

# GUERRILLA MARKETING FOR COACHES

Six Steps to Building  
Your **MILLION-DOLLAR**  
COACHING PRACTICE



**JAY CONRAD LEVINSON  
& ANDREW NEITLICH**

# Guerrilla Marketing For Coaches Six Steps To Building Your Million Dollar Coaching Practice

**Rogers, Jenny**



## **Guerrilla Marketing For Coaches Six Steps To Building Your Million Dollar Coaching Practice:**

Guerrilla Marketing for Coaches Jay Conrad Levinson, Andrew Neitlich, 2012-04-01 Guerrilla Marketing for Coaches provides the first practical guide on the market for coaches who want to fill their practice with desirable clients and then build a firm that generates wealth Readers of this book will know exactly what they need to do in order to be a successful coach and firm builder The book provides best practices for all phases of building a successful firm from choosing a target market and designing solutions to attracting clients and building a firm      **Guerrilla Marketing for Coaches** Jay Conrad Levinson, Andrew Neitlich, 2012-02-01 START BUILDING YOUR MILLION DOLLAR COACHING BUSINESS TODAY The coaching profession has experienced phenomenal growth over the past decade and has become an accepted way for people and organizations to improve performance In response to this demand professionals from around the world are getting into coaching Unfortunately despite the growth of the coaching field many coaches struggle to attract clients and charge what they are worth It doesn't have to be this way Guerrilla Marketing for Coaches provides a practical step by step guide for coaches who want to fill their practice with desirable clients and build a firm that generates wealth Follow the six steps in this book along with the many success stories from top coaches in the field and you are on your way to having a million dollar firm You discover The top ways to attract clients and fill your practice without spending much if any money The proven conversations to close deals and get hired How to build a firm that generates wealth for you and make money even if you are not working directly with clients Join Guerrilla Marketing founder Jay Conrad Levinson and acclaimed coach trainer Andrew Neitlich as they guide you to true success in this booming profession      **The Ultimate Coaching Guide** Vikram Dhar, Rashmi T.K, 2020-11-29 Truly the ultimate guide for a coach This book is a must read for all coaches whether they are starting out or are well entrenched With all my years in coaching I still discovered new insights Michael Beale NLP Coach and Trainer Coaching can be transformational or simply transactional If you truly want to transform lives then this book is a must read Coaching is far more than a job it is a mission Transformational coaches focus on their self development as much as they do on the development of their clients All coaches need to be aware of the different coaching frameworks paradigms and tools used by master coaches world over In five straightforward sections this book guides you through the steps you need to achieve optimal success as a coach Section I The ABCs of Coaching Section II Coaching Frameworks Models and Tools Section III Case Studies Section IV The Business of Coaching Section V Resources It is an extensively researched overview of the latest developments in neuroscience emotional intelligence and positive psychology among many coaching frameworks If you are new to coaching you will find out how to start your coaching business If you are a seasoned professional you will learn how to strengthen your practice This book also offers coaching insights in the post pandemic era      Joyce in the Belly of the Big Truck; Workbook Joyce A. Cascio, 2005-05      Four Steps To Building A Profitable Coaching Practice Deborah Brown-Volkman, 2003-10-30 Are you frustrated with trying to grow and market your coaching practice Do

you feel like there is too much information or too little on how to market your practice yet not enough direction on where to begin Would you like quick answers and a complete resource guide in one place that makes marketing easy to apply and understand This book will show you how to build and market a profitable coaching practice in four easy steps It walks you through the process of deciding who to coach and how to create a program that potential clients will pay you lots of money for You will understand the components of creating a winning marketing strategy and learn tips and techniques to implement your plan You will also discover how to become masterful at both marketing and selling Four Steps To Building A Profitable Coaching Practice is a clear and concise guide to niche marketing for coaches Talane Miedaner best selling author of Coach Yourself To Success A great book with a lot of valuable information from a master at doing what she does best Sandy Vilas Master Certified Coach and CEO CoachInc com This is a great book Thorough professional and easy to read Judy Feld Master Certified Coach and President International Coach Federation ICF 2003      **Million Dollar Coaching** Alan

Weiss,2011-01-07 Build a million dollar business in one of today s hottest professions Bestselling business author Alan Weiss provides the inside advice you need to build or expand your coaching business from developing a common language and shared protocol to providing effective and supportive feedback at every level Million Dollar Coaching is packed with tips checklists resources and scores of helpful examples making this the most valuable one stop tool available for entering the world of professional coaching Million Dollar Coaching helps you Develop trust and assess performance and progress Provide useful candid feedback Use the media to raise your profile Build long term client relationships Create value based and retainer fees Develop and promote a strong record of success Replete with all the information and advice you need Million Dollar Coaching is the first step to making a million in the competitive field of coaching      **Book Yourself Solid for**

**Coaches and Consultants** Michael Port,Matthew Kimberley,2024-09-24 Build your consulting clientele with self promotion strategies that really work Book Yourself Solid for Coaches and Consultants is a game changing guide to attracting potential business opportunities and turning them into high paying gigs for a solid business foundation This hyper targeted step by step advice will help you grow your coaching or consulting practice beyond what you previously thought possible You ll become inspired to put energy behind your self promotion practices even if self promotion isn t really your thing In any service business it s essential to connect with the clients who are a perfect fit for you For consultants that means making your marketing efforts more effective by understanding your unique brand pricing your services competitively and communicating with prospective clients about how you can help them This book helps you through all of it with practical tips and strategic insights to ensure that you re never short on the right kind of clients Co authored by Michael Port mastermind behind the original Book Yourself Solid business techniques and Matthew Kimberley successful business consultant Book Yourself Solid for Coaches and Consultants covers the issues unique to the world of coaching By attracting clients who are in alignment with your vision you can create a successful business that also helps you achieve your long term goals Understand

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Coaching identifies the fifteen biggest moneymaking markets to target and offers valuable recommendations for financing that get the most impact and mileage from every budget Quick Action Steps for applying ideas and techniques make this book useful right away Get started in coaching today      **Making Waves** Dustin Vice,2014-11-15 This is book is a how to guide to building a successful professional coaching practice Within it are the foundational steps of how to Coach clients and organizations How to build your business through marketing selling and to create a practice from the inside that grows through a natural momentum Finally once a strong momentum is created how to expand your practice even more to create financial and emotional freedom as true wealth for yourself and others This book was written as a distillation of years of creating a massively successful coaching business of falling into huge rookie mistakes and from helping many other coaches build six figure practices quickly and efficiently while getting powerful results for their clients You will learn what mistakes to avoid and how to build on the experience of others to avoid the pitfalls many coaches fall into and how to build success quickly Learn from our experience and build upon it rather than reliving it from the ground up      **Start Your Own Coaching Business 2/E** Entrepreneur Press, Rich Mintzer,2012-08-02 Use Your Passion to Inspire Action Turn your passion for life into a fulfilling lucrative career as a motivational coach Whether you want to inspire others to go after their dreams achieve their business goals or better manage their everyday life Entrepreneur Press gives you the steps you need to get started This hands on guide shows you how to launch your own successful coaching company Learn step by step how to establish your business position yourself as an expert attract clients and build revenue Our experts provide real life examples sound business advice and priceless tips to put you on your way to making a difference and making money Learn how to Set up your business with minimal startup investment Develop your coaching expertise Build a business brand that gets noticed Capture clients by showing them you re worth their money Price your service Advertise and publicize to attract more clients Boost profits by expanding your business You already have the motivation and the passion this guide shows you how to share it with others and make a profit      *The Business and Practice of Coaching* Wendy Allen,Lynn Grodzki,2014-01-27 Building a thriving coaching business is a challenge An estimated 30 000 coaches have entered the coaching profession during the past five years Unfortunately the majority report they are unable to earn a living wage from their coaching services Competition is high and the knowledge of how to succeed in the business is often lacking To survive today coaches must match their enthusiasm with strong business and marketing expertise Lynn Grodzki and Wendy Allen are veteran business coaches who understand how to strategically approach the business and the practice of coaching as well as how to mentor new coaches entering the profession The Business and Practice of Coaching is the first text to combine a coaching approach step by step exercises direct suggestions insider s tips and motivational plans with solid business information and ideas in order to give new and experienced coaches exactly what they need to prosper in the competitive business of coaching Grodzki and Allen help coaches succeed by giving them the right information showing them how to develop an entrepreneurial mind set and

demonstrating how to customize a business plan that can spell the difference between accomplishment and collapse Grodzki and Allen gives each reader the ability to Build a coaching business that has relevance to the larger community around it and be aligned with the new realities of the coaching profession Refine your coaching skill set to incorporate the five coaching competencies that signal to the public that you are a masterful coach Define your innate coaching specialty and target a profitable niche market so you can make a bigger impact as a coach Implement the eight best marketing strategies to attract coaching clients and know the marketing ideas that coaches do best to avoid Set and raise your fees the right way develop multiple streams of coaching income and build a six figure business that you can own and sell Institute risk management policies that ensure your practice is legally safe ethically sound and trouble free Covering all of the territory from positioning your coaching business differentiating it from the competition acquiring basic entrepreneurial skills and learning from profiles of master coaches The Business and Practice of Coaching offers a wealth of information and accessible yet expert guidance Readers will discover how to take advantage of current trends and avoid distracting hype within the quickly changing coaching profession so that the coaching business they build today will be viable tomorrow **Million Dollar Coach** Taki Moore, 2016-11-06 Million Dollar Coach is the must have resource for coaches Increase the income you earn work when and how you want watch your clients get incredible results and become empowered to live a life of massive personal freedom Million Dollar Coach is designed to shift these issues you may be experiencing such as Too many coaches hit an income ceiling and never make the kind of money or the kind of impact that they are capable of They get stuck at one of the 3 plateaus Survival Stability or even Success Most coaches blame themselves and try to work on their MINDSET But nothing changes because it s not your mindset that s the problem It s the MODEL that needs to change The model that you bought into when you started your coaching business is completely unscalable Manual prospecting to get a few leads followed by one to one selling and dealing with objections excuses and stalls and time for money coaching so there s never any time for you For the last 5 years the author has been working with a select group of coaches taking them from Stability to Success and Scale Taki Moore has a very new approach and he shares the very best of what is working for them to become a Million Dollar Coach This book is essential reading for coaches of all types and experience levels and is of particular value for anyone looking to start a coaching business to short cut growing pains and quickly rise to become a Million Dollar Coach

**7-Figure Coach** Tara Mullarkey, 2021-08-23 Few women dare to start their own online business and even fewer ever get the results they envisioned What they re lacking is a blueprint for packaging their expertise story education and certifications into a premium high ticket offer and scaling it online simply and profitably 7 Figure Coach lays out the step by step process to help any determined woman have it all *Taking the Leap* Kasia Wezowski, 2017-10-17 Taking the Leap provides relevant and practical advice from 24 well known coaches who have built sustainable coaching businesses while doing what they love helping people What do the most successful coaches in the world all have in common They all started from nothing If you ve

not yet reached the level of impact and income that you want as a coach then Taking the Leap is the handbook you have been searching for For the first time ever the world s top coaches are sharing their core success strategies in a groundbreaking book With unique original contributions from coaching legends like Marshall Goldsmith Jack Canfield and John Demartini this is the ultimate guide for becoming a successful coach Practical step by step business and marketing advice is merged with inspirational material about attitude and mindset Combined the chapters in this book add up to a rock solid recipe for building a lucrative business simply by helping others and following your passion Many of the people in the coaching profession are really good coaches but they are awful business people Marshall Goldsmith If you re a new coach the advice in this book will help you take your leap and build a business with confidence following proven strategies from the best of the best If you re an industry veteran the success stories techniques and advice in this book will give you renewed motivation and drive you to reach even greater heights This book provides practical advice from 24 globally recognized coaches MARSHALL GOLDSMITH on becoming a better businessperson JACK CANFIELD on continuous improvement KIERON SWEENEY on promoting yourself HEATHER RAMSEY on selecting a business model MARK THOMPSON on partnering with industry leaders KELVIN LIM on specialization PATRYK WEZOWSKI on scaling your business MARC STEINBERG on inner wisdom MIRNA BACUN on leveraging LinkedIn VISHEN LAKHIANI on building a visionary business RELLY NADLER on emotional intelligence DAVID TAYOR KLAUS on self mastery SAM MARKEWICH on passion and influence BETH MASTERMAN on honing leadership skills MELINDA FOUTS on mastering change KATHERINE MCINTOSH on following your intuition JOANN LYSLIAK on creating a vision of your future CLINTON CALLAHAN on pushing your own boundaries PETER SAGE on confidence PATRICK JINKS on working with nonprofits KASIA WEZOWSKI on devolving the mindset of success JOHN DEMARTINI on creating a work life you love ROBERTO RE on defining your unique value MELISSA TIETS on persistence

**Coaching Business** Jude Larrie, 2021-03-22 Coaching Business The Ultimate Guide on How to Run a Successful Coaching Business Learn the Best Practices and Effective Methods to Sell Your Coaching Services If you consider yourself an expert in a certain field then you might want to consider a career in coaching The coaching business is on the rise right now and has gained popularity because most of the things we do now are done online Shopping banking communicating with family and friends everything is now online so it s no surprise that education and coaching would follow suit If you know significant information about a certain topic then you can definitely consider becoming an online coach This book will teach you all the information you need to know about online coaching You will learn why this is increasingly becoming a popular career nowadays and how you can start your own coaching business You will learn the basic steps as well as useful tips on how to have a successful online coaching business You will also learn about the common mistakes you need to avoid This book will discuss the following topics Becoming a Coach Building Your Coaching Program Best Practices for Running an Online Coaching Program Marketing and Selling Your Online Coaching Program Some say that online coaching is the future

of education If you are not sure if you re suited or ready to be an online coach this book will also help sort that out for you To learn more about online coaching and how to start an online coaching business scroll up and click add to cart now

Developing A Coaching Business Rogers, Jenny,2006-06-01 This little black book is a practical book which all coaches should read before they decide to enter the business world of coaching It is an easy read that is packed with a number of useful tips and practical advice of how to both develop and implement your business Yvonne Thackray How do I set up a coaching business How do I find clients How do I market myself successfully If you are considering these questions then this is the book for you The coaching market is thriving but many coaches need practical help on how to develop and grow their businesses Being a good coach is never enough This book gives practical help based on many years of successful experience Many coaches make the mistake of starting too broadly when the secret is to find a niche but how do you do this How do you find your natural clients How do they find you What should you charge Should you have an office or can you work from home Start up costs are never as minimal as they might look so how do you sustain yourself while you are building the business It is essential to promote your fledgling business but which methods work and which are just a waste of time and money You must have a web site but what should it contain to carry the right message about you and your coaching practice Then there is the whole question of selling a process many coaches dread but which has to be done because word of mouth on its own will never generate enough clients to earn a decent living Finally how big do you ultimately want your business to be What are the plusses and minuses of growth This book explains step by step how to build a successful new coaching business using an innovative method of selling with integrity Using helpful case studies Jenny Rogers clearly analyses the practical issues that can make or break a new venture This book is the first step in running a successful coaching business **The**

**Executive Coaching Playbook** Nadine Greiner,Becky Davis,2024-02-06 This turnkey guide helps you build a successful executive coaching framework and practice The Executive Coaching Playbook offers experienced and newly minted executive coaches a complete framework for building your coaching skills and business with proven results Beyond offering the ultimate proven coaching theory this book provides the tools and templates you need to set up a thriving business from working with your first executive clients to developing the business plan and marketing strategy for your brand With more than 30 years of experience as both an executive and a top executive coach Dr Nadine Greiner along with talent development expert Becky Davis shares her extensive knowledge hard won lessons and practical advice covering everything from the first chemistry call with a potential executive client to closing out engagements with meaning and poise In this book you will learn how to be the exemplary sought after executive coach that leaves clients sponsors and yourself more than satisfied The perfect companion to Dr Nadine s The Art of Executive Coaching the playbook offers 75 downloadable templates and techniques including email templates worksheets forms and agendas to support and to customize for your coaching endeavors A four step coaching process to adopt with your clients Practical advice for starting and growing your business

Niche Marketing for Coaches Hannah McNamara, 2007 This work includes all the tools you need to succeed in coaching  
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another coach into someone who stands out to your clients as the natural and only choice

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### **Guerrilla Marketing For Coaches Six Steps To Building Your Million Dollar Coaching Practice Introduction**

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