

Coaching Tip: How to Get Clients Now

Hi everyone and welcome to my coaching tip on **how to get clients now**. As you know I mentor a lot of coaches and attracting clients seems to be the numero uno challenge! Which makes me want a margarita and some chips right now but I digress!

When I offer my suggestions to coaches, I typically hear this:

I hate marketing.

I'm not good at putting myself out there.

People just stare at me funny when I tell them I'm a life coach.

When I think about what I have to do to sell my services, I cringe.

Who am I to ask people to hire me when my life is not perfect?

I get it. Most people don't like the feeling of marketing because it conjures up a variety of icky images. The picture that comes up for me is a sleazy cigarette smoking used car guy with lots of Grecian formula in his hair wearing a cheap suit trying to cajole me into buying a car. It feels manipulative and totally yucky, right?

The idea of marketing yourself may trigger your own misconceptions, negative images and fears. It may feel like the cog of consumerism or like a cold transaction, void of connection and care or like someone trying to rip you off by selling you something you don't want to buy. It may also bring up your beliefs about your value or self-worth.

I invite you to bring awareness to what gets triggered for you when you think about marketing yourself and notice how those beliefs impact your energy and keep you from putting yourself out there. If you can pinpoint those fears, concerns or limiting beliefs and ask yourself "is

this true?” you may be able to shake off the cringe-worthy ick around marketing. Because the truth is that marketing yourself is essential. The “build it and they will come” mindset really does belong in The Field of Dreams. Dreams come to fruition through hard work, grit, perseverance and yes, marketing.

If you want people to hire you, you need to let them know you exist and it doesn't happen behind your computer.

Thanks to the used car salesman images I have (insert your icky marketing images), marketing has gotten a bad rap, so I'm going to redefine it so you can go out there and help people for God's sake!! That's why you became a Coach, right? Keep that in mind because intention is where it's at. When your intention is to help people and be of service we refer to that as “heart-centered” marketing.

Let's start with what marketing is not:

- Marketing is not about selling something to someone who doesn't want it.
- Marketing is not about convincing someone to buy something they're not interested in.
- Marketing is not annoying, intrusive or off-putting when it's done from a place of “being of service”. Intent matters.
- Marketing is not about being manipulative.
- Marketing is not putting yourself on a pedestal and pretending that you're the expert.
- Marketing is not about controlling what others think of you.

Marketing is:

- Raising your energy and letting people know, who desperately need you, that you can help them.

- An opportunity to share your gifts, skills and knowledge with the hearts and desires of your clients.
- Creating ease of discovery and access to your services.
- An invitation.
- Marketing is being present, being curious and being authentic.
- Marketing is connecting with your audience.

I hope that some of these definitions resonate with you because when you put yourself out there in alignment with your intent to be of service for example, your marketing and energy will reflect that. The interest and demand for your services will be proportionate to the degree that you stay connected to that intent.

5 Steps to Get Clients Now

1. **Get your feet wet.** You don't learn to swim by diving into the deep end of the pool. Before you throw your resources into creating a fancy webinar, retreat or workshop, host a small group in your home or in a friend's home. You can offer a self-help book club, teach and demonstrate the Living Space tool, or have a vision board party. Doing this is analogous to you getting a pink spoon taste of Baskin Robbins ice cream. Before they leave, offer 30-minute mini sessions to everyone who provides you with their email address or ask everyone to put their name and email in a bowl for a drawing to win a 4-week coaching package with you.
2. **Host a 45-minute brown bag lunch at a local business or school.** Think of people you know whose companies are interested in "wellness" or personal development. Offer employees/parents/teachers a free mini talk on goal setting, teach them the Living Space tool, or how to create more energy and time by using the Bag it, Barter it or Better it tool, etc.

3. **Donate a coaching package to your kid's school** or to your local school's annual fundraiser. I did this several times and got two new clients from it. Most schools offer fundraisers in the spring and during the holidays.
4. **Tell everyone you know what you do.** I mean it – this applies to the person sitting next to you during your manicure/pedicure, your neighbors, your roofer, etc. The more you practice having a dialogue, and the more comfortable and natural it feels, the more you will attract your ideal clients. Please know that you cannot do this wrong Coaches. Don't overthink this because when you do, you begin to strip the essence of who you are and what is unique about you. I know it feels vulnerable to put yourself out there but please know that you can't screw this up. Remember, what you do is a gift and there are people out there who are waiting for you to get over your big bad self and that means getting over the notion that you need to do it perfectly or the right way. As my friend and author Glennon Doyle says, do you want to be shiny and admired or real and loved? The right answer, hahahah, is the latter.
5. **Make a list of your connectors.** Connectors are people who know a lot of people and love to match make. They know the perfect accountant, or the best handyman or where to buy the freshest flowers. And they love connecting people. Invite them to coffee, tell them what you do and/or offer them a 30-minute mini session. Alternatively, you can send them a personal handwritten invitation and always start out saying something about them – how much you love their website, their smile, their warmth, their kids etc. Be genuine.

Thank you for listening or reading my coaching tip of the week and if you find these valuable, please email me at Jackie@jackiegartman.com and let me know. I love hearing from you guys... I do, I really do.

Cheers,

Jackie