

7 Common Marketing Mistakes and Their Simple Solutions for Coaches



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Coaching is an amazing profession. Seeing clients make breakthroughs and achieve new heights in life and business are the most fulfilling moments coaches ever experience. But building, growing and scaling a coaching business is hard and doesn't happen overnight. Oh, you may experience short term success but creating a consistent flow of clients and sustainable income takes careful planning, strategizing, compelling marketing and results-focused offers that are transformational for the clients you want to serve.

The reality is that only a very small percentage of people who start coaching ever turn their efforts into sustainable income, let alone a prosperous business.

Why? There are just too many moving parts, especially around marketing, especially today. Best practices are constantly changing as new technologies emerge. The industry isn't monitored which creates trust issues. Many experts misuse terminology. Navigating the resources available strategically and tactically creates confusion. And, actually knowing what you, the entrepreneurial coach or consultant, needs to grow, build or scale may require insights you haven't considered simply because you don't know what you don't know.

There are several mistakes we see repeatedly in the coaching community. And these mistakes, which in many cases are small, translate to bigger problems for those looking to build a thriving coaching business.

Check out the seven we've identified as the most frequent mistakes. Note they can be corrected, in most cases, without investing a ton of money. Of course, our recommendation is always to partner with marketing resources that can help you see both the big vision and identify the little steps needed to make that vision a reality but you can get started on your own.

Check out the 7 we've identified as the most frequent mistakes.



1. A little strategy goes a long way.

There are big picture conversations you want to have around various aspects of your business. The goal is to get you thinking like a business owner so you can become a more discerning decision maker. These questions are goal-focused and include:

- **The type of business you want to create (yes you have a choice)**
- **The way you want your brand to show up (if you don't create your own voice you will be invisible or, your market will create one for you)**
- **How you want to serve your clients (what does your client experience process)**
- **How you want to manage your conversations associated with confidently selling your offers**

While your business, offer and sales strategies are important, your brand strategy is critical. This is because your business will struggle and maybe fail without marketing, and marketing will probably be your biggest investment of time, effort and money. So, you need a strategy in place before you start implementing tactics.

Your brand strategy is the foundation of all of your marketing (1-way) and sales (2-way) communications. First, you must dig deep enough to connect to your WHY so you stay committed to doing the work necessary to grow. Second, you need to get out of your head and into the head of your ideal client to really understand the problem you solve. Most important, these two ideas must be aligned. You can't say you want success and not be willing to go through the deep work needed to declare that there will be, "No Excuses." And you can't assume you understand the real problems your ideal client is trying to fix. Finally, you need to be aware of the market in which you're competing so you can show up as the expert and dominate a specific corner in your marketplace.

1. A little strategy goes a long way

From knowing your why and the problem you solve, you create your marketing message. From understanding your market you can carve out a unique and compelling positioning. Then you create a plan so your ideal client can find you.

So, you need these answers before you start to identify the media where you want to promote your business. You need these answers to create the content for your marketing elements. You need these answers before you invest in technology.

Brand strategy is that important.

Coaches who don't invest in brand strategy or skip the step altogether will ultimately have to go back and do the work because they will find they're spending more time marketing than serving clients. They will question their offers. Worst, they will question their ability to be a great coach!

Reflection

Why do I do what I do?

Whom do I serve?

What is the problem I solve?

Why do my ideal clients need to solve this specific problem now (and are willing to pay for my solution)?

2. Are you failing to plan or planning to fail?

Without a plan you will spend more time and money trying different tactics without a coherent connection to each other so nothing will feel integrated. You will start and stop too quickly. You won't get traction. You will create paths to nowhere without results. A plan keeps you focused on the greater goal. It doesn't have to be complicated but it should be comprehensive. Today, most marketers execute plans through the creation of marketing funnels.

While a plan keeps you on your path to a goal, a marketing funnel keeps your prospect on their path to a decision which is hopefully, a "YES." Your plan needs to be consistent in messaging, approach and persistent. Plans should be developed in 90-day increments, modifying every thirty days based on results. Coaches who execute marketing without a cohesive plan will find themselves trying a lot of things and quickly moving on without success. There will be no cohesiveness or consistency. When prospects are finally ready to make a decision they will look for specific solutions and if they see you showing up all over the place there will be confusion and they won't feel confident that you can get them the results they need. Remember, a confused mind always says "NO."

Maintain cohesiveness and keep your marketing consistent so your prospects don't forget you and move on.

Reflection

What does your current marketing plan look like?

Is your current funnel bringing you clients?

If not, what elements can you add to make your plan more effective?

3. Give prospects a reason to stay in your world.

Every marketing element should have some type of CALL TO ACTION (CTA). This simply means that you want your community to do something. With Social Media algorithms posts with high engagement get more exposure so consider asking a question, inviting people to give a tip or get people talking about themselves. And every now and then include a link to a program or freebie so you capture name and email. Don't only promote offers, free or otherwise! With email you should always include a CTA such as scheduling a discovery session, joining a workshop or saving the date for an event. This is in addition to content that serves and helps people live their life or do their best. Don't overthink or make it complicated.

A CTA is NOT salesy which means it's a coach's best marketing tool. It simply encourages your prospect to go from a 1-way mass conversation (you reaching out to them) to a more intimate 2-way conversation (you and your prospect talking to each other). If you don't want to feel like you're always selling, then including a CTA so that your prospect has a way to open a 2-way communication. Remember the goal of marketing is to get people to come to you.

Be a gatherer (marketer), not a hunter (salesman).

Reflection

How many of your marketing elements include a CTA?

How can you add a CTA to more of your marketing?

4. Just because you have a client doesn't mean you stop marketing to them!

The first touch that occurs between a coach or consultant and a new client is critical. It needs to be cohesive with the promise of your brand. You want your communication to feel personal, professional and purposeful as you bring this new client into your inner circle. Whether they're enrolled in a 1:1 experience, a group experience or a live experience they are looking for validation that they made the right choice in working with you. Their emotions are heightened and they want to feel good about the relationship. There should be a welcome and what to expect/where to find email, video or live call. Your client should know where to go for questions, trainings, coaching, tech, support...whatever your offer includes.

Make it is simple to navigate. Make sure everything is clearly spelled out. Make sure troubleshooting is available. Make sure your client is actually using the system. Most important, make sure your onboarding and offer delivery truly reflects the experience you want to deliver.

Reflection

Outline your current onboarding and offer delivery process. Does it reflect the client experience you want to deliver?

If you were the client would you feel welcome and supported?

5. Why marketing matters.

All of marketing is research and therefore should be measurable. If you accept this idea you will be able to embrace the concept of testing your marketing activities and analyzing results. Whether you're networking (live or virtually), doing paid advertising, participating in referral or affiliate programs, or organically posting on Social Media you want your time, money and effort to bring you a Return On Investment (ROI). This means if you invest \$1 you want to get \$1+ returned.

What does this mean for you as the business owner? First, you need to know what you're worth (this takes care of the time and effort part of the equation). What do you charge when you work with clients? Time invested in marketing should yield a return just like money invested. This also means you should know your client acquisition numbers. What is the cost to get a client? What is the lifetime value of a client? And more.

Your marketing analytics should be reviewed consistently and frequently, and you should be open to understanding the results. You need to accept that poor results are not fatal. It probably has nothing to do with you as an expert.

Simply look at the metrics and identify areas where you can make one change at a time and put that marketing tactic back out into the market. Don't change every element at once. You won't know whether it's the headline, graphic, content, call to action or even if a link is broken if you modify too many things.

If you learn to understand your numbers you now have the power to make changes that will make your marketing more effective swiftly and simply.



5. Why marketing matters.

The good news is that the biggest differences come from small changes.

Don't take lackluster results personally. You need to look at them objectively to make business level decisions. It's something in the marketing, it's not you. This is always about that connection between you and your audience. And, if you're not doing paid advertising you are always speaking to the same audience which may be a part of your challenge.

Remember, marketing is all research.

Reflection

What is your hourly rate when you work with clients?

Which social media posts get you the most engagement?

Which email headlines get the most open rates?

What freebies get the most opt ins?

6. I can't spend money unless I'm making money.

Most coaches have invested in their education, but they don't understand that an education alone doesn't give them an instant client base. You have to put the structure around your actual business including legal and financial. You have to create an offer, and if it's a course potentially invest in course creation support. You have to market. And successful businesses put processes in place to automate steps in the marketing funnel, client onboarding and delivery and outsource wherever possible.

Great marketing requires a commitment to investing in your business. You can end up spending thousands (in small increments) and tons of time bootstrapping and patchworking only to get to realize that you're not getting the results you anticipated.

If you're committed to growing and scaling you want to move quickly, deliberately and be prepared to bring on the best resources you can afford. It will save you time. And it will ultimately save you money. Few want to spend \$5K at one time but so many will spend more \$1K's at a time thinking they know which solution they need. When you commit to investing in your business you create a business that includes strategy, planning, systems, processes and support.

Marketing should only be executed if you're expecting an ROI. Committing to investing in your business is a good first step.

Reflection

How are you investing in your business now?

What's your marketing budget?

7. The worst enemy to success are the thoughts in your mind.

Your beliefs affect your thoughts. Your thoughts affect your feelings. Your feelings affect your actions. When things get tough we pull on our beliefs and react accordingly. If we take things personally because we believe our success validate us, we will have tough days. Here's what you need to know.

It's almost never you.

Even the fiercest of coaches and experts struggle with their mindset. Building a business is a long-term game. It's not for the weak of heart. There is no plug and play. There is no 4-hour workweek. There is no magic pill. Unfortunately, it's about trying and learning again and again. Don't sabotage yourself by thinking it's a WIN or lose situation, instead embrace the thinking that it's a win or LEARN situation. If you can live this idea you will be surprised at what you can accomplish. Even if it ultimately looks different than how you expected it to look, you will see how far you've come, and how much closer you are to realizing your vision and achieving your goals.

Be a fearless warrior for your vision and don't give up!

Reflection

What's the story behind your sabotage of choice?

If everything you did went wrong, what would be the worst thing that actually could happen?

About Savvy Sales Strategy



Here's the good news. Once you see the mistake you have an opportunity to correct it so you can move forward. And some of these mistakes are easily correctable with the right knowledge and support. If the mistake continues you are choosing to let this happen. So, what are you waiting for? If you are ready to break the cycle and are committed to getting on a path to success, let's talk.

We help Coaches, Consultants and Speakers bring their amazing gifts to the world and monetize their expertise so they can work with more clients, make more money and have an impact.

*Our core offering, the **Savvy Sales System** is unlike any other end-to-end program in the marketplace: One Month Intensive Program to accelerate growth for a business that wants to start or test a marketing strategy. The program was created for current online business coaches and consultant clients that sell high-ticket programs or services, and are committed to creating a 6-Figure Business, yet tired of trying to do it all on their own.*

Our phenomenal team of seasoned and experienced experts mean you never have to wonder "How does this work?" "What should I do?" Or, "What comes next?" Give us 30 days and 4 hours of your time and we will define, develop, test a fully operable marketing and sales funnel built for one purpose - Sell More!

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