



Coach's CEO Toolkit

Grow Your Business

cheri  gregov

How can I grow my business?

Take advantage of the 3
levers to grow your business

Grow Your Business

Three-Fold Growth by cultivating each variable that contributes to your growth. Identify opportunities and prioritize expansion efforts with this map.

1. Pricing – What variables influence how much you can charge clients?

Target and Clarity

- Narrow to a niche for your offer to expand your impact, the more specific your value-add is to a particular population, the more they will value the service (like a specialist versus a general doctor)
- Establish clarity of messaging
- Ensure branding consistency
- Gather feedback on which posts and which niched offers generates the most engagement and the most sales

Client Case Studies & Testimonials

- Whenever you receive positive feedback from your clients, take a screenshot of the messaging platform or email and save it to a folder.
- When you hear verbally some positive feedback, consider writing it down word for word to list it as a quote.
- At the end of a client engagement, interview your client by asking them set questions about their experience working with you. The idea of this is to have an edited video that will let your future prospective clients hear directly from your past clients about what it is like to work from you.
- Tip – When your motivation or energy about your business is lagging, turn to these files and records of client testimonials to fill you up. This is of course why we do what we do, to help our clients. Nothing will re-energize you like hearing directly from your clients how you have benefited them.
- The more compelling your client testimonials, the more you can charge. As compared to a new coach just starting out without proven results, this evidence can substantiate your fees.

Personal Development

- Hone your craft through continuous education on the latest thought leadership and techniques in coaching
- Self-coach and hire a coach or coaches to ensure you are modeling the results that your clients seek, and coach with integrity
- Invest in your own knowledge and wisdom to serve your clients better

Grow Your Business

Three-Fold Growth by cultivating each variable that contributes to your growth. Identify opportunities and prioritize expansion efforts with this map.

Client Retention

- Work to delight clients in both the results they achieve and the client experience they have
- Reduce any friction in their client experience, from scheduling to intra-session communication
- Seek feedback and improve
- Offer additional value-add to clients beyond the original arrangement to delight and retain

2. Marketing - Grow your audience and make more invites to your audience for consultations

Contact & Make Invites on Schedule

- Social - Post daily the same content across social media platforms, making an invite to a Consult every 4th day
- Email - Repost most popular social media post of the week to email list, making an invite to a Consult once a month
- Blog - Build out favorite posts to be lengthier blog articles on website, search engine optimized so prospects find you when searching on Google for related topics
- Personal - 1:1 contact to check on individuals and on occasion make the invite for consult
- Conversations - Strike up conversations, introducing yourself as a life coach, get curious about everyone you meet, be bold about offering to hop on a call with them to help

Build Email List

- Free gift lead magnet in exchange for email address
- Free webinar in exchange for email address
- Consider quizzes with detailed results in exchange for email address

Offer at Multiple Price Points to Reach More Clients

- Build evergreen on-demand virtual program
- Speaker sheet and media kit for speaking engagements
- Write book
- Start podcast
- Remember that lower ticket offers, will require much higher volume so allocate your time to these other offers accordingly

Grow Your Business

Three-Fold Growth by cultivating each variable that contributes to your growth. Identify opportunities and prioritize expansion efforts with this map.

3. Sales - Increase your sales success rate in your consultations

Consultations

- Refine and enhance your consultation approach / script based on what you learn is effective
- Record your consultations and watch them back to identify ways to improve

Pre-Qualify Leads

- Once you have had extensive practice doing consultations (e.g. >30), consider setting some parameters for contacts to qualify before conducting a consultation
- This will eliminate those who are not seeking coaching or are not willing to invest in themselves prior to the discussion
- Your conversion rate will increase, your number of unsuccessful consultations will decrease, but it should not result in turning away any prospects who want to enter into a coaching engagement