

# **The 5-Minute Guide to Getting People to Hire You as Their Coach**

**- SPECIAL REPORT -**

## **Introduction: Getting Hired For the First Time**

When you launching your coaching business for the first time and you put out your figurative shingle, it can be terrifying. Even though you know that you have some good information to share, and know what you are doing, there is still the period of doubt that everyone faces. Am I good enough to coach others? Do I have something they haven't seen before? How can I convince them to hire me? All of these questions are perfectly natural and everyone has them when they start out.

What you need to remember is that you got into this business for a reason, and after you have a couple of sessions under your belt, those doubts will pass ñ or at least go hide in the corner, out of sight for a while. If you have done your homework and you know that you have something truly valuable to teach others, there is no reason to be nervous. Remember, your clients don't know if it is your first session or your hundredth (unless you tell them of course), and as long as you are confident and sure of what you are saying, the thought will never cross their mind.

This guide will give you some specific things that you can do to improve your chances of getting hired and describe some of the mistakes that people sometimes make when they are new to the world of coaching. But the most important thing that you can do to get hired is simply to believe in yourself. Do that and your clients will believe in you too.

# Chapter 1: Don't Argue When They Object to Price

Coaching can be expensive, and the more sought after the coach happens to be, the more that people will pay to be taught by them. But even at the beginning level, the cost of coaching can be really surprising to some people. The reason for that is simple: they aren't familiar with just how much value coaching actually has.

If you have ever lived in the suburbs, it is likely that you have seen door-to-door vacuum salespeople. These vacuums are the premium machines on the market, often having a lifetime warranty and costing hundreds or thousands of dollars. Compare this to the Dirt Devil that you can get at Wal-Mart for \$79.99 and you can understand why people object when these salespeople unveil the price. That's the same thing that happens with coaching.

People are used to paying \$10 or \$20 for a book that will help them achieve a goal. The idea of paying hundreds of dollars for coaching is foreign to them. That don't mean that they can't be convinced of the value of coaching, but it does mean that they are probably going to balk when you mention your price.

The important thing here is not to argue with them about the price, and definitely, not to offer to lower it for them. Instead, simply answer their questions and build the value of your services. If you argue with them the only result is that you look like an amateur and desperate for business. Remember, your job isn't to convince them that you are worth hiring as a coach, your job is simply to show them what you have to offer and then let them make the choice whether or not to take advantage of your offer. They will think twice about turning you down if you don't appear to care whether they hire you as a coach or not.

## Chapter 2: Give Free Training to Show Value

Your customers, especially those who aren't familiar with life coaching or how it works, will often have an easier time accepting your price and committing to your services if you can show them that there is a huge amount of value in them. The best way to do this is to offer them some sort of free trial. The great thing about a free trial is that you don't have to spend anything but a little extra time to offer it, and the customer has nothing to lose by trying it.

Keep in mind, you don't necessarily have to offer an actual session with the client as your free trial. Many coaches record a general coaching video that can apply to a wide number of problems and then offer that to clients to show what the coaching session will be like. The way that this is most effective is by getting their email address in exchange for access to the video. That way, you can follow up with marketing emails once in a while to ensure that they don't forget about you if they don't sign up after watching the video.

Of course, if you really want to show value, then you might want to consider doing a small session instead. This is particularly true if the client that you are wooing has the potential to sign up for multiple sessions or a package deal. You want to show them what they will be getting and actually give them as much value as you can during the first session. Of course, you won't be able to solve whatever problem they are having in a short 15 or 30 minute session, but you can demonstrate to them that you know what you are doing and what you are offering has real value. This is something that they won't soon forget.

## Chapter 3: Target a Narrow Niche Audience

It is a bad idea to be a life coach because you'll be lost in a sea of life coaches, most of them much more experienced than you and many of them likely better at life coaching than you are. But that don't mean that you can't compete in the marketplace if you know how to label yourself properly. The best way to distinguish yourself among the competition is to narrow the field of competitors down as much as you can. That means becoming a coach for a specific type of person or to help with a specific type of problem.

What you want to do is find out what smaller niches are quite popular among clients but don't have a lot of coaches competing in them specifically. This will require some research, but it is worth it when you find that you are able to become one of the leaders in a specific sub-niche within a very short period of time. It is possible to narrow your niche down too specifically though, because you still want a wide audience to appeal to. For example, you might not want to advertise yourself as a Career coach for women with children between the ages of 35 and 40. This is far too specific and you are going to have a hard time finding clients.

Here are some examples of sub-niches that you could target with your coaching business.

- Weight loss coach for people that weight more than 250 pounds
- Stop smoking coach for those who smoke at least two packs a day
- A happiness coach for Christian women

- A weight loss coach for men who love fried food.
- A career coach for professionals in corporate America.
- A writing coach for fantasy and science-fiction writers.

## **Chapter 4: Have a Problem-Solution System**

You want to offer your clients a problem-solution system for tackling their goals. Your job is not to reach their goals for them, it is for you to give them the tools, the support and the information to solve the problem themselves. But what that means is that they need to know two things ñ what the problem is, and what they need to do to resolve the problem.

Let's take a common problem: weight loss. Suppose you have a client that wants to lose weight, but can't seem to do it. Simply talking to them each day and asking how they are doing, whether tried to eat less or do some exercise that day will not help them at all. Instead, you need to come up with a specific way to solve each problem that stands in the way. For example:

The client cannot stick to their diet ñ you identify the problem as their diet is too restrictive, and don't allow them any pleasure from eating. You solve the problem by helping them create a new diet that allows them to eat some of their favorite foods.

Suppose that the client wants success selling books on Amazon Kindle. You identify the problem as them having an amateur cover, a manuscript

full of misspellings and typos and extremely poor formatting. You point them in the direction of Photoshop tutorials or cover artists, help them understand how to edit better or show them how to find an editor, etc.

The important thing here is that you can identify a specific problem and come up with specific solutions for that problem. That's what your clients need and what will make them come back to you with each and every problem that they have.

## **Chapter 5: Offer a Variety of Coaching Styles**

You should definitely offer a variety of coaching styles that your clients can take advantage of. There is no one-size-fits-all solution that works for everyone, and if you want to appeal to the widest audience that you can, you need to make sure you offer what they feel most comfortable with. For example, some people only want to receive coaching via email, because they prefer to read and are uncomfortable with face-to-face coaching over the internet. Some have busy lives and prefer audio files that they can listen to on their commute. Then, there are people who prefer to watch a pre-recorded video series rather than participate in live coaching. Finally, there are the people that prefer face-to-face coaching using video and audio.

Of course, you can definitely adjust your prices for the different types of communication, and what this does is to make you accessible to multiple budget levels as well. For example, since writing an email or recording an audio message likely takes you much less time than recording and editing a video, this might be your least expensive option. Obviously, taking an hour out of your day to coach someone face-to-face will be your most expensive option, assuming you aren't offering live, and in person, coaching sessions.

Whatever you do, just make sure that you are always serving the customer. Ask your clients what they would like to see and they might come up with some ideas that will surprise you, and end up making you a lot more money. For example, you might not have ever thought of writing a book prior to starting down the coaching journey, but this might be an addition to your business that will be a big part of your income if your clients like your writing style.

## **Conclusion**

If you want to be hired as a coach, no matter what type of coaching you are doing, these are five major rules that you'll want to follow. Remember; don't argue with them if they get upset with your price. You're a professional. There is an old sales adage that says: some will, some won't, so what. Don't take it personally if someone don't sign up for your coaching, and definitely don't let them know you are upset or you could be eliminating the chance of getting them to sign up down the road.

Take advantage of the other tips on this list as well. Make sure that you are offering some sort of trial or sample so that people can see the value from your coaching. A blog or a YouTube channel are both great ways to do this. Try to narrow your niche so that you can be recognized as a leader in your field and remember to use the problem-solution method of coaching if you want your customers to reach their goals and come to you for help in the future.