



DIGITAL MARKETING HANDBOOK

Check Lists & Worksheets For Simplifying The Process

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This analogy from an interview with Tony Robbins and Tim Ferris makes an excellent point...

Let's say you want to call someone, so you dial the correct numbers – only, they are in the wrong order.

What do you think would happen?

That's right, the call wouldn't go through.

Because even though you have the right numbers written down on the back of that envelope, they are not in the right order. And that winds up undermining the outcome you were aiming for.

Order DOES Matter

When it comes to setting your coaching business up online, the order you do things is important, too.

Doing the right steps in the *wrong* order will slow your progress down and might even lead you to toss in the towel before you really get started.

On the other hand, doing the right steps in the *right* order can fast track your progress towards having a coaching business and career that are both successful and fulfilling – whatever that may mean to you.

So what I've done here is put together a Coaching Business Blueprint for you here. In my experience, this is the most effective strategy for starting your online coaching business.

Coaching Business Blueprint

Step 1: Lay a Solid Foundation

Get Clear On Your WHY

Without a solid foundation to build on, you cannot hope to have a solid and successful coaching business.

As coaches, we know just how important our personal values are in driving our vision. Sit down and take the time to really think about how you want your coaching business to “be”. Create a business vision statement to help keep you focused on your long-term goals.

Use these questions to help guide you:

- What are my most important values? How can my coaching business align with these?
- What does coaching give me? Why do I do what I do?
- What does my dream life look like? How does it sound? How does it feel? What role does my coaching business play in this vision?

Know Who You Help

In the next section of this guide, you will find a step-by-step strategy for defining your ideal client.

This is extremely important.

Taking the time to do this will help take your coaching offer from being vague and unforgettable to customer-centric and results-oriented.

The better you are able to narrow and deepen your focus, the more of an expert you become in the eyes of your audience. This also helps you save marketing dollars because – instead of trying to market to everyone – you can target your ads to those individuals who fit your ideal client profile. Marketing not only becomes easier, it feels a lot less pushy because people can see the value you bring.

Step 2: Create Your Coaching Sales Funnel

Section two of this guide shows you how to develop a sales funnel you're your coaching business. It outlines the four levels of coaching products as well as a simple four-step funnel you can use to launch your coaching business.

Step 3: Create Your Website & Blog

Sections three and four outline what you need to set up both a website and a blog for your coaching business. They also include links for further resources to support you along the way.

If you're new to the online world of business, this can seem like a lot. I know. Just take it one step at a time – in the right order. As your skills and confidence grow, what now appears complex will become both easier and doable.

Essential Elements For A Coaching Website

- 1) A **lead magnet** (your free offer) to encourage people to join your email list (more on this under the section for *Email Marketing*)
- 2) An **about page** with a picture of you. This is where your readers can learn about who you really are, what you do and why you do it.
- 3) A **contact page** so that readers know how to connect with you on social media or reach out to you directly.
- 4) A **blog** featuring articles on the core content your audience really needs to understand. Use your coaching sales funnel to help you outline some topics ideas and make sure your blog posts/articles are both helpful and compelling as each one is a representation of your knowledge and your generosity.

Step 4: Use Social Media to Connect

As coaches, we are experts in teaching and encouraging others to live happier, healthier, more productive lives. We know how to guide people through incredible transformation. We understand how to help others envision and achieve the results they are after.

Being able to offer your service to others, however, means being in a position to reach them first so you can share your important message. This is where the power of social media can support your mission.

Use social media to develop your brand over time. The two key elements to establish within your social media presence are *story* and *value*.

Select the platforms you will use in your coaching business based on the one(s) that work best for your target audience. Since Facebook is the largest and most flexible platform, it is often a good standard choice for most coaches and consultants.

With a consistent investment of time, social media can help you build solid relationships that lead to profitable results over time.

Step 5: Market Your Online Coaching Business

Now that you are clear on your ideal client, have designed a coaching sales funnel (with a compelling lead magnet!) and you have your website and blog ready to go – what's next?

It's time to promote your free offer!

Put it on your business cards, mention it during any speaking engagements, add it to your email signature and promote it using paid advertising in the form of Facebook ads. (More on this under the section for *Facebooks Ads*)

Facebook Ads can help you save time while reaching a global market. Facebook targeting helps make sure your ads are shown to people who fit your ideal client profile which, in turn, helps you build an email list of prospective clients who are interested in what you do. Over time, sharing

valuable content, you can build a trusting relationship with these individuals. Then, you can email your list about your coaching programs and products and – because they already know, like and trust you – they will be that much more likely to buy.

Step 6: Add a Paid Product

If you started out using the two-step coaching funnel, it's time to take your online business to another level by creating and adding a paid product to your coaching website.

There are several forms this product could take:

- You could write an *eBook* outlining your coaching process and the results they bring, or
- You could put together a *simple kit* with exercises prospective clients could use to get the results they are after, or
- You could create a *full program* designed to take their hand and walk them through the process over several weeks or months.

At this stage, it does not so much matter what you choose to create or how much you choose to sell it for. What matters is that you get it done and add it to your website. Then start promoting it to your email list, using Facebook Ads, at your speaking engagements and with your connections online.

You will never forget the first morning you wake up and see that you made money while you slept!

Step 7: Add Product #2

At this point in your online coaching career, it's time to add either another information product or an online coaching program. Then keep adding products over time until you have the feeling you have a good mix of solutions to your audience's most pressing problems.

Start with at least one affordable entry-level product and work your way up to an exclusive, high-end 1:1 coaching program.

Avoid offering generic one-on-one coaching packages (i.e. 12 sessions for a set price) and focus on getting 5-7 people to work through your online program at the same time. Charge between \$97 and \$297 per month of the program and pack it with tons of tangible value.

Doing this gives you the focus you need to make you a better coach, helps your clients get the results they are after and ensures a predictable income for your business.

Isn't that what you're looking for?

Final Thoughts...

Most coaches already know this but it's worth a short reminder:

We don't start a coaching business for the money. We do it because we are looking for fulfillment - in our lives and for others. Embracing that realization alone is a big step towards opening the gateway for money to come to you, naturally.

That said, here are my 3 key pieces of advice for you, today:

- 1) Some days you'll manage to make major progress and others you may only have time to post on social media. It doesn't matter - ***do something to move your coaching business forward, every single (business) day.***
- 2) Let go of the need to do everything right, all the time. Turn off all the *shoulds, musts, and ought tos* coming at you from the outside - all that noise that makes you doubt your ability to build your dream coaching business.

You CAN do this! Your way IS the right way! So, find your way, trust yourself and keep putting one foot in front of the other until you get where your vision leads you.

- 3) Keep going – no matter what! Building a coaching business takes time and long-term projects require commitment.

Be diligent. Be persistent. Be patient. And ***keep on going!***
If coaching is truly what you want to do, you *can* make it work for you!

Good luck to you, coach!

William

Defining Your Ideal **COACHING CLIENT**



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YOUR IDEAL CLIENT

As a coach with today's technology, you are no longer limited to having an office where you will meet your clients, one on one. Nowadays, thanks to the internet, you can have clients just around the corner or halfway across the globe.

Still, when you are just getting started, figuring out how to get your first coaching clients can be a real challenge.

On top of building strong coaching skills, there are all the aspects of online marketing you may feel you need to learn. Things like:

- Building an email list
- Setting up an online sales funnel
- Starting a blog
- Using social media to promote your business
- Getting your head around Facebook ads

Implementing basic digital marketing tactics doesn't have to be scary or difficult, though...if you know what steps to take and are willing to take action on them.

The guidelines in this marketing handbook are designed to help you understand the ins- and outs of digital marketing so you can effectively promote your coaching business online right from the start.

IDEAL CLIENT CLARITY EXERCISE

Defining and finding your ideal client is crucial to you being able to take your business from just getting by to absolutely thriving. This is one for the foundational steps and truly key to you being able to effectively market your coaching services.

Ask yourself these questions to guide you in finding your ideal client:

Step 1: Which core products/services can I provide?

Don't over complicate this. Simply start with a blank page and write down the products and/ or services you plan on offering. Some coaching businesses are product based (eGuides, online courses, homestudy programs, etc.) and others are service based (group and 1:1 coaching programs, for example), while others are a mix of the two.

Be sure to understand what you have to offer before you begin getting to know your ideal client more deeply.

Step 2: What's keeping my ideal client up at night?

The next step to identifying your ideal client is to understand the key problems, frustrations and fears your products/services aim to solve and if people are looking for those solutions.

What problem consumes your ideal client's waking hours...and keeps them up at night?

Even if you aren't really clear on who your ideal client is, this step will help give you a better understanding of your business' true purpose.

Sometimes the problem you are hoping to solve is one that you've had to deal with in your life as well. Think back to *why* you decided to become a coach in the first place. There is a key reason you wanted to be a coach and this is always linked to a bigger purpose. *What is your motivation? Who do you want to help? What do you want to help them with?*

Step 3: What are the key benefits of my core products/services?

It is really important that you understand what a benefit is. Many people get a little off track at this point and find it easy to list what referred to as features of their products/services. The two are very different things.

A *feature* is a distinguishing fact about your product or service. For example a feature could be that your services fall into two categories: group coaching and one-on-one coaching.

A *benefit* of this feature is that your clients have a range of different programs and price points to choose from.

Another feature might be that you offer a membership site including additional materials with an active online community in support of your coaching programs. The ultimate benefit is that it gives them peace of mind and confidence knowing they are not alone in their struggles and they can reach out for added support whenever they feel they need it.

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To identify your product/service benefits; the most compelling benefits you're your ideal client will connect with...

- 1) Make a list of all the specific features for your product/service
 - a. Content
 - b. Delivery
 - c. Payment

- 2) For every one of the features, come up with a benefit
 - a. What each feature does for your client – *why* it is important
 - b. Try using the phrase “so *that*...” to help you link the feature to the benefit

Once you've done this you will have a list of ultimate benefit statements – aim to have at least 10 of these for your business overall and, if you can manage it, at least 5 for each product or service you offer. As the basis for your marketing materials, this is something you will want to align with your purpose and continue building on, over time.

Step 4: Who exactly is my *ideal client*?

Think about the clients you have at the moment. If you don't have any coaching clients yet, think about people you have worked with in the past...

Ask yourself...

What kinds of people

- do I find easy to work with?

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- really get what I have to offer?
- are grateful for the experience they have working with me?
- do not hesitate to pay me well for what they receive?

These people are most likely going to have a lot of the attributes you are looking for in your ideal client.

Make a detailed list of everything about them that you can think of.

Don't just focus on their issues or problems and the solution you have to offer.

Before you move forward though, there is one more thing you should do... You want your ideal client profile to focus on ONE person – male or female, it's up to you. Based on what you know about past and present clients, you will be putting together a customer avatar for a single individual and your marketing will revolve around that person.

[Use this Client Avatar Worksheet to make things easier. Click to download.](#)

So, print out the [Client Avatar Worksheet](#) and let's continue.

Now's the time to zero in on your ideal client's demographic information:

- How old is s/he?
- Is s/he single, married or divorced?
- What level of education does s/he have?
- What does his or her family look like?
- What does s/he do for a living?

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- What does s/he earn?
- What is s/he interested in?
- What is his or her backstory? What's brought them to the point where they are desperate for the solution you have to offer?

Your aim is to complete the profile describing your ideal client in a very detailed, almost intimate way – like you really know them well.

[Use this Client Avatar Worksheet to make things easier. Click to download.](#)

Your Coaching **SALES FUNNEL**



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YOUR COACHING SALES FUNNEL

Before get started talking about your coaching sales funnel let me ask you an important question:

What is your most valuable asset?

If you said *time*, you are 100% right!

Unlike money, time is something you get back or buy after it's gone.

No matter how organized or productive you are, you still only have 24 hours in each day – just like the rest of us. And that means, if the main focus in your coaching business is selling one-on-one sessions (which is essentially selling your time for money), you will automatically impose a ceiling on the amount you can earn in your business. Not to mention that burnout can also become a factor here.

You did not choose to become an expert coach just to create another life-draining job for yourself. You want the flexibility and freedom that comes with creating a new career in line with your life vision.

Earn Money While Saving Time

As much as I love to coach, I want the time to spend with loved ones enjoying other areas of interest in my life as well.

One of the best ways you can do this as a coach is to create products that allow you to save time, earn money and help more clients overall.

The Coaching Product System

- 1) **Free Offers** which are used to build your email list of prospective clients
- 2) **Info Products** which make it possible for you to earn passive income
- 3) **Group Coaching Programs** which allow you to leverage both your time and your income
- 4) **Private Coaching** which is your premium 1:1 coaching service.

Each of these has a place in the coaching sales funnel.

Starting with *Free Offers & Info Products* is great because – once you invest the time to develop a super valuable product and do a bit of promotion – you can make money while you are off doing other things.

Essentially, you can sell as many of these kinds of products as you can find people interested in buying. And it frees up your time because both the sales and the delivery of the product can happen without *you*.

Group Coaching Programs & Private Coaching are equally important elements of any coaching business. Of course, both of these require you to invest time in delivering the program itself.

In order to leverage your time and your income, you want to employ two or more of these coaching product ideas in your business. Your coaching vision and business are unique to you, so it will be up to you to choose which product ideas are a good fit.

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Think about what *you* want to get out of your coaching business and choose the products/programs that will help you get it.

Coaching Product Levels, Explained

Free Offers

Free Offers are products that help prospective clients take the first step towards solving a common problem in your area of expertise. Your *Free Offer* is available on your website in exchange for prospects' email addresses and really needs to be something your ideal client is eager to have.

Think of your *free offer* as the first serious connection with prospective clients. Once you have them on your email list, you can share more targeted, valuable information designed to build a solid relationship of trust. The great thing is that this can all be done using a largely automated process.

Free Offers can take many forms: reports, eBooks, workbooks checklists, cheat sheets, an email course, video, etc.

So, choose a format that will serve both you and your audience and get creative!

Information Products

Information Products generally build on the information shared in your Free Offer. Quite often, they provide the next steps to solving your ideal client's key problem, frustration or fear.

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Information Products can be pretty much fully-automated. Once you put the product together, set it up on your website, and do the necessary marketing, you can earn money without having to be there watching over the process, day and night.

Information Products can be created in the form of an eBook, a series of videos/audios, an online home study programs or interactive workbooks, etc.

Group Coaching Programs (or Courses)

Group Coaching Programs are all about systematizing your coaching process into a repeatable system for people to follow. Offering your coaching process in this way makes it possible for you to guarantee predictable results every time – as long as the client actually puts in the required effort, of course!

The plan here is for you to develop your course material over time, put it into a system once and then reuse it over and over again with many clients. Running your program(s) with a group of 5-10 people, at the same time, makes it possible for you to effectively maximize the financial return on the time you invest.

Private Coaching

Private Coaching is when you coach a client one-on-one. This is a premium service and the price you set should reflect this.

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Quite often, Private Coaching is what most coaches tend to start with and where many of them get terribly stuck...

The fact is that it's *hard* to sell a premium service right from the start, without giving prospective clients the chance to first get to know, like and trust you.

As expert coaches and consultants, we have a duty to live a full and rich life ourselves. This means walking the walk as well as talking the talk. It means being smart about leveraging your time and your expertise to build a successful business as part of living your dream.

As part of your online coaching sales funnel, these coaching product ideas can help you do just that.

The Coaching Sales Funnel

What it is:

In its most basic form, your coaching sales funnel uses the internet in an automated way to help you capture prospects and turn them into clients for your coaching business.

Before you start, you will need to know what your end goal is going to be, i.e. sell a product or program.

You'll also need a compelling free offer (often called a *lead magnet*) to attract people to sign up for your email list. This free offer will be a teaser for the product you will ultimately be asking people to buy. As mentioned above, your free offer can take the form of a free eBook, a checklist or even a video.

Why you need one:

Once set up, your coaching sales funnel frees you to work on other parts of your business (or even go on holiday) while it is busy converting prospects into clients.

How to go about building one:

5-Step Online Coaching Sales Funnel

These steps are laid out in the order your prospective clients will experience them. The goal here is not just to make it easier for you to

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follow, but to help you in designing a funnel that is user-friendly for your audience as well.

A key element of any successful online business is having a compelling free offer that helps you build an active email list. When just starting out, it's best not to worry too much about getting it *right* – and focus your energy instead on getting it *done*. You can tweak and refine it as you move forward.

Step 1: Create

This is where you put together the free offer for your coaching business.

A free offer (also known as a *lead magnet*) can be a lot of things. Ideally, you want something short that is packed with helpful information that you know your ideal client is looking for.

Your lead magnet could be a downloadable checklist, worksheet, or list of valuable tips - anything that will provide your subscriber with a quick win.

Keep in mind that potential subscribers are always asking themselves:
What's in it for me?

That's the question you need to be able to answer.

Create your lead magnet using content similar to what you will be sharing on your blog and social media, otherwise those who sign up for your lead magnet will be totally uninterested in the emails you will be sending as you

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move forward with your email marketing. And that would defeat the purpose of building an email list to begin with.

[**DOWNLOAD Your Free Offer Checklist Here**](#)

Step 2: Promote

Now it's time to get your free offer out there in front of people who fit your ideal client profile.

Here are some effective and relatively inexpensive ways for you to do that:

- **Use paid advertising** such as Facebook ads. (Yes, paying to promote your free offer is a must – this is the first step towards making a sale.
- **Write articles** for publications and other websites that appeal to your ideal client. And, in your bio, add a link to the opt-in page for your free offer.
- Speak at events where your ideal clients are and, at the end, promote your free offer to the audience. This can be done either in person or via webinar. Make sure you share the link to your free offer opt-in page.

Step 3: Build

This is where you capture the names and email addresses of interested prospects in exchange for your free offer.

The opt-in form you use for this is connected to your email marketing system (for more on this see the section on *Building Your Email List*).

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Immediately after opting in for your free offer, prospects will receive their first email message from you.

Step 4: Follow-up

Once a prospect types their name/email address into your opt-in form and hits send, their information is sent to your email marketing system and added to your email list. From there, they receive a series of pre-written automated email messages, sent to them on a schedule, pre-determined by you. This is also how you deliver your free offer.

Step 5: Sell

The information you share in your pre-written, automated follow-up emails will build rapport and help prospects see the value of your final product so that they feel compelled to buy it.

Share material that will help your prospects see the true value in the product you are promoting. Show them how they can benefit or – as we say – *what is in it for them* when they buy.

Then link to the product sales page where they can get all the info they need to make an informed decision and ask them to purchase.

Start Simple

What you see here is a very simple sales funnel system. And while you can certainly have more than one sales funnel for your coaching business, if this is all new to you, please do yourself a favor and

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Start with one.

Important is to start by understanding the basic concept first.

And the great thing is...

Simple actually works!

So, start with this simple coaching sales funnel, and let it evolve in complexity and sophistication as you grow your coaching skills and expand your coaching business.

Your Coaching **WEBSITE**



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COACHING WEBSITE CHECKLIST

The best way to create a coaching website geared to winning new coaching clients to your business is to keep your ideal client in mind.

Do your best to see your website through your ideal client's eyes.

Focus on overcoming her objections. Take her hand and guide her in the direction she needs to go to allow her to achieve her aims. Help her fulfill her dreams.

Be yourself. Be supportive. Enchant, endear and empower. And follow the steps here to ensure the business you desire comes your way.

That said, if you're new to all of this and your head is spinning...take a deep breath and relax.

Creating your coaching website doesn't have to be difficult which is why we've put together this checklist to support you along the way.

Your coaching website checklist covers:

- Planning your content
- Key tips for your most important website pages
- Tweaking your content for more engagement
- Website best practices
- Rules of readability
- Beginner SEO tips

Planning Your Content

When you first start out thinking about creating a website for your coaching business, you may think your focus needs to be on you...who you are, what you do, what sets you apart and how best to communicate your coaching message.

The truth is though...

Your website readers are not nearly as interested in you, your business and your services as you are.

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All they really want to know is ***what's in it for them***.

So, here's are the first steps to planning your coaching website:

Step 1: Get clear on ***who you are writing for*** (more on this under the *Defining Your Ideal Client* section of this guide)

Step 2: Define the content needed to help your ideal client understand your type of products/services – ***perhaps you need to educate your readers***. In other words, explain your solution to their biggest problem and how it can help them.

Step 3: Collect ***common questions*** your ideal client might ask and consider how you would answer them. What does your ideal client need to know in order to make an informed choice when it comes to finding a solution to their biggest fears, problems and frustrations?

Step 4: Figure out how you can ***start a conversation*** with your ideal client. To do that, you need to understand what drives her, motivates her and what she is dreaming of.

Step 5: ***Make a list of the possible objections*** you will need to overcome. Why would your ideal client hesitate to hire you to help them solve their problem? What can you do to help overcome her hesitation?

Your Most Important Website Pages

Visitors to your website are generally in a hurry. And, because that's so, they generally do not read everything word for word.

What they want to know – and to know fairly quickly – is that they are in a place where answers to their most pressing question can be found.

Important Tips:

- Use a clear, simple headline to let people know they are in the right place. Trying to be overly clever can work against you here.

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- Be clear on what you want readers to do once they get to your page. This is where your call-to-action comes in. Often this takes the form of getting visitors to sign up for your Free Offer.
- Focus on what your visitors want over what you want. Provide answers to their most pressing questions over promoting your products and services.
- Keep distractions to a minimum so visitors can find what they are looking - *quickly*.
- Use interesting images and make sure at least some of them are of *you*.

Your About Page

While your *about* page should certainly include some information about you and your coaching business, what you really want it to focus is helping visitors to understand the problems you solve for your clients.

The simple truth is that writing about yourself and your services can bore clients, while writing about their problems is more likely to grab (and keep) their attention.

Important Tips:

- When writing, address your readers with the word *you*.
- It's definitely okay to include some interesting information about yourself – just don't go overboard.
- Focus on writing like you speak when talking to a client on the phone. Seek a personal yet professional tone and let your personality shine through.
- Definitely include a photo of yourself. People connect with people and we all like seeing who we are dealing with.

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- Be sure to include a call-to-action. *About* pages are often one of the most frequently visited pages on a site. ***What would your visitors to do next?***

This is a great place to include a link to your Free Offer as well as a link to your *services* page. It's equally important to tell your website visitors what you want them to do next – don't leave them to figure it out for themselves or chances are they will doing nothing at all!

Your Contact Page

Unfortunately, contact pages are often the most neglected pages on the web. Don't let yours be one of those.

Important Tips:

- Show readers you are interested in hearing from them.
- Include a friendly photo and a short, encouraging message.
- Let them know you'll get back to them as quickly as possible (and make sure that you do!)
- Avoid relying on an impersonal web form. Include your coaching biz phone number and a business email.
- Include links to your social media platforms. Encourage people to connect with you.
- If you have a physical address, include your full address, a picture of your office, a geo site map (so people can find you on Google Maps/Earth, driving directions and details about parking.

Your Services/Products Page

One of the biggest mistakes people make online is using their services/product pages to outline their offer...and nothing more.

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The key purpose of this page is to show people the benefits of working with you; the benefits of purchasing your course or program. Don't just tell them what you offer, tell them why this is exactly what they need and what it will do for them personally.

Be persuasive without being overly salesy.

Important Tips:

- This goes back to being really clear on who your ideal client is in the first place. Focus on *them* and how your product or service helps *them*.
- Use the same language your ideal client uses. Avoid industry-related jargon unless you know that's the way they talk about their problem themselves.
- Focus on benefits rather than just the features. Remember that features are the facts about your product or services, while benefits explain what your product/service does for your client. How do you help your ideal client achieve her objectives? How do you free them of the pain and frustration they are suffering with now?
- Again, remember to have a clear call-to-action. Get people to buy your product, sign up for a free coaching session, sign up for your Free Offer or point them to where they can get more information on a related topic.

Your Blog

People are tired of always being sold to. What they really want is information that helpful, entertaining and inspirational.

That's what your aim should be here. Whether you choose to publish weekly or bi-monthly; focus on providing helpful advice that attracts visitors to your site and supports you in building trust and authority in the process.

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Quite simply, your ultimate goal should be to...

Publish content you are proud of.

Tweaking Your Content For More Engagement

Before you hit publish, you're naturally going to want to make sure you've caught and corrected any grammar and spelling mistakes.

Just don't stop there...

While you're at it, make sure you haven't missed any key points and check how your content flows.

Important Tips:

- Keep in mind that not everyone who visits your site will start on your homepage. Be sure they will be able to get where they want to go if they start out on a blog post or one of your other key pages.
- Check to see that spelling, capitalization and subtitles (same size & font) are all consistent
- Sprinkle testimonials throughout your site – include them on your home page, your about page and your product/services pages.
- Include a call-to-action on each page and in your blog posts. ***Always be clear on what you want your readers to do next.***
- Simplify your text where possible. Get rid of redundant sentences and excess words. Keep your message as simple and clear as possible.
- Keep sentences short and use active verbs over the passive voice where ever possible.

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Website Best Practices

While you can be creative in your approach to your clients' problems, it really is best to stick to some common norms when it comes to your coaching website:

- Position your **logo** at the top or top left because that's where people will look to find out who you are.
- Include a **navigation bar** at the top of each page.
- Make clickable buttons look like buttons, because people know they can click buttons.
- Make sure clickable links are a contrasting color so people know they can find more information by clicking them.

Rules of Readability

Since people come to a website to *read*, why make it more difficult than it has to be?

Important Tips:

- Keep sentences short wherever you can. This automatically makes text easier to read while helping you keep your content on message as well.
- Use a decent sized font. There's no reason to make people strain their eyes to read your blog.
- Make sure you leave lots of white space on the page to make it easier for people to quickly scan the article to get the information they are looking for.
- Keep text left-aligned since this is where our eyes automatically go when looking for the next line - just like in books.
- Use dark fonts on a light background for maximum contrast.
- Make headlines stand out in a larger font, in a different color.
- Use bullet points to make your content easy to scan.

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Beginner SEO Tips

The most important thing you can do to boost your coaching website's SEO (search engine optimization) is to write for your ideal reader.

Once you get that down, here are a few additional important tips you can follow that can help boost your search engine rankings:

- Use an SEO plugin like **SEO by Yoast** or **All-in-One SEO** and include a *title tag*. Title tags make up the blue link you see in search results and are very important because they tell readers what your page is about.
- The SEO plugin will also enable you to include a *meta description*. Meta descriptions are the text shown below your URL in search results, so be sure and use active words that will encourage readers to click through to read your article or blog post.
- Use H1 tags for headlines and H2 tags for subheadings. The H1 and H2 tags indicate to Google that these words are more important than the remainder of your text.
- Use your content to answer customer questions, be specific and stay on topic – all key to increasing your website's chances of gaining relevant web traffic.

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Your Coaching Website MUST-HAVES

Keep these marketing basics in mind: Define your audience and the key message you want to communicate to them as well as what you want people to believe about your business and feel about your “brand” – ideally you’ll want to plan a mixture of educational content, stories and shareable content to spread across the channels your audience is on.

- 1) **Clear navigation** – make it easy for people to find what they are looking for
- 2) **Call to Action** - What action do you want your visitors to take? Do you want them to register for an event, sign up for a free session, place an order or learn more about a product or service? Incorporate a clear call to action that stands out from the other content on the home page.
- 3) **Free Offer to build your email list** – never forget...the primary job of any website is to collect leads so you can follow up and convert them into coaching clients or sell them one of your programs, products or services
- 4) **Social buttons** - you want to make sharing your content simple and give your audience a choice for how to connect with you while making it as easy as possible for them to do so.
- 5) **Blog** – having a blog allows you to show your expertise, educate your audience and attract relevant traffic. Continually adding new, useful content also improves your sites value in Google’s eyes.
- 6) **Responsive Design** - given that smartphone browsing makes up 40% of all internet searches, having a mobile responsive site is

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mandatory for any business seeking to remain competitive across online channels.

- 7) **A Clear Call-to-Action** – visitors to your site need you to tell them exactly what to do or they won't do anything at all. For this reason, make sure that every page on your website has one clear directive as to what your reader should do:

- Click the button
- Sign up for ...
- Buy now
- Book a free session

Your Coaching **BLOG**



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There are two main things a potential coaching client is looking for when they hire you:

- Confidence that you can do what you say you can do
- A feeling that they will like working with you

Whether you're offering coaching, consulting or mentoring, your clients want to feel like working with you is worth their investment, and that you will be easy to work with.

And through your blog you can provide evidence of both.

Share Your Expertise

Blogging helps you let your audience get a peek into your psyche and your area of expertise. They get to know you and your personality, get a feel for how you see things and they get a sample of what they could achieve by working with you.

One of the best ways for encouraging readers of your blog to move just following your posts to actually hiring you as their coach is to provide them with lessons they can use to see some results.

There are certainly enough blogs out there sharing the same old theories but, if you can create posts that outline specific steps that people can take to get real results, you are on the path to proving you can do what you say

you can do. Another way to build credibility is by referencing people who have seen results through your work.

Obviously you won't be able to name all your clients, due to confidentiality, but you can still use specific examples without revealing identities.

It's important that your readers understand you are a coach with a blog ...

Not a blogger who sometimes coaches.

Sometimes we attract people who were looking for the kind of coaching we offer only to have them turn into blog readers who get comfortable and forget all about the coaching.

This quite often happens when we get so comfortable with something in our lives that we forget the reason we became interested in it to begin with.

That's why it's good to remind your readers that you can also work with them one-on-one, if they need some added support. Otherwise you may find your coaching business being overshadowed by your blog. Being popular with a large audience and lots of retweets is not the same as actually being able to sell what you offer.

While offering free content is great; only offering freebies may see your readers looking for another coach simply because they forgot about your coaching service. We don't want that to happen.

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So, from time to time – whether in your blog posts, the sidebar, on social media or in your email marketing – remind your readers about the services you offer. Just be sure to do it in a way that is relevant to them and the problems they are looking to solve.

For example, if you write a blog post on using NLP to increase confidence in public speaking, let your readers know you also offer an intensive 2-day *Confidence In Public Speaking* course that can help them with an upcoming speech or presentation.

Forget trying to sell your readers on something unrelated to the topic at hand. Make them an offer that is a *natural* next step and they will be more likely to take you up on it.

And don't be afraid of giving away too much in your content!

I've worked with coaches who were afraid of sharing too much about how they do what they do. They felt that, if they went into detail about the process they use, people wouldn't need to hire them at all.

But there's a huge difference between reading an article and working one-on-one with a coach. In my experience, the more of your expert knowledge you share, the more people grow to know, like and trust you...and that's what's going to have them wanting to work directly with you as well.

Remember, someone who wants you to coach them doesn't just want the theory. They don't even just want the process. They want access to *you*.

They want the accountability that comes with having a coach. They want to be able to ask you questions directly rather than interpret a blog post. They want specific tailored answers that they can apply to their life or their business.

They want you. And ***your blog is a way of attracting them to you.***

Ultimate Guide: How to Make a Website – Step by Step Guide

Things To Keep In Mind:

Decide on your topic

As a coach, your blog should be related to the service (and eventual products) you provide.

Ideally, you want to choose a coaching niche where you can establish yourself as an authority. More than likely, you won't be the first coach blogging on a specific area but that's not something you need to worry about at all. Instead, come up with a unique approach to the material. Let your personality and expertise shine through.

The goal for any blog is to become the go-to resource for the topic or niche it deals with.

Define Your Ideal Readers

We've talked about this one before in the section for finding your ideal client. This is essentially the same. You want to find people interested in exploring the area you have expertise in so they can achieve something in

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their lives that they do not have now. Tailor your writing to your readers and the perceived problems, fears and frustrations they are looking to resolve.

Add Value

Your blog must add value to your audience's lives. Adding value is the only way to get readers to keep coming back for more.

Walk the Walk

Your blog needs to be authentic—it needs to feel real—if you want people to read it. Don't just *talk the talk* – be sure you embody the stuff you write about.

Find Your Voice

Over time, good writers discover their voice and their writing tends to develop a certain aesthetic, one that is appealing to their readers.

Finding your voice makes your writing come alive and feel more real to the reader.

When to Post

A lot of people worry about the best day and time to publish a blog post but the real truth of the matter is: there really is no *best time*. The most important thing you can do is post consistently – whether that's once every two weeks, or twice every week. Find what works for you without letting yourself get too bogged down in the details.

Ignore Negative Criticism

The internet is full of negativity. People often feel emboldened to write what they'd never say in an atmosphere of anonymity. Pay those naysayers no mind because you're not doing this for them. Delete their comment and move on.

Keep It Simple

No need to place superfluous advertisements or widgets all over your site. Stick to the basics and remove anything you don't need. Remove anything that doesn't add value.

Invite People To Get To Know You

Use pictures of yourself on your blog. People identify with people, after all.

What To Write On Your Coaching Blog

Sometimes the thought of coming up with ideas to write about is so daunting it prevents coaches from starting a blog in the first place.

Here are some ideas to get you started. (If you post just one a week these ideas could get you through at least 5 months. And, if you turn some of the ideas for larger posts into a series of shorter ones, you could manage to stretch these out for 6 months and beyond!)

Answer Key Questions

Write down the top 3 questions that potential clients ask you about your area of expertise and write a blog post on your answer for each one.

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Solve Problems

Think about the urgent needs of your target market. What are their main pain points? Choose 3 and write blog posts offering solutions on how to solve each of them.

Share Results

What are the results your ideal clients are looking for? Choose 3 key results that your coaching provides and write posts about each of them. Pick the top three results that you provide and writes posts outlining how your readers can benefit from them.

Book Review

Consider reviewing a book you have recently read that you feel would be helpful to your readers. (You might even want to send an email to the book's author letting them know how much you loved their book and sharing a link to your post so they can read it, too.)

Respond To An Article

Choose an article you have recently read that affected you deeply in some way – either positively or negatively. Write a response to it, outlining how it made you feel and why. (Be sure and link back to the article and – if you had something positive to say – you may even want to email the author with a link to your response so they can read it, too.)

A List Post

Write a “Top 5” list of the best tools in your industry, and why your clients need them. (If you have affiliate links even better, just make sure that you let your readers know you are including them.)

Share Your Coaching Story

Write about why you got into coaching. A lot of people are interested in knowing your story.

Share Your Process

Choose one key element of your coaching process and write about why it works. This gives prospective clients insight into what you do, and you could even include a client case study to give it added credibility.

Share A Part Of Your Day

Tell a story about something funny that happened to you, and then tie it into your business.

Step-by-Step Posts

Write a post called ***XX steps to becoming a better (insert your target audience here)***

Tap Into The News

Choose a recent news article and write about a lesson your audience could learn from it. Show them how to apply that new insight to their own lives/businesses.

Celebrity Appeal

Choose a celebrity who has been in the news a lot lately and write about what your audience could learn from them. Or, you might want to write about what you'd personally like to learn from the celebrity you've chosen.

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Hats Off To A Colleague

Write a post about another expert who serves your ideal clients in a similar yet different (not a direct competitor) capacity. Describe how your clients might benefit from working with this colleague. The benefits of this kind of post are two-fold: 1) if someone does work with this person and loves them, you look like a rock star, and 2) networking and referring to other experts in your circle is a great way to build business relationships.

ProBlogger's Guide to your First Week of Blogging

Building Your **COACHING** **EMAIL LIST**



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The goal of this guide to

- 1) Explain why you should build an email list for your coaching business, *from Day 1*, and
- 2) How to get started doing it

Let's kick this off with a few common questions about WHY you should even build an email list to begin with.

What exactly is an email list?

Your email list is a collection of email addresses of people interested in what you have to say or sell.

Why would I want an email list?

An email list allows you to connect directly with those who are interested in you, your product and/or what you have to say.

Should everyone have an email list?

If your goal is to attract followers and clients to your coaching business, an emails list is highly recommended.

Why email? Why not just connect with people on social media?

There are many reasons, but the most important is, you own your list.

Whereas you ***do not own***:

- Your Facebook Page
- Your Twitter account

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- Your YouTube channel
- Your Pinterest followers
- Your Instagram followers

I think you get the point.

No matter how big your audience may be on other social media, you do not actually have control over them. The social media networks do.

All you are really doing is *renting* them. If those networks go out of business or change their terms, you could lose.

Digitally-savvy business women spend quite a bit of time building relationships, creating content and making connections online. You don't want to hand all that over to someone else.

What about my blog/website? Don't I have control over that?

Assuming you have a self-hosted blog or website (the best option), well then yes, you do control that.

That said, sites do crash – sometimes for days at a time.

Let's assume you are regularly backing up your email list (important). Even if your blog/website goes down, or if social media explodes or your feed goes haywire, you will still have your email list.

Having an email list means you will never be totally out of contact with your core audience.

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Well, unless email disappears I suppose. Possible, but unlikely. 😊

Why not just send people to my site to see my stuff?

The truth is this isn't all that easy to do...unless you are willing to invest in something like Facebook ads to guide them there.

In reality, after you push “publish” on your post and share it on social media, all you do is...wait.

You wait for readers to find you. You wait for them to click on your shared link. You wait for them to visit your site.

Email, on the other hand, is different.

When someone gives you their email address, they give you permission to go to them instead of having to wait for them to come to you.

If you have something you really want them to see, you can send it right to their inbox.

When someone willingly gives you their email address, they are essentially saying: *I believe in what you offer so I give you permission to send me an email about those things.*

That's not all, though.

- **Email is also more personal.** It's a lot like talking to a friend. And a note from a friend landing in your inbox is a far better way of

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communicating than simply sharing an update across social media, don't you think?

- **Email is more permanent.** Your subscribers stay on your list until they decide to get off. This is much different from social media where the algorithmic changes are what determine whether or not people see what you have to share.
- **Email is popular.** Pretty much everyone who does anything online has one!
- **Email is an active part of our lives.** How many people go a day without checking their email? Not many. Now, how many people go a day without checking blogs? A lot. For most of us, checking email is just part of daily life.
- **Email is familiar.** Since most people have already been introduced to it, it's not hard to encourage people to use it.
- **Email is easy to use.** Forwarding an email to someone you think will benefit from it, is a cinch!
- **Email keeps you “top of mind”.** Sending regular emails keeps your followers up to date on what you are up to so you (and your business) do not fall out of sight, out of mind.
- **Email is trackable.** Using an email service provider like ConvertKit lets you track your business growth and progress to make sure you are getting the best results possible.

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Now let's look at how you can start collecting email addresses for your coaching business.

Email List Building Key Strategy:

Provide really valuable information people do not want to miss. Then, invite them to give you their email address so you can send that valuable information directly to them.

In exchange for their email address, make them an offer they cannot refuse – in the form of a “lead magnet”.

Step 1: Create Your Lead Magnet

A lead magnet (also known as a *free offer*) can be a lot of things. Ideally, you want something short that is packed with helpful information that you *know* your ideal client is looking for.

Your lead magnet could be a downloadable checklist, worksheet, or list of valuable tips - anything that will provide your subscriber with a *quick win*.

Keep in mind that potential subscribers are always asking themselves:
What's in it for me?

That's the question you need to be able to answer.

Create your lead magnet using content similar to what you will be sharing on your blog and social media, otherwise those who sign up for your lead magnet will be totally uninterested in the emails you will be sending as you

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move forward with your email marketing. And that would defeat the purpose of building an email list to begin with.

[**DOWNLOAD Your Lead Magnet Checklist Here**](#)

Step 2: Create The Emails To Send To Your List

When people opt in to your email list, the first email you send will deliver the free offer they have signed up for.

From there, you will want to send them a pre-written, automated email *welcome series* designed to help them get to know more about you, what you do and how you can help them.

[**DOWNLOAD A Welcome Email Series Template Here**](#)

Once your new subscriber has completed your welcome email series, don't stop there! You want to make sure that you stay front of mind as their go-to person in your area of expertise.

Here are just 3 possibilities for things you may choose to put in the emails you continue sending out to your coaching business subscribers:

1) Share your blog posts

There are actually ways you can send your blog posts to your subscribers automatically. The benefit of doing this is that it is basically “set it and forget it”. The problem however is that these kinds of lists often grow *stale* over time.

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2) Share “stand alone” content

This is referring to email content that is created in addition to your blog posts. It might be newsletters, autoresponders (automated emails set up in advance) or what are called “broadcast emails”.

The benefit here is that – as you pay attention to how your readers are responding – you can tweak and customize this content to their needs to keep them engaged. You can also highlight specific contents and products that might not otherwise appear in a blog post.

The downside, of course, is the extra work you will have creating this additional content.

3) Share a mix of the two

It is also possible for you to send your list a combination of the two – blog posts and stand-alone content.

The Difference between your email list and a *newsletter*

While these two terms are often used interchangeably, they really are two different things.

I like to think of an email list in broader terms and a newsletter as a type of mailing you would send to your email list. I would categorize a “newsletter” as something other than your blog posts.

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Whether people sign up for a newsletter, blog posts or something else, your main focus with building an email list for your coaching business is to ***collect email addresses.***

Each email address you collect is an ***asset*** for your business.

Step 3: Start Collecting & Managing Your Email Addresses

What's most important here is to ***not use your regular email to build your list.***

What you'll need to do instead is sign up for what's called an Email Service Providers (ESP).

These businesses have systems set up to manage and automate the process of signups, sending emails, recording stats and more.

The ESP I recommend is [ConvertKit](#). They are not overly expensive, they are terrific at autoresponders (often also called drip campaign marketing) and they have some great tagging features for segmenting your list (organizing subscribers into interest or behavior groups).

Of course, there are a lot of different ESPs out there, so feel free to look around.

Must-haves For Building Your Email List

#1: An ESP

While this is all you technically need to build an email list, I definitely recommend having the next 3 things as well.

#2: A Lead Magnet

This is the freebie we talked about earlier. While not absolutely necessary, a lead magnet is often effective because it's hard to get people to give up their email addresses if they don't get something in return.

#3: A Website/Blog

Technically this is optional too. However, your own site is a really great place to put signup forms for your list.

Also, you don't want to inundate your list with all your communication. Save email for the things you really want subscribers to see. Your site, or social media, is a good place to make less urgent or complimentary information available. You can find out more on how to start your own website or blog in further sections of this handbook.

#4: A Content Plan

Will you be sharing blog posts? Stand-alone content? A mix? To help you decide, think about what your main marketing goal online will be. Are you looking to grow your following? Gain new clients? Educate your followers?

Focus on your ONE most important goal and lay out a specific plan for using your email list to lead subscribers to help you achieve it.

3 Valuable Email Marketing Tips

#1: Email marketing is all about *trust*.

Before starting an email list, put together a solid plan to use it consistently, in a way that benefits your subscribers. Keep in mind that, while it is true they have given you permission to contact them, they also have the power to mark your email as spam which hurts your email marketing overall.

#2: Always subscribe to your own list

Doing this helps you in 3 key ways:

- 1) It allows you to see what your sign-up process is like and make sure it's a smooth one.
- 2) If something happens with your emails and they don't work properly (e.g. it doesn't work one day or you get duplicate emails), you'll know right away.
- 3) It's another way to back up your posts. When I get my own blog posts via email, I open them just to make sure everything looks right. Then I simply archive it in Gmail. I do use a backup plugin that automatically backs up my blog daily, but this archived email in Gmail is added protection.

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#3: Make it easy to unsubscribe

If someone wants off your list (and they will at some point, so don't worry when it happens), it really is best if they unsubscribe rather than mark your email as spam. And, if they can't immediately see the unsubscribe option, they quite often *will* simply mark it as spam.

And, while you are at it, take a moment to test your unsubscribe process, by simply unsubscribing from your list so you can make sure it is an easy one. (Of course, you should re-subscribe right away for the reasons listed in #2 above.)

[DOWNLOAD Your Email List Building Checklist Here](#)

SOCIAL MEDIA MARKETING

Basics For Coaches



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Social media marketing is the process of using social media channels to build awareness about you and the service/products you offer.

The ultimate goal of any social media marketing campaign is to drive traffic to your coaching website to increase the visibility of your offer, so you can find and convert more clients into your business.

The most popular social media networks today are: Facebook, Twitter, Google+, Pinterest, Instagram, YouTube, and LinkedIn.

Why Consider Social Media For Your Coaching Business?

There are four reasons why you should consider having a social media strategy for your coaching business:

#1: It's fast

In fact, social media is the fastest way to spread the word about your new business and what it has to offer. A post or tweet can go viral within minutes and spread a message faster than either TV or traditional media.

#2: It's popular

Millions of people spend a great deal of time on social media which makes it a super place to connect and engage with your ideal audience. It's also much easier (not to mention cheaper!) to engage with prospective clients

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where they are already hanging out (on Facebook, for example) than it is to try to get them to go somewhere they have never been (your website).

#3: It's marketing, *updated* – Way back when people first started spending so much time commuting, advertisers came up with the idea of using billboards people could see from their cars to sell new products. Nowadays, with people spending so much time on social media, it only makes sense to promote your coaching business and your coaching services where you have the best chance of being seen.

#4: It's become a key influencer – In recent years, more and more people have found that they can use social platforms like Facebook and Twitter to build relationships and find new clients for their businesses.

Social Media Marketing Tips *Every Coach Should Know*

Tip #1: Choose ONE & Focus!

While you may already be active on several social media channels, when it comes to business, the saying “less is more” makes a lot of sense.

Rather than trying to find your feet and get good at marketing on lots of different platforms, do a bit of research to find out where your ideal client is hanging out online and focus your social media marketing efforts there. By not following this advice, you run the risk of succumbing to overwhelm and quitting before you ever have the chance of seeing any positive results.

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Here's how to find out where your ideal clients are hanging out online:

Step 1: Find out who the influencers are in your niche

Step 2: Find out which social media networks they are active on and follow them.

Step 3: Analyze what they are doing and how successful they are doing it.

For example, if you see they have 100k Facebook followers but only 10k followers on Twitter, it's very possible that Facebook may prove to be more suitable for your niche and that learning to use Facebook ads effectively would bring you greater success than what you could achieve with Twitter ads. Based on this bit of research, investing your time in getting really good at Facebook ads would be the best use of your time and money.

Tip #2: Optimize Your Profile(s)

Once you've chosen the social media platform you are going to focus on, take some time to optimize your profile and/or the About section.

And, if you have been active on various channels, take a bit of time to go in and update your profiles there as well – just in case, someone sees it and is interested in learning more about you and what you do!

Optimizing your social media profile(s) helps increase your chance of getting followers and gives your profile a boost in the platform's internal search function as well.

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Here are a few guidelines that apply to all the different social media sites:

- **Use a photo of yourself as your profile image -**
 - Serious entrepreneurs do not use animals, places or pictures of their products as their profile picture. People connect with people and the best way to help people get to know, like and trust you, is for them to be able to see you. Put your face out there and show people you stand behind what you do!
- **Fully complete the description areas -**
 - *What is your expert background? What are the problems you solve? What are the results you provide? What are you most proud of?* These are a good place to start. Be sure and mention them in your profile.
- **Link to your website –**
 - On Facebook, you can include a link in the ‘About section’,
 - On Twitter and Pinterest, you can include a link in the ‘Website Section’
 - On Google+, you can include a link in the ‘Contributor to’ section.
 - I suggest you read SEO boost your social media profiles article which includes more examples and instructions on what you have to do to each social media site for more exposure.

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Tip #3: Be Someone Others Want To Follow

Be yourself and don't be afraid to let your personality shine through. If you're the philosophical type, share deep thoughts and quotes. Share the thoughts of others you follow and tag them when you do – this is a great way to get them to follow you back.

If you love humor, make sure to include it in what you do. Or, if you are active in social issues, help educate your followers in those areas as well.

All of this pays off when prospective clients like what you like. The better you know your market, the easier it is to refine your message and use your voice to connect with them on a deeper level.

Tip #4: Connect Social Buttons to Your Blog

Once you have updated your social profiles, the next step is to connect those profiles to your website/blog.

Depending on the platform you'll be using, there are many ways and plugins to do this. A simple Google search using the following search terms can help:

“how to add social media buttons to WordPress”

(this only works if you are using the WordPress platform for your coaching website. If not, insert the type of platform as appropriate.)

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Tip #5: Find & Follow Influencers

Now it's time to find people to follow and the best place to start is with the *movers and shakers* in your coaching niche. You'll also want to start building your own tribe of engaged followers.

The next several tips will help you in getting followers for the social media profile of your choosing.

Before you move on though, take some time to find and follow the influencers in your niche. Think of influencers here as people with

- Strong social media profiles
- Lots of followers (in the case of Twitter, more followers than they themselves follow)
- Lots of interaction with visitors on their profiles

While chances are good they will not follow you back, there are still important reasons for doing this:

- 1) The social platforms will use the people you follow as a way of making suggestions on who you might like to follow in the future. Following influencers in your niche shows them you are also in that niche.
- 2) Following popular people quite often leads to you getting followed as well. You might even try following the followers of the influencer in

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questions because some of those people may choose to follow you back.

- 3) Influencers often share information that is valuable to your niche which gives you the opportunity to learn something new and then re-share it with your followers as well.

Tip #6: Share Value

This is the core principle of a successful social media strategy. Sharing interesting, valuable and useful content not only showcases your expertise, it also engages your audience and encourages them to engage with you in return.

And the more engaged your visitors are, the more likely they will be to click through to your website and possibly sign up to your email list.

Valuable content includes sharing a combination of:

- Blog posts and stories from your own website as well as others´
- Posts & videos from other social media platforms related to your niche
- Interesting statistics about your niche
- Motivational quotes related to your niche or area of expertise
- Research studies
- Images
- Videos
- Something to make people smile (a niche-related joke, for example)

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And remember to use hashtags (#)! Hashtags can help make your content more searchable – especially on Twitter and Google+.

Tip #7: Keep Self-Promos to a Minimum

Even on sites like Twitter, where self-promotion seems to be the norm, a good rule of thumb is to post one self-promotion for every 5 or 6 regular posts. (Exceptions, of course are commercial accounts like Amazon or Starbucks where people actually follow in order to get special deals and discount offers.)

As a coach online, your main focus should be on adding to the conversation by adding useful content, engaging in conversations and building relationships. In support of your business, you can periodically offer your eBook for sale, invite your followers to attend a seminar/workshop or sample a free coaching session.

Tip #8: Create a Posting Routine

One thing a lot of coaches worry about is how often they should be posting on their social media profiles. The answer, of course, depends on the platform. Though you can certainly do the research and find all kinds of studies on the topic of posting frequency, it's really not worth getting hung up on.

Here are a few best practices to get you started:

- Posting to your **Facebook Personal Profiles**: as often as you wish
(though Facebook does not look favorably on people using personal profiles for business practices)

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- Posting to your **Facebook Business Page**: a good rule of thumb is 3 to 7 times per day, using a mixture of different post types.
- Posting to **Twitter**: the more you tweet, the more exposure you get.
- Posting to your **Google+ Business Page** and **Google+ Personal Profile**: as often as you wish – though overdoing it may actually have an affect opposite to what you were aiming for
- Posting to **Pinterest**: a few times a day is all you need.
- Posting to **Instagram**: once a day is what you should aim for here.

Tip # 9: Follow Your Followers

Spend a few minutes every day checking out who is following you and decide whether to follow them back. This opens the door for a more personal connection and greater engagement.

Tip #10: Follow the Rules & Be Patient

Each social media platform has its own rules and making time to read them should be a priority.

They also have specific regulations designed to keep spammers at a minimum. Twitter, for example, limits the number of people you can follow in a day. Google+ limits the number of people you can add or delete from your circles and Facebook has policies in place that flag when someone repeatedly sends or posts the same message.

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While this is good news, it also means that building your followers can take some time. So, follow the rules, be patient and – above all – be consistent with your strategy. Breaking rules to rush your success may very well end in your account being suspended and you don't need or want that to happen.

FACEBOOK ADS

For Coaches



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FACEBOOK ADS MADE EASY

Facebook is an excellent way to reach new people within your target audience and using Facebook advertising is the best way to go about it.

Facebook ads are ideal for reaching out to your audience and promoting products, services and content you think they might appreciate and find useful.

And, while you may be feeling like Facebook ads seem awfully complicated, they certainly don't have to be. This guide will walk you through the process.

First off, you need to have a *Personal Profile* on Facebook and have that connected to a *Facebook Business Page*.

Once you have your personal Facebook profile and your Business Page set up, it's time to set up a Facebook Ad Account.

Before You Run Your First Ad Campaign

Step 1: Create Your Facebook Ad Account

In order to start advertising on Facebook, you need a Business Manager account that manages at least one Facebook Page.

How to add a Facebook Page:

- Go to [Business Manager Settings](#).
- Under the People and Assets tab, select "Pages"
- Click on "Add New Page"

- Select one of the 3 options: “Claim a Page”, “Request Access to a Page” or “Create a New Page”
- If you choose to request access or claim a Page, enter the Facebook page name or URL

How to add an advertising account to your Business Manager:

- Open your [Business Manager Settings](#).
- Under the People and Assets tab, click on “Ad Accounts”
- On the right side of the page, select “Add New Ad Accounts”
- Choose one of the 3 options: “Claim Ad Account”, “Request Access to an Ad Account” or “Create a New Ad Account”

Before you can start advertising, you’ll need to give Facebook additional account information and enter your credit card data.

Step 2: Install the Facebook Ad Pixel

Advertising on Facebook largely revolves around the Facebook pixel.

The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. You can use pixel data to: Make sure your ads are being shown to the right people and to build advertising audiences.

Once you [create the pixel](#), you’ll install it on your site and various other locations. Follow [these steps](#) to install the pixel and take a minute to look over the [many things you can do with the Facebook Pixel](#), once you have it.

Creating Your First Facebook Ad Campaign

When you are first getting started, it's best to begin with a simple campaign made up of just a few ads. Here's what you need to do:

Step 1: Identify the page on your website that you want to drive people to.

Do you want to promote popular content? (engagement) Or do you want to promote your Free Offer? (lead generation)

Decide where you want people to go and use that for your first ad campaign.

Step 2: Choose your objective.

In the Facebook Ads Manager, under Campaign Objective, choose either *Engagement* for promoting a popular post or *lead generation* for promoting your free offer.

Step 3: Complete your account info

Enter your account information: country of residence, currency and time zone.

Step 4: Name your campaign

Step 5: Set your business page

Choose the page you want to promote (if you are the *admin* of more than one business page, you can use the drop-down menu provided to do this.)

Step 6: Set your Targeting

This is where knowing your ideal client is so critically important...

Using Facebook To Target Your Ideal Client

The real magic in using the Facebook Ads Manager happens where you define your ad audience.

When you create an ad from your Facebook page, for example, you can only target by interests, location, age, and gender. In the Facebook Ads Manager, you get several more options.

Custom Audience Targeting

The first option is to target to a custom audience. This can be your mailing list subscribers, current client list, prospective client list, mobile app users, website visitors, or any other group of people whose email addresses you have.

Website visitors are tracked by the FB pixel discussed above. This pixel can be customized to track any visitor to your website, or visitors who visit a specific page.

The latter can be helpful if you want to create ads for a specific product or service, and only want to target people who visit pages for those products & services.

This is one of the more powerful types of targeting options as you can remind people who may already be interested in your business about your products & services, which can then potentially lead to a higher conversion rate for your ads.

You can create custom audiences while creating your ads or using the Audiences option.

When you are just starting out, use the location, age, gender, language and detailed targeting areas to define your ideal client as you know her.

Targeting More Demographics

In addition to location, age, and gender, the Facebook Ads manager also lets you reach audiences based on several additional demographics.

These demographics drill down to a user's relationship status, education level, fields of study, job titles, industry, net worth, home ownership, ethnicity, parental status, political views, and latest life events.

Also use other FB pages your ideal client might be interested in as well as a few of the main keywords you use for your business.

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Typing any of these into the space marked for „Detailed Targeting“ can help broaden or narrow your potential audience.

These can be powerful filters for your coaching business on Facebook when targeting ad audiences.

Targeting Behaviors

Behavior targeting is based on purchase behavior or intent, device usage, and other factors.

These include whether someone has or is ready to buy a new or used vehicle, what charities someone donates to, how someone likes to spend, where someone likes to shop, and whether someone likes to travel for business or pleasure.

Targeting Connections

Last, but not least, you can target your ads to audiences connected to your page, app, or events or those not connected to any of those.

You can also target ads to friends of people connected to your page, app, or events.

Step 7: Choose Your Ad Placement

Click the bubble for *Automatic Placements* which is recommended.

Step 8: Set your budget

Set a daily budget of \$10 and run your ads for 3 days. If you notice that your social media posts get more engagement on the weekends, include a weekend within those 3 days. Otherwise, start your ads on a Monday or Tuesday.

Type your budget amount into the correct field and set your start and end dates.

Spending \$10 a day will give your ad the impressions it needs to have a chance to succeed without breaking the bank.

Lastly, click on „show advanced options and under BID AMOUNT, select automatic to let FB set the bid to help you get the most page likes for the best price. Later, you can experiment with more advanced bidding and pricing but for now we are going to keep it simple.

Avoid playing around with your campaign, even if it doesn't seem to be going well. By waiting it out, you will at least have enough information to help you figure out why it didn't.

Step 9: Build your ad

When it comes to [building your Facebook ad](#), you're going to need

- a headline,
- text,
- [an image](#), and
- a call-to-action

Be as specific as possible so people know what they will get by clicking on the the call-to-action button included in the ad.

Here are some tips for making your ad compelling enough to get people to click on it:

- ***Make it visually appealing***

Choose images that are colorful, bold and interesting – AND make sure they illustrate what you are offering through your ad in some way.

- ***Create a compelling yet clear message***

Write your ad so that your target audience can easily understand what you are offering, why it's relevant to them and why they should ask for more information *now*.

Because that's your goal: to get someone to take action right then and there. Add urgency to your ad. Include an offer with an expiration date so people feel compelled to download or sign up for your offer now, rather than later...or not at all.

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- ***Include a clear call-to-action***

Part of an effective ad is including a call-to-action that is both clear and easy to see. You can't expect people to click a button without giving them a clear value offer. What will they get from you when they take action on your ad?

Here are a few call-to-action options you might use:

- Apply Now
- Download
- Learn More
- Sign Up
- Subscribe

- ***Make them an offer they can't refuse***

No matter what you are offering, whether it's an event, content, or a subscription, make sure it is something your ideal client really and truly wants, make sure they know what they need to do to get it, and make sure they know exactly what clicking on that call-to-action button will get them when they do.

Step 10: The Follow-up

After you've run your ad for 3 days, it's time to [look closely at the results](#) you got. If you aren't happy with the number of clicks or conversions your ad received, it's time to make some strategic changes and try again.

It's not unusual at all for Facebook ads to need quite a bit of testing and tweaking before you figure out what works best for your coaching business.

So, be prepared to tweak and test as you move forward.

You can do this by setting up a new ad set that includes the ad you just used and one exactly like it. Change ONE thing on the "cloned" ad and run the two ads against each other for at least one full day.

Changing only *one thing at a time* (your headline OR your text OR your image), makes it very easy to see whether the change you made leads to a better outcome. If it does, you're already one step ahead!

At this point, you want to take the ad that performed best, copy it and change ONE thing in copies ad. Perhaps the image this time.

Keep doing this until you have an ad that is converting in a way that is getting you the results you want for your business.

Okay, ready to get started?

Just follow the steps outlined here and you'll be well on your way to using Facebook ads to help you promote and grow your coaching business.

Good luck!

Helpful Resources



ONLINE BUSINESS BUILDING TOOLS

Too Valuable To Ignore

Online marketing has become a major component of coaching businesses today. Not only do your website & social media channels provide an excellent platform for promoting your coaching business and reaching out to new potential clients, they also make it easier to communicate with existing contacts and clients, crowdsource ideas and collect valuable feedback.

That's why your coaching business should be actively taking advantage of the many opportunities the internet makes available to you.

...but there is a downside. Finding the best online resources can cost you both time and money.

So, let me help you with that.

This handy resource guide includes 50+ of my favorite online marketing tools – tools I use in my coaching business, each and every day. Use them, as I do, to streamline your systems, get more done in less time and achieve greater results for your efforts.

Simply click on the name of each tool to take a closer look...

TOP 3 GRAHICS TOOLS

[Canva](#)

Whether we're talking about a blog post, marketing email, webpage, or social media status update, you need images. Good, high-quality images. And Canva is the ideal image-creation tool for people who don't have much experience when it comes to photo editing or graphic design.



With its drag & drop interface, Canva makes it super easy to create beautiful, sharable graphics - within minutes! It even gives you access to a range of beautiful stock images to choose from.

But it doesn't just let you create eye-catching images; Canva also lets you make banners, flyers, eBook covers and much, much more.

And while you can pay for more advanced features, the free version alone is an amazing tool for creating top-quality images for every aspect of your online business.

[PicMonkey](#)

With PicMonkey, you can quickly resize, crop and color-correct your photos. It doesn't have as many templates and free design elements as Canva, but it's a powerful and quick way to do basic photo editing and design without having to download software.

Here are PicMonkey's three main functions:



1. **Edit and Touch Up** allows you to crop, resize, add text, change the colors, and more. There's even a special set of tools for touching up images of people, which allow you to make simple changes like removing blemishes and whitening teeth.
2. The **Design** function allows you to start with a blank canvas instead of uploading a picture; an easy way for creating your own unique images from scratch.
3. Lastly, there's the **Collage** function, which gives you the ability to edit several photos together to make a single larger photo. Once you've chosen the layout, you can also choose to go into the **Edit** functions, where you can further tweak and refine your images.

Infographics Creators: [PiktoChart](#) & [Easel.ly](#)

Everybody loves infographics – me included – but if you have ever tried to create one, you know how complicated it can be.



Piktochart & Easel.ly are two tools perfectly designed for creating super sharable, social media content. Both are very easy to use and will have you creating professional looking, eye-catching infographics that encourage lots of shares and likes in no time.



These two online infographics editors give non-designers the ability to create basic infographics without relying on powerful design software. Just start with a template and add the statistics, the objects, and the charts you need. That's all there is to it!

TOP 3 FREE IMAGE RESOURCES

[Pixabay](#)

Pixabay's Google-Images style search is fantastic because the results page allows you to see so many options in one place. The drop down menu is pretty terrific as well and allows you to sort from *Latest Images*, *Editor's Choice* and *Photographers*.

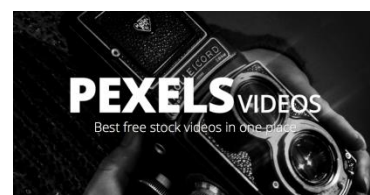


Pixabay's images are released under a CC0 license, which means the creators have ceded all rights to their work.

With more than 320,000 free photos, vectors and art illustrations, the selection is truly amazing and the quality of the images is nothing short of brilliant!

[Pexels](#)

This site is another huge time-saver. Described as the website with the 'best free stock photos in one place', Pexels adds five new high quality photos each and every day.



It's easy to search, updates with new photos daily and currently has a very large library to choose from.

Like Pixabay, Pexels' images are also released under a CC0 license, which means the creators have ceded all rights to their work.

[MorgueFile](#)

MorgueFile has a streamlined layout and carefully curated list of photos. Its selection isn't as large as that of the first two sites I've shared with you here but the photos included cover a wide range of topics. You can find images of everything from wildlife to antiques. It also has some great filtering options to really find the photos you're looking for.



Morguefiles' images are released under a CC0 license as well.

Image Attribution & Licenses Explained:

If you're looking for photos to use for a design and want to avoid any copyright issues, you need to locate websites that explicitly define the copyright license of each image. For the sites listed above, the license is generally pretty easy to find. There's typically a description of the license on every page or at least a link to a description.

Here are two license types you're likely to find:

Creative Commons Zero which means that you can use the photos in any way you'd like, without asking permission.

Creative Commons with Attribution which means that you can use the photo in any way you want, as long as you credit the creator of the photo.

Attribution is simple: If you include a photo on a web page, add text that cites the photographer ("Photo by John Smith") and be sure to include a link to his or her site, if there is one.

Always make sure to check each website's license page for specific details before using an image in your marketing, social media or otherwise.

FREE VIDEO & SCREENSHOT SOFTWARE

Jing

If you are on the lookout for both screen recording and screen capturing features in a single software, then Jing is what you need. Jing is a simple, easy-to-use tool that excels at what it's meant to do – essentially, record, edit and create screen recordings to share.



Jing records everything you see and do, and is ideal for illustrating your point to someone, instead of trying to type out how to do something, step-by-step.

Just click the button and select any window or region that you would like to record, and Jing will capture everything in that area, either as a still shot or a video. Video features range from recording simple mouse movements to creating a fully narrated tutorial and are limited to five minutes for instant, focused communication.

I use it every day in my business to explain a new concept, share an idea or update colleagues and clients on the status of a project. All in all, what I like best is that it's super simple to use and doesn't cost a thing – both important features in my book!

Screen-o-matic

This tool uses Java to record your screen and upload it to the web, so it works anywhere Java is supported. You can add captions to the video, share it, and upload it to YouTube in high-definition or save the video as an MP4, AVI, or flash file.



Free accounts can do all of this, but pro accounts allow you to remove the Screencast-o-Matic watermark, password protect your screencasts, edit you videos and download a Java app that lets you record screencasts offline - well worth considering, at just \$15 a year!

My TOP SCHEDULNG PICK

Buffer

Buffer is a very popular tool that lets you create a queue of social media content for all the Social Networks except Instagram. You can use it to post across your social accounts simultaneoulsy, so you can save lots of time while making sure your accounts never go stagnant.



Simply write your social media status updates, set a schedule for them to be posted and then watch as they are automatically uploaded over a given period of time.

While Buffer is free to use, there are even more features available if you are willing to pay a bit.

Top 3 Content Search Tools

Feedly

Feedly is a great place for finding content to share, inspiration for new posts and more. It works in the browser or as an app and lets you easily read feeds from multiple blogs in your niche. Feedly also offers content curation and content sharing that integrates with Buffer.



The most important part of using Feedly effectively is to add high quality sites to your feed. If you start mixing in lower quality sites, you'll have to dig around through the bad content to find good content to share.

Feedly can be used to help your social media marketing efforts in two ways:

Content Curation: Since you only add the highest quality sites to your RSS feed, it's the fastest way to find the latest and greatest content to share with your followers.

Sharing from inside Feedly: When you hover over an article in Feedly, you get sharing options for Twitter and Facebook. You can share directly

to them or add them to your Buffer queue once you click a sharing button.

[Buzzsumo](#)

If you're looking for inspiration as to what kind of content to share on Facebook, then Buzzsumo can help by showing you the most popular content in terms of shares.



Buzz Sumo lets you quickly find the most popular content for a given topic or website. This is very useful if you're looking for hot topics to share on your social channels and respond to – not to mention, places where you can comment and take part in ongoing conversations as well.

[Alltop](#)

Alltop is a website content aggregator that collects blog posts and content from popular websites' RSS feeds, and puts them into one single place.



Essentially, it's a lot like a virtual magazine rack that provides you with a very simple way to scan through the articles listed on popular websites.

That means, you can go to one place, and view the latest posts for all of your preferred blogs. You can then click through on the links to be taken directly to a blog.

The simplicity of Alltop is its strength. It's no-frills, but – to be honest - sometimes, that's all you need to get the job done.

[My Favorite Free Music Creation Tool For Videos](#)

[Jukedeck](#)

It can be difficult to pick the right music for the short videos you share on social media, not only because you need to make sure that you don't run into any copyright issues but also because the track needs to fit the playtime of your video.



Jukedek is a new online service that takes care of that for you. Basically, it is a point and click tool that makes it possible for you to create music for your videos in a near effortless way. You don't need to be a composer nor do you have to be very knowledgeable about music to use it.

This is what Jukedek lets you do:

- **Set the play duration for the music in minutes and seconds.** This enables you to match the music track to the exact length of your video. As long as your video runs less than 5 minutes, you are good to go.
- **Pick one of the following genres: folk, rock, electronic or ambient.**
- **Pick a mood based on genre:** uplifting, dark, angry, melancholic, corporate, chilled, aggressive, meditating, sparse or sci-fi.
- **Modify the instruments used based on genre.** For rock, you may pick *vintage* or *modern*, while electronic offers *uplifting*, *corporate*, *chilled* or *aggressive*.
- **Change the tempo** from medium to slow, fast or an exact bpm before you hit the create track button.

A free Jukedek account is good for 5 tracks per month and you can play any music you create on the site as well as download it to your device.

Facebook Resources

[The Official Facebook Blog](#)

If you're looking to get the latest and most up-to-date news on Facebook then it makes sense to keep an eye on the *Official Facebook Blog*.



[LikeAlyzer](#)

If you've ever felt that using Facebook for business is a lot like shooting arrows in the dark, then you need to check out the LikeAlyzer.

Don't let the awkward name fool you – LikeAlyzer is really cool. This tool evaluates the strength of your Facebook page to give you additional insight into areas you can improve when engaging with followers and

fans on Facebook. Not only does it show you which posts are getting the most attention, it also makes it possible for you to measure the effectiveness of your page against similar pages in your niche or industry.

Page Plugin

Previously known as the *Facebook Like box*, the FacebookPage Plugin makes it super easy for people to Like your page and share it directly from your website or blog.

The plugin has a new and improved look which now displays your Facebook cover photo and shows readers which of their friends have already liked your page – it will even display recent posts from your Facebook page, if you want it to.

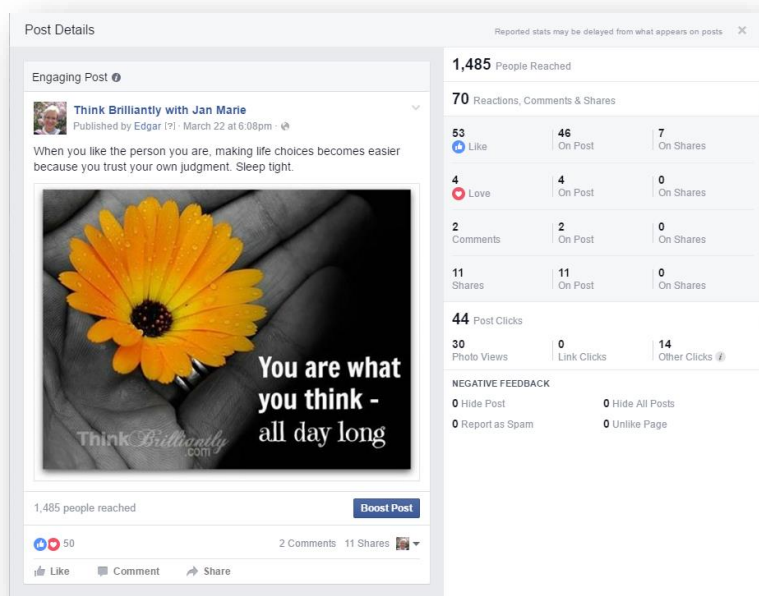
Facebook Insights



Available for all Page admins, Facebook Insights show you the full stats behind your posts, your fans, and your reach. Another great feature from the insights tab, is the ability to set up a list of *Pages To Watch* which gives you information on the performance of other Facebook pages in your niche or industry.

To access Insights, click the Insights tab in the menu bar across the top of your Facebook page (the menu bar is visible only to admins of the page).

You can click on the “people reached” text at the bottom of any individual post in your Page’s Timeline to see a pop-up of the full stats for that post.



Twitter Resources

[Official Twitter Blog](#)

If you're interested in getting the most accurate, up to date information on Twitter, then the *Official Twitter blog* is the place to be.



[Tweetdeck](#)

Tweetdeck is excellent for helping you stay up to date with your followers and the topics that matter most to you. Instead of spending ages searching through tweets or relying on your main feed, you can use Tweetdeck to check out specific hashtags (#), see tweets from specific users, and more - *at only a glance*.

[Social Rank](#)

Social Rank helps you identify your top 10 followers in terms of value (*how many people are following them*), engagement (*how often they retweet or favorite your posts*) or both.

When it comes to networking with Twitter, this can be a very useful tool. It helps you build relationships with those of your followers who are the most valuable to you – which in turn can help you maximize the effectiveness of your overall tweeting strategy.

[Followerwonk](#)

Building a Twitter following that is engaged, and exceeds ten people – who are not friends and family – can be a difficult task. Followerwonk is entirely free and provides tons of helpful tools for analyzing your Twitter followers and optimizing your account.

In addition to helping you grow your follower-count, Followerwonk also helps you:

- find relevant Twitter users to follow
- analyze the demographics of your Twitter followers and your competitors' followers
- find out when your followers are most frequently online
- analyze the number of followers gained and lost

- analyze your tweets or a competitor's tweets

One of my favorite features is the 'time-of-day' chart which lets you see when your followers are most active and, therefore, most likely to see what you're tweeting. I like to use this information to set up my Buffer account so that my tweets get sent out at the best times possible.

[Click To Tweet Plugin](#)

The *Click To Tweet WordPress plugin* lets you pull key quotes or ideas from your post and put them in an attractive, pre-populated box within your post. Users can tweet your message with just a click of a button without having to write anything themselves.

When you create the tweet content, it makes things easier for you and your readers. It's great for you because you control the tweet text and ensure key points are shared; it's great for readers because it's quick and easy.

Not only that, the *Click To Tweet* box stands out in your post and becomes a call to action. It's a great motivator for your readers to share your articles.

[LinkedIn Resources](#)

I am still surprised by how many people do not have a LinkedIn profile. If you want to be taken seriously in your business, you need to set one up. As you make connections, your network will help you find employees and business opportunities. And there is plenty of content on the Web to teach you how to maximize your efforts. The free version is likely all you'll ever need.



[LinkedIn Blog](#)

Stay up to date with regards to the most important news by following the *Official LinkedIn Blog*.

LinkedIn Pulse

Pulse is a place on LinkedIn where users can share content to promote their website. While there's lots of useful information to read, it is a valuable platform for marketing as well. Here are 3 major benefits of publishing on LinkedIn Pulse:

1. More viewers, potential leads & clients

Even first time writers are able to get featured on this app and this means getting ten thousand views or more. If you have articles that are really interesting and deliver real value to your audience, all these views can possibly lead to having hundreds of likes and shares, as well as getting new followers on your company page and potentially new leads and clients.

2. Greater Brand Awareness & Social Proof

LinkedIn Pulse has a strong reputation for delivering great articles from top publishers and influencers. The more you publish your articles and get your audience's attention, the more you're increasing your brand awareness and your reputation as an expert, which can help you reach more potential clients.

One article that can take a long time to get views on your website's blog, can easily get hundreds of views using LinkedIn Pulse. And being labeled as an influencer will ensure that your posts get featured even more frequently.

3. Link to your website

Publishing your articles on LinkedIn gives you the opportunity to drive some traffic to your website, so it's important that you link your articles to your website, your blog or a specific landing page related to the topic you're writing about.

Avoid being salesy and link to content on your site that is truly relevant to the topic you are discussing in your article. You might even consider linking your articles to other social media platforms if you are interested in growing your following there.

Rapportive

Rapportive is a chrome extension that works in conjunction with Gmail. When you are corresponding with someone, Rapportive will check in with LinkedIn to find details about that person. You can then automatically see who they are, what their background is and connect with them on LinkedIn, if you aren't already connected.

Google+ Resources

Vlogg

Vlogg is the *Official Google+ Blog* featuring the most cutting-edge news, updates and how-tos on using Google+ for business.



YouTube Resources

The Official YouTube Blog

If you are looking for the most up to date news and advice on using YouTube, then the *Official YouTube Blog* is where it's at.



YouTube Tools

YouTube actually offers a range of simple creation tools for free, including editing and uploading tools for mobile and desktop. It also offers a series of tools to help you connect with fans and build your business. Take a moment to check it out.

Instagram Resources

Instagram Blog

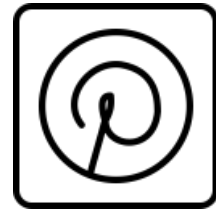
Of course Instagram also has its own *Official Instagram Blog* to help you stay up to date on what's going on over there.



Pinterest Resources

[The Pin Post](#)

Be sure to check out the *Official Pinterest Blog* for keeping up to date on Pinterest news, tips and changes.



[Top Group Boards](#)

This page will help you find the top Pinterest group boards at any given time. Use it to get inspiration and seeing what's working.

[Pin Search](#)

A Chrome extension that lets you quickly and easily find more photos in your niche to share on social media. Click the link in the name above to be taken to the Google Webstore, then type *Pin Search* in the search bar in the upper left-hand corner to add the extension to your Chrome browser.

LIST BUILDING Must-Haves

Not all free but definitely essential to building a successful online business

WEBSITE

[Hosting: Hostgator](#) (Paid)

If you're looking for good value for your money, then use Hostgator webhosting. They offer unlimited storage and domains. The best thing about it is that they have 1-Click installation of scripts like Wordpress. I host my sites on Hostgator and it's not just easy to use, they have excellent customer support as well!



Domain Name: Namecheap (Paid)

I've been using NameCheap for roughly 7 years and have never had a single problem. Their domains are reasonably priced, their DNS is free and it works well. It's definitely my go-to tool for reliable, quality domain registration.



Here are a few more reasons I use Namecheap in my business:

- Namecheap shows availability of Domains in real-time.
- It's very easy to set up your DNS settings.
- They offer up to date how-to videos.
- They provide Whois Guard to protect your identity.
- They offer excellent, dedicated support – 24/7
- There's an excellent Q & A section where you can easily find answers to your most pressing questions.

Website: Wordpress (free!)

WordPress isn't just a blogging platform, it can be used to create sales pages, landing pages, membership sites - any site you can think of, really.



With the amount of Wordpres plug-ins and themes out there already, you can control how you want your site to function, as well as how it looks. You can install it quickly & easily using the 1-Click option in your Hostgator cPanel account or download it directly from WordPress.org.

The Blog Topic Generator (free!)

Stuck for ideas on what to blog about?

HubSpot's Blog Topic Generator will help kick start your inspiration, ensuring that you continue to generate fresh, enticing, clickable content.



Simply type in three different nouns and the Blog Topic Generator will dish out five blog topic ideas to get your creative juices flowing!

[Emotional Marketing Headline Analyzer](#) (free!)

While this tool may not look fancy, it's great at helping you evaluate just how good your blog titles are on an emotional level.

Advanced Marketing Institute™

As you might know, most buying decisions are based on emotion.

It follows then that emotional headlines are extremely important when it comes to your landing pages, sales pages, case studies, and reviews—any type of content that would ideally lead to a sale or conversion.

All you have to do is type in your headline, pick a category from the dropdown menu and press submit.

The score you're given essentially tells you how likely your headline is to produce the emotional response you are after.

[THRIVE Membership](#) (Paid)

Thrive Themes currently offer ten themes and several plugins which can be bought individually or as a full-suite. The full-suite includes all their themes and plugins, plus exclusive services that are exempt from those buying their products individually.



Some exclusive benefits for members include unlimited support, constant updates, monthly webinars, email content courses, regular website reviews and feedback, regular homepage improvement tutorials, Thrive Themes University and much more.

HOSTING SERVICES

[Email Marketing: MailChimp](#) (free!)

Email marketing is a wonderful way to stay in touch with your customers, and there is a free service to let you do this!



Especially if you are just starting out, MailChimp's free option is definitely worth considering. It allows you up to 2,000 subscribers and 12,000 emails per month, completely free of charge.

Sign up for free, and you can start sending out emails right away. For a fee, you can get some additional useful add-ons such as autoresponders, email client testing, and delivery by time zone.

[Email Marketing: ConvertKit](#)

Your email list is your biggest asset. ConvertKit helps you use that list to grow your business through attractive forms, trackable data, and simple but powerful automations.



ConvertKit

Marketing automation can be hard to wrap your brain around, but with ConvertKit, it's easy because they've created simple yet powerful automations that do the tedious work for you to send well-timed and targeted content to your subscribers.

[The Best Website Traffic Tool: Sumome](#) (free!)

Sumome is a suite of tools to help entrepreneurs grow their business and I love it! Mainly because it's so easy to set up and start seeing results. Here are just a few of the 10 free tools Sumome makes available to you to help you grow your list:



Optimize your website with data Heat Maps - If you want your website to convert, you need to know how your visitors navigate your site. What are they clicking on? Do they think certain images are buttons when they really aren't? If that's the case, you could have some upset visitors who are probably just going elsewhere.

With Heat Maps, you get a quick view of where people are clicking on your site to make educated decisions about what parts of your site convert best and which should be optimized.

The SumoMe Scroll Box – This tool lets you ask visitors to submit their email address at just the right time—as they finish reading your latest blog post, for example. It's so customizable you can even set at which point on the page you want to ask for your visitor's email address!

The SumoMe Share Buttons – This tool can help you get 20% more pageviews by auto-optimizing your share buttons for maximum traffic. Plus it has a slick drag-and-drop setup.

The List Builder Tool – This is an effective pop-up that can double your daily email subscribers, even among one-time site visitors.

Don't pass this resource up – when it comes to growing my email list, Sumome has done wonders for *my* business! I'd love to see it do the same for yours.

TESTING & TRACKING

[Google Analytics](#) (free!)

Analytics shows comprehensive stats on where you're getting traffic from, how much traffic your site generates and much, much more. All you need to do is install a few lines of code to the webpage you'd like to track, and it starts tracking immediately.



In a business environment that mandates a presence on the Web, Google Analytics helps you maximize your online efforts. This robust reporting tool can tell you almost everything you need to know about the visitors to your website, the content they consume and the effectiveness of your digital programs.

PAYMENT PROCESSORS

Paypal (Paid)

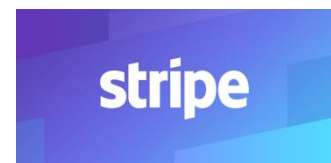
PayPal offers flexible credit card processing for all types of businesses with low-volume sales, at a budget-friendly price. Whether you make sales in person, online, on the go or all of the above, PayPal has a credit card processing solution for you. Designed specifically for small businesses and startups, the service also comes with additional perks like a complete POS system, the ability to extend credit to customers, a rewards business MasterCard program, and 24-7 phone and email support –



You also get the advantage of the Paypal brand, which has a good reputation with consumers. And they offer tools which make it very easy to add buttons to your website and start accepting payments quickly.

Stripe (Paid)

Accept all major cards from customers around the world on web or in mobile apps. Design a custom payment flow to match your look and feel with *Stripe Elements* or use their embeddable form called *Stripe Checkout*. Stripe also helps you save card details so customers can pay again with a single click.



Both Stripe and Paypal provide payment processing services to help you accept money through your website. But in my opinion, Stripe is easier to use and understand, simpler to setup, more flexible, and better value for about the same price as Paypal. ... Both Paypal and Stripe fulfil this goal.

BUSINESS TOOLS

Skype (free!)

Most of us have this already, but I'm listing it here since it's an everyday tool. I use Skype every day to keep in direct contact with business associates, client and, of course, friends and



family. I also use it for conference calls with my coaching colleagues which lead to lots of great ideas!

[Google Drive](#) & [Dropbox](#) (free!)

I cannot imagine blogging without the help of Google Drive and Dropbox. Both are easy-to-use online tools where you can save your most important files and access them in any part of the world.



Google Drive continuously saves your data while you are still preparing a document so there is no need to worry if there is any interruption, like computer hang ups or shutdowns.

Dropbox gives you 2GB space when you join. By referring your online buddies, you can get an additional 250GB of space at no cost. Dropbox is a handy file storage service which enables you to sync files in one location. It's free to download and you get 2GB of storage.



It acts like another storage drive on your computer, so it's really easy to use.

[Bitrix24 CRM](#) (free!)

Bitrix24 is a very easy system to use. What makes Bitrix really stand out in my mind is just how feature-rich it is.



Here's a short list of all the things you get with a free account:

- Project management features such as: tasking, gantt charts, and time tracking
- Built-in email marketing
- Telephone features such as: call-recording, and dial-out from within the CRM
- Sales automation
- Sales funnel + reporting
- Invoicing
- Sales team management

With a completely free account you get 12 users, five GB of storage and the ability to do anything you want with that storage, which is already a pretty sweet deal.

[LastPass](#) (free!)

If you're still remembering passwords or using one password for everything, then it's time to let go and let LastPass handle all your passwords. I've tried several password managers over the years and none of them came close to this.



Unlike traditional password managers where you actually need to be on the computer where they've been installed, LastPass stores all your passwords on their secure server. So it doesn't matter if you're away from the office, overseas or visiting a friend - you can still access all your logins using LastPass.

[Growth.Supply](#) (free!)

Be sure and check this one out – with 400+ awesome free tools & resources covering everything from business and marketing to design and productivity hacks, you're sure to find even more valuable tools to help you grow your business.

GROWTH.SUPPLY

[Bit.ly](#) (free!)

Bit.ly is one of the original and most popular URL shorteners out there.

Handy for sharing links when you don't have much space, it also allows you to mask your URL if you need to. You've probably heard of it – you may even have an account – but if not, you should definitely get one.



It's a great tool when it comes to sharing short links on your social media channels – especially Twitter where you need to make every one of the 140 characters you're allowed *count*!

Just paste your link in, shorten it, and paste it where you need it. That's all there is to it.

[Pretty Link Lite WP Plugin](#) (free!)

Pretty Link lets you shrink, track and share any URL on the Internet from your WordPress website. Unlike bit.ly, this plugin allows you to create shortlinks coming from your own domain and I use it all the time



Pretty Link also tracks each hit on your URL and provides a full, detailed report of where the hit came from, the browser and the host. This is the perfect tool for tracking email clicks and increasing the reach of your website by spreading those links via social media, forums or comments on other blogs.

[Merge Several PDFs](#) Into One Stellar Document (free!)

PDFMerge is free software you can use to merge multiple PDF files into a single document. It's fast, simple and efficient. Take a series of blogposts in pdf format and easily merge them into one document to share on social media sites, as a lead magnet or on document sharing sites like Slideshare or ISSUU. This is an excellent way to spread your message, build credibility and attract people back to your website.

PDFMerge!

Simply select the files to be merged set the order and click the *merge now* button and it will merge a PDF file for you.

HELP DESKS

[osTicket](#) (free!)

This is a popular yet free open source support ticket system. OsTicket integrates all customer inquiries created through emails, chats, phones or other web-based forms and provides a number of premium features that even many expensive support ticket systems do not have.



OsTicket is available in two versions: Downloadable and Hosted. If you download the software then it is completely free but you will need your own server. However, if you go for the hosted version then you will need to pay for their branded ticket system and security.

[Hesk](#) (free!)

This free support desk software installs on your server. It covers all the basic features like ticket submission, notifications and alerts, spam protection, security, reports, analytics, and ratings. The nice thing about it is it's as easy to use for the customers as it is for the manager and staff members.



So there you have it!

Fifty plus online business tools, plugins, software and services you can use to save yourself time and money while promoting your coaching business and following your coaching vision. It's perfectly okay to test drive some of the different tools I've shared with you here to find the ones that work best for your business, so choose 2 or 3 and get started today.

While digital marketing isn't the only option available to coaches, it's certainly the fastest growing and most dynamic method of interacting directly with potential clients. It might feel overwhelming to dive into using online tools to market your coaching business, but you don't have to do everything at once, and the benefits of using these tools effectively are endless.