

# 90-DAYS LIFE COACHING BUSINESS-BUILDING & MARKETING PLAN

\* Includes dozen+ powerful clients-enrollment strategies \*



Plan Your Clients-Enrollment Flow  
**GET CLEAR – PLAN – GO!**

[www.ClientsEnrollmentFunnels.com](http://www.ClientsEnrollmentFunnels.com)

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# LIFE COACHING BUSINESS-BUILDING & MARKETING PLANNER

## How to Use this Blueprint

You will notice in the following pages 3 main components:

1. The exact strategies that you need to implement in order to **Create an Effective Clients-Enrollment Plan**
2. **Action Steps & Assignments** for each step
3. **Links to FREE or Low-Cost\*** resources that will guide you on HOW to put those strategies or elements into place

\* as a member of [ClientsEnrollmentFunnels.com](http://ClientsEnrollmentFunnels.com) you'll have access to all the resources within the members' area)

Enjoy, and [let me know](#) if you have any questions or suggestions to improve this content.

Your partner in success,



E.G. Sebastian

Your Business-Development & Marketing Coach

Author, Speaker, Coach

[www.ClientsEnrollmentFunnels.com](http://www.ClientsEnrollmentFunnels.com)

[www.myCoachingCenter.com](http://www.myCoachingCenter.com)

# The Basics: Vision, Niche, Target Market, Elevator Pitch

## 1 – Develop **Success Habits** and a **Success Mindset**

[Click HERE](#) to Read Short Article! (\* OPTIONAL STEP, but crucial for most of us \*)

NOTES – *Success Mindset/Habit* ideas to remember: \_\_\_\_\_

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## 2- Select an easy-to-reach **Target Market** & Identify your **Ideal Client** (what is a Target Market?) [Click HERE](#) for instructional article – password: *coach*

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## 3\* - Create a powerful and simple **Vision Statement**

[Click HERE](#) for instructional article – password: *coach*

\* - DO Step 3 and 4 in the order it's easiest for you

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## 4\* - Select a profitable **Niche** (What is a niche? How do I pick one?)

[Click HERE](#) for the 4-Step process – password: *coach*

\* - DO Step 3 and 4 in the order it's easiest for you

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## 4 - Develop an **Elevator Pitch**

[Click HERE](#) for the 4-Step process – password: *coach*

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## 5 - Create a client-enrollment friendly business card

[Click HERE](#) to Read Step-by-Step Guide – password: *coach*

# 90 Days Goals & Objectives

## Technology:

- ✓ Build List of Ideal Clients
- ✓ Create powerful, "client-attracting" website
- ✓ Automate clients-enrollment (eCourse with upsell, appointment setting, autoresponder, etc.)

## Get Clients:

- ✓ Find a more focused niche
- ✓ Get first client /or, Get 3 to 5 new clients
- ✓ Create a Group Coaching or Membership program
- ✓ Create an online self-coaching program

## Credibility:

- ✓ Become known as the go-to-guy in your niche
- ✓ Gain massive visibility online
- ✓ Develop mutually beneficial (JV) partnerships
- ✓ Publish a book
- ✓ Present live events

My 3 key objectives for the next 90 days are...

1

2

3

What excites me most when I achieve these goals...

What scares me most if I don't achieve these goals...

# Plan Your Coaching Clients Enrollment

## Campaign Targets

Nr. Of Clients to Enroll : \_\_\_\_\_

List Growth Goal : \_\_\_\_\_

Planned Comp Sessions: \_\_\_\_\_

Conversion rate : \_\_\_\_\_

How many free sessions (out of 10) will convert into paying clients?

## HOW will you get potential clients to book a complimentary\* session (or to hire you without comp session)?

- ☐ Make a list of 50 to 200 of your Connections and let them know you are available for coaching
- ☐ Local Networking Groups
- ☐ Take out hot-leads\*\* for lunch
- ☐ List-Building & Marketing to List Members (Free eCourse, eBook, Video Course, etc. and upsell to your coaching services)
- ☐ Ask for Referral from Existing Clients (and from friends, family, and acquaintances)
- ☐ Offer a Referral Fee (to existing clients; existing list-members; friends; acquaintances; etc.)
- ☐ Live Webinar strategies
- ☐ Automated Webinar
- ☐ Guest-speaker at others' webinar (for their list)
- ☐ Video & YouTube Marketing
- ☐ Social Media Marketing (Twitter, Pinterest, Instagram, etc.)
- ☐ Local Marketing strategies
- ☐ Free Group Coaching (2 to 3 sessions), with UpSell to one-on-one coaching
- ☐ Other \_\_\_\_\_
- ☐ LinkedIn Groups (engage and convert to clients)
- ☐ LinkedIn Lead-Generation and messaging 1<sup>st</sup> connections
- ☐ LinkedIn Lead-Generation and messaging 2<sup>nd</sup> connections
- ☐ JV Strategies (promote your offer – webinar, landing page, etc. - to someone's [large] list)
- ☐ Start a LinkedIn Group and position yourself as a leader in your industry or niche
- ☐ Start (a) MeetUp Group(s)
- ☐ Start a Podcast, Radio, or Video Show
- ☐ Be a guest on Podcasts, Radio, or Video show
- ☐ Volunteer to speak at local events (networking, employee training, etc.)
- ☐ Find paid speaking gigs and ask if you can mention your coaching in your presentation
- ☐ Influencer (Collaboration) Marketing
- ☐ Increase traffic to website
- ☐ FaceBook Ads
- ☐ LinkedIn Ads
- ☐ YouTube Ads
- ☐ Google Ads
- ☐ Other \_\_\_\_\_

\* - "Comp session" could be Strategic Session, Strategic Planning Session, Free Coaching Session, "Get-to-know-each-other" session – or whatever else you may call it

\*\* - "Hot Lead" is someone who you met in person or contacted you and showed high interest in your offer/s



You can access tutorials, checklists, and templates for most of the above marketing strategies in your [Members' Area – Click HERE!](#)

## Campaign Dates

Start date: \_\_\_\_\_

End date: \_\_\_\_\_

Duration: \_\_\_\_\_

## Notes

Receive a more detailed plan, broken down into  
**12 Weeks Plan Action Steps**  
and Weekly Assignments in Your Inbox!



**[Click HERE to Request](#)**

*See You On the Other Side!*

Where we'll go over some web-marketing strategies

**Got Questions?**

ASK AND YEE SHALL RECEIVE 😊

[Click HERE to Post Question in Our Support Group!](#)

[Click HERE to Send E.G. Sebastian a Message!](#)



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Checklists, Tutorials, & Training Videos