

SPECIAL REPORT

Audience Building for
**COACHES &
CONSULTANTS**



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Introduction

As a Coach or a Consultant, you offer something special.

Whether you're a business, life coach or retail consultant, you help people or companies accomplish goals they couldn't reach on their own.

You know you're good at what you do, but unfortunately, that alone isn't enough to become a successful coach or consultant.

You may just be getting a handle on business, marketing and audience building. You know they're essential for expanding your coaching or consulting business. Getting new clients and charging higher prices will help you earn the income you need to live the lifestyle you've always wanted.

We can help.

We created this free report especially for Coaches and Consultants. You have a passion, a specialty, and tons



of expertise, and you know people need your services, whether you provide technical, emotional or physical help. The challenge is finding those people, connecting with them, and getting them to hire you.

While it's fun to dream of overnight success – like consultants with plum government contracts or coaches with their own television shows – that's not the norm.

It takes time, effort, and sometimes even unpaid work to create an audience for yourself. If you ignore key business elements or approach them the wrong way, you can wind up frustrated, disheartened, and broke! This can cause a real crisis in confidence, and make you wonder why you're doing it at all.

It doesn't have to be that way.

You CAN build an audience of interested prospective clients and colleagues.

You CAN get feedback from prospects about what they want to buy from you before making a single offer.

You CAN have a thriving, income-producing business that fits your lifestyle.

You CAN make a living doing what you were always meant to.

It takes a shift in focus and a few tips, tools, and strategies.

Are you ready to take your Coaching or Consulting career to the next level? Let's go!



Why Most Coaches and Consultants Fail... and Why You CAN (and Will!) Succeed

*The rules have changed. There's a new way to
make a name for yourself, and it a proven
way to achieve success.*



Can you guess the most common complaint we hear from Coaches and Consultants?

“I don’t know where to find good clients!”

It makes sense. As a Coach or Consultant, you know the value you offer and the incredible outcomes you provide. It’s hard to understand how *other* people don’t see it.

But you know somebody out there gets you and what you offer, so you send queries, make cold calls, go to networking events, update your LinkedIn profile, ask for referrals, and do everything you’re supposed to do in order to build a successful Coaching or Consulting business.

Trouble is, it’s not working.

Some people have taken you up on your offers, but not enough. And you suspect they won’t pay what you really feel your services are worth.

This is happening because you’re trying to build a traditional business in a non-traditional age! You’re trying to fit your new business into an old mold – what

used to be considered best practice for Coaches and Consultants.

But it doesn't account for the changes that have taken place since those rules were created.

In our digital, connected world, the traditional ways of building a name for yourself just don't work!

Rules like:

- You hone your service offerings until they're the best they can be.
- You anticipate what people really need and create something that will help them.
- You provide above-and-beyond customer service and client care, meticulously paying attention to detail and following up with thanks and new offers.

- You make yourself available – finding new leads and creating a great presence for yourself in local and online groups.

But it's just not going the way you want it to, or the way it should. The problem is, you're chasing clients, trying to convince them you can do what you claim you can do.

Wouldn't it be better to have clients chasing you? Imagine having them approach you, asking for advice, wanting to know your prices, even being asked to be put on a waiting list.

Wouldn't you rather be speaking from a position of authority, with hordes of people backing you up when you say, "I can do this and do it well"?

I thought so.

You need to make a *real* change, just in the actions you take, but also in how you think about your whole business, because you *are* running a real business. You get to decide how you want to position yourself and your services.



You can build an audience.

It's not going to be easy, quite the opposite! It's going to be a lot of hard work, but it's work that, if done the right way and in the right order, can transform you from the chaser to the chased, from the seeker to the sought-after.

Here's what you need to know that your fellow Coaches and Consultants probably don't:

- What you provide and what people need might be different.
- What people need and what they want can be different.
- You'll never know if your prospective clients want something you aren't providing until you have a relationship with them.
- People may be desperate for your services, but they don't know where or how to find you.
- Other Coaches and Consultants, bloggers, businesses, organizations, and celebrities in your

field don't have to be your competition. They can help you!

It takes lots of preparation, research and trial and error before you start making sales and getting the kind of clients you want, they *are* out there waiting for you.

Don't let all this overwhelm you. You don't need to do and learn everything today, but you've got to understand this: without an audience, you're going to be chasing low-value clients and struggling to make a name and a living for yourself for a long time.

*Talent and skill simply aren't
enough to attract your best
customers.*

Let's get back to what most other Coaches and Consultants get wrong.

It isn't that they aren't good at what they do or don't want to learn new things to effectively market themselves.

It's that they're playing by the old rules, trying to build traditional businesses the way they did five, maybe 10, years ago, when what they need is an audience business.

Successful Coaches and Consultants have audiences, while unsuccessful ones don't.



Why Coaches and Consultants Absolutely NEED an Audience

Learn the real value of an engaged, loyal audience... and how it helps you turn your talent into a real business.



Let's start with the bad news:

No matter how dedicated you are, you're unlikely to reach every potential client on the many online spaces, forums, communities, and blogs. Not to mention those who don't know they need you yet!

Further, when you run a traditional business and have to pursue the people who will become your clients, the burden of proof is all on you. An audience takes a lot of that off your shoulders. They help spread the word about your services and act as living testimonials to your quality.

Without an audience, you'll never know if someone wants to buy what you're selling until you've already offered it. You'll never know if you're speaking to people's problems in a way they understand.

You'll constantly be playing catch up and maybe never see the results you want, never become the change you want to see in the world.

That won't do.

So hopefully, you're coming around to the idea that building your Coaching and Consulting practice without

an audience will not create a profitable and sustainable business.

Now are you ready for some good news?

An audience, once you have one, will do tons of the business and marketing work (that takes away from your billable hours) for you!

Knowing that, you can't afford to miss out on an audience that will help you:

An audience is genuinely interested in you, and what you have to offer.

- Test ideas and new service offerings.
- Validate that your offerings are good ones.
- Improve on your delivery and performance.
- Get your message out to hundreds and thousands more people than you could alone.
- Send you recommendations and referrals.
- Tell you exactly what they want to buy.

An engaged audience is a group of people who have chosen to be your customers, colleagues, and even friends. They will support you as you move forward,

comfort you when you fall, and help you build your business into something great.

Are you ready to start building yours?



What Does a Coach or Consultant Audience Look Like?

*Building your audience doesn't
need to be overwhelming,
especially when you know how to
do it.*



It may be hard to imagine what a Coach's or Consultant's audience looks like.

No matter how good you are, not everyone in your audience will always be ready to buy, but they're still good for you! They know, like and trust you. So they can, and will, work on your behalf to get you the paying customers you need.

The difference between a Coach's or Consultant's audience and everyone else's is the type of authority you need to create. It's not like you're going to be selling a product or even a service like copywriting, graphic design or accounting. *You* are the most important benefit to your clients, so you need to be willing to get out there and spend time building trust.

You have to establish that you're a credible answer to your audience's problems and that you will engage with them openly, honestly, and from a place of helpfulness and integrity.



Your clients won't just trust you to fulfill a contractual obligation. They will trust you with very intimate parts of themselves: emotional, physical, or professional... and it takes time to build that much trust.

Your most valuable resource is an engaged community that isn't just interested in what you do but in you yourself!

You have to give much more than other types of business owners do before you can ask for anything, because what you're asking for is more than money – it's a high level of trust.

Be prepared to share a lot of who you are and expect the same from your audience. You'll be amazed at what people will reveal to you, which is why your most valuable resource is an engaged community that isn't just interested in what you do but in you yourself!

It's your responsibility to create a space where people can get to know you and engage with you. That space is

a blog. And to capture your biggest fans, you'll also have a landing page that feeds into a mailing list.

Don't worry. Anyone can do this – even the busiest of Coaches and Consultants!

To build your community, you need to connect with people who are sympathetic to your mindset, who have information and ideas to share. They'll share your blog posts and generate deep discussions, which will attract more people who are a good fit for your community.



Then, as your community grows, you'll be recognized as an authority, and people will ask about your areas of interest. This is significant when it comes to developing new product offerings.

Your audience will suggest things to you, challenge your assumptions, and treat you like a mentor, and you will begin to have an impact not just with one-on-one clients but also with a large, ever-growing community.

Lastly, a Coach or Consultant's audience will buy things. Whether it's one-on-one work, video or audio training, or books and reports, if you've invested the time in building relationships, it will pay off in monetary terms.



So, How Do You Build an Audience of Fans?

It starts with finding the link between your areas of expertise and your audience's areas of interest. But that's only the beginning...



Consider why you started Blogging in the first place. It could have been:

- An interest or passion
- A need for flexibility and freedom
- The desire to shake things up in the world

It could have been all three, or something else entirely. Whatever the reason you chose to do it, you started blogging because you had something important to say. Whether you write about lifestyle, career, technology, education, spirituality or economics, you are worth listening to.

Being able to dig deep into a topic and continuously provide fresh information and insight means you can solve a problem for someone. And if you can solve a problem, you have a wealth of ways to talk about it and share what you know.

So you need to start finding the links between topics you're an expert in and things people want to learn more about. This is the bridge between you and your audience.

The basic steps are:

How to Build an Audience of Raving Fans

1. Identify who you want to serve and what you want to provide.
2. Provide one unique and irresistible bit of insight or delight.
3. Create that content, and put it on a landing page, connected to an auto-responder that has a series of engagement emails that will be delivered at intervals.
4. Start connecting with people on blogs, social media, and other online spaces they inhabit.
5. Contribute to communities by guest posting on blogs your ideal customers read.
6. Once you reach “critical mass” (at least 1,000 people) on your email list, launch or re-launch your blog and continue to engage people there.

Let's go into each step in more detail.

1. Who You Serve and What You Provide

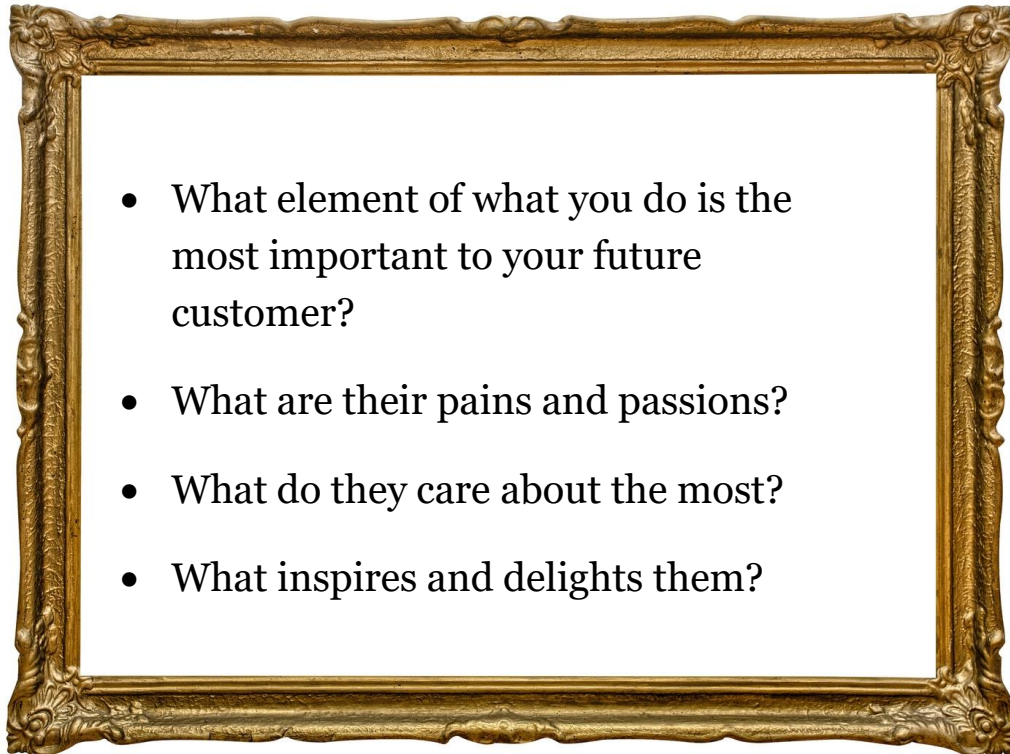
First things first: know what you offer and who will find it most useful. This means identifying (in much more detail than you'd expect) your one single ideal customer. Who is that one person you wish all of your customers could be exactly like?

Think about things like their age, family situation and income, and then delve into their hopes, fears, opinions and dreams.

*Start by identifying
your one single
ideal customer.*



Once you have a clear idea of who you will be working with, think about your services.



This will tell you how to approach them and how to frame your offering so it speaks to your prospects in terms of the benefits they will get from it.

Write down your answers to the questions about who you serve and what you provide, and keep them close to continually remind you of who you're speaking to.

2. Solve ONE Problem

Next, think of one specific problem your audience has, one you can solve quickly and thoroughly with a single piece of content. Remember in the previous step where we talked about the benefits you offer? That's where your analysis begins. Pick one problem you can solve. If you can solve it, your subscribers will always consider you their hero!

We call this problem-solving piece of content a First Impression Incentive, and it's one of the first steps to building the thriving, income-producing business you want.

You may be tempted to go after a big, intricate problem. After all, you have so much insight into your audience and your topic that it seems natural and easy to help them solve major issues. But save that for your paid services.

With the First Impression Incentive, you want to prove your credibility. You accomplish that best by solving a small but bothersome issue you know people have.

Some examples might be:

First Impression Incentives Suitable for Coaches & Consultants

- Organizing your workspace to be more productive
- Top 10 mistakes businesses make in their website copy
- Design elements that scare your clients away

Rule of thumb: Keep it simple, applicable and valuable.

3. Crafting the Incentive

Once you've decided what annoying and persistent issue you're going to solve, you need to figure out the best way to deliver the information.

You can make an eBook, a free report, a video, or an audio recording –whatever you think will best help people absorb and use the information you're giving them.

If you're not sure which format to use, keep this in mind:
use the *minimum richness* needed to get the job done.

*Always use the “minimum richness”
to achieve the best possible outcome.*

That means if you need a video to demonstrate a technique, then make a video. But if a description would be as good, then write a report or an eBook. You don't want to invest more of your time or resources than necessary, because you've got plenty of other things to worry about!

Like making the content available.

Once your content is ready, you'll offer it to people on a landing page and through an email autoresponder. A landing page is a page on your website that tells people what you're offering, plus the benefits, and has a form that people can fill out to access your information.

It's simple, because anything else would be a distraction.

You want readers to sign up for your First Impression Incentive and give you their permission to contact them in the future. That's where your Engagement Sequence comes in.

The Engagement Sequence is a series of emails that does a few things:



- It gets people in the habit of opening your valuable messages.
- It encourages your subscribers to respond to you.
- It shows you're interested in whether or not the incentive is working for them.

Set up your emails to deliver in the days and weeks after people subscribe. In these emails, you can ask them if the information you've shared is working, send other resources, and ask for their opinions. You manage all this with an email service provider like AWeber, which allows you to create opt-in boxes and schedule your emails in advance.

Landing pages can be tricky, but free and premium WordPress plugins work right out of the box and don't take much time to learn.

4. Finding Your Tribe

Once your landing page is live, your First Impression Incentive is created, and your Engagement Sequence is ready to go, you've got to start finding and connecting with the people you identified as your perfect readers (and the myriad others who will find you cool and interesting).

Go back to the research you did when you were identifying them, and try to step into their shoes.

What blogs do they read? What magazines? What forums? Make as long a list as possible, and start joining conversations in those spaces.

If your ideal customer loves to read cooking and lifestyle blogs, for example, start reading them, too, and leave interesting and insightful comments on as many blog posts as possible.



Do this for a while, and you will start to see subscribers trickling in.

Now do you see why the first step was so important?

Your audience is the foundation for everything else you do to build your business.

This part of building an audience is long and sometimes feels like drudgery, but you are building a strong foundation for everything that comes after.

The readers of these blogs and communities aren't the only ones who will notice your comments. The owners will notice, too, which is absolutely critical to your next step...

5. Contributing to Communities

Once you've established yourself through commenting (which is when you have 100 to 300 subscribers), you'll need to step up your game, and start leading the

conversations on these other blogs, not just participating in them.

You do this by guest posting.

Remember, the owners of those other blogs have been reading your comments. That's important, because when you go to pitch them a guest post, you'll be able to say, "I've been happily commenting on your articles..." and they will know it's true.

This puts you miles ahead of other guest bloggers who haven't done the preliminary work.

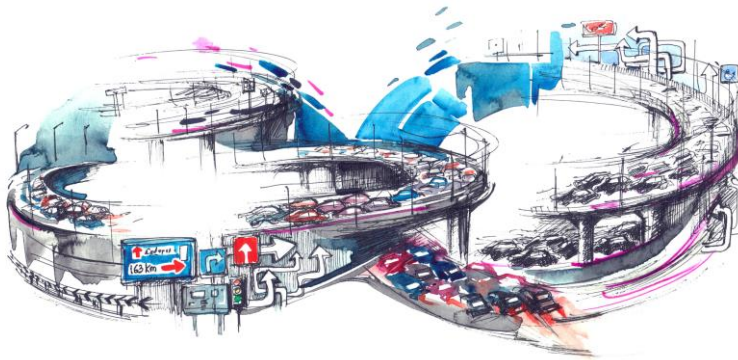
Let's step back for a moment.

What Is a Guest Post?

Guest posting is when a blogger lets a guest author write a post for their blog. It's an amazing way to get attention and build relationships with both readers and bloggers who will help promote your work down the line.

Writing guest posts on popular blogs helps you move from a participant and follower to a leader.

If you're not sure you have anything to write about for the blogs your ideal reader spends their time on, look for the intersections.



Say you're a graphic design consultant whose ideal customer reads a lot of marketing blogs. A possible intersection between those two ideas would be "Quick Design Fixes that Convert Website Visitors."

If you're a life coach whose ideal clients read food and health blogs, you might want to write about "4 Foods That Zap Away Winter Doldrums."

Remember: the main goal is to impress your future readers, so they follow you back to your landing page!

You'll ideally do all of this before you actually start a blog. In fact, until you have a thousand people or so on your list, we don't recommend blogging on your own site much at all.

If you already have a functioning blog, however, it can still work for you. Create a landing page and spend more of your energy guest posting and building relationships than you do posting on your own blog.

Rule of Thumb: In the beginning, you need to put more energy into guest posting than into posting on your own space.

6. Finally, You Can Launch

Did you think you would never launch your business? Not at all. We just wanted to make sure your launch is a successful one.

By waiting until you have around 1,000 subscribers before you launch (not to mention healthy relationships with a host of bloggers and professionals), when you officially open your doors, you can ensure there's a crowd of people waiting to celebrate with you, share the news, and spread your message.

To launch, pick a date at least a couple of months in the future, and reach out to all the bloggers you've been in contact with. Ask them for another chance to guest post during the week of your blog launch. Most of them will say yes, and running several guest posts in that week will ensure maximum site traffic.

That's it, the basic formula for building an audience and launching your blog.

Let's recap, because we covered a lot, and this stuff is vital:

The 6-Step Formula for Building Your Audience Business

1. Identify who you want to serve and what you want to provide.
2. Provide one unique and irresistible bit of insight or delight in the form of a First Impression Incentive.
3. Create that content, put it on a landing page, and connect it to an autoresponder that has a series of engagement emails that will be delivered at intervals.
4. Start connecting with people on blogs and other online spaces your target audience inhabits.
5. Contribute to communities by guest posting on blogs your ideal customers read.
6. Once you reach “critical mass” (at least 1,000 people) on your email list, launch or re-launch your blog and continue to engage people there.

What happens after you launch your blog?

You continue your community-building efforts and get ready to offer your services to your audience.

Remember, up until this point, you've been giving, giving, giving, and asking for fairly small things in return, like comments and social shares.

Now is the time to think about offering something a little bigger in scale, namely, your Coaching or Consulting services!

If your practice is new, then you'll want to start with a small, reasonably discounted offer to your list. Make it special, make it exclusive, and make it an offer they can't refuse.

You have two goals for this offer:

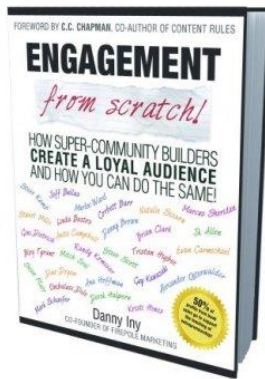
1. You want to get a few people to pay you for your services
2. You want glowing testimonials you can use going forward.

This is just the beginning. There are many more details to creating a thriving audience business – too much to cover in one eBook – but these are the basics.

If these ideas appeal to you, check out our online class [Sell More Courses](#) - where we teach you how to create a thriving audience business, complete with all the training, guidance, and support you need every step of the way.

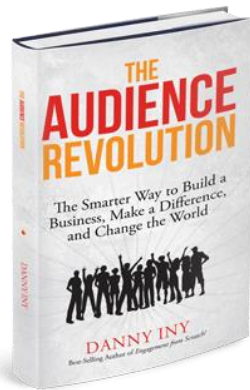


Enjoy these Resources



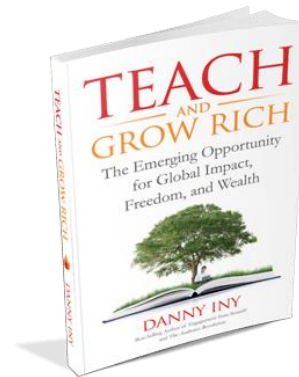
*Engagement from
Scratch!*

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Further Reading to Help You Grow Your Audience

[Creativity: The Essential Discipline for Entrepreneurs](#)

[I used Instagram for Business and Doubled my Sales in
One Month](#)

[3 Reasons to Use Pop-Up Retail: Curiosity, Cost Cuts and
Carving a Niche](#)

[How to Make Money Blogging: The Definitive Guide from
Mirasee](#)