



The Coach School

Bonus:

*Turning Cold Leads
Into Hot Leads*

ALLI WORTHINGTON



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Turning Cold Leads Into Hot Leads

In this bonus, you'll discover proven tips for turning "cold leads" (people who don't really know you and aren't really interested) into "hot leads" (people who buy your coaching services and products)!

► *Thought Leadership*

Develop content that establishes your authority as a thought leader and as someone people can trust. Share this content through your:

- Email list
- Social media
- Website
- Weekly show (podcast, live, YouTube, etc.)
- Networking groups (online and in-person)

As you develop this content, you must be crystal clear about what you offer and who you serve. Refer back to previous workbooks and bonuses where you outlined your mission statement, personal branding, and perfect person.

► *Connections*

Regularly set aside time for making connections with people who are outside your typical sphere of influence.

Look for opportunities both offline (yes, real life networking!) and online (social media comments, groups, research, etc.). With each new connection, consistently point people to your website so that you can entice them to subscribe to your email list.

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- Once someone gives you their email, continue sharing and demonstrating your expertise with the helpful emails you send. Nurture the relationship!
- Set up a lead tracking system so that you can record the contact's name, info and helpful details about your interactions. You'll need to reference this later, trust me!
 - NOTE: In Module 5 of The Coach School, be sure to download the Lead Tracker Template!
- On your website, in addition to drawing attention to your email opt-in, highlight the opportunity for your free discovery calls.

Remember, these are people who don't yet know about you, so it takes time to build the "like, know and trust" factor. Remember, marketing is a flywheel. It starts out slow, but every small action helps build momentum and speed.

Over time, those little actions can equal big results with little effort on your part. Just don't give up!

► *Discovery Calls*

Never underestimate the power of an effective discovery call. In Module 9, you'll find more detailed tips about Sales and closing the deal, but in the meantime, here are a basic, but effective tips for discovery calls:

- Ease of scheduling: Make the scheduling process as painless as possible by using an automated calendar tool.
- Set expectations: Prior to the call, offer some insight as to what you will discuss and what they should be able to take away from the call.
- Provide value: During the call, if you can quickly identify their problem, restate it to them and provide a small tip or insight they can immediately apply (whether they work with you or not).
- Make a clear offer: Before ending the call, clearly explain what you can offer them and how they can act on it.
- Create a sense of urgency: Provide a deadline or clear timeline. You want to drive the person to action by creating a sense of urgency.

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► Engagements & Interactions

Staying top of mind is not just a matter of posting your own content, but also engaging and interacting with your client's content. Practice thoughtful and intentional engagement using these tips:

- Follow the person on social media and leave thoughtful comments on their posts and stories. (Not just emojis, but well-crafted comments will help you get on their radar.)
 - NOTE: Never pitch a sale via DM on social media. (Example: "Hey, I do this stuff. DM me!" or "You need my services. Here's my site link...") Instead, see samples below for more positive interactions.
- Occasionally, send a one-on-one email with valuable content. (eg. Share an relevant article or helpful tool that applies to their situation.) This should be done with no strings attached, no pitching or and no asking for the sale. You are simply being helpful and building the relationship.
- If applicable, listen to their podcast or weekly show and leave a review.

SAMPLE INTERACTIONS: SOCIAL MEDIA

Remember to personalize these samples to sound like you. Use the person's name! Have empathy and offer insight or ask a question.

- Hi [Name], I loved your comment in the ___ group! You really made me think. I also checked out your FB business page. How did you start ___?
- Hey [Name]. I just listened to your podcast episode about ____. It was great! I especially loved the point about ____. Love the work you're doing!
- Hey [Name], I followed your FB page and checked out your blog/site. I was impressed by___. How did you start ___?
- Hi [Name], your IG stories are the best! I noticed you _____. [Insert a relevant question to their life or offer a sincere compliment.]
- Hi [Name], thanks for following/sharing/connecting! I noticed that you _____. [Insert a compliment or ask a question.]

(cont.)

SAMPLE INTERACTIONS: EMAIL

Cold emails should be clear, concise, and enticing. The point is to pitch a free discovery call with you, not your services or course. You want to meet with them, get them on the phone or Zoom so that you can help solve a problem for them and they can see how helpful you are.

Be helpful, be real, and authentically you. Make it fun! Remember your audience's pain points: How can you make their life better or easier?

Here are a few examples of opening "hooks" for cold emails:

- Open with an eye-catching statistic from your base of knowledge and/or their field of work. Then say, "I'm writing to get 15 minutes of your time to share [insert super-helpful thought or insight]."
- Open with a sentence or two about a client's problem you helped solve. Then say, "If you can relate with this, I'd love to chat for 15 minutes to share [insert phrase about how you can help them]."
- Open with a summary of a problem you've noticed them posting or sharing about: (Eg. "I heard you talking/saw what you posted about [something going on in their business.] I'd love to talk with you for 15 minutes to share the solution I've found to [the problem they want to solve]."

Just like your marketing flywheel, every step you take turning cold leads into hot leads puts you one step closer to gaining new clients. Keep up the good work and soon you'll have a waiting list of clients who want to work with you!