FIND MORE CLIENTS ONLINE (AND OFF)

30+ Tips and Tidbits from Coaches & Consultants Who Have Been There, Done That
Independent coaches and 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, you can sense the abundance of untapped potential—if only you could attract and book clients.

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

At Leadpages, thousands of people use our lead generation and website marketing platform to promote their coaching businesses.

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 taken their own potential to make an impact in the lives of others and made it their mission to grow their businesses by creating campaigns that inform and inspire action.

This book is 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 experience 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.

Want to start attracting clients and building the business of your dreams? Let’s get moving.
Conversion marketing is marketing that inspires meaningful, measurable action.
Conversion marketing is marketing that inspires meaningful, measurable action. (i.e., getting prospects to say, “Yes!”)

It's not about “brand awareness.” It's not about “getting the message out there.”

It’s about actively inviting your audience to make a decision: the decision to join an email list, buy a product, sign on as a client, write a review, etc.

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 takes 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 that connection leads to a meaningful action for your business.
Expert Tip #1: Find Meaning in Your Marketing

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, in addition, they didn’t create great results for me.

As a result, I spent lots of time spinning my wheels and investing a lot of time in actions that didn’t feel good and also produced minimal results for the amount of effort I was putting in. So I shifted my approach and I would recommend that new coaches and consultants make 3 similar pivots in their own practice:

1. 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 a marketing strategy that uses those strengths, passions, and interests as a foundation (rather than an afterthought). At the end of the day, a marketing strategy that is in alignment with you will feed you energetically and feel easy to execute, whereas one that isn’t will drain your energy and make it that much more difficult to get the results you need.
2. Go offline and into your community
Focusing on building a solely “online” business as a new coach or consultant can feel overwhelming, defeating, and time-consuming. Getting your posts heard on social media through the noise is a feat. Instead, I’d advise a new coach to schedule free talks and low investment workshops at different venues in their community to get out and meet potential clients and book discovery calls. Along the way, these will also be essential in helping you refine who you serve and what you help them with.

3. Invest time in public relations (PR)
Winning media coverage has been invaluable to both 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.”

CONVERSION TIP:
Build your email list of interested prospects during your local presentations, networking events, and PR appearances by allowing them to opt-in with an SMS text message via Leaddigits.

Learn more about Leaddigits here.
Expert Tip #2: Send LinkedIn Messages to Prospective Clients

Perhaps the best tip that I can give a new coach or consultant is to focus on LinkedIn prospecting, especially if you’re targeting people who work within a specific occupation.

For example, you can use LinkedIn to make a connection and then personalize the message with a helpful resource that can improve their lives in some way, including a link to your landing page where they can access a lead magnet.

Because LinkedIn messages aren’t as cluttered as a person’s email inbox, you’re more likely to get a response. Plus, anyone who takes advantage of your free resource is signaling that he/she is more qualified than your other prospects.

CONVERSION TIP:

Host your lead magnet (such as a checklist, eBook, or webinar) 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.

Learn more about lead magnets here.
Listen to your clients: learn more about them and find an authentic edge. It’s a smart investment in getting your business off on the right track.
Expert Tip #3: Go on a Listening Tour

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, I’m sure you’ll find plenty of opportunities to help them.*

I used this strategy in my own company when business slowed and picked up several new clients as a result. But you can use listening tours any time and they’re a great way to connect with new audiences. They are a lot of fun, too.

Keep in mind that you should start listening with no strings attached. I had no idea what to expect and got a lot of new work as a result. Typically, I did my listening tour the old fashioned way by sending out emails and picking up the phone. Then I got a pad and pen, and asked a few open-ended questions. Then I shut up and started taking notes.

It does not cost much. 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.
Expert Tip #4: Actively Collect Reviews for Your Google Business Page

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. Create a content marketing campaign. Include a blog on your website that gets updated on a regular basis. Share excerpts of the blog posts on social media. Consider a PR campaign to gain credibility and attention. And use Google Ads (formerly called AdWords) until your website starts ranking.

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.

(Source: Google Support)

Get started at google.com/business. Then use Google’s guide to getting started.
Before starting my business, I was already connecting and communicating with various people who are in the communities that I am involved in, such as tech groups and marketing. But it wasn't really until after starting my business that I realized the importance of building a network of people around you, in which you trust them and they trust you. And the trust factor is crucial as you need people to believe they can depend on you for specific tasks that they, or any of their contacts, can't do themselves.

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 target 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.

But be careful! There is a danger of spreading yourself too thin, so focus on quality over quantity and aim for the long-term benefits rather than looking for quick wins.

**Expert Tip #5: Find Your Tribe—Both Online & Off**

One of the many things I wish I had taken more seriously before starting my own business is to be more involved with local and/or online communities.

**NOT SURE WHERE TO FIND ‘YOUR PEOPLE’ ONLINE?**

Here are some good places to start:

- Facebook Groups
- Meetup.com
- LinkedIn Groups
- Quora.com
- Online forums
Expert Tip #6:
Sift Through the Social Media Chaos—
Stay focused on 1 or 2 channels

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.

Make sure that 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.
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.
Expert Tip #7:
Share Your Authentic Message

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.

CONVERSION TIP:
Looking to breathe more life into your marketing?

See how Namastream stays authentic with their audience (plus get 10 tips to help you bring an artisanal element to everything you publish).

Read the Case Study
There are a few options for tackling this dreaded roadblock:

1. **Create all the content yourself.**
   This is a great option if you’re a strong writer, but you’ll find that it’s awfully time-consuming to keep up with.

2. **Outsource parts and pieces, if you can find a good writer.**
   Outsourcing implies additional expense and you’ll still need to invest time to manage your team of contractors or freelancers, so you’re not entirely out of the woods with this option either.

3. **Leverage 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.

What about that content upgrade that you need to create so you can grow your lists?

At our site, we have planners, scripts, checklists, and workbooks that are done-for-you. Many coaches use sections of these resources to create content upgrades within their blog posts.

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.

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**Expert Tip #8: Leverage Done-For-You Content in Your Marketing Efforts**

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 for their coaching business.

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.
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.
Expert Tip #9: Offer a Free Consultation or Sample Session

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.

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.

CONVERSION TIP:
Use an online schedule tool that invites visitors to instantly schedule their call and book an upcoming time slot with you. Embed your scheduler or include a link right on the thank-you page after a visitor opts in to your free consultation landing page.
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.

That means if 25 people have contributed a product, that’s 25 people mailing it to their list and sharing on social media. The ripple effect is powerful.

However, the biggest mistake you can make in 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!

For example, I use an upcoming bundle as an excuse to create a new full version product that I will sell later; after the bundle has retired. This means the item I’m contributing is brand new—my own audience hasn’t ever seen it before, so they’re excited to get it.

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.

I’ve discovered the best way to leverage bundle marketing is to contribute a training that includes group coaching. In this way, I’m giving them ME and not just information. Everyone who claims my training has the chance to spend time with me in a group setting. I get to know them and kickstart relationships in a hurry.

A bundle I participated in a few weeks ago has already brought in 50+ digital product sales and a private coaching client.

Look for Bundle Marketing opportunities in your market. If you’re in the business or lifestyle niches, check out my GreatBigLifeandBizBundle.com. If there isn’t one in your industry yet, consider creating one of your own.
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 relationship on what time is worth to you.

What is the value to the client of the transformation you provide?

What will it cost them to NOT see that transformation in their lives in the next 6 months or year?

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.).

But I recommend you raise your price according to a 3-and-bump rule:

Set your price for your program today based on what you feel is fair. After 3 clients have signed on, bump up the price by 10-20%. Sign on 3 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 programs benefits.
Expert Tip #12: Too Expensive? Downsell to a Course

If a prospect decides they don’t have the budget to work with you right now, 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.

Expert Tip #13: Reframe How You Think About Selling

Selling for people in the helping professions can be challenging. What can help is to 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 try to think of the sales process as a process of inviting ideal potential clients to take a look at how they can solve a painful problem.

You are inviting your 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.

Expert Tip #14: Pre-Qualify Leads with a Virtual Event or Webinar

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.
Expert Tip #15:
Host Public Workshops

One strategy that’s proven invaluable to me is hosting public workshops.

Do not 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.

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.

HERE’S A TIP:

If you’re getting started with local workshops for the first time, 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.
Visibility is the lifeblood of your business. It leads to conversations, which lead to enrollment discussions, which leads to cash.
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.

STEP #1 of the strategy is to create a free resource that furthers the discussion (such as an eBook, report, blueprint, etc.). The free resource should: 1) truly be free, 2) further the conversation from the podcast interview, and 3) 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.

After I capture a new email address with a lead magnet, I offer them a different version of the exact same resource (such as a hardcover copy of the eBook) in which all they have to do is pay for shipping and handling, for a breakeven cost of a mere $7.99.

The most difficult and expensive thing to do in business is to acquire a customer and get people to spend dollar one with you. However, after the first dollar is spent, the next sale is exponentially easier, the sale after that is even easier, and so on—so long as you continue to provide exponential value with your offerings. Then I can come back and offer them an upsell such as the same content presented in an online course, and then a live workshop.

Remember, this entire process is automated and happens without my touching any of it. The eBook is delivered via autoresponder. Book orders are sent to a fulfillment house for distribution. Access to the online course is also part of an automated sequence.

**CONVERSION TIP:**
To make it easy for your podcast episode listeners to get your lead magnet, use a simple URL for your landing page (such as yourdomain.com/gift). Using a Leaddigit on a podcast can also be effective. Since many listeners will be on their phones while they enjoy your episode, it’d be easy to text “FACEBOOK” to 44222, for example.
Expert Tip #17: Segment Your Email List

Rather than ‘batching and blasting’ your email list, try getting a little more specific into how you group and segment your audience within your email service provider. 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), and 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. (AWeber is particularly easy to use for this adding/removing automation feature).

Expert Tip #18: Stay Client-Centric—From Your First Word to Your Last

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.

For example, in my marketing consulting business, ‘increase conversions by up to 10x’ is not as powerful as ‘increase sales by up to 10x.’ I encourage new coaches to always remember who your client is.
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 target audience as you. Whenever you submit a guest blog article or a piece of content, be sure to include your URL or contact information so that interested site visitors can easily find you to follow up. Then, when your articles or talks become available online, make sure to send them out via social media to all your friends, followers and contacts.

Expert Tip #20: Write Your Book

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 in May of 2018, 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 5 months to write and self-publish my book on Amazon. I marketed the book during the entire process. I did this by sharing updates on each step, excerpts from each chapter as I completed them, and held contest polls for my book title and cover design. I also got my social media following involved in the process and my followers felt like part of the book project.

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. I've since been interviewed on 15 podcasts, local radio, and a few live video channels. I have readers reaching out to me, and referring their friends to me.
Showing up as yourself online every day is the best way to grow a profitable coaching business.
entrepreneurs who don’t have a laundry list of tasks that can be assigned to a VA feel pressured to hire out because “absolutely everyone” is doing it. And talking about it. And giving tips on how to do it the right way. The outsourcing discussion is ubiquitous and unavoidable when you’re first starting out. I certainly remember feeling pressure to hire early on (well before I was ready) and I blew through much-needed cash by spending it on an inflated payroll.

Surprisingly, almost no one in the online business space is asking if this practice is truly necessary, or considering the tradeoffs.

Expert Tip #21: Think Twice About Hiring a Virtual Assistant

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 leans on this idea, nudging us toward outsourcing and offloading work onto others. Even emerging

Jennifer Barcelos
Co-Founder + CEO
Namastream

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. Outsourcing key tasks like social media management can cause confusion with your audience. In order to succeed online, you need to give prospective clients a clear, compelling reason to hire YOU over another coach or consultant. Showing up as yourself online every day is the best way to grow a profitable coaching business.

What if you think you don’t have time to manage your own inbox and social media campaigns? 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.

I believe that the things you say and share online should be imbued with intentionality, that the Internet can be a beautiful and enlightening place, and that your success should be measured, not by Instagram’s faux-engagement stats, but instead by the actual engagement, impact, and influence your content has on your audience. (The best way to measure this impact, by the way, is via your bottom line.)
Expert Tip #22: Use Landing Pages

If you want to intrigue your prospects and website visitors as a whole, we’ve found that landing pages are the optimal way to showcase the most crucial features of your program/service and how they can benefit that potential customer. Whether it’s a fill-out-form, a CTA (call-to-action), or a mere thank you page, the number of leads that we’ve generated since constructing landing pages from Leadpages cannot be understated.
Expert Tip #23: Build Your Backlinks Through Guest Blog Posting

One of the most important steps in establishing a solid online reputation is through guest posting. 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 organic marketing, 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 recommend and 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.

CONVERSION TIP:
When offering a guest post to a blog, ask for the blog host to include an 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 a Leadbox from Leadpages to achieve this effortlessly.
In-person networking always works the best, but don’t discount speaking to someone over the phone.

Although I live in Massachusetts, I’m about 45 minutes away from Boston, which means that going in and out of the city for events isn’t always feasible. However, I don’t let that 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. I’ve created so many valuable connections through this that have not only become paying clients of mine but have also referred people in their networks to become clients of mine. Doing this has totally paid off because there is absolutely no sales pitch involved, yet I’m still reaping the benefits.

Make it a goal to set up 5 networking calls per 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.

Expert Tip #24:
Offer ‘Virtual Coffee Chats’: Old-Fashioned Networking in an Online World

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!

Social listening is how businesses crawl the internet to find out what people are saying about them and their main competitors. Social listening is a crucial component of business in the 21st century with the nearly universal presence 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.

Social listening 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. In other words, if you had to choose between spending your marketing budget on ads and social listening projects, the latter may very well do more for both your sales and your status.
Expert Tip #26: Pair Your Content Marketing with Networking

New consultants and coaches need to leverage both content marketing and networking in order to gain traffic online.

After years in the marketing industry, my co-founder, Anya, and I decided to start our own company. We drew both on our existing network of contacts and started interacting extensively with marketing experts and influencers online. After we created an extensive guide to pay-per-click marketing 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 by 300-400% almost overnight.

If you’ve built a solid website and produced enough valuable content, networking and interacting with your contacts will enable you to see a much higher rate of client acquisition than your competitors.

It can take some time to produce a quality strategy (after all, we wrote dozens of articles and spent months creating the guide) but it does pay off. Just keep in mind: always focus on quality over quantity!
Expert Tip #27:
1 Start Early, 2 Look Back, 3 Ask: Who else?

1. Start early—Start now. Don’t wait until your website and social media are ready to go. Start looking for ideal clients everywhere you go and everywhere you are. If you’re selling decorating services, notice the decor at dinner with your spouse. Reach out to the manager and offer ideas. Don’t wait until you have a proposal put together. Do it now. If you notice a new executive officer is being named at a local business, reach out. Send a congratulatory note to the new officer, then send an introductory email to the HR person touting your ability to help with the transition.

2. Look back. Remember those clients you worked with years ago? The ones you haven’t talked to in a while? The ones that weren’t necessarily 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 re-introducing 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.

3. Keep asking “Who else...?” Who else needs this help? Who else would benefit? Who else wants this guidance? And don’t limit yourself to the individual; think industries, organizations, and locations. Start reaching out. I started my coaching with agricultural associations, so I asked myself “Who else has family businesses?” “Who else has the challenge of working with—and living with—family members?” “Who else may be running businesses without HR departments and resources?” One answer that has been especially big for me is “construction.” Similar situations, similar challenges, similar mindsets. Together, these industries have been terrific for my business.

TAKE ACTION NOW!
Like Laurie says, there’s always someone else to reach out to. So, why not take 3 minutes right now to brainstorm what potential leads have been lurking in the shadows of your mind?

C’mon. Be brave and push yourself to name at least five people in each of the following categories:

1. In the last month of your everyday life, who have you noticed that might be in need of your services?
2. Who from your past might be a potential lead or could connect you to new clients?
3. Who else is in your social network that you haven’t reconnected with in a while??
Nothing beats meeting someone in person. Get away from the screen and go network.
Here’s an example: my colleague was recently invited to a Meetup group of regional small business owners. Group members went around saying who in the group introduced them to new clients. In this group of around 40 people located in a suburban area, the community helped generate $4 million in revenue for each other in just the last quarter. That’s an insane amount of money, all of which came from people enjoying a light breakfast every few months and talking to each other to see how they can help.

But small talk isn’t going to bring in the big bucks—you need to make sure that your socializing is purposeful so it can lead to a sale.

For example, even though expos offer a main event, it’s even easier to start a conversation in a hotel where you see other people wearing the expo badge.

Another opportunity for networking around expos and trade shows are restaurants near the events. If you’re sitting down to eat, and you hear people at the table behind you talking about their product, it’s not a faux pas to turn around, offer your card, and explain why your company’s product can help alleviate their problems, since everyone at the event is in network mode.
It’s entirely possible to get new coaching or consulting clients without paid traffic or fancy funnels. I launched my own business and got my first handful of clients without a website, list, or logo. Now, as a Sales and Marketing Coach, I’ve helped dozens of other client-facing businesses do the same. How?

**Tap 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 that may be interested in your service,
2. People that have always been supportive of you (and may know people that would be interested in your service), and
3. People that 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.

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.

**Expert Tip #29:**
Brainstorm & Organize Your Network into 3 Buckets

**Expert Tip #30:**
Don’t Sell. Solve a Problem.

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 focus on them, not you.*
Expert Tip #31:
Host a Workshop as a Lead Magnet

The most effective way I have gotten new clients is by putting on free and live workshops about topics my target audience is likely dealing with. These workshops don’t have to be long: aim for a 1-hour maximum. This gives people just enough time to get to know you and trust you enough to come in for a follow-up consultation. There is a lot of noise and saturation in the market, but it all seems to be digital. It’s hard to get to know someone via Instagram or Facebook, so doing in-person workshops gives people the opportunity to see if you’d be a good fit for them as a coach. It’s also a way to practice your public speaking and presentation skills, which is always a bonus.

Typically I run workshops at co-working spaces, technical or trade schools, or special groups (i.e., Lions Club or Chambers of Commerce). The venue will likely promote the event with you, so you’ll have additional help marketing the workshop. Make sure the title is catchy and lets participants know what they’ll be learning (i.e., 10 Legal Tips Every Entrepreneur Should Know).

Another effective way to get clients is to join small Mastermind groups or small networking groups. I say “small” because in the large ones (more than a dozen people) you tend to get lost and people forget what everyone does. Being in a small group means you’ll really get to know people and they will get to know you. Even if they don’t need your help right away, they will be able to refer people to you in confidence because they’ve spent quality time with you.

Can’t find a group in your area: make one! I did that and it was the best thing I did. I found professionals in the area who I thought would be great friends and great referrals and I was right: we meet bi-weekly and everyone refers people to each other because we now know and trust each other and each other’s capabilities.
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!
Leadpages is designed to make your marketing as easy as possible.

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