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# Google Destroyer



Make More Money on Google  
Coaching Business in a Box  
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I love my job as a life coach, hypnotherapist and careers advisor, because I have a passion for helping people. But the reason I am successful in terms of finances is because I understand the power of the internet and the importance of making a profit.

To survive in this competitive industry you need to be so much more than a great life coach, you need to be a master of internet marketing and full of business acumen. If not you might want to think about partnering up with a business professional.

Without making a profit, you will quickly sink. We all have bills to pay, which is why you need to learn how to use Google and other internet sites to your advantage. There are plenty of way to increase hits to your site and to make big profits. Word of mouth is a great sales tools, especially with social media sites, but you also need to learn how to rank your site high as this is the key to an online business. And you need to learn how to make money without having to do any work, this way you can make money between clients and while you're asleep.

The more money you make the more you can help people. Today you will learn a wide range of techniques to increase your profit. I use Google a lot as an example as this is the most popular of websites, but these techniques can be used on other similar sites such as Bing and Yahoo. Be creative take the ideas here and make them relevant to you.

You need to split your time as a coach between coaching clients, networking and marketing your business. Once you have this right, you will see your business grow, rapidly.

You will learn about making money while sleep, how to rank on page one of Google and how to get free advertisement on the top websites including Google, Yahoo, Bing and facebook. Not only that

you will learn how make hundreds of pounds selling other peoples products. Once you have a steady income, you will have even more free time for the real reason you became a coach, to help people achieve their goals

Good Luck

Chris Delaney

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[www.employmentking.co.uk](http://www.employmentking.co.uk)

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# Make More Money using Sales Psychology

People often become coaches because they like to help people, but being a coach is a business and a business only survives if you make money.

First as a coach you need to decide on your price structure, most new coaches will initially offer a cheap/low cost service and then three weeks later wonder why they don't have any clients. This is because people associate value with cost

We all make comparisons often without realising it, when out shopping for a bottle of wine as a gift, which bottle of wine would you consider expensive?



A bottle that cost: **£3.99**      **£5.99**      **£7.99**

Research has proven that most people would consider the £7.99 bottle of wine as expensive when compared to the other two bottles of wine, with many people wanting to purchase the £5.99 bottle (the

middle of the road price) believing that the £3.99 bottle will be cheap, nasty and taste bad.

But what if there were 4 bottles of wine;



**£3.99    £5.99    £7.99    £9.99**

Which wine would you purchase as a gift for your loved one now? First, most people would no longer consider the £7.99 bottle as expensive even though the £7.99 bottle is still the same price as in the original scenario and surprisingly more people would purchase the £7.99 bottle once there is a forth more expensive bottle on offer.

This is because we compare everything we see, this is one way our unconscious mind makes sense of the world. So next time you're in a supermarket buy the product at the price you originally went in to spend, as supermarkets understand and invest a large sum of their profits in researching and implementing selling psychology and will place more expensive products next to middle price products to make you purchase the middle price rather than the cheaper one.

To be seen as a valuable asset you need to price your business, products and coaching sessions at a high but reasonable price. Search other coaches in your area/niche and look at the range of cost and fit yourself in the middle, as your coaching skills and confidence improves start to up your cost, because an expert in a niche would charge more money than a regular coach, and clients know this.



Always offer discounts, as people naturally compare everything often unconsciously. We see this all the time in supermarkets 50% off, 3 for 2 Save £10 Today Only. People love a bargain, so put your original price for a coaching session at X price and then offer an X% discount – this month only, this will compel people to buy your product or service because they don't want to miss out.

You can also have a staggered approach to cost, which again allows customers to compare the cost often leaving the client to choose the middle product and price range. As an example, one session cost £80; two sessions cost £140 or book 5 sessions for only £250

Don't confuse matters by adding 10 options, keep it simple but use sales psychology to increase your amount of website hits into paying customers

# Google is King

When it comes to internet marketing Google is king. Most people use goggle as their first point of cause when searching for a coach and there are 3 different ways to use Google to your advantage increasing website hits and client referrals. These techniques can be used with other search engines, but for the purpose of saving you time I will only refer to Google due to the popularity of this search engine.





# Google Search

The first thing you have to learn is, what do your potential client search for on Google? What search terms do they use?

A quick way to check the amount of potential clients who use certain search term is to use the Google keyword tool [https://adwords.google.com/o/Targeting/Explorer?\\_c=1000000000&\\_u=1000000000&ideaRequestType=KEYWORD\\_IDEAS](https://adwords.google.com/o/Targeting/Explorer?_c=1000000000&_u=1000000000&ideaRequestType=KEYWORD_IDEAS)

The screenshot shows the Google Keyword Planner interface. The top section displays results for the keyword 'life coach', which is circled in yellow. It shows a 'High' competition level (also circled in yellow) and 368,000 global monthly searches (circled in yellow). Below this, a list of related keyword ideas is shown. The first idea, 'life coaching', is circled in red and also shows 'High' competition (circled in red) and 301,000 global monthly searches (circled in red). Other ideas include 'life coaching courses', 'becoming a life coach', 'life coach training', and 'life coach london', all with 'High' competition and lower search volumes.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
life coach	High	368,000	40,500
life coaching	High	301,000	40,500
life coaching courses	High	9,900	2,900
becoming a life coach	High	8,100	880
life coach training	High	18,100	3,600
life coach london	High	3,600	2,900

Type in a potential search term “life coach” Google will then tell you how many users add this search term into Google both in the UK and Locally. Google will also let you know other similar search terms that clients use and this information is gold.

In this example the search term Life Coach is used 368,000 a month; this is potentially how many clients will look at your website.

Not only do you know what search terms potential clients use, you will also see which search term has the most competition from other coaches through a scale of Low, Medium and High. If you look at the search term idea that Google has presented “Life Coaching” this term receives 301,000 searches a month.

As can be expected these highly used search terms are very popular and coaches all over the UK will be fighting to rank high in both these search terms.

# Google and Blogging

A great blog site to use is Word press, why? Because Google love word press. One way to rank high in Google is to write a blog post with a title using the search term you have found using the Google Key Word search tool that gets regular searches with LOW competition.

The screenshot shows a WordPress blog layout. On the left, there are three blog post excerpts. The first excerpt is titled "Ways to Change Your Life for the Better" (circled in yellow) with a date of "Written on February 7, 2012 by admin". The second excerpt is titled "Boosting Self Esteem" (circled in yellow) with a date of "Written on January 18, 2012 by admin". The third excerpt is titled "Self Confidence" (circled in yellow). On the right side, there is a sidebar with a section titled "Employment Services" containing a list of services like "Advanced Interview Course", "Career Advice", etc. Below this is a "Share it" section with social media links for Facebook, Twitter, and LinkedIn. Further down is a "Free CV Appraisal" section with an email address "info@employmentking.co.uk". At the bottom of the sidebar is a "NEW BOOK: Influencing the Interview BUY NOW @ Amazon" link.

**Ways to Change Your Life for the Better**  
Coaching - Tags:  
How to make quick changes in your life...for the better This article will highlight some common traits that negative people use to help them stay negative. If you comply with any of these common pitfalls you can make a change by following the links below Stop Jumping negative people will always jump to conclusions in every situation, they often assume they know what is going to happen and often have no evidence to back this up. This often leads people to think that everyone is out...  
Written on February 7, 2012 by admin

**Boosting Self Esteem**  
Coaching - Tags:  
Boosting Self Esteem Why do some of us feel confident and others lack self belief? How come others have it good, while for some everything we try doesn't work out? What is the difference between someone who enjoys their life and those that feel like they have nothing to live for? The key to boosting your self belief and to feel more confident is by changing your Limiting Beliefs. A limiting belief is a belief that stops you being your best in anything that you do, a limiting beliefs limits...  
Written on January 18, 2012 by admin

**Self Confidence**  
Coaching - Tags:  
Self Confidence I have always been fascinated with how people's minds work - why are some people confident while others are nervous wrecks? Today I will teach you the secrets to

**Employment Services**  
■ April 2010  
■ March 2010  
■ February 2010  
■ January 2010  
■ Advanced Interview Course  
■ Career Advice  
■ Choose a New Career  
■ CV Templates  
■ CV Writing Services  
■ Employment E-Book  
■ Interview Coaching  
■ Interview Questions & Answers  
■ Job Searching  
■ Life Coaching

**Share it**  
Connect Us on Facebook Follow Us on Twitter LinkedIn

**Free CV Appraisal**  
Email your CV to info@employmentking.co.uk and gain detailed feedback from one of our expert CV Writers

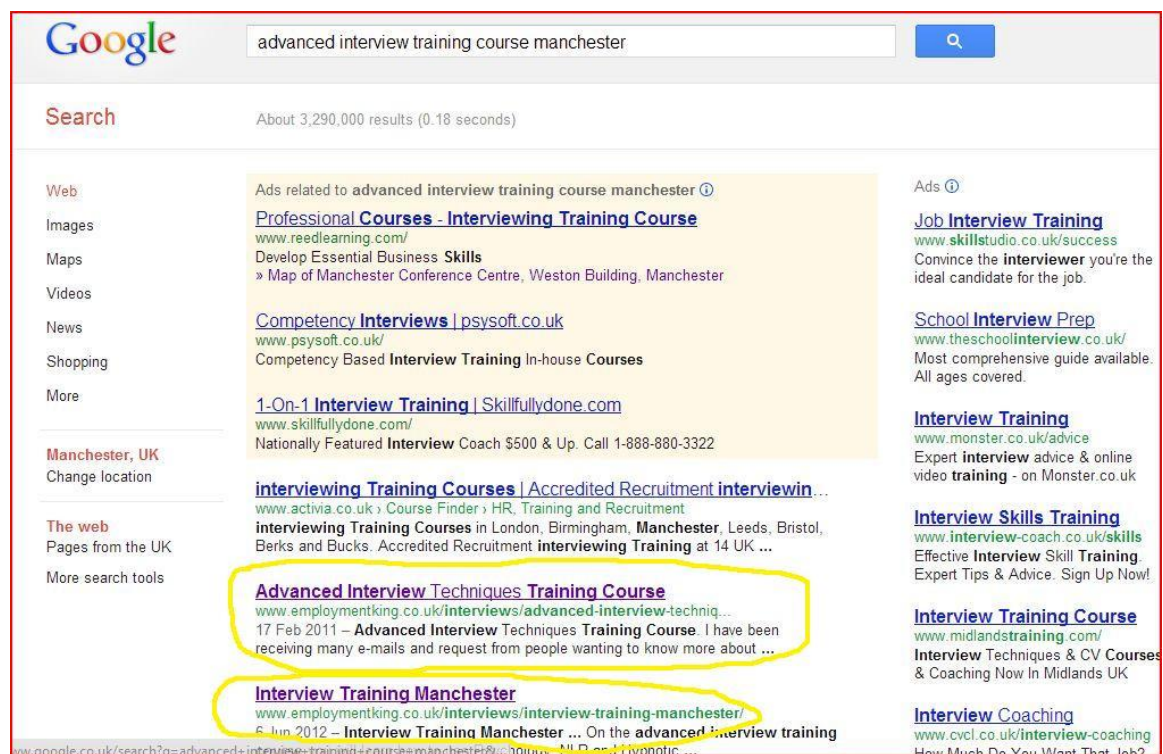
**NEW BOOK: Influencing the Interview BUY NOW @ Amazon**

As your blog gains authority through back links and time served, these articles will earn you some serious cash. Imagine you have 10 articles that rank high on Google and let's say they receive 15 hits a

day each. That's a total of 150 hits and let's say that 10% of these people buy one of your e-products costing £10. That means you will earn £150 a day for little work.

# Number 1 on Google

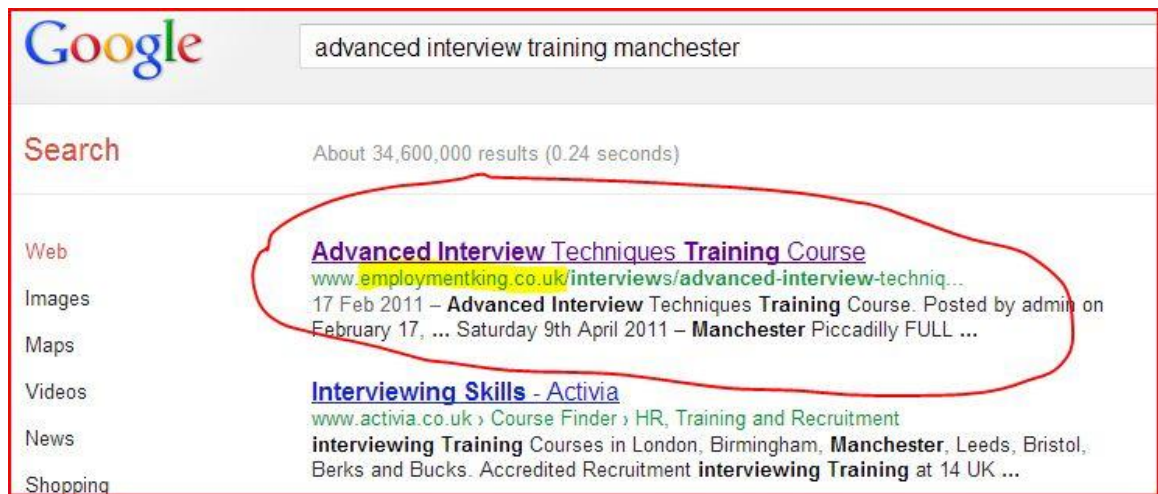
Your aim is to get your website on the number one place on Google for all your key search terms because 60% of users open the number one link, 30% open the second website and 10% on the forth place. Which means even if your website is on Google page one, the user may not click your link.



In this example above, I rank number 2 and 3 for the search term “advance interview training course in Manchester” (the top 3 links in the shaded box are paid advertisements that I will discuss later) by

having several links on Google page one for one search term increases your authority.

The rule in sales states that a customer needs to see your product 7 times before they purchase it. Your ranking depends on the search term your client uses:



Here the search term is “advanced interview training Manchester” where I am only featured once on Google page one, but I am featured as the first listing.

To get to number one you need to add authority back links from other sites to your site using the search term you want to Google high on, which is why we add the section using HARO and the links from website owners using HARO are all authority sites.

By becoming an expert in a niche, companies will add back links on your search term “this article comes from C. Delaney a Careers Advisor in Manchester” you can also pay for back links with keyword terms, but ensure before you pay for any back links that the company don’t use spammed sites, as Google will drop your site if your back links don’t seem real.



You can also write article to increase authority back links, and articles also highlight your expertise in a niche. Many bloggers welcome guest bloggers. When writing a guest blog pick a blog relevant to your site/niche this way when Google check they can see relevance from the back link to your site increase the power of that back link.

Basically the more back links you get embedded with your search term to higher you will rank on Google and then higher on Google you rank the more customers you will get.



# Google Page One Ranking Within 5 Minutes

You may have noticed that when you add a search term to Google you will see several Google Ads at the top of the page and to the right of the page. These are referred to as 'Google Ads' and they take about 5 minutes to set up.

New members can often get £50 worth of Google Ads for free (you can also get free Yahoo, Bing and facebook Ads, search Google "free ads for Yahoo") . The way they work is, that you set up an add, you add the search terms you want your ad to show on and as a customer clicks on your ad you get charged (the cost per click ranges depending on the popularity of the search term)

The great thing about Google Ads is that you target your audience, unlike generic advertising in a magazine say, where hundreds of people may see your ad but only a small percentage of them are interested in your product or service, Google Ads increase that percentage because only a person looking for a life coach in Manchester will search for "Life Coach in Manchester"

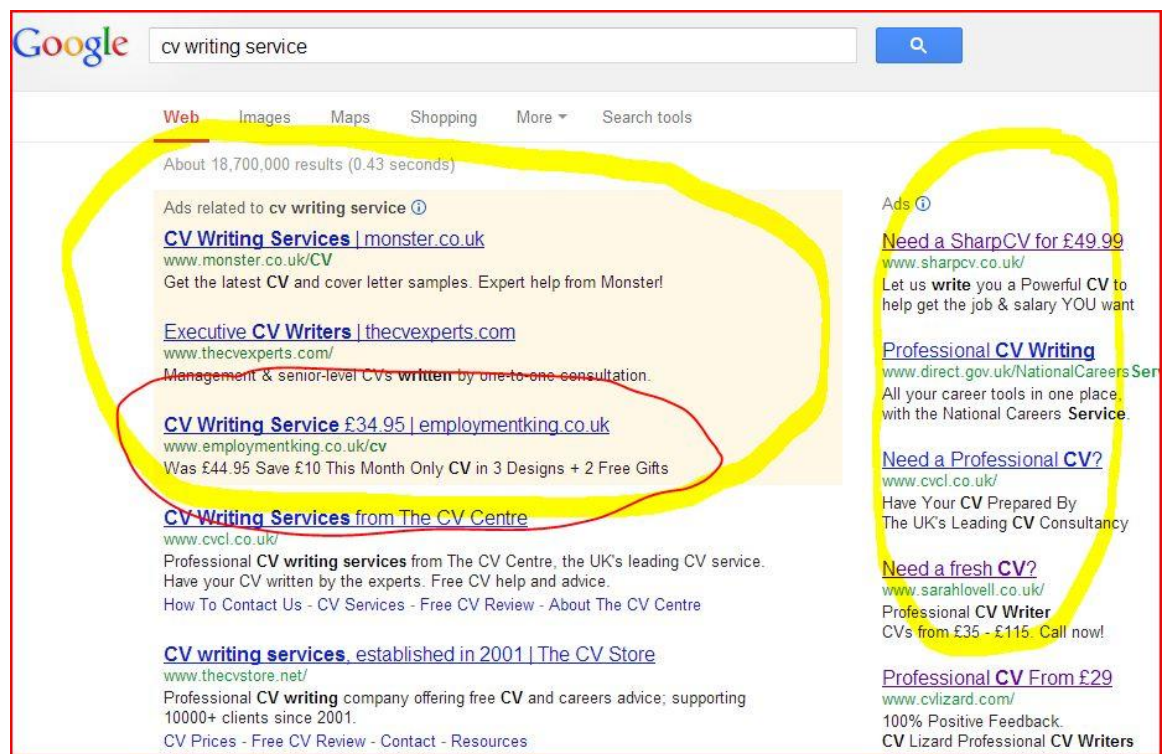
So your click to sales should be high. You will have competition, to ensure your advert is clicked you first need to add a title and this is where your niche comes in, if you're a phobia removal expert add a catchy heading "Phobia Removal 1 Session Only"



Add some discounts “50% of This Week” and start each word with a capital letter (Google won’t allow the whole advert to be in capitals)

Ensure your link takes the client to the sales page not your home page, as clients want to read how you can help them before purchasing the product or service and don’t want to spend time clicking through pages.

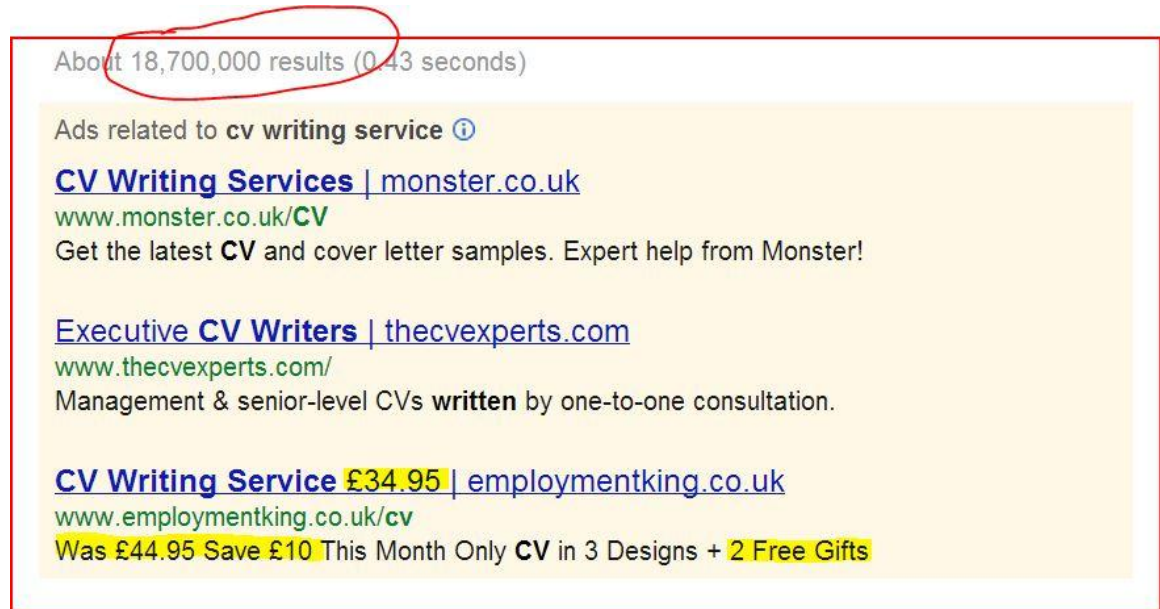
So let’s look at Google Ads in action and learn the psychology behind increasing your sales,.....



Once you purchase Google Ad campaign, your ad will appear on page one or page two of the Google search page. If featured only on page two, you need to increase your minimum payment per key word, as Google page two rankings don’t cut the mustard. To dominate Google you need to be at the top of Google page one.

You ad will appear either at the top of the Google search page in the shaded box that you can see above, or on the right-hand side of the

page. But the key here is that you rank at the top of Google page one, the place where your potential customers are searching for you.



The screenshot shows a Google search interface. At the top, it says 'About 18,700,000 results (0.43 seconds)'. Below this, there's a section titled 'Ads related to cv writing service'. Three ads are listed:

- CV Writing Services | monster.co.uk**  
[www.monster.co.uk/CV](http://www.monster.co.uk/CV)  
Get the latest **CV** and cover letter samples. Expert help from Monster!
- Executive CV Writers | thecvexperts.com**  
[www.thecvexperts.com/](http://www.thecvexperts.com/)  
Management & senior-level CVs **written** by one-to-one consultation.
- CV Writing Service £34.95 | employmentking.co.uk**  
[www.employmentking.co.uk/cv](http://www.employmentking.co.uk/cv)  
Was £44.95 Save £10 This Month Only **CV** in 3 Designs + 2 Free Gifts

In this example I have used my CV Writing Service ad that I use with the team at Employment King. As you can see from the top of the above image, Google has found 18,700,000 results (or competition) as you can see competition for any money making key search term is high, which is why Google Ads is the key for a quick page one ranking.

On the above example you can see three adverts including mine. But the difference is my advert uses sales psychology to increase the click through rate. My advert, as do the other two clearly explain that this ad is for a CV Writing Service. You want to state clearly what you are offering so the people who are looking for, in this example “free CV templates” don’t click your ad, because every click will cost you money.

Using Google Ads you only want paying customers to click through to your sales page. My Ad also clearly shows the cost of the service, which is important because without a price, a customer might click through costing you X per click, and then realise your service is out of their price range – no sale. Monster (shown above) probably have

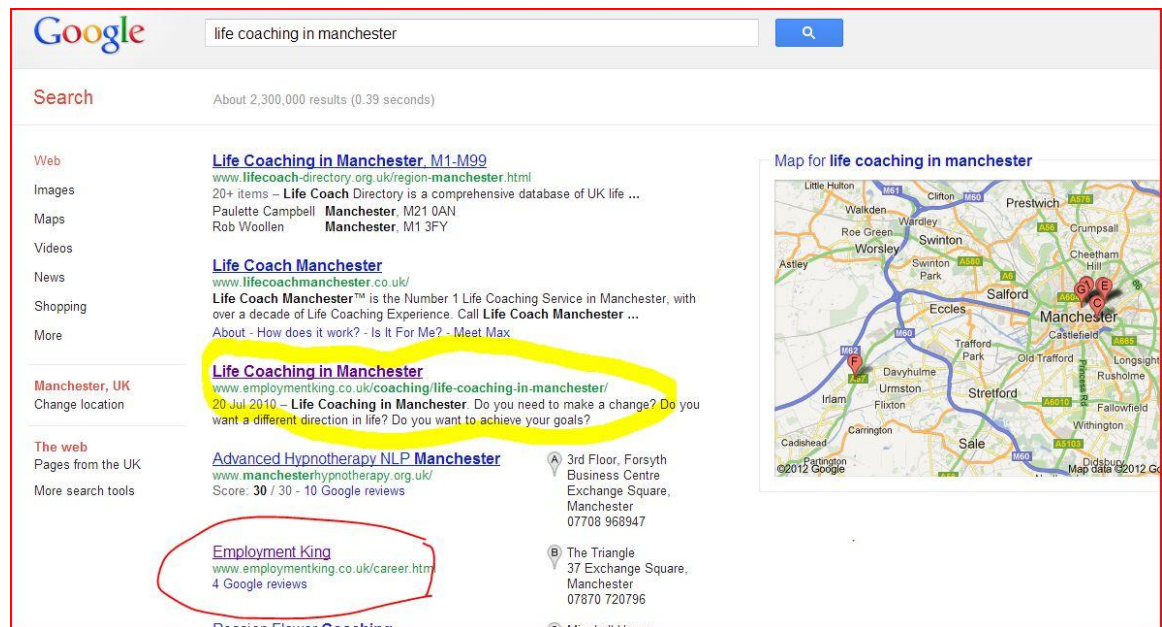
additional reasons to encourage as many customers to click through to their website, as they have a double customer base, but for a coaching service site always add your price.

My ad also shows a discount “Was £34.95 Save £10 This Month” customers will automatically compare these prices and think “wow – great deal, best not miss out!”

In addition, I have added “+ Two Free Gifts” just to ensure that all important click. Now you won’t get a sale with every click as some customers will click your ad and then check your competitive services and prices to. If you get a one in ten ratio for clicks to buy then you’re doing well.

# Google Maps

The final way to use Google as an advertising tool is to use Google Maps which is FREE. And the good thing about being registered on Google maps is your rated on Google on page one.



As you can see in the image for "life Coach in Manchester" I rank number 3 in the organic search and also have a free listing via Google Maps with 4 positive customer reviews.

To add your business to Google maps click Google maps and add your company details and address (Google will confirm this is your place of work by posting you an access code that you need to add into Google)

Ensure the URL you add to Google Maps represents the search terms you want your business to feature on and ensure your business address is recorded on this page.

Also Google maps allows clients to add comments and to rate you, ask satisfied customers to give you feedback as this can only improve your rating.

# Make Money While You Sleep

The only problem with a coaching business is that you can only make money when you coach clients. In this way your income is limited. But due the World Wide Web you can now make money while you sleep.

Remember as a coach you may deliver 60 or 90 minutes session, but for many coaches they will require some set up time between each client. This means your delivery time is limited, which means your income is also limited. To survive in this competitive business you need to need to have an income that makes money without having to complete any day to day task, saving you time and increasing your profits. This is one reason we offer the Gold package so life coaches can have a product to sell on their site.

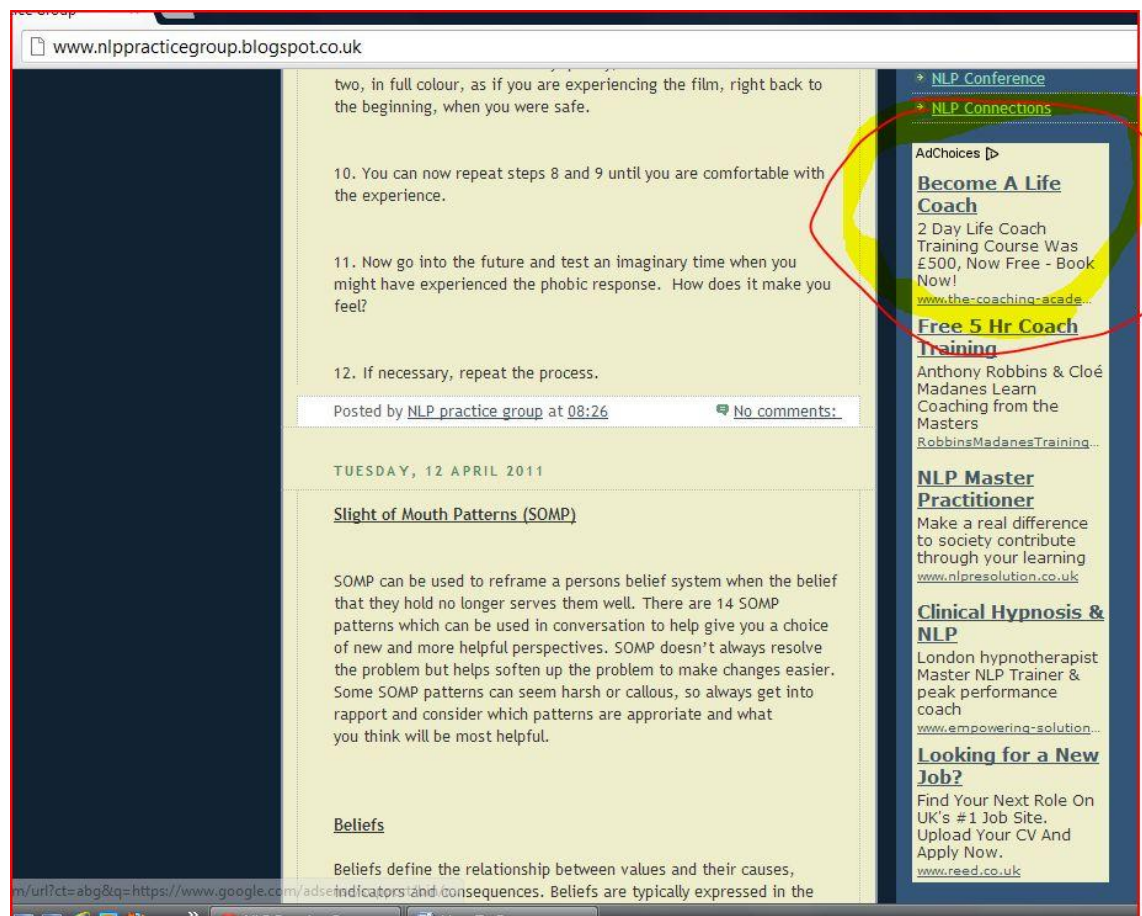
I will teach you how to double your income in 3 simple ways and the good news is once these systems have been set up you don't have to do any work, you can lie back while the money pours in.



# Google Adsends

Google Adsends relates to the Google adverts that you see on hundreds of websites, but did you know that if you click that advert the website owner gets a percentage of the fee from Google?

That's right Google will pay you every time someone clicks one of their adverts. This system is so easy to set up and Google will only place adverts relevant to your sites content increasing your hits and revenue.



You will have all seen these adverts on a million websites, the good news is Google make the adverts relevant to your site increasing your

click flow through. On my NLP Practice Group Blog the ads all relevant to coaching and NLP.

All I do now is continue to add blog post increasing my sites traffic and as soon as I reach around £70 worth of clicks, Google add the money straight to my bank account.

To set up your Google Adsends account click this URL :  
[https://accounts.google.com/ServiceLogin?service=adsense&rm=hide&nui=15&alwf=true&ltmpl=adsense&passive=true&continue=https://www.google.com/adsense/gaiaauth2&followup=https://www.google.com/adsense/gaiaauth2&hl=en\\_GB](https://accounts.google.com/ServiceLogin?service=adsense&rm=hide&nui=15&alwf=true&ltmpl=adsense&passive=true&continue=https://www.google.com/adsense/gaiaauth2&followup=https://www.google.com/adsense/gaiaauth2&hl=en_GB)

1. Choose the type of ads you wish to display on your blog. Google offers a variety of ad types, including AdSense for content, AdSense for search, graphic ads, text ads, or a combination. The type of ads you choose will depend on the look and content of your blog, your target audience, and your overall preference. You can modify, delete and add new Google AdSense ads at any time.
2. Customize the ads for your blog using Google's wizard. You are allowed three ad units and three link units on each page. Customizable features include size, colour and style.
3. Copy the code for your AdSense ad, and then insert it into the proper place on your blog. After you have completed installing Google AdSense into your blog



# Become an Affiliate

Next you can join an affiliate programme helping to sell someone else's courses, service or products. Every time one of your website users buys a product from your affiliate link (this could be a URL link or Banner or even an e-mail) you will get a percentage of the cost (generally up to 60% of the products cost)

This is a great way to make extra money, imagine you sold a £2500 course and you got a 10% affiliate referral fee you only need to sell one course a day to make £1750 a week on top of your coaching session fees.

As an affiliate you sell a wide range of products, this can include e-products, courses or evening interventions from professionals. ClickBank <http://www.clickbank.com/> is a famous site that helps you sell affiliate products, these products range from make money quick schemes to Cover Letter templates.

What you need to think about is the type of customers that will use your site, what products will they want to buy, what product will best support them?

Also, ensure your affiliate product doesn't take your customers away from booking a session with you. But the key here is once the affiliate programme is set up, you don't have to do anything, it's all automatic. A personal like to work for my money, this way I tend to earn more. Once I pick a new product (I always look for new products to sell) I will write blog articles about the niche, add recommendations on forums and promote through my social media sites and to my list, increasing my sales and profits.

If a product starts to decline in sales, I will then change it to a newer product.

If your site has repeats customers, I recommend updating your affiliate product on a regular basis, so your followers constantly have new products to buy. If your website is design for constant new customers, then one product will keep selling for a long period of time – easy money.

As an affiliate you have a wide range of products you can sell, just Google “affiliate programmes” examples include Richard Bandler NLP Practitioner Courses, Hypnosis Downloads, Life Coaching Courses, and a wide range of e-products.

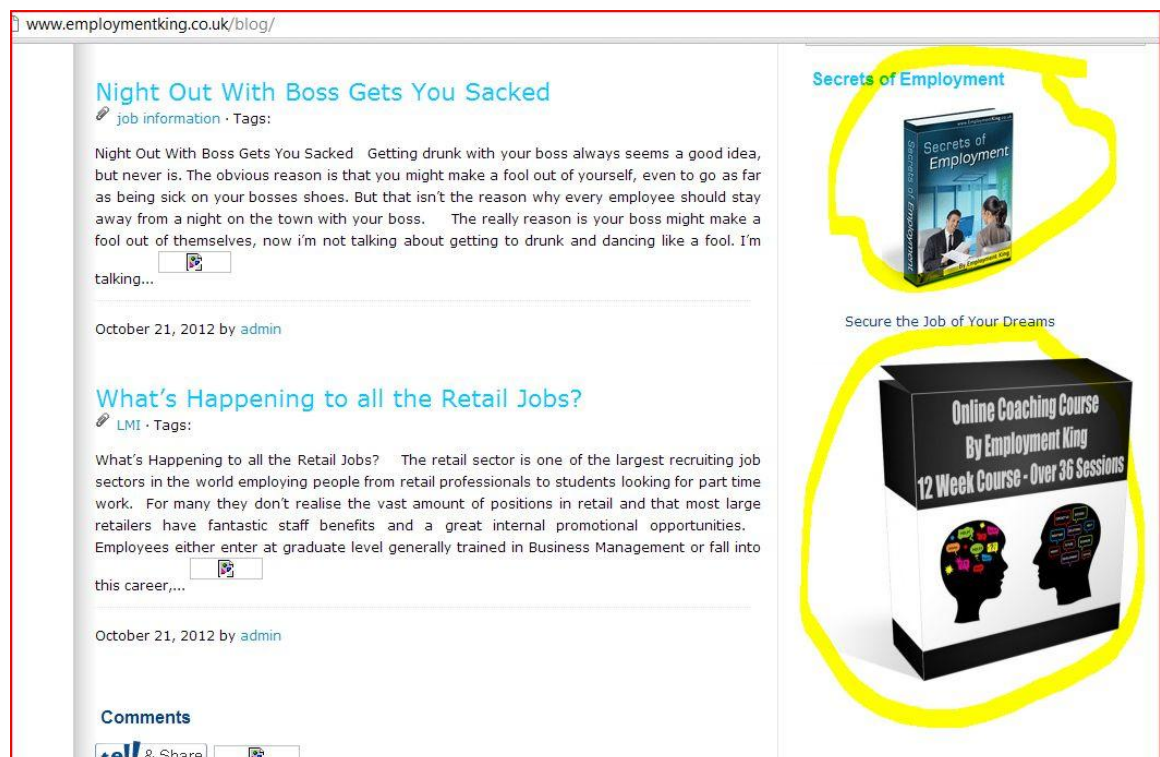
For many of these the company, who have set up the affiliate programme, will make it easy for you. When I promote the NLP Practitioner Course as an affiliate I am give Banners (the banner code can be added to your post or widget), Free products to give away and even E-mail templates to send to my list.

I then use this to create a campaign for 2-3 months, putting my effort into this one product maximising on my profits. After that I move on to my next affiliate product and repeat the process.

# E-Products

One of the ways I make my money is through selling my own e-products. By having a book or product you are also seen as a more authority coach, while at the same time making an additional income.

Once you have created your product (or if you have brought/upgraded to the Gold package we will create your e-product for you) the hard work is done, you can add a link to the product to your website and blog and wait for the money to come in. I personally take payments via PayPal as this is a secure and trusted payment service.



The screenshot shows a blog post from [www.employmentking.co.uk/blog/](http://www.employmentking.co.uk/blog/). The main article is titled "Night Out With Boss Gets You Sacked" with tags "job information" and "Tags:". The text discusses the risks of getting drunk with your boss. Below it is another article titled "What's Happening to all the Retail Jobs?" with tags "LMI" and "Tags:". The text discusses the retail sector's challenges. To the right of the blog post, two e-products are highlighted with yellow circles. The first is a book titled "Secrets of Employment" with the subtitle "Secure the Job of Your Dreams". The second is a box for an "Online Coaching Course By Employment King" titled "12 Week Course - Over 36 Sessions".

As you can see on this screenshot from my Employment King blog I am currently selling two e-products and Employment E-Book (£9.99) and a life Coaching Course (£59.99) even if I only sell one product a week, I still make over £250 a month for doing nothing.

The great this is you also get back sales, people who buy your product who will then buy a second product or service from you. I like to follow up sales, with a second free product or a “how are you getting on e-mail” this increase customer retention, builds a strong customer relationship and increases follow up sales, for new products.

As you can see from the image above, the e-product links are e-box/book images, the first image “secrets of employment” cost me around £50 to create by hiring an e-book designer to create this professional image.

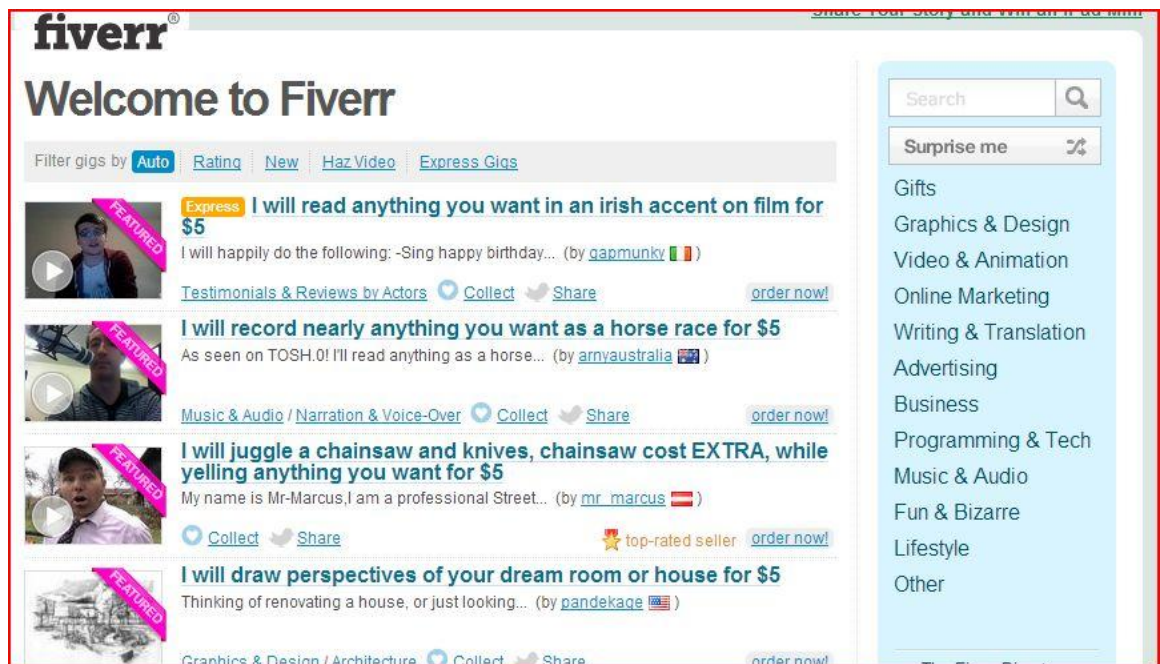
The second I created myself on <http://www.myecovermaker.com/> the design is not as good as the paid image but it does the job. You have to weigh up the pro’s and con’s of hiring professionals for any of your marketing tactics against doing it yourself.

Always use an image for your e-products because images are highly influential and remember most customers only spend a few minutes skimming through your content, and many won’t read your sales pitch. The image can capture their attention, increasing customer retention and sales.

Images are so powerful, that I also use an image with every blog post I write. Next to each blog post I will add the image of my e-product embedded with a click through to my sales page, this way the customer likes the post, sees the related product and thinks “I need help with that” they click the link, read your sales pitch and buy’s your product.

# Additional Internet Income

There are many other ways to make money on the internet as people are keen to pay for advice, services and products. Websites such as fiverr.com help professionals sell their services online.



If you don't already know about fiverr.com, you will quickly conclude that people sell their services and products to customer for a fiver. This can be anything from, as we can see from the examples above juggling chainsaws to drawing pictures of your dream house.

Fiverr is easy to set up and takes payments via PayPal, you can add a profile and customers get a chance to rate you.

To help you with some ideas you can include....

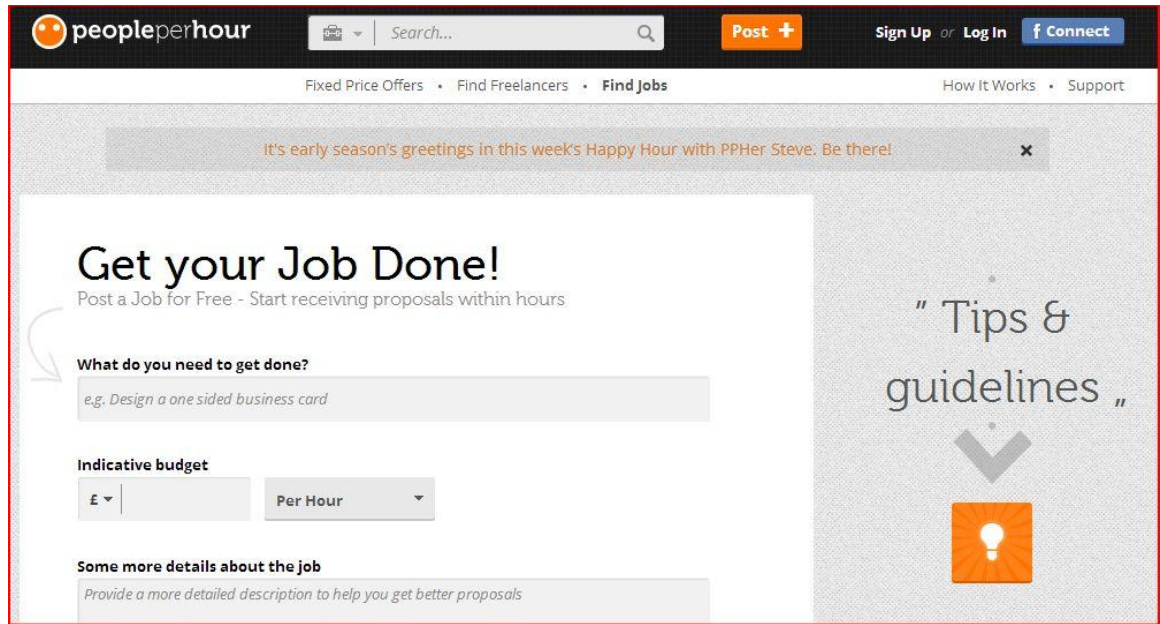
- 15 minute coaching sessions for a fiver
- I will answer any coaching question for a fiver
- Two coaching e-books for a fiver
- Online confidence session for a fiver
- 3 of the best NLP techniques for a fiver
- I will send you 2 inspirational quotes each day for 4 days for a fiver
- I will give you the answer to any interview question for a fiver

As you can see the ideas are endless, and some of these clients may then re-book you for a session.

As Fiverr is such a cheap way to get a professional to help you, you can use Fiverr as part of your marketing strategy as you can buy back links, create YouTube marketing videos and get referrals all for a Fiver. WARNINGS - don't buy too many back links as Google will catch on and will drop your site down the rankings.

There are also many Freelance websites where you can bid for a job, when I started I would often use <http://www.peopleperhour.com/job/new> to get bid for jobs, as you can see from the link, you can advertise your services and wait for the customers to come to you.





The screenshot shows the homepage of the 'peopleperhour' website. At the top, there is a navigation bar with the logo, a search bar, and links for 'Post', 'Sign Up', 'Log In', and 'Connect'. Below the navigation bar, there are links for 'Fixed Price Offers', 'Find Freelancers', and 'Find Jobs'. A banner at the top reads: 'It's early season's greetings in this week's Happy Hour with PPHer Steve. Be there!'. The main content area features a large heading 'Get your Job Done!' with the subtext 'Post a Job for Free - Start receiving proposals within hours'. Below this, there is a form with the following sections: 'What do you need to get done?' with a text input field containing 'e.g. Design a one sided business card'; 'Indicative budget' with a currency dropdown set to '£' and a 'Per Hour' dropdown; and 'Some more details about the job' with a text input field containing 'Provide a more detailed description to help you get better proposals'. On the right side of the form, there is a sidebar with the text 'Tips & guidelines' and a lightbulb icon.

There are hundreds of ways you can make money on the internet to support your coaching business. The key here is to make the product relevant to your site and targeted audience. If you have a life coaching site, you don't want your affiliate scheme to be in the "cooking" niche, or your click through rate would be low.

Sometimes, like as an affiliate you can make money with little or no work. As with the people per hour type websites, you need to consider your pricing, as these companies will take a percentage of your sale and you need to "work" to gain the outcome.

As you start to market your business you will find new initiative ways to market your services and business, gaining a professional reputation while making large profits. The key to being successful is planning what you will do, yes this plan can be flexible but you do need a plan.

Remember as with any business you will have busy and slow periods, prepare for slow periods and maximise the busy times, this is how successful people stay successful.

As the internet and technology changes at a rapid rate, you need to ensure your business moves at the same time, it wasn't long ago that a phone was used just for texting and phone calls, now a days the percentage of coaching referrals being made online via the phone is increasing this means phone apps are becoming more important for all businesses.

Whatever changes will happen in the future you need to evolve your business with the times, to ensure you remain successful

Good Luck

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