

Identifying Opportunities to Position Your Coaching Business
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Sampling of Challenges for Clients — Personal

Sustaining a positive attitude.
Keeping myself productive.
Maintaining my fitness activities.
Staying connected with friends and family.
Effective Parenting during social distancing
Maintaining healthy family relationships
Growing Personally and Professional during this time
Protecting myself from infection.
Focusing on what I CAN do rather than what I CANNOT do.
Insulating myself from the negativity of others.
Managing my level of stress.
Using this time to my advantage.
Practicing mindfulness / meditation to stay centered.
Keeping news consumption at a non-toxic level.
Managing anxiety related to health of friends and family.
Managing anxiety related to finances & value of investments.
Managing anxiety related to sources of income.
Managing anxiety related to availability of food and supplies.
Managing anxiety related to affordability of testing and healthcare.
Managing anxiety related to personal vulnerability to the virus.

Challenges for Clients — Professional

Identifying OPPORTUNITIES presented by this situation.
Ensuring my business survives this situation.
Re-positioning my products/services to better match current customer needs.
Maintaining a healthy and helpful presence with prospects and customers.
Finding ways for my business to thrive during this situation.
Setting priorities for staffing and expenses.
Maintaining a positive, reality-based attitude.
Exercising resilience to optimize performance.
Implementing flexible working arrangements.
Anticipating long-term changes in customer needs and preferences.
Finding the “silver lining” in this cloud.
Leveraging technology to maintain business activities.
Deploying new products/services to better match current customer needs.

<https://www.health.harvard.edu/diseases-and-conditions/coping-with-coronavirus>

1. Who do you want to serve?

One of my primary target markets as an Executive coach is managers in danger of derailment. (Angry Executives.) In team coaching, my focus is on Teams struggling with communication, trust and having issues around conflict and performance. Lack of engagement, turnover and poor results are largely management issues. Most of my work – now- has been done through Zoom.

1. **What is the No. 1 problem you can solve for others?** Think about your skills, knowledge, and experience. How are you uniquely positioned to solve this problem in a powerful way?
2. **Who do you want serve?** When you authentically provide life-changing results, you create loyal followers who are happy to refer you.

2. Attracting your ideal clients.

Pay per click advertising. This includes Facebook ads, Google AdWords, and LinkedIn ads. Pay per click (PPC) is the fastest way to start sending people to your funnel and content. Platforms like Facebook make it simple to target members of your audience. With Facebook in particular, it's easy to connect with your ideal clients through demographic, interest, and behavior-based advertising. (You'll need to allocate a budget dedicated to PPC costs.)

1. **Building relationships with Strategic partnerships.** Find someone who provides a service or product that complements what you offer. You don't compete, but you have the same target audience. I partner with Human Resource Consulting firms & EAP providers and provide webinars and coaching for their clients. Another option is to be a guest of a podcaster or blogger who complements your work.
2. **Expert positioning.** Position yourself as an expert by creating valuable content for your audience. This could be: a blog post, video, podcast or social media post. If the content is good enough, people will start sharing it on social media, helping your content to go viral. Put yourself in the shoes (or seat) of your audience. What are their most pressing problems and fears? "People pay attention to their tension"
3. **Creating an automated sales system.**

Valuable incentives can entice people to sign up to your email list.

- Email autoresponder series
- Four-part video series
- Webinar

4. Automating delivery of your package. (If you choose to)

You'll need to decide which type of content will best serve your customers (videos, webinars, podcasts, etc.) and what information they will need to guide them through their transformation journey to the desired end result.

References: A.J. Mirhzad. A.J. owner of "Online Super Coach," mentors fitness professionals and coaches in creating profitable online incomes doing what they love "The 5 Systems You Need to Start a Profitable Online Coaching Business" at his website www.OnlineSuperCoach.com