The Expert Coach.
Coaching Business in a Box

Learn how to become an expert, creating a niche and making a massive profit

www.employmentking.co.uk
www.christopher-delaney.com
Dear Coach,

The status of an expert coach can take your cost per sessions and double, triple and in most cases quadruple it.

Image you could have doubled last week’s earnings just by being seen as an expert? And what is an expert? An expert is just someone who knows more about one thing then someone else.

This e-book will teach you the importance of being seen as an expert but more importantly you will learn to market yourself as an expert, because any old coach can say “expert” and many coaches will use this or similar terminology on their website but they still can’t get those all important bookings.

A real expert will be quoted in websites, high ranking blogs and in newspapers and popular magazines. An expert will charge a large amount per session, but there online status and their niche expertise will back up this cost because you will have the skills to help people achieve the success they desire in your coaching niche.

Some people believe to become an expert you need to have worked as a coach for 20, 30 or 50 years, but this is not true. Every day, you become more of an expert then the day before, with every client you learn valuable lessons, from every book you read or training course you attend, you refine your skills. In truth we are always learning and we never stop.

In terms of internet marketing you can be seen as an expert more quickly and this e-book will teach you the techniques that most coaches aren’t aware about, actually most business people no matter what sector they belong to will benefit from the e-book as the skills
you are about to learn are universal, but as a future coach you can follow these steps and create an expert, professional and profitable coaching business.

Good Luck

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Are there any Clients Left?

The coaching industry is growing, which means there are more clients looking for support with a whole range of personal barriers; phobias, careers, business, relationships, confidence, self esteem, goal setting, weight, driving, smoking, motivation, career-life balance, communication, abuse, self-worth, procrastination...the list goes on and on.

The problem here is, there may be more clients but there is also a lot more competition. Many people looking to work for themselves will set up a coaching business and wrongly believe that they will make thousands in their first year.

You can make this much money and more in your first year as a coach, but it is not as easy as just setting up a website and waiting for your clients to come to you.

The e-book on marketing will teach you how to increase hits to your website, increasing client referrals, starts and profit, but this section will teach you how to be seen as an expert and experts always receive more specialist referrals and what does more referrals lead to? Higher profits.
We all Trust Experts

A famous psychological experiment reinforces the potential power that an expert can exert over a non-expert. Milgram’s experiment (1961) has been repeated several times with very similar results, it highlights how easily compliance and obedience can be achieved when individuals are assigned roles.

Two individuals (An actor and a genuine volunteer) were asked to participate in an experiment, believing that it was a study focused on memory. Which role the volunteer was assigned to was determined through drawing slips of paper, although this was rigged with the genuine volunteer always being assigned to the role of teacher rather than learner. The premise of the experiment is explained to the participants – that the teacher shall ask a series of questions relating to memory functions and if the learner answers incorrectly then they shall be punished through a shock administered by the teacher. It is explained that these shocks will be used to see how they impact on the answers given, i.e. if pain enhances memory function. It is also explained that the voltage for these shocks will increase in power as the experiment goes on.

During the experiment there is a scientist wearing a white science coat who is asking the volunteer to increase the voltage and administer the shocks, this scientist will reassure and encourage volunteers to administer increasing voltage levels, even as the volunteers can hear the experiment participant in the other room screaming in pain. Some volunteers continue to administer these volts even when the voltage they deliver states “Danger” and the actor volunteer has reached a point where they can no longer be
heard screaming. The reassurance of the expert is so powerful and influential that the learner discounts their own view, placing trust in the expert knowledge of the man with a clipboard wearing a white coat.

So many failed coaches will have a coaching business that covers all aspects of coaching, from motivation to phobias, from careers to business coaching, they wrongly believe that the more coaching niches they are in the more clients they will have and the more money they will make – they are often proved wrong.
In a Niche

Coaching clients will search for a coach because they have a particular problem that they want support with. And if you’re paying money for a service you might as well spend that money on an expert for that particular problem.

Imagine you had a phobia who would you prefer to see, a coach who has a website covering a hundred coaching scenarios or a coach specialising on phobia removal – it’s a no brainer. To be a successful coach you first need to specialise, once you have regular clients, client referrals and recommendations, a regular income, then you can start to branch out into other coaching niches, such as public speaking, height phobias, or any other niche. The trick here though is to start with one niche, become successful and market your next niche.
It seems obvious now, doesn’t it? But this is where so many coaches fail they want to cover all the basis, but clients look for and hire the coach who can best support them.

From a cost point of view, by promoting one niche rather than 6 or 7 you can either save money on marketing (one niche is cheaper to promote then 6-7 niches or you can pump all your money into marketing that one niche, instead of 300 links to 6 niches you will have 1800 links to one niche, which will move you up the Google rankings in your particular niche key words.
It’s All About Me

The second mistake newbie coaches make, is they cover their marketing materials with information about them. You can have an “about me” tab on your website, but what you need to do is record information on how you help people overcome their barrier (niche) this way when prospect clients read your website text, they think great this is the same situation I am in.

This is why many websites have success stories and testimonials; it shows other potential clients that there is a way forward through you the coach. Plus social proof (influential psychology) will increase your sales.
When writing your website text, especially on your sales page, think about it from the client’s perspective – what would they want to read and see? What would inspire the client to book a session with you?

As a coach you should be client focused, your session and coaching style is designed to empower the client to take control. Use this same approach on your website, make your website client focused too.
A great way to start of your coaching business, increasing your hits to customer starts percentage, is to have a niche within a niche, highlighting your expertise. As an example you may specialise in phobia removal. A client looking to get rid of their spider phobia finds two websites specialising in phobia removal both local to their home address. One is a generic phobia removal coach, the second is a spider phobia expert - who would this client choose?

Think about your target audience and target your website to their needs, this way when a client reads your website you will meet their criteria increasing sales. From a marketing point of view, with your websites having pages and blog post relating to the clients issue, they will find you much quicker on Google, as Google will put your website
at the top of the Google search for search terms relating to your niche

One of my coaching friends specialises in helping business women between the ages of 25-35 be more successful with their business, setting and achieving milestones and goals.

Because she is so specific, her whole marketing material and website design including her colours, images and text font is targeted between this female age group.

Her potential clients see/read her website and know that this coach is the coach for them, even her testimonials are female business women – she evens records her past clients ages on the testimonials.
Creating Exposure

HARO (help a reporter out) is a great tool to increase your position as an expert in your industry while increasing your website hits, increasing your revenue. But why are some people successful at using HARO while others fail?

Does HARO Work? The proof is in the pudding, here are two of my latest HARO successes (promoting Chris Delaney Careers Advisor, Confidence Coach, Founder of Employment King and Author of The 73 rules for influencing the Interview using Psychology, NLP and Hypnotic Persuasion Techniques)


HARO reporters can place links to your website, mention your name or product on their sites, increasing your expertise, building your
marketing campaign and making you more sales/money on national blogs, news websites and in high street magazines and newspapers, which means thousands of people will read your quotes and articles.

**How HARO Works**

Once you join HARO which is a free and easy to sign up to, you will, three times a day receive an email with a list of jobs, journalist require from experts. This can be anything from a live radio interview on your expertise to a quote as part of a larger article.

Topics cover anything from business to lifestyle, from careers to health. Each request contains the topic, journalist name (sometimes), media outlet and submission deadline. HARO provide an email address so you can’t contact the journalist direct until they contact you.

**Getting the Gig**

There are around 100,000 experts so competition is high. Deadline line for gigs are short, so you need to respond quickly. Journalist will only hire you is you can add value to their article, so think about what you are going to write. Don’t waste your own time and only write about the topics you are an expert in, this way once featured the readers will want to click through to your website product as it is relevant to the article/website the reader was on.

**Stand Out From The Crowd and Increase Your Responses**

Write an eye catching headline; don’t just repeat the journalist topic line. Never record “visit my website for full article..” Record the quote/article in the e-mail body. At the end of the e-mail record your name, expertise and a link to your website/product (this way they are more likely to get added to the finished article.)
Give the journalist what they want, if they ask for bullet points, a few lines, 10 tips or a full article give it to them. Journalists are busy, if they don’t find what they want within a few minutes they will delete your e-mail and more on.

If like me you are a multi expert, only record your expertise bio relevant to the article you are writing, don’t write a big list of irrelevant information or you will just turn the journalist off. As an example when writing career articles I will end with “Chris Delaney Career Coach www.employmentking.co.uk” when writing coaching articles I finish with “Chris Delaney Life Coach www.christopher-delaney.com”

Ezine Articles and Guest Blogging

As well as using HARO to gain expert status, there are many other websites that will record your content on their site. Ezine is a great website that lets anyone write content and then shares it with its millions of users.

Ezine ranks high on Google and what is great is that other website users who need content for their website will use the articles on Ezine and place it on their along with your ‘signature’ and backlinks.

In truth the web is full of web users who need constant content and stories. You can search for guest blogs and write your expertise content aimed at that websites users, to increase flow though traffic.

The key is to write expert articles that others will link to and promote because the more people who know about your expertise the more hits to your website you will receive, which means the more sales you will secure.
Social Media Sites

In the following section you will learn how to make the most out of social network sites; you will learn how to market your company and product.

There are many social media sites, with Twitter and Facebook gaining the lion’s share of the hits. You can use social network sites to increase traffic to your website, to build up your list and to sell your products.

In this section we will discuss how to use Facebook and Twitter, if you prefer other social network sites, you can use the information here and develop it for the social network site of your choice.

First, you need to add a “share button.” Google “share button” and you can choose from many. Social network users love to share good website content and stories; one social network site dedicates itself to sharing content is www.digg.com

As you add new content and articles to your website and blog, your followers will share your content with others, as other web surfers read and like your content, they will follow the links to your website to buy your products and services.
As your content and articles are written for your niche, the majority of your website visitors will be requiring, looking for and/or interest in your website services and content. Some internet marketers fail by trying to maximise their webpage hits, you will gain new coaching client and earn more money by having a less but targeted customer base.
How to Save Time and Maximise your Social Network Content

Join a service like www.ping.fm.com there are many other similar services to choose from; companies like PingFM allow you to update all your social networks in one quick link and is free to sign up to.

First you need to register with each individual social network site, when you join a service similar to PingFM it will ask you for your social network site user name and password. This will be stored in their system and every time you update your status it will be sent to all your social network sites in one go, saving you hours of inputting.

Many of these services come with a downloadable tool bar for easy use, which means you can write an article, click the ping toolbar icon and within seconds your article is being seen by hundreds of people on all your social networking sites.

You may need to think about what you can tweet and facebook about? Again, think about this from your potential client’s viewpoint - what do they want to know about? As a careers coach, I know my client are interested in up and coming companies that are recruiting, CV writing tips, interview techniques etc. So I mix my tweets between new jobs and articles from my website and blog on a 50/50
ratio, this way customers don’t know if the link is from my website or another source.
Let Google Do The Hard Work

At first I used to spend hours searching for stories etc from the web, deciding which articles to add to my social network sites. A quicker way to achieve this is to set up a Google alert for my niche;

Type in www.google.com/alerts add your search term I recently used “new UK jobs” you may want to use “coaching techniques” “nlp” or “how to enjoy life” you can set up as many alerts as you want, if they don’t produce the content you are looking for (relevant to your site and customer) you can delete the alert and or set up new alerts whenever you want.

On the type box click everything, and decide how often you want to receive updates and the maximum amount of updates you want to receive, finally add in your e-mail address and click create alert.
You will now start to receive daily alerts from blogs, websites and news feeds on relevant content that you can pass on to all your social network followers on all your social network sites in one quick click.
The Twitter Money Maker

Twitter is a great social network site to use; it has recently become highly popular throughout the world and is easy to set up:

First visit the twitter homepage www.twitter.com click sign up add your Full Name, User Name (use your company name as your user name) Password and E-mail address. Click let others find me by e-mail to help increase your followers and click create my account.

Next you need to personalise your twitter page, click profile and upload an image or company logo. Add your company website so twitters can link directly to you and write a small bio; keep this short and friendly IE Experience Life Coach Living in (location) I also enjoy
painting and reading. Don’t be tempted to use the bio to sell yourself; if they like your tweets they will visit your website.

Now you are ready to find people, first find and add employment king www.twitter.com/employmentking as I will automatically follow you, becoming your first twitter follower.

You can also use the twitter **find people** button to search for people by name, e-mail, company name and interest (that is why you need to add an interest to your bio)

The more you tweet the more followers you will get, increasing your followers starts slow and then will quickly increase in the pace. To help increase your followers add to your signature on your e-mails **“follow me on twitter”** and add a direct Twitter button to your website and blog. www.twitterbuttons.com

On twitter you can add a twitter background which are good, to sell your products you can either pay for a twitter page designer to design you a background with your company name and website and pictures of your products and services to help increase your referrals and sales.

For those of you looking to save money, try www.freetwitterdesigns.com or a similar company. I have checked a large amount of free twitter design companies and find this to be the best one, as you can add pictures of products (e-books) and add in your own text (company name and or e-mail) into the background, you don’t need any graphic design experience as there systems is easy to use and follow.

So, as all your followers click your twitter page, they will first see your product images, you website name, they can read your bio and tweets – from this you will see a massive surge in your website hits and the more relevant customer hits you get the more money you will make.
As you can see from my Twitter page I am optimising my money making potential; first my profile has a list of the services I offer and a link to my website. I regularly tweet information including my own products, blog post and to keep the audience engaged I will retweet other peoples comments and link to YouTube videos and other website and blog articles (don’t fall into the trap of only tweeting stuff about yourself as your followers will become easily bored)

On my twitter page I have added one of my products (top left handside) and on the write I have added my e-mail and web address. Most people will add an image of themselves as their profile picture which I would agree with, currently as I am promoting the e-book I have added a copy of the e-book cover as my profile picture.
Have You Heard About Facebook?

I would be surprised if you didn’t already have a facebook account, if not here is how to quickly set one up:

Once you have clicked on www.facebook.com you will see this:

Just enter your personal information (name DOB Etc) and join up for free. You can add pictures, videos, post, links comments and a link to your website all on facebook. As you start to release products you can add product pages to help promote your goods.
On my current facebook page and I change these images on a regular basis, so I show up in feeds, is a image of my Employment King Logo “man with hands in the air” and the cover picture is my book title “influencing the interview.”

In sales customers need to see your product 7 times before buying it which is why I constantly promote my goods. It is also good to remember that your social network friends will vary on the various social network platforms.
On Facebook I have followed and liked companies and products relevant to my niche and I will every so often add comments on their walls, these are never sales comments these are normally interesting or fun insights to highlight my expertise.

So can also see on the above screenshot that I have posted articles from external sources, the link you can see is from a story that actually quotes me and the Employment King website – which is great, my facebook followers sees a great article they read it, see my name and think wow – he must be good, let me take a second look at the book I keep hearing about and before long my sales skyrocket.

Facebook offers a great service called “fan page” where for FREE you can promote a product or service, the screenshot above is the fan page for my book Influencing the Interview.

Just like any other facebook page you can add comments, images videos, etc to increase your social network presence. Remember though the more pages you have the more time you have spend adding content to them.
The Expert Coach

As you now know coaching clients will book experts that support their need. To be seen as an expert you need to follow these three steps that we have discussed in detail above

1. Target your website and coaching business to a niche within a niche
2. Let other promote your expertise by writing content for journalist and other web users, the more you are quoted in the media the more you will be seen as an expert
3. Use social media to promote the content you have wrote for others, as well as for promoting your website, brand and product.

Good Luck

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