

7 Smart Visibility



Moves for

New Coaches

Clear ways to connect with
the right people.

Virtually Debbie



Ask for Referrals



**Let your personal
and professional
network know you're
taking clients.**

Sample Message:

"I've got a few spots open for new coaching clients. If someone comes to mind, feel free to connect us."

Follow Up on Past Interest

Look through DMs, emails, or comments.

Find someone who showed interest but didn't book.

Sample Message:

"Just checking in, I have time this week if you want to book a session or start with a free consult."

Comment with Intention



Find 3–5 posts your ideal clients or referral partners engage with.

Spend 5 minutes daily leaving helpful, genuine comments.

Example:

“This is what I see clients struggle with when naming offers.”

Share a Resource

One-on-One

Make something helpful for someone considering coaching. Share it directly.

Examples:

- Goal-setting worksheet**
- First session prep guide**
- Coaching decision tool**

Sample Message:

"I made this for someone considering coaching. Would you like a copy?"

Teach in a Coaching Group

Find a group your potential clients are already in.

Where to look:

- Facebook groups in your niche
- Alumni or certification spaces
- Peers with small communities

Sample Message:

"I'm a [type] coach and could offer a short session or Q&A on [topic] if that would support your group."

Go Live with a Peer Coach

Choose a coach with a different focus but similar audience.

Go live for 10–15 minutes on a topic your clients care about.

Example:

A life coach and a health coach talk about sticking to routines and how they each support follow-through.

Be a Podcast Guest

Find some small, relevant podcasts your clients listen to.

Search Spotify/Apple Podcasts with niche keywords.

Ask peers what they listen to.

Reach out to offer practical tips.

Sample Message:

"I'm a [type] coach. I'd love to share useful advice with your audience."

**Pick one action
that helps you
reach the clients
you want.**

**Do it this week and
consistently.**

**You will see
results.**

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