

E-Marketing Resources

Jim Smith, PCC, NCOC™

In today's call on Marketing your Coaching Practice I emphasized Pull & Stay Marketing (as contrasted with Push & Pray).

Whether you meet someone at a networking event, a social event, while you are speaking to a group (public speaking is a great marketing tool, as well), or online, you cannot expect them to hire you the first time you meet. In **Pull & Stay marketing**, your primary goal is to PULL people into your sphere and then STAY in relationship with them, finding multiple ways to provide people an experience of you. While face-to-face conversation is best, you will become exhausted if you spend all your time meeting people for lunch!

So in any first meeting, your goal is to GET THEIR EMAIL ADDRESS and permission to subscribe them to your newsletter. To sweeten the deal, you might offer a free report, or Tips List, or Article you've written on a topic that is of interest. Start now to pull together all your wisdom, and begin to practice writing. When people read your articles or read your newsletter (minimum monthly), they begin to get an experience of you.

True story: I've gotten many of my clients from speaking at conferences, business groups, and community groups. But never once has a person come running up to the stage and said, "please, let me hire you now!" What I do in every talk I deliver is to describe my newsletter focus, and then offer to send them a Free tips article or Report as a "gift" for subscribing. I collect their business cards or email addresses, and then issue an invitation to subscribe, along with the free article.

Then, each month, they receive my newsletter (I tend to write long essays... but you can get away with short articles, 250-500 words). AND... after six months or a year of receiving my wisdom in their inbox, one day they have a need and they call me up. And because they have been reading my words, in my own "voice," they feel like they know me! That's one way to provide people an experience of you.

On the next page are several e-newsletter services you can explore. I've also listed some sites on which you can post articles that get picked up by other ezine authors, newsletter publishers, and so on. This is just a short list, the ones I am familiar with myself and can comfortably recommend. There are many others, and you may find that a local in-country resource suits you best.

OH, and I've also listed the URL for one of the (in my humble opinion) BEST marketing teachers in the world for independent service professionals, Robert Middleton. At the very least, **sign up for his free weekly newsletter**, which always includes great tips on marketing and selling your services. For access to immense resources and ideas on marketing, check out his Marketing Club. It only costs \$1 to join for a month, then \$29/month after that – it can feel like a lot of \$\$, but even if you join for a month, /

encourage you to download the Fast Track Marketing Program manual and recordings, which can do a lot to help you get started. For \$1 US, you can't go wrong with this!**

Finally, I also encourage you to create an online presence in LinkedIn & Facebook or the equivalent social media sites where some of your clients may hang out. I know very few coaches who have actually gotten clients from social media, but I know MANY clients who confess to using social media to "check out" their coach prospects... so having some sort of professional presence online in the social media world does matter. Don't make this a huge part of your efforts -- get your networking and a bare bones website up, first. But people do make assumptions about your coaching competence based on your overall profile, so make it a good one.

Good luck to you!

Jim Smith, PCC, NCOC™

Marketing Resources site

Here is Robert Middleton's Action Plan Marketing site. <http://actionplan.com>

**there is no 'catch' to this. I've known Robert for years, and he has so much high quality marketing content on his site, he knows that a large percentage of people who sign up will eventually buy more, so he can afford to literally give away great stuff up front.

Newsletter sites:

AWeber: www.aweber.com

Constant Contact: www.constantcontact.com

Contact Crazy www.contactcrazy.com

Mail Chimp www.mailchimp.com

If you would like to see how I've handled subscribers to my website, visit www.TheExecutiveHappinessCoach.com, and sign up for the newsletter. You'll receive a free article and a couple other messages over the next month. This will help you understand what is possible with simple automation. **(you won't hurt my feelings if you unsubscribe in a month!)**

If you want to take a look at what I put out there in the way of a newsletter, you can visit my archives at AWeber,

<http://www.aweber.com/archive/happiness-ezine>

again, I write much longer articles, and that's what my audience are used to. But much shorter also works. It's all about putting YOU out there. Create an experience!

Article Marketing sites:

To learn what this is, do a Google search on *what is article marketing*

www.SelfGrowth.com – a great site for coaches to be listed.

www.DistributeYourArticles.com

www.EZineArticles.com

and for those targeting executives and corporate types, www.evancarmichael.com

Website Resources

A website is one way for people to learn more about you – it is your online marketing brochure. As I mentioned in the call, be sure your core message is woven thru your site: Who you work with, the Problem/Pain they experience, and what Value you provide for them to address their challenges.

DO NOT GET LOST IN YOUR WEBSITE. Have one, but don't worry about making it perfect. You can spend years tweaking it. Just get the bare essentials down and then get out there and meet people.

The vast majority of websites being built today are built on a blogsite platform, mostly using free WordPress templates. If you do not already have a website, you might as well start with the most current technology. Choose a Responsive template (which shows up well on smart phones, tablets, and desktops) and you'll be ready to go. (I converted my site from an old "static" format to a WordPress responsive blogsite in 2013, and I started with the video tutorial in the next paragraph. Setting up the site is relatively simple – writing the content is another matter!)

If you have no idea where to begin with a website, I highly recommend this How To Build A WordPress Website video. It is 2 hrs and 40 minutes long, but it will walk you through EVERYTHING you need to know to acquire a web domain name, find a template, customize it, and load it with your coaching business.

<http://www.youtube.com/watch?v=3UjBsotUzCU>

Social Media Presence

The world is filled with people who can show you how to manage social media to support your business. So I will mention it only briefly here:

If you want to support people in the corporate world, you should have a professional presence on LinkedIn, where people will check you out.

It is a matter of personal preference to have a Google + or Facebook or Twitter account or other social media presence online. Important to remember: if you use any social media site and you want it to support your business, focus most of what you do on supporting your own message. Personal stuff is great – people will get to know you –

but don't be posting pictures of that drunken week in Bali if you are trying to establish a professional reputation! (unless, of course, you are wanting to be a vacation coach or something 😊)

I do not say that I have made the best use of Social Media in my work, but I have actually gotten clients from Twitter and Facebook, and here's how: When I issue a newsletter, I also post links to that newsletter on all my social media accounts. A prospect has seen the article title, clicked through to read it, subsequently signed up for my newsletter, and then, after a year of reading my stuff, called me for a consultation and became a coaching client. So it does work... but most of my clients come from among those who have met me in person or seen me speak on stage, so that is where I focus most of my efforts.

To see what I mean by "professional" image, you can check out three of my social media sites here, all of which have been "coached" by a marketing pro:

www.Linkedin.com/in/theexecutivehappinesscoach

www.Facebook.com/theexecutivehappinesscoach

www.Twitter.com/JimSmithOnline

My marketing coach recommends a mix of 70-80% business related posts (eg. I post on Happiness and Leadership) and the rest personal (see notes above about inappropriate messages)

Good luck in building your own practice!