

Insider Offers an Indispensable Guide to Building a Successful Coaching Business

Are you considering a career as a coach?
Have you started training to become a coach?
Are you a seasoned coach considering launching your own practice?
Are you already in business but want to attract more clients?

All the best coaching training and experience in the world will not guarantee you a successful practice without those other vital components—focused planning and skillful marketing. *Niche Marketing for Coaches* provides a gold mine of information and a blueprint for a successful coaching practice.

“Essential reading for anyone who's serious about running a life coaching, executive coaching or business coaching practice.”
—Jonathan Jay, founder of *The Coaching Academy*

Based on her years of first-hand, practical experience, Hannah McNamara shows coaches how to transform themselves from just another coach into someone who stands out to clients as the natural and only choice.

McNamara provides the tools coaches need to identify their target clients, establish their own personal brand, and develop a marketing strategy. Packed with checklists, summaries, and case histories, *Niche Marketing for Coaches* will quickly become an indispensable reference for coaches starting their own business from scratch as well as seasoned coaching professionals.

Hannah McNamara is a successful coach and managing director of her own coaching practice, HRM Coaching Ltd., London (<http://www.hrmcoaching.com>). She is a Chartered Marketer (Chartered Institute of Marketing) and popular speaker. She also runs the coaching website <http://www.marketinghelpforcoaches.com>.

Niche Marketing for Coaches *A Practical Handbook for Building a Life Coaching, Executive Coaching or Business Coaching Practice*

Hannah McNamara

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