

Coaching Success Secrets Exposed
by Gerald Gigerl

Coaching Success Secrets Exposed – 10 Most Common Mistakes Internet Marketing Coaches Make



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The information that you find in this eBook can lead to tremendous success in your coaching business, however the author doesn't guarantee any monetary results.

Success in any business is mainly determined by how hard and smart you're willing to work. This eBook is here to enrich your knowledge in the online marketing coaching industry.

With that being said, this is an information product, helping you to become more success as a coach.

How well you apply the information this book teaches you, will decide how much you improve your coaching business.

Because it is you, not the author who applies the knowledge outlined, no income can be guaranteed.

The author made every possible effort to provide the most recent information on maximizing your coaching business.

However, please be conscious that any effective information on online marketing might change after some time because of the fast speed with which the industry changes.

Results will vary based on your skills, knowledge and how well you apply the information the author shares within this guide.

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Introduction:

As a full-time online marketer, I know about the challenges when it comes to marketing your services effectively.

But this eBook will be about coaching secrets that should help you to position yourself more professionally, transform leads into long-term paying coaching clients and build your brand at Warrior Forum.

I've tried a great many different coaching approaches, so I definitely know what works and what doesn't.

To be an effective coach in your chosen niche you've to have value that other people find attractive. But that's by far not enough..

You need to have passion for coaching as well as the ability to market your offer.

The key thing is to get into a market that is suitable for YOU.

It doesn't matter if you're a successful coach or just starting off to mentor others, you should find one or the other tip to enhance the value of your coaching program/service.

I tried to keep this eBook simple by explaining exactly what you need to do to present more value.

If you're doing reading this eBook please make the effort to give me some feedback on the thread.

My main intention is to make the life of struggling warriors easier by giving away information that they will use to make their business more profitable.

Also, if you are a coach with great results, maybe you will find some tips useful and perhaps these tips help you to enhance your coaching program or skills.

Why online marketing coaching?

Finding a suitable mentor for your online marketing projects is not just a question of finding him..

NO! It's a question of whether you perceive you need a mentor or not. I think what hinders most people from going to the next level is their EGO.

That's right - most people who are not making any or much money online talk themselves out of hiring a coach because they can NOT accept the fact that their business needs improvement.

Well, if you have this sort of mindset odds are bad that you will ever succeed online.

Why would you say no to professional help if you need it and can afford it? Saying no doesn't make any sense and if you say no to the right coach, you'll be losing a lot of money!

Since this book is about coaching success secrets for existing coaches, we should focus on what you can do to sell more coaching programs.

Trust me, there a lot of things you can do and if you those things right, you'll be well ahead of the game.

Honestly and ethically, coaching online comes down to 3 main factors:

1. Your marketing skills

2. Your self-esteem

3. The market

If there is a market need, you can fully score with excellent marketing skills and high self-esteem. Even if there is not a big existing market if you hit people on the right spot, you might be able to market products to people who perceive they need it.

But yeah, it's for sure a lot easier to market a great product in a demanding market than it is to market a great product into a growing market.

Now I want to talk with you about 10 common mistakes that coaches make when it comes to marketing their programs online, especially the warrior forum.

Let's have a look at what those mistakes are and how you can correct and improve them.

Low Self-Esteem

Unbelievable but true, your self-esteem has a destructive effect on your business, no matter what market you intend to dominate.

The single most common reason why you are not good at offering your coaching business is because you think you don't deserve coaching clients.

Why wouldn't you charge more for your coaching program if you've a fine passion for running it?

It could be because you think that your past results are insufficient or that your idea (your modules) is not good enough, whatever.

One thing I can guarantee you is that if you're not capable to launch your first coaching program, you'll never get better at marketing it, improving your sales page or getting more testimonials for future projects.

You've to have the courage to simple launch you first program, no matter how good or bad you think it is.

And believe me, you're worthy of creating a spectacular coaching brand around your niche.

Others have done it successfully before so why should you not be able to imitate their past successes?

As in any form of business, your mindset makes most of your income and it controls your actions, literally in the same way as a machine is controlled by its engine.

If the machine would not have a suitable engine, it could not run and function optimally.

The same is true for your mindset. If you do not acquire full control of your mindset and strengthen your beliefs around what you CAN DO, you'll always achieve less than you could.

Also, low self-esteem makes you charge a lot less than you are actually worth or a lot less than your definite coaching program is worth.

Why would you charge only 45% of what you could charge if you'd know how to charge more?

The real value of your coaching program and advice is in most cases higher than what you think.

The value of your expertise is worth a certain percentage of the ROI you will help the coachee to achieve.

The first step you should take to have more power for selling your services is to simple form the belief in your mind that you are worthy of charging big amounts for sharing your knowledge to others.

Paint a clear picture in your mind of the person you intend to become, how much you intend to charge for a specified program, how you are going to market it..

When I started off with online marketing, I had absolutely no self-esteem. Everyone in my family was trying to convince me that what I'm doing will never work because of this and that.

I had almost nobody who supported me and added positive energy in my life, not even my best friends. So obviously, I couldn't get any self-esteem from people who were trying to manipulate me and were stilling my dream.

The second thing that stole my whole self-esteem was that I couldn't make any money for the first few months.

As you can see I had every little reason to feel good at this point in my business because everyone was telling me that it cannot work, plus things were not working out for me so far.

The best I could do, what I did, was to strengthen my spiritual responsibility that what I do will help me as well as a lot of people. So, the only thing that kept me going was the fact that I wanted to succeed so bad.

I had no marketing skills, no communication skills, no results, no supporters, not much education and not much money either.

At this stage, all I had was my highly potential mindset which was at this point quite unused. All I knew is that I have what it takes to succeed and to start making money online, regardless of where other people were telling me.

Yes, it works out the same in your coaching business. You don't have to have massive results to start a coaching business in SEO, affiliate marketing, lead generation or whatever it would be.

Yes, you need to be skilled and have some sort of results but you don't need to be the best at what you do yet.

If you have no skills in the area where you want to coach people, you better start with getting some measurable results FIRST.

What I wanted to point out with telling my own story was that you can become great at what you're passionate about, provided you're willing to put in hundreds and thousands of hours to make it work for you.

Lack of marketing skills

Here I refer to simple not having sufficing knowledge in the area you want to coach other people. To be acknowledged and wanted you need to have some sort of acceptable expertise for the lead. No marketer is going to hire someone who doesn't seem to know what he is talking about.

It's no longer good enough to be mediocre since there are so many people you need to compete with. To be wanted in any online market, you've to offer value that others find attractive or you simple don't exist for them.

I already referred to this under the first mistake coaches make. Here are my logical consequences - action steps, basically what you need to follow if you want others to buy your services:

1. Know what you're naturally good at and passionate about.
2. Get detailed – practical information in the area you want to excel.
3. Find out who is dominating the industry and what they do.
4. Know what you don't know and get the information.
5. Continually do what you have to do to create results.
6. Once you've generated some measurable results, start offering your services.

That's how simple it looks on paper but it's very difficult to put in action because to make it work you need to put in docents of hours each week.

Some people think it is best not to be a generalist since there are already so many online. I agree to this to a certain extend but don't you think that more people will find your services valuable and worthwhile if you can help them in multiple areas?

People are much more likely to stick to you for a longer time frame, if you have information they need and seek.

With that being said, it makes sense to have an extensive toolkit available for people with an expanded need perspective.

The first thing you should always do however is to become good in the area you intend to offer coaching or consulting services. Once you've done this successful or during the process of becoming good in your niche, get more information about other marketing avenues. It cannot harm you.

Lack of results

The only real measure of how well you're doing is based on the money you generate. Only generated bucks are a clear way to proof that what you are doing works and is not another scam.

If you look at all the people who are doing well in a certain niche, why are they so popular and why do people look up to them? You might think it is because of the business they built which is true. But at the end of the day it all comes down to bucks.

If you look at the best-selling coaching WSOs, you'll soon notice that they are run by people who make 6 figures or 7 figures a year and those coaches have very clear proof for what they do.

How well your WSO sells, comes down to the following factors:

- 1. Marketing skills.**
- 2. The product.**
- 3. Past results.**
- 4. Social proof.**
- 5. Your brand.**
- 6. Your sales page.**
- 7. Market need.**
- 8. Gravity.**

If you can bring in all the factors mentioned above, you should be able to create one of the best offers in your market. Most people who are trying to market their coaching their coaching program online, don't even know what they need to make it successful.

You can also gain a lot of benefits and increase ROI by split testing. That's exactly what I'm doing for my eBook promotions with PPC and you can do the same thing for your own WSO.

Again, how well you will promote your coaching offer all comes down to how good you are in marketing it and if there is a substantial market for your offer.

Getting results for yourself first might sound like a force to you, but how will you ever enroll people into your coaching program without sufficient proof that what you do works for them?

Most people will turn their back to an offer that doesn't seem to be appealing to them. The main reason they are not attracted to you is because you don't seem to look like a professional coach yet because of a lack of results or skills.

That is a concern but shouldn't frustrate you. Take the time to generate results that will allow you to be perceived as a person of power and someone they would want to work with.

Unprofessional sales page

This might shock some of you and surprise others of you. Unprofessional sales page are a major reason of not getting the conversions that you could get by having a more professional sales page that people cannot leave.

At this stage I expect that you're good at a certain area of online marketing and have created some remarkable results. Now it all comes down to how well you are capable to market your coaching program to people who are looking to improve themselves in the area(s) you provide coaching in.

I've to admit that writing sales pages is a tricky part for those who have never done it before. The stone-cold truth is that you need to have a lot of skills to write a highly persuasive, valuable and hard selling (presented as soft selling) sales page.

Research alone is not enough to make the first sales page you write the best one. It takes hours and hours of research and testing to figure out what sales page format works best for your coaching offer.

Let's have a look at the most important factors that make your sales page successful:

- An eye-catching, definite, very specific to your program based title.
- A well represented product, describing all features, benefits and details.
- A unique cover for your information product or service.
- Graphics that make your visitor stay on your sales page to eventually buy your product or service.
- A highly persuasive writing style that leaves the highly interested reader no other choice but to buy.
- Social proof – testimonials.
- Results of successful projects of the past, illustrating and showing earnings as well as other measurable results.

- A very strong call to action, placed at least twice on your sales page.

As you can see, you have to work the above points into your sales pages to cause a WOW effect on your reader. Thus, all those factors are mandatory for the creation of a sales page that will convert better than most basic sales pages you will see.

All those facts might look simple and very obvious. But before you can become an expert in creating a sales page that contains all those points, you need to do some research on how your competitors are doing it.

One thing is certain: I only recommend you to study sales pages of people with great results of the past as well as a coaches that have a spectacular sales page, meaning a page that sucks you in.

To become the best, you have to study the best.

There are a great many people at Warrior Forum who are doing quite well with coaching, offering their coaching in different avenues including PPC, SEO, Affiliate Marketing, Product Creation, List Building, AdSense and much more.

Most if not all of the people who are doing great at coaching, are not just good at coaching, they are also very good at marketing their coaching programs or consulting services to people who need it.

Undercharging

If you would know how many coaches are actually undercharging, you wouldn't believe what you just heard. It is true, one of the biggest mistakes coaches make because of limiting beliefs is to charge not enough for their services and they do it for months, possible for years.

When I was successfully selling my first coaching program to a newbie, I was surely undercharging because I haven't had any previous success with selling my program yet so I marketed way too low.

I'm pretty sure every coach who is reading this eBook knows that he undercharged for at least once. That's absolutely no problem..

How much you should charge people primarily depends on:

- The perceived value of your program. (ROI)
- Your brand.
- Market gravity.

We've heard over a million times that people don't buy what they need but what they want. That's true..

But why don't you create the belief in people what they need is exactly what you can offer them in your coaching program, by making people think about how to get what they want through consistent application of your system?

Let me give you a practical example of how deadly, undercharging can be for your own business. Let's assume you recently launched a coaching program on lead generation through PPC. In your coaching program you outline the exact strategy you used to successfully create a list of over 20,000.

Now, you market a 12 week course for \$197 on how someone can emulate your success and he or she can do that within 1 to 2 years. How much is the 20,000 list worth and how much should you be making a month from the list? If your coachee would make \$0.50 per lead per month, he has a list that's worth at list \$10,000 a month!

It's good and nice to think that offering cheaper coaching programs will bring more business (which it is), but why don't you represent the value in your offer so that people get an idea of how valuable your course really is?

If you can sell someone a guaranteed way to generate a 20,000 list, you should be charging at least \$297 to \$397 a month for your invaluable advice which will allow people to get where they want to be.

But Gerald, doesn't a higher fee lead to less sign-ups for my coaching program?

Yes, it does. But you know what? I'd rather make \$2,000 a month from coaching by working with 5 people and investing 20 hours total, than to make \$1500 by working 40 hours.

Trust me, you never want to sponsor people who have no money and no willingness to come up with some because those people will only bring you and your business troubles. They are complaining why your system doesn't work or why they need to invest for another month of coaching.

If they cannot afford to go over the full coaching program or don't have additional money to invest, they should have better thought about this before they started.

I refuse to take on anyone who is not fully committed or doesn't seem to have money to pay for certain expenditures. Yes, some people will tell you that you don't need to have money to generate a full-time income online.

Most successful people who I know of consistently invested money in their business. Very few successful people manage to get there with minor

investments. But I've never heard of a single person who made tons of money without investing a single cent.

Inability to present a convincing and deliverable ROI

People are interested in ROI (return on investment) and for sure not just what they will learn in your coaching program. It's important and mandatory to outline your coaching methodologies but it should have even higher priority to demonstrate the real power of what you're about to teach them.

Make sure that you demonstrate, even if it's simple and short how much the person who is buying your course can make. This will change the entire perception of the potential buyer, thus convince him to have you as his coach.

By all means, you don't have to be a math genius to represent ROI.. No, you just have to have some basic information on how powerful your service really is. If people feel they can make a ton of money by applying what they will learn in your course, of course they will decide to go with you and not the other guy who is just teaching another ABC model.

Do you know why ROI is the single most important factor on how well you will do in your coaching business? Think about how many people will hire you again if you couldn't help them to generate a decent income? Very few, right?

Your responsibility as a coach is it to add significant value to the marketing expertise of your coachee, teaching him the right mindset as well as process to generate immense results.

In most people's mind it will make click when they hear about how much money they can make and that you have a proven step by step system to help them get there. Even the laziest person on earth tends to get busy if he sees a way to generate massive profits.

But yes, the people you intend to coach need to have hunger and money to invest. You cannot give your coaching service away for free to a broke person with a weak mindset and no willingness to make any changes.

I think most coaches would sponsor anyone because they are desperate to make money online or don't consider their future possibilities well enough. Coaching the right 5 people can make a bigger difference in your business than coaching 20 lazy people who simple don't get it.

There is so much future potential if you just work with the RIGHT PERSON.

Inability to find conceptual agreement

Conceptual agreement means that the coach and the coachee agree upon a common purpose on which to work during the coaching program to achieve the desired outcome. Anytime you should not sell your coaching program to a potential coachee, you didn't manage to find conceptual agreement.

It could very well be that the lead simply isn't suitable for your course or that other factors lead to not working together. In most cases, a potential coachee is not going to immediately hit the PayPal button on your WSO sales page UNLESS the same person has worked with you in the past or feels so persuaded to get started right now.

Those scenarios are rare and in most instances you'll have people asking you a lot of questions before they get started with your program. I'm happy to see a person asking me questions about my coaching program because it tells me that he is eager to learn more about my offer which means there is a decent chance that we both will be working together soon!

When it comes to reaching conceptual agreement, you should always be honest and realistic in answering your questions. The worst thing you can do is to promise unrealistic results which will never happen. And trust me, there are tons of coaches who are doing it. They are promising \$10,000 a month after completion of their 6 week coaching program. It means that if you go through his coaching program, you must be making \$10,000 a month after 6 weeks!

That is a very vague statement because the coach has not enough data from the coachee. If you make such income claims you can in most cases forget about brand a few months down the road.

Even if you have a money back guarantee, a lot of people won't buy your services anytime soon again because they didn't accomplish what was promised in the sales page.

Yes, online marketing is about making money but under no circumstances should you harm someone. Making huge income claims without enough data is a suicide for your online business and brand.

Again, be realistic and honest about what you have to offer, how it can help the potential client and what you will do to add value to the client's marketing skills.

You are not the person executing the actions of your coachee, you are the person who is adding value to the coachee's knowledge to help him executing skilled actions.

Therefore making inadequate and totally ridiculous income claims is embracing the get rich quick principle which doesn't exist. It also means that you'll be the person doing the work!

Conclusion: Be honest with yourself and your coachee to reach mutual, conceptual agreement!

Halfhearted work ethics

Unless you are putting in 100% effort during the time you work, your work ethics will always be vulnerable. If you are not willing to be 100% committed to helping your coachee make this WORK, you should immediately get out of the coaching business.

You cannot really charge your coachee for your halfhearted efforts and expect him to reach breakthrough success. The only time you will feel well when you put your head on the pillow is when you worked hard and smart on your business.

Halfhearted work is not just destructive for your client relationship, it will become a big problem for your own business sooner than you can imagine.

If the person you are coaching is working halfheartedly in the middle of the project, it is your responsibility to tell him that this is not how it is supposed to work. Your responsibility is it to put in 100% while you work but if the coachee is not giving his 100% then there is not much you can do about it.

Again, it's only going to work if both, you and the coachee are fully committed and don't make excuses.

Over delivering

Over delivering is fine but only if you over deliver value that enables the client to generate income. Value that is not adding to someone's performance nor ROI has very little value if none at all.

Excessive over delivering is a problem because you are questioning the own fees of your coaching program. If I hired someone and he does 3 times more than what is expected, I sense that he is uncertain about the value of his own advice so he gives me more to feel more secure himself.

You need to be confident that the value you provide to your client has tremendous power to improve his business and therefore make him a great amount of money, if he follows what you are teaching him.

Again, it's all about doing your part of the deal, not being the person who takes action for your client. You should not be doing the tasks your client is supposed to do. You should be mentoring your client in self-confidence, reliance and responsibility.

Sorry for being harsh, but if you believe that the only way to become successful is to do your clients tasks, you are literally a doer but for sure not a coach. Coaching is about providing immense value to your client, helping your client achieve better outcomes by sharing your value and directing your clients to the tasks that will lead to improvements in performance.

I want you to embrace the spiritual responsibility to work 100% while you work and that you give your best to enhance the chances of your client succeed.

Because here is what happens when your client succeeds:

- Your self-esteem goes up.
- You have proven the power of your coaching.
- Your client will likely stick with you.
- You have more social proof.
- You might increase your fees.

If you help your client achieve his goals, you will automatically achieve your goals as well. Coaching is like chain reaction. Every positive result you achieve will have multiple positive impacts on your career.

Now, let's take a look at some reasons why you should not be under delivering.

Under delivering

Under delivering is another less common mistake a lot of coaches make. Under delivering means that you are doing a lot less than what you promised in the first place. The reason some people under deliver is because they are simply too lazy to do more and believe that nothing bad will happen if they do 30% of the promised work.

When it comes to online marketing coaching, most people are doing way too much than way too less. You can't really expect your client to get to the next level in the niche you are coaching him in if you are not doing your part of the deal. People prefer coaches who are doing more rather than coaches who are doing less.

But as said earlier, it all comes down to cash, to how much money your coachee makes or what kind of measurable improvement he achieves. Delivering less than you agreed on your sales page, on a call or email conversation will have a destructive consequence on your online business and brand.

If you cannot deliver what you claim to do for your client, why don't you simple offer less and charge less? You cannot charge more for doing less and having less impact on your client's results. People who overcharge and under deliver are known as the "thieves".

Make sure that your fee is in proportion with your contributed ROI and effort.

I hope that these 10 most common mistakes that online marketing coaches make were enlightening and instructive for you.

If you should have any questions to this eBook, please make the effort to personally contact me at:
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You can also private message me on the Warrior Forum.
I wish you the best of the best for your online coaching business!

To your success,

Gerald