and talents into lasting impact on the lives of others and made it their mission to grow their businesses by creating campaigns that inform and inspire action.

This resource offers a collection of the top tips, tricks, and tidbits of wisdom that they wished they'd known when they were just starting out. Let their experiences inspire your own marketing and shorten the learning curve so that you can spend more time doing the transformative work that you were called to do.

Conversion marketing is marketing that inspires meaningful, measurable action.

Want to start attracting clients and building the business of your dreams? Let's get moving.

The tips in this book will run the gamut from how to find ways to infuse your marketing with meaning



to how to segment your email list and push for a sale. It's all part of your toolbox as a small business owner and marketer.

Conversion marketing is marketing that inspires meaningful, measurable action. (And getting prospects to say, "Yes!")

Conversion marketing is about making sure every connection (and click) leads to a meaningful action for your business.

It's not about brand awareness or getting the message out there. It's about actively inviting your audience to make a decision: to join an email list, buy a product, become a gym member, write a review, and other ways to inch towards action.

And at every step of the way, it's about measuring your results so you know exactly what's working to bring clients to your business.

For small business owners, conversion marketing is the only way to make sure the time and money you invest are worth it. It's the only way to know your audience is engaged with your messaging (and to quickly change course if not).

Conversion marketing drives people on an intentional journey toward your business—so that when they become clients or customers, they're engaged and excited to work with you.

So whether you're networking at a local meetup group or building your email list with lead magnets and landing pages, conversion marketing is about making a connection and making sure it leads to a meaningful action for your business.

Here are 50 of our favorite tips on how to hook and sink new clients for your coaching and consulting business.



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Sales Techniques

**Looking for ways to grow your consulting
or coaching business that are time-tested?
Look no further than these tips.**



Find meaning in your marketing.

Morgan Sheets, Certified Holistic
Well-Being Coach & Massage Therapist
Living Well Enterprises, LLC

As a new coach, it was tempting for me to focus on doing what other “successful online coaches” had done. But it turned out that a lot of their strategies weren’t things I liked or enjoyed and didn’t create great results for me.

I spent lots of time spinning my wheels and investing time in actions that produced minimal results for the amount of effort I put in.

Find an avenue of marketing that you enjoy.

There’s no getting around marketing. It has to be done. But it doesn’t have to be painful.

Make an effort to find out what types of marketing you might actually enjoy producing and building

TIMELESS TIPS

a marketing strategy that uses those strengths, passions, and interests as a foundation (rather than an afterthought).

Nothing beats meeting someone in person. Get away from the screen and go network.

At the end of the day, a marketing strategy that is in alignment with you will feed you energetically and feel easy to execute.

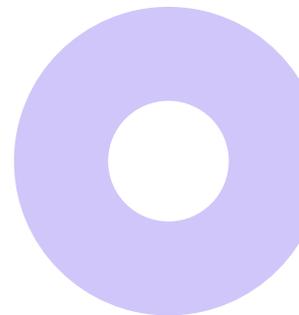
Go offline and into your community.

Focusing on building a solely “online” business can feel overwhelming, defeating, and time-consuming. Getting your social media posts heard through

the noise is a feat. Instead, schedule free talks and low-investment workshops at different community venues to get out and meet potential clients and book discovery calls. Along the way, these will help you refine who you serve and what you help them with.

Invest time in public relations (PR).

Winning media coverage has been invaluable in getting my business off the ground and growing it over the years. Even if you’re earning placements in modest, local media outlets, everything adds up and it’s an incredible way to be seen as an expert, boost your credibility, and win awareness by getting your name in front of people who are seeking solutions for the information you’re providing. It’s also an excellent step on the path towards creating familiarity with your name and services and can bring clients your way “out of thin air.”





Collect leads with opt-in texts.

Build your email list of prospects during your local PR appearances, networking events, and presentations.

Simply invite your audience to subscribe to your email list or opt into a lead magnet right from their mobile phones.

With Leadpages Opt-in Texts, All you have to do is include a simple call to action: *"Text (this word) to 44222 to receive your free gift."*

- Capture leads from your live audience
- Digitize your business card
- Turn street signs & flyers into opt-in opportunities

If you're networking in person or investing in online advertising Opt-in Texts open doors to your email list.

Go on a listening tour.

Paige Arnof-Fenn, Marketing Consultant
Founder & CEO Mavens & Moguls

Listening tours are used by politicians all the time and most people don't recognize that they're an excellent opportunity for business, too. Simply make a list of the movers & shakers of your field, people you admire, and prospects. Ask a few smart, open-ended questions—then sit back and take notice.

Most often, you'll find that people will be more than happy to tell you what is on their mind. If you listen to what they share with you, you'll find opportunities to help them.

Use listening tours at any time and just remember to expect the unexpected. They're a great way to connect with new audiences. Listen with no strings attached. I had no idea what to expect and got new work as a result.

Use listening tours at any time and just remember to expect the unexpected.

I did my listening tour the old-fashioned way via emails and phone. Then I got a pad and pen and asked a few open-ended questions. For the price of a few coffees and meals, you will get an earful and it's a smart investment to learn more about people, find an authentic edge, and make a smart investment in getting your business right.





Network at all times. Everywhere.

— Samantha Hulkower,
VP of Business Development
KSW Solutions

To make new clients appear out of nowhere, get away from the screen and go network!

Whether it's a relevant expo, PTA meeting, business networking forum, industry event, or a trip to the dog park, you need to get out there and start talking to people.

You never know who you can help, or who is going to be of help to you. Nothing beats meeting someone in person. It's much easier to form a relationship when you're face to face, and those relationships can turn to revenue.

Host workshops.

Lleuella Morris,
Personal Growth Expert and Mentor
AMZ Consulting Company Limited

A strategy that's proven invaluable to me is hosting public workshops. Don't be afraid to have free workshops; they are an excellent way for people to get to know, like, and trust you. Even though the world is going in the direction of 'online everything,' people need to connect to you as much as possible through spending time face-to-face.

Visibility is the lifeblood of your business. It leads to conversations, which lead to enrollment discussions, which leads to cash.

If you're having trouble booking new clients, this may be the hidden reason why they are still not making a purchase. Connect with people in face-to-face workshops. They're not only fun, but they increase your "know, like, and trust" factor more effectively than almost anything else.



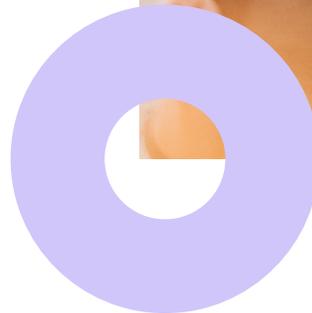
Locate a like-minded local group.

If you're getting started with local workshops, locate a like-minded Meetup group or Facebook Group in your area.

Attend a gathering or two, get to know the members, and invite them to take place in your workshop event. Then, offer your expertise as a guest speaker to a future Meetup for that group.

Not sure where to find "your people" in your local area? Try using these tools:

- Discover [Facebook Events](#)
- Join a local [Meetup Group](#)
- Search for local [LinkedIn Groups](#)
- Explore [DownToMeet](#), a platform used to organize, find, and attend group events
- Free weekly papers (often available in mid-sized cities)
- Community center or agency websites



Offer a free consultation or sample session.

Marketing Team
Leadpages

If you love working one-on-one with motivated clients, but struggle to fill your coaching calendar, offering a free consultation (as a lead magnet) is an excellent way to generate leads, and pre-qualify them for your higher-ticket services. It's also a repeatable marketing plan that can be turned on or off as your bandwidth allows.

If you want to stand out in this noisy online world, you can't just say what your ideal clients want to hear. You need to speak your truth.

Once you've created your free consultation landing page, you can drive all your web traffic to this single destination and invite them to opt-in. On the page, you'll include a concise form that collects basic contact information. If you're using Leadpages, you can easily integrate your form with other marketing apps to send automated confirmation emails to your new leads and to notify you each time a submission is received.





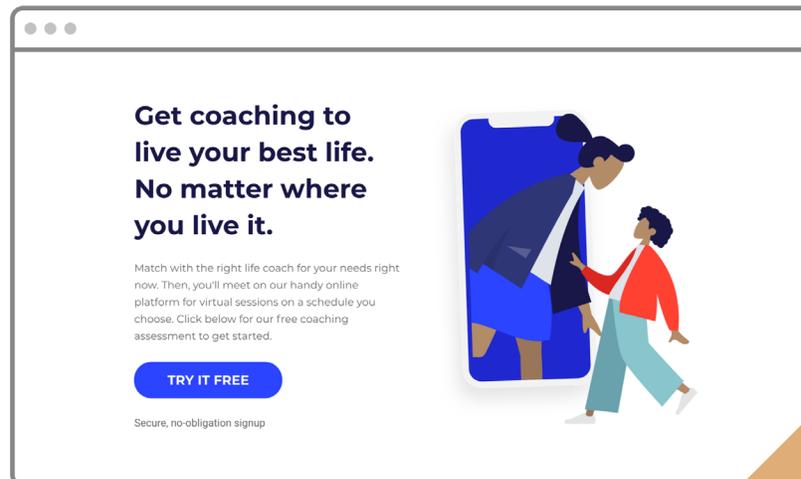
Create & optimize your landing page.

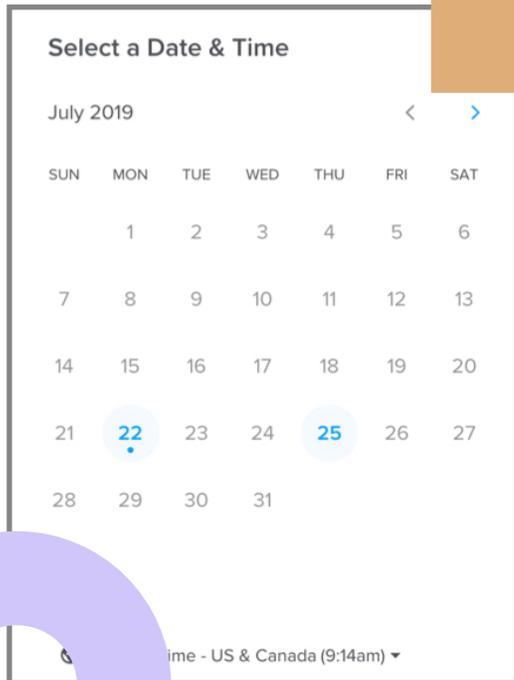
Free consultations have a higher barrier to entry than other types of lead magnets (opt-in bribes).

Because of this, your landing page and process needs to be highly optimized to convert. After all, the visitor isn't just giving an email address—they're giving you their time and energy.

Create a [conversion-optimized landing page](#) to pitch your free consultation call and keep the following in mind:

- Be specific—both with the format, purpose, and process of your consultation.
- Bullet the benefits—describe both the short-term and long-term effects of the consultation.
- Be transparent—include a photo of yourself and a quick overview of your credentials.
- Include social proof—use testimonials, reviews, or ratings to increase your trustworthiness.
- Need examples of what a conversion-optimized landing page looks like? Get inspired by other coaches who have conquered this offer!





Use an online self-scheduling tool.

Booking first-time discovery calls?

Offering a free consultation? Scheduling recurring meetings with clients?

Save time by setting up an online scheduling tool that takes all the manual back-and-forth out of bookings. Embed your scheduler or include a link right on the thank-you page after a visitor opts into your free consultation landing page.

Try Calendly + Leadpages.

Integrate your (free or paid) [Calendly](#) account with [Leadpages](#) to easily offer a consultation, call, or other appointment-esque giveaway from any web page, landing page, or pop-up. Simply drag and drop the widget, paste in your Calendly link, and publish. Use it to easily make a date, set a time, book an appointment, connect with your community, and schedule your visitors at the peak of their interest without ever taking them away from your site or pointing them towards a second browser tab.



Write a book.

____ Tony Whatley, Coach & Consultant
Author 365 Driven

While it may require some effort to complete, in my case, writing a book became a turning point for my coaching and consulting business.

Prior to self-publishing the book, I wasn't getting as much traction as I wanted. I was spending time and money building an attractive website, doing social media advertising, and sharing blog and video content related to my business coaching. I was constantly seeking new clients.

It took me five months to write and self-publish my book on Amazon.

The book launched and sold over 1,000 copies in the first week, placing it as a #1 Amazon best-seller in the business marketing category.

That was only two months ago, and it has greatly impacted my business.

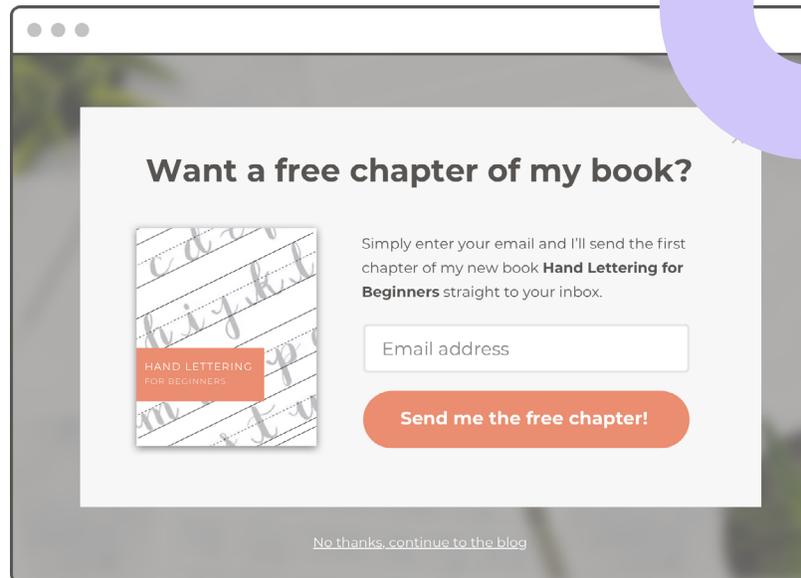
Writing a book? Don't wait until it's published to sell it!

In most cases, there are months of lead-time to a book's publish and release date.

Make the most of that time by marketing your book to your community, inviting your followers to pre-order, secure a reduced price, or get on the 'first-to-know' waiting list.

Here are some ideas to get you started:

- Create an [ebook or author landing page](#) to grow your email list
- Share the book-writing process with your social media following
- Pre-release excerpts of chapters as you complete them
- Host opinion polls to choose the book title and cover design
- Offer a discount for people who pre-order a copy
- Invite people to join the waiting list and create an online reading event



Think twice about hiring a virtual assistant.

Jennifer Barcelos, Co-founder + CEO
Namastream

The current wisdom around online business focuses on delegating tasks to virtual assistants (VAs) and contractors so that you, the business owner, can have more energy for big-picture thinking. So much of what we see promotes this idea, nudging us toward outsourcing and offloading work onto others. It's hard for a stranger, who works for you for ten hours per week (or even every day) to effectively represent your brand—especially if you're a coach.

Consider hiring out household tasks that don't need your personal touch.

What if you think you don't have time to manage daily tasks? Consider hiring out household tasks that don't need your personal touch: cleaning your house, buying your groceries, mowing your lawn, etc. These are the kinds of impersonal elements of your life that can be farmed out to people (or apps!), freeing up your time to focus deeply on your work.





Offer virtual coffee chats.

Ashley Mason, Social Media Consultant
Dash of Social

Out of all of the various marketing strategies I've tried, the one that always works the best and pays off the most is old-fashioned networking. Seriously!

I don't let distance stop me from meeting other business owners; I set up virtual coffee chats instead! Virtual coffee chats are where I ask various business owners to get on a quick 30-minute phone call so I can learn more about who they are, what they do, and how I can help them.



Set a weekly networking goal.

Know you need to network yourself but keep procrastinating and pushing it off?

Create a weekly or monthly goal for yourself to set up a certain number of networking calls each week.

As long as you ask yourself how you can help the other person on the other end of the phone, these calls will be mutually beneficial.

- Start with an easily attainable goal and then increase the number of calls.
- Create a visual checklist that you have to look at every day.
- Partner with a friend to hold each other accountable (or attend in-person networking events together).

Find your tribe— both online & offline.

Ahmed Khalifa, Digital Marketing Consultant
Khalifa Media

Before starting my business, I was already connecting and communicating with various people who are in the communities I am involved in. But it wasn't until after starting my business that I realized the importance of building a network of people around you.

Whenever you're networking—both online and off—try to focus on helping others and building relationships with the right kind of people, rather than selling. After all, nobody wants to be at the end of an unwanted sales pitch, which can be experienced as extremely alienating and off-putting.

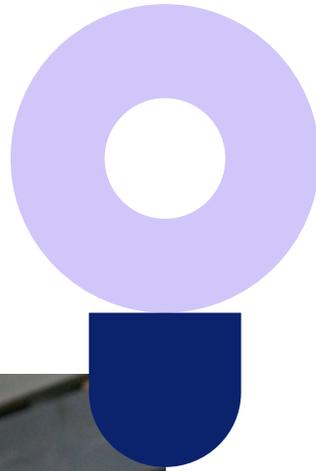
If you focus on adding value, the trust between each party will naturally grow and can generate new leads, whether it's with the people you know or

through their contacts. And the great thing about this is that you have subconsciously filtered out those who do not fit into your audience persona.

You have focused more specifically on more qualified leads and contacts. So, if you are not part of a community of like-minded people, seek out a few. There are various places you can do that, from Facebook Groups to joining a paid online membership community, to looking on Meetup.com and meeting people face-to-face.



Seeking to advance your business through advanced online marketing techniques? These tips will help coax browsers to buy!



Use landing pages.

Aidan Snee, Marketing Consultant
Founder & CEO Inside Sales Solutions

If you want to intrigue your prospects and website visitors as a whole, landing pages are the optimal way to showcase the most crucial features of your program/service and their benefits. Whether it's a fill-out-form, a call-to-action button (CTA), or merely a thank you page, the number of leads that we've generated since constructing landing pages from Leadpages cannot be understated.



Grow your email list twice as fast.

How? By creating 10+ landing pages for your small business.

Did you know that small businesses with at least 10 landing pages tend to grow their email subscriber lists twice as fast?

Give Leadpages a look: Get your website and landing pages up in a hurry without all the hassle.

[Try Leadpages Free For 14 Days >](#)

Collect reviews for your Google My Business Page.

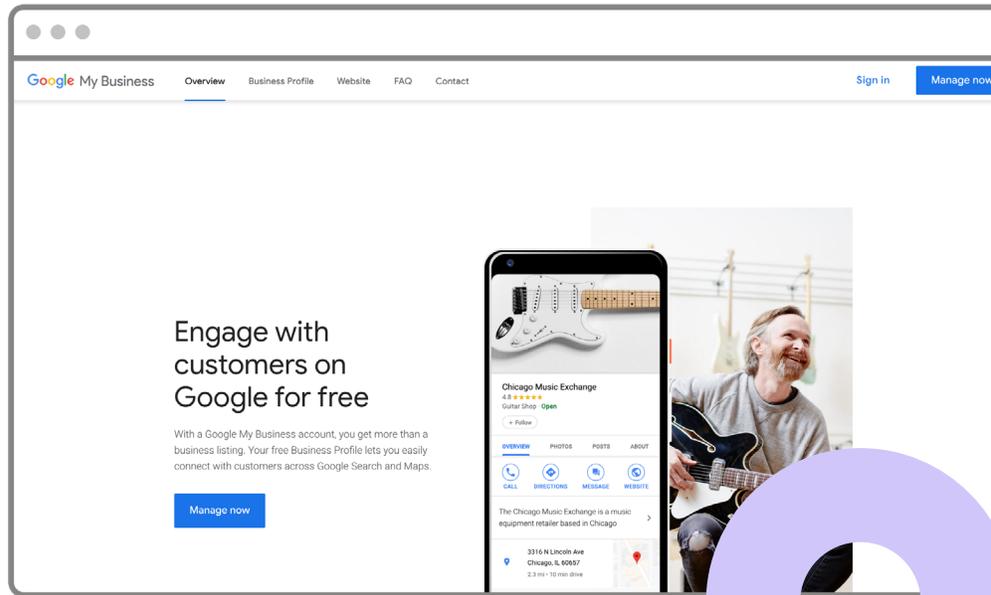
Stephanie Hooper, Senior SEO
& Digital Marketing Project Manager
Infront Webworks

Set up and optimize your Google My Business Page. Optimize your landing pages for local SEO relevant keywords. Make sure to get positive reviews on Google from happy clients.

Then, create a content marketing campaign that supports those targeted keywords:

- Include a blog on your website that gets updated frequently.
- Share excerpts of blog posts on social media.
- Consider a PR campaign to leverage your credibility and gain attention.
- Use Google Ads to drive search demand straight to your website.





Get started with Google My Business.

Not familiar with Google My Business?

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

Get started at www.google.com/business. Then use Google's guide to getting started.

Segment your email list.

Marketing Team
Leadpages

Rather than ‘batching and blasting’ everyone on your email list, try getting a little more specific into how you group and segment your audience within your email service provider.

Showing up as yourself every day is the best way to grow a profitable business.

You may consider creating the following lists (or list segments):

- Leads
- Free consultation leads (for those who have completed your consultation)
- Current clients (perhaps segmented by coaching packages)
- Lapsed clients

Ideally, when a new client signs up for a coaching package your payment platform would connect to your email service provider to automatically add the new client to a list, and remove them from the ‘free consultation lead’ list so that your clients no longer receive invitations to become a customer.



Turn a podcast appearance into a lead magnet.

Steve Olsher, Reinvention Expert
SteveOlsher.com

Visibility is the lifeblood of your business—it leads to conversations, which lead to enrollment discussions, which leads to cash. The most cost-effective and time-efficient tool I've ever leveraged for creating massive, free visibility, is being a guest on podcasts.

The success of this strategy hinges on being an engaging guest and enrolling people in your business ecosystem.

When you're an engaging guest, you get the opportunity to share information about you, educate listeners, and invite them to connect with you beyond the end of the episode.



Then create a free resource that furthers the discussion (such as an ebook, report, etc.).

The free resource should:

- Truly be free
- Further the conversation from an interview
- Be an absolute 'no-brainer' for your audience to opt into. In other words, the listener has to feel as though the value of the freebie far exceeds the 'price' of providing their name and email.



Send your listeners to a landing page.

How do you turn podcast listeners into web traffic, leads, and sales?

It all starts by giving them a simple, memorable call to action. We recommend offering a lead magnet (opt-in offer) with a simple URL.

To make it easy for your podcast episode listeners to get your lead magnet, use a simple URL for your landing page (such as www.yourdomain.com/gift).

- Use opt-in texts to capture contacts on their mobile phones
- With Leadpages Opt-in Texts, All you have to do is include a simple call to action: *“Text (this word) to 44222 to receive your free gift.”*



Optimize your opt-in offers to a narrow audience.

Logan Allec, Owner
Money Done Right

My best clients have come from my email list. The trick, of course, is getting my website visitors to actually sign up for my email list.

I did this by creating a pop-up on my website that offered a freebie called “9 Tax Strategies for Real Estate Agents that Most CPAs Have Never Heard Of” in exchange for an email address.

It was incredibly helpful that I had a specific niche—real estate professionals—so I could really craft my freebie to appeal to them.

The opt-in rates for this freebie were much higher (as high as 30% depending on the traffic source) than other email opt-ins that I tried previously.

**Sifting through the social media chaos?
Here are some sure-fire ways to leverage
social media to boost your business.**

Sift through the social media chaos.

Marketing Team
Leadpages

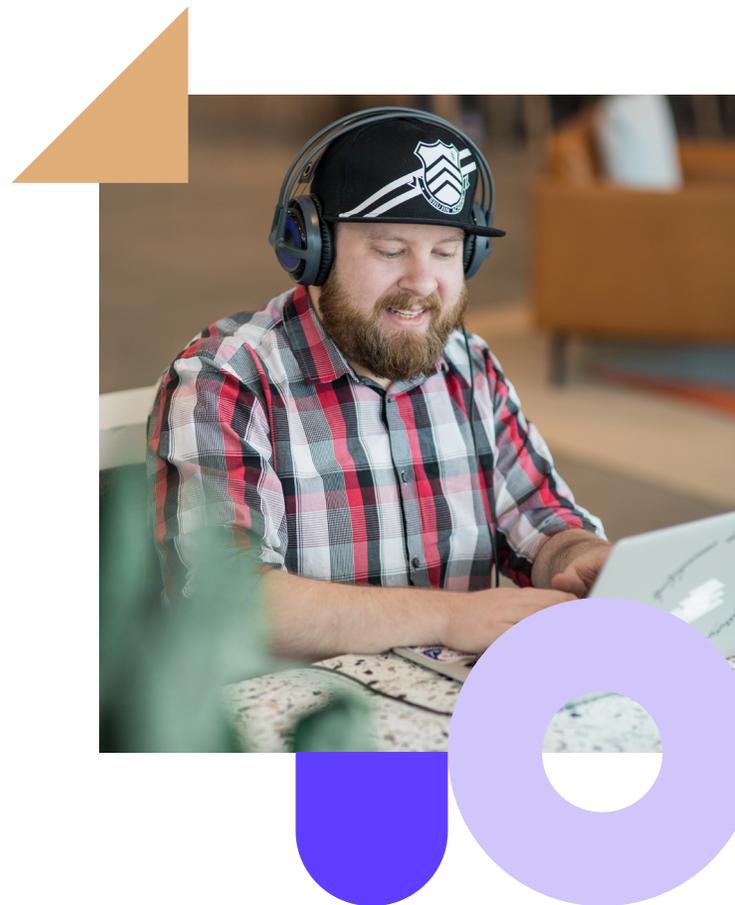
Staying active on social media is an excellent way to increase your brand awareness and drive traffic back to your landing page or website.

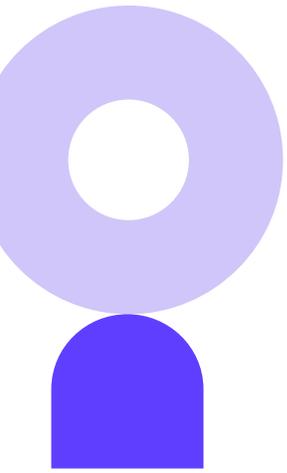
But how on earth can you get it all done in a day?

The trick is to be ‘findable’ everywhere and active only where it’s most beneficial to your business. So, rather than splintering your time and focus in a dozen different directions, invest some time upfront to find where your target audience hangs out online and spend the majority of your time (and content) on those channels.

Focus your efforts on one or two social platforms at most.

Make sure all your social media profiles contain an excellent bio with links back to your free consultation landing page. And make sure your thank you pages contain links back to your prominent social channels.





Send LinkedIn messages to prospective clients.

James Pollard, Marketing Coach
The Advisor Coach

Focus on LinkedIn prospecting, especially if you're targeting people who work within a specific occupation. You can use LinkedIn to make a connection and then personalize the message with a helpful tip to improve their lives, including a link to your landing page where they can access a lead magnet.

Because LinkedIn messages aren't as cluttered as an email inbox, you're more likely to get a response. Plus, anyone who takes advantage of your free resource is signaling that they are more qualified than other prospects.

Download our free guide now to lose weight by the end of the week.

DOWNLOAD NOW



Boost your online conversion rates.

Skyrocket your conversion rates with opt-in offers on landing pages.

Host your [lead magnet](#) (such as a checklist, ebook, or webinar, etc.) on a landing page that includes an opt-in form where visitors will enter their email addresses.

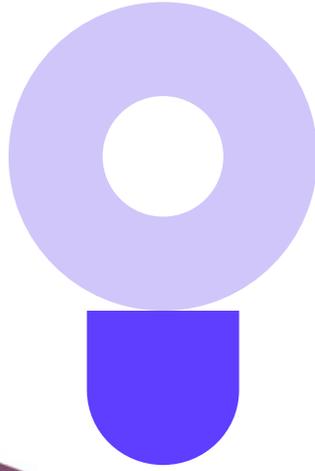
When you send a message to people who might be interested in your coaching services, introduce yourself and invite them to check out your free resource with a link to the landing page where they can opt-in to access your resource and join your email list.

Post in LinkedIn groups, but make it brief!

Extus Justin, Founder
7 Figure Consultant

Join LinkedIn groups where your target market is most likely to spend their time. Then, each day, make a post in these groups. Include short tips. I recently started doing this and I'm getting an average of 100+ people friend requesting me per day.





Keep your ear to the wind.

Nate Masterson, Marketing Manager
Maple Holistics

Set yourself up for social listening! Social listening is how businesses crawl the internet to find out what people are saying about them and their main competitors. It's a crucial component of business in the 21st century given the pervasiveness of social media.

Besides enabling marketers to address their clients' concerns, social listening also opens the door to attracting new clients away from the competition.

It can also be used to help pinpoint social media influencers to create mutually beneficial partnerships. Keep in mind that consumers trust information that comes from real people as opposed to advertisements, which is why influencer marketing is so powerful.

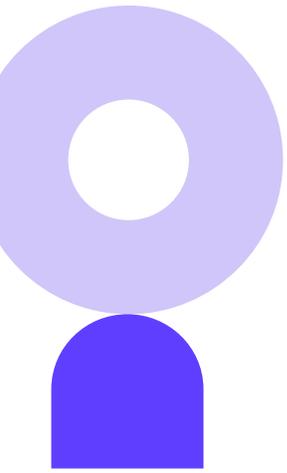
Leverage Instagram.

Jess Creatives, Owner
JessCreatives.com

I made over \$20,000 last year from Instagram – and all of it was income from providing 1:1 services, no digital products. It wasn't a fancy strategy, I just spent time connecting with potential ideal clients. I wasn't pitching them in the DMs, I was just asking questions on their posts and Instagram Stories.

Everyone can leave generic “love it!” reactions on posts. But, when you engage someone with questions and try to start a dialogue – people notice. So, I made a point to engage with 10–15 people every day on Instagram. Eventually, some of those people would hop over to my profile and see what I offered. From there, people would either DM me or fill out the form to officially inquire about my services.





Use client testimonials.

Ben Taylor, Founder
HomeWorking Club

I've found that seeking and sharing testimonials has been key to generating more sales. I sell mentorship and coaching services, and always speak to clients at the end of a session to ask if they are willing to share a testimonial - this also acts as a "quality check" to ensure they've been happy with my work.

When a client provides a testimonial, I often add it to my service pages to add to the "social proof." However, more importantly, I share the testimonial on social media to give potential clients a reason to book a session of their own. Invariably, within a couple of days of sharing a new testimonial, a new client comes along to inquire about booking a session themselves.

Content is king, especially in the field of coaching and consulting. Show your thought leadership through the following techniques.

Share your authentic message.

— Cindy Schulson, Marketing Consultant
MarketingfromWithin.com

If you want to stand out in this noisy online world, you can't just say what your ideal clients want to hear (or worse: what all your competitors are saying!). You need to speak your truth.

When you share your authentic message, you stand out from everyone else and attract your dream clients—those who don't just value what you do, but who you are.



Leverage done-for-you content.

— Nicole Dean, Business Consultant
CoachGlue.com

In my years helping thousands of business coaches, one of the biggest roadblocks that can derail even the most excited new coaches is creating content. Just thinking about all of the things you need to write can be overwhelming. You need to create coaching forms for client intake, follow-up emails to send to potential clients, sexy opt-ins for lead generation, and blog posts every week or two. And that's before you even start creating your own coaching programs. It can really feel like an insurmountable feat.

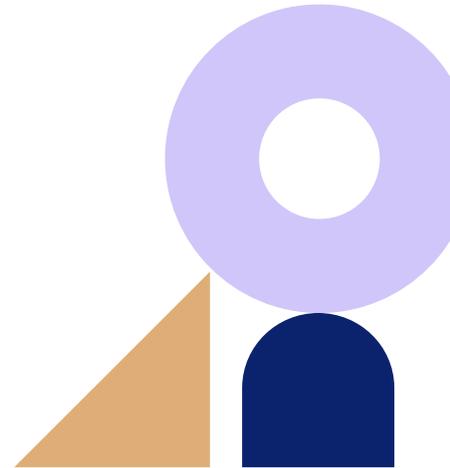
So, I suggest leveraging done-for-you content. Yes, the big secret is that many coaches in this industry use done-for-you content (coaching forms, blog posts, and workshops) that is created and sold with special rights that enable the person who bought it to use it in their own businesses—as if they created it themselves.

So those blog posts? Yes. You can purchase them, already created. Open the document and copy one

into your blog and dig in. Add your own insights and thoughts, maybe tell a personal story about yourself or one of your clients relating to the topic, and you're set. Hit publish and start sharing it.

So those blog posts? Yes. You can purchase them, already created.

Don't assume that you have to create everything from scratch. Because the reality is that done-for-you content can be easily edited much faster (and more affordably) than the alternatives. Leverage other people's work so you can put out great material in less time and help more people in the process. That's smart coaching.





Raise your voice.

Remember: there is no replacement for you and what you bring to the table.

When using 'done-for-you' content, always give it a thorough proof and polish so that you can interject the voice and tone that is unique to your brand. Aim for a mix of no more than 70% pre-packaged content and 30% your own words.



Start small and build as you go.

Paige Arnof-Fenn, Founder & CEO
Mavens & Moguls

Activities like speaking at a conference, writing articles, and building your following on social media all contribute to increasing awareness with potential customers and building credibility with a larger community. However, it can be extremely overwhelming to tackle everything all at once.

Before trying to start your own blog or newsletter, try contributing regularly to existing well-trafficked blogs in your industry or newsletters of like-minded organizations reaching the same audience as you.

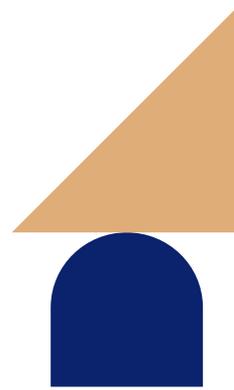
Build backlinks through guest posting.

Nate Masterson, Marketing Manager
Maple Holistics

Many authoritative sites are willing to publish guest posts because they see it as free content, while you get a crucial backlink and effectively increase your company's online presence and brand recognition. Because link building is such a crucial step in search engine optimization, I also recommend finding other ways to be featured on high-ranking sites.

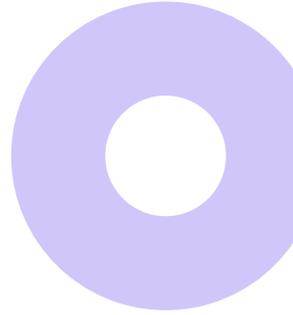
Up-and-coming companies should also embrace social proof to help expand their clientele. While there are plenty of ways to use social proof to maximize a brand, few are as successful as user social proof. There's no denying the importance of reviews and how they contribute to conversions, and social proof simply amplifies this by adding a face or personality to the review.

This effective marketing method has trusted consumers and enthusiasts to recommend and



One of the most important steps in establishing a solid online reputation is through guest posting.

promote your products across their social media platforms. That being the case, don't be afraid to reach out to bloggers to review your services on social media in exchange for a few free coaching/consulting sessions. Between YouTube, Instagram, Facebook, and Twitter, you can realistically reach millions of potential consumers with minimal effort.



Use guest blogging to get in front of new audiences.

Whenever you submit a guest blog article, be sure to include your URL or contact information so that interested readers can easily find you to follow up.

Then, when your articles are published by third-parties, take time to amplify and promote that content via social media to all your friends, followers and contacts.

Keep in mind: not all third-party publishers will include backlinks or opt-in offers on a contributed

article. Take time to fully understand the terms of your engagement.

When offering a guest post to a blog, ask for the blog host to include a trigger link for a pop-up form on their site to deliver your lead magnet. This link can be included within the body of your post, or within your author bio at the end. This allows you to build your list, but without sending traffic away from the host blog. Use [Leadpages pop-up builder](#) to create professional-looking pop-ups you can publish on third-party web pages.

What's a good guest bio look like? Here's what we recommend:



Author Name
Title, Company

Short bio about yourself.

Want Bill's top 10 tips to turn cold calls into clients? Grab your copy [here!](#)

Pair content marketing with networking.

____ Gil Gildner, Co-founder
Discosloth

My co-founder and I drew both on our existing network of contacts and started interacting extensively with marketing experts and influencers online. After we created an extensive guide and decided to release it for free, our networking paid off: people amplified our launch and as a result, we saw over ten thousand visits to our guide, gained multiple clients, and saw our organic search traffic jump almost overnight.

Leverage both content marketing and networking in order to gain traffic online.

If you've built a solid website and produced enough valuable content, networking and interacting with your contacts will give you a higher rate of client acquisition than your competitors. It can take some time to produce a quality strategy, but it pays off.



Post frequently— with a call to action.

Sharon Melamed, Managing Director
Matchboard

Regularly post quality articles with a call-to-action (or CTA) at the end, showcasing your subject matter expertise. Articles which offer your target audience valuable tips, industry best practices or ways to do things more cost-effectively are always good.

A CTA is critical for the “sell” component once you have convinced someone of your expertise.



Create sales-funnel specific content.

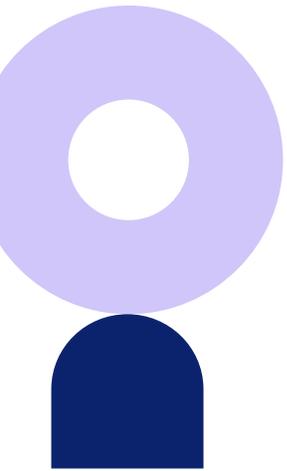
Chris Mechanic, CEO
WebMechanix

We've seen a lot of success with creating content for specific phases of the buyer's journey. Most service companies have "service pages" generally designated for buyers at the end of the journey in and blog posts for those in the awareness/interest phase of the marketing funnel.

If you stop to ask the question, "If I were seriously considering making a purchase in this category, what other information would be useful in making my decision?"

Even better, take a minute to ask, "What are the most frequently asked questions that you get?" This gives you new perspectives and ideas around mid-funnel content far beyond case studies.





Stay client-centric.

Suzanne Feinberg, Founder
Powervision360.com

When you're trying to attract new coaching clients it's critical that you try to communicate in terms that your client easily understands and relates to, as opposed to speaking in 'techie terms,' or using specialized lingo/jargon that your target audience might find intimidating or off-putting.

I encourage new coaches to always remember who your client is.

Look back and re-engage.

Laurie Richards, Communications Coach
LaurieRichards.com

Remember those clients you worked with years ago? The ones you haven't talked to in a while or weren't in charge of the program you worked on, but they were in the room, part of the project, and may remember your name or input? Yes, them. Reach out.

Re-introduce yourself in a meaningful way. Some of the best clients I have today are a result of reintroducing myself to people I worked with early in my career. A re-introduction allows you to get out of the potential pigeon hole they may have seen you in while highlighting your new services in a way that benefits them.

Keep asking "Who else...?"

Who else needs help outside of your core audience? Who else would benefit from your services? Who else wants this guidance?

Don't limit yourself to the individual; think industries, organizations, and locations.

I started my coaching with agricultural associations, so I asked myself: "Who else has family businesses?"



Who else needs help outside of your core audience? Who else would benefit from your services?

"Who else has the challenge of working with—and living with—family members?" "Who else may be running businesses without HR departments and resources?"

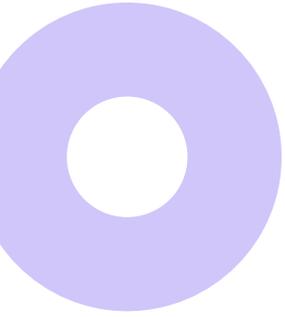


Organize your network into buckets.

Joanna Sapir, President
Joanna Sapir Presents, LLC

Tap into both your existing personal and professional network. Brainstorm a list of people you know—from real life, social media, LinkedIn, business networking groups, church, volunteer activities, college alumni, anywhere really—that fall into one of three categories:

1. People who may be interested in your service.
2. People who have always been supportive of you (and may know people that would be interested in your service).



3. People who are true connectors—the ones that know tons of people in real life or virtually, and love to connect parties. Reach out to each of those people individually, via email, phone, or messenger. You can (and perhaps should) draft a letter template or phone script to use, but it's important that you send these one at a time and customize the message. No email “blasts” here. Truly aim to connect with the person you're reaching out to.

Truly aim to connect with the person you're reaching out to.

Share that you've got this great new business and what your purpose is, describe who you want to help, and then ask: do you know anyone that may be interested in this? Offer a free strategy session with a link to an application. Of course, having a limited number of slots or a limited time range will help create urgency. Just make sure to be clear about these limits in your communications.

When it's time to price and package your services, use these timeless techniques to sell your expertise with ease.

Reach a bigger audience with bundle marketing.

Kelly McCausey, Online Business Coach
LovePeopleMakeMoney.com

Bundle marketing is the practice of contributing a full version product to a bundle package being offered to your perfect target market. Whether the end-user is claiming the bundle for free or paying a reasonable price, I'm thrilled to be found by new people. Because everyone participating in the bundle offer is also actively helping to promote it, it's an excellent way to be discovered by new audiences.

The ripple effect is powerful. However, the biggest mistake you can make when jumping into bundle marketing is to give away something you'd usually give away (or are already giving away elsewhere). Try to think bigger than that!

Keep in mind that while every bundle registrant can claim everything in the bundle, they won't necessarily do so.

Take your time, name your contribution well and write a great description. And I've discovered the best way to leverage bundle marketing is to contribute a training that includes group coaching.



Price for output, not input.

Bob Sparkins, Business Coach
& Marketing Educator
Leadpages

Price your programs correctly and you fill them with ease. Price them wrong, and you'll hear crickets. The biggest mistake I see most coaches making has nothing to do with pricing too high or too low. The problem is in the criteria used to establish a fair price. You'll grow your coaching business much faster when you stop pricing based on your input, and instead, charge based on the output of your coaching and what that's worth to your clients.

It's true that your prices are a reflection of your expertise, experience, and what you bring to the table. But ultimately, your client doesn't care what degrees and credentials you have—as long as they get results working with you.

A prospective client has no meaning behind what your time is worth to you. So if you are charging by the hour or by the session, you're basing your



Price your programs correctly and you fill them with ease. Price them wrong, and you'll hear crickets.

relationship on what time is worth to you. What is the value to the client of the transformation you provide?

Once you get clear about the value to the client, establish a baseline price. You can raise the price by considering the other criteria (private vs. group, how many sessions per month, what supplemental resources do you provide, etc.).



Raise your price according to a three-and-bump rule.

Set your price for your program today based on what you feel is fair.

After three clients have signed on, bump up the price by 10-20%. Sign on three more clients, bump it up again.

Keep doing this until you meet a resistance level. You'll know you're at a resistance level when it becomes more difficult to sign on new clients with all the other factors staying the same. At that point, hold your price steady while you improve the language you use to communicate your program's benefits.

Too expensive? Downsell to a course.

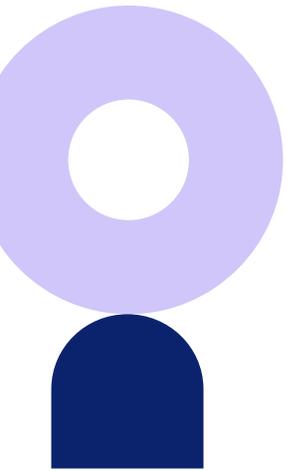
Julie Hood, Online Business Coach
Course Creators HQ

If a prospect decides they don't have the budget to work with you, always have a lower-priced online course you can offer them to help them get started. Chock it full of case studies and client examples (of course, with permission or names removed).

Also, include links to valuable website page such as "Work With Me" or "Need More Help?" where you can lead them to the next step of working with you. Then, offer the cost of the course as a credit against coaching or consulting services. You can use this tip to save the sale and introduce prospects to how you can help them—even when they don't think they can afford you at the time.



**Old-school sales tips are tried and true.
Pay attention to these pointers from
experienced coaches and consultants.**



Reframe how you think about selling.

Amelia Roberts, Visibility Coach for Nurses
Moms and Caregivers, Beyond the Bedside

Try thinking of selling as a skill. Like any other learned skill, you must have a desire to improve and commit to practice.

I encourage new coaches and consultants to think of the sales process as a process of inviting ideal potential clients to take a look at how you can

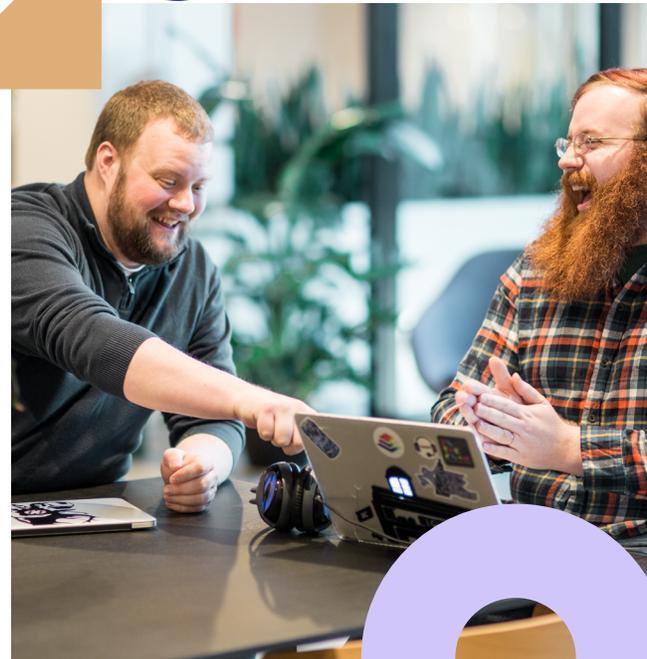
help solve their painful problem. You are inviting potential clients to demonstrate readiness and commitment to change by allowing them to invest in themselves. When done correctly, sales is a meaningful conversation of elegance and grace.

Pre-qualify leads with a virtual event or webinar.

Marketing Team
Leadpages

Free consultations or ‘chemistry calls’ are all well and good, but you want to ensure that you’re using your time wisely and only connecting with people who are most likely to become paying clients.

In order to help pre-qualify your leads and focus in on only the highest-quality opportunities, we recommend offering virtual events (webinars or teleseminars). By doing so, you’ll be able to register and engage with small groups of individuals and then invite participants to schedule their one-on-one consultation with you.

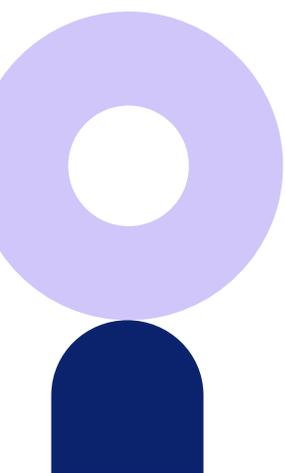




Don't sell, solve for a problem.

Stephanie Hooper, Senior SEO
& Digital Marketing Project Manager
Infront Webworks

Make sure the content on your website is offering a service and helping to solve a problem. In your messaging, try not to sound like a typical commercial: pushing a sale and focusing on your company and your product. Instead, focus on how your service or product will help your potential client. Always keep the focus on your client and find a way to be of service.



Here's what's next!

Now that you're equipped with marketing wisdom from expert coaches and consultants who built their businesses from the bottom up, we really want you to hit the ground running and start taking some of the actions that will keep you in business for years to come.

It's not about fancy marketing magic or transcendental tools. It's about following a proven strategy and adding in a pinch of the vision and authentic voice that makes your coaching/consulting services stand out among the crowd.

We can't wait to see what you create!

Convert Your Dream Into a Client-Booking Machine.

Build your coaching business and easily collect payments and capture high-quality leads online.



All you need is Leadpages.

You definitely don't need much more than a tool like Leadpages to get yourself started. No expensive or complicated website, simply landing pages and thank you pages to lead potential clients to your email list.

Eddette Steynberg

Marketing Coach & Consultant

This is as easy as it gets!

I use Leadpages for my pop-ups and landing pages—and for someone who has as much content as I do (and is doing it all on my own!) I need easy. And this is as easy as it gets!

Sally Zimney

Public Speaking Coach



Turn More Clicks Into Clients

With the #1 tool to grow your coaching & consulting business.

Leadpages Sites: Now you can build beautiful, mobile-responsive websites with code-free customizations and the full conversion power of Leadpages.

Landing pages: Gain access to 130+ drag and drop (and high converting) landing page templates.

Pop-ups: Capture your audience at the peak of their interest with the Leadpages pop-up builder. Easily add pop-ups to any landing page, web page, or website with just a few clicks.

Alert bars: Capture your audience's attention and boost conversions with a non-intrusive, mobile-friendly alert bar. Less intrusive than a pop-up and more prominent than on-page text, alert bars (sometimes called sticky bars or sticky headers) are an attention-grabbing way to increase your conversions.

Calendly integration: Book a time or schedule an appointment right on your landing page. Save time and seamlessly schedule online appointments with Leadpages' new Calendly Widget. Simply grab your Calendly link and publish your availability directly to your landing page or website.

Your only risk is that you don't start now.

More clients are waiting for you, and we'll *lead* the way.

Try it for free!

Curious about Leadpages? Take a risk-free test drive and publish your first landing page in minutes, when you sign up for a free 14-day trial.

Discover why more coaches and consultants trust Leadpages to turn their passions into profit.

What's included:

- Full access to Leadpages for 14 days
- *[NEW]* Site Builder
- Unlimited page publishing, leads, and traffic
- 200+ Professionally designed templates
- Unparalleled conversion toolkit