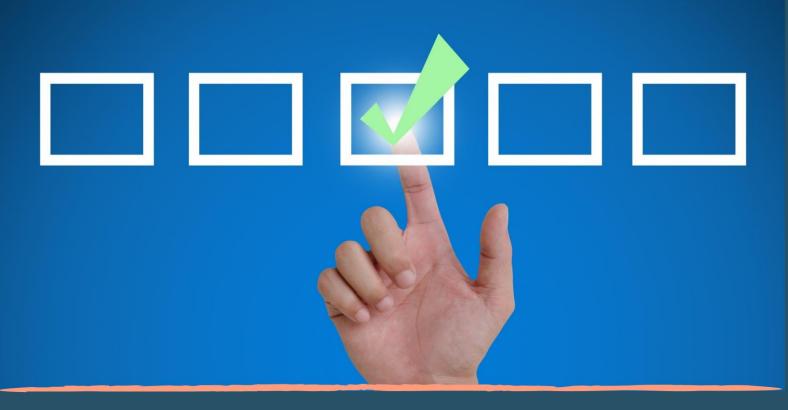
# 90-DAYS LIFE COACHING BUSINESS-BUILDING & MARKETING PLAN

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



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

www.ClientsEnrollmentFunnels.com E.G. SEBASTIAN, CPC, CSL

# 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 <u>ClientsEnrollmentFunnels.com</u> you'll have access to all the resources within the members' area)

Enjoy, and <u>let me know</u> 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 <a href="https://www.ClientsEnrollmentFunnels.com">www.ClientsEnrollmentFunnels.com</a> <a href="https://www.myCoachingCenter.com">www.myCoachingCenter.com</a>

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

1 – Develop Success Habits and a Success Mindset <u>Click HERE</u> to Read Short Article! (* OPTIONAL STEP, but crucial for most of us *)
NOTES – Success Mindset/Habit ideas to remember:
2- Select an easy-to-reach <b>Target Market</b> & Identify your <b>Ideal Client</b> (what is a Target Market?) Click HERE for instructional article – password: coach
3* - Create a powerful <u>and simple</u> Vision Statement <u>Click HERE</u> for instructional article – password: coach  * - DO Step 3 and 4 in the order it's easiest for you
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
4 - Develop an Elevator Pitch <u>Click HERE</u> for the 4-Step process – password: coach

5 - Create a client-enrollment friendly business card <u>Click HERE</u> to Read Step-by-Step Guide – password: *coach* 

#### 90 Days Goals & Objectives

#### Technology:

- ✓ Build List of Ideal Clients
- ✓ Create powerful, "clientattracting" 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 selfcoaching 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

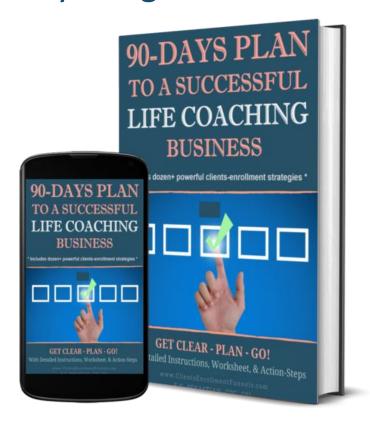
My 3	key objectives for the next 90 days are
1	
2	
(3)	
\A/ha+	
	excites me most when I achieve these goals
	excites me most when I achieve these goals
	scares me most if I don't achieve these goals
	scares me most if I don't achieve these goals

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

