

MODULE 4

MARKETING  
& BUSINESS

The Coach School



Workbook

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# Marketing & Business

*Here is the business secret no one will tell you: Marketing is finding people who need your help and showing them how you can solve their problems. Yes, it's really that simple.*

## Lesson Checklist:

- **Training 4.1 : The Secret to Great Marketing**
- **Training 4.2 : How to Market With Story**
- **Training 4.3 : How to Build Momentum & Get Your First Clients**
- **Bonus Training : OBPC (One Big Piece of Content)**

# The Secret to Great Marketing

The definition of marketing is super simple. It simply means finding people who need your help and telling them how you can solve their problems. It's not rocket science!

First, let's clear up any misconceptions around marketing. Good marketing is NOT what we often see modeled by used car salesmen, telemarketers, and internet/phone ads. That kind of dishonest marketing does not build trust and it's the opposite of what we want to build.

## ▼ A FEW THINGS TO REMEMBER WHILE YOU LEARN TO LOVE MARKETING

- You're not for everyone, and that's okay!
- You have the capacity to serve your perfect person, not just anyone.
- Your business can still grow in a niche audience, without compromising your message.
- Your first 10-20 clients will normally all come from people you know. (Friends, acquaintances, and referrals)

**Go ahead and write down 10 names of people you personally know who could use your services.**

**Now write down 5 places that your name could be passed around (e.g., salons, fitness centers, churches).**

This is just to get the ball rolling. See? The potential for clients is already open!

“(Imposter syndrome is) believing that you are not as competent as others perceive you to be. It is accompanied by the anxiety that others will eventually find out that you’re not as smart, creative, clever, or capable as they think you are.”

- Abhishek Chakraborty

### ► *Overcoming Imposter Syndrome*

According to the International Journal of Behavioral Science, an estimated 70% of people experience these imposter feelings at some point in their lives. But feeling unsure of yourself does not make you an imposter. It just makes you human! Even the brilliant Dr. Maya Angelou famously said, “I have written 11 books, but each time I think, ‘Uh oh, they’re going to find out now. I’ve run a game on everybody, and they’re going to find me out.’”

When do you notice imposter syndrome pop up? Is it when you’re trying to close a sale? While you’re pricing your services?

**Write down the situations when imposter syndrome arises in you so you will be ready to squelch it and keep moving forward!**

Don't self-sabotage. We have to begin with confidence not only in ourselves but in what we are offering.

▼ REMINDERS WHEN IMPOSTER SYNDROME POPS UP

- You're not alone
- Curb the negative self-talk that leads to self-sabotage
  - Instead of thinking, "I'm pushing to sell my services..." think, "I'm offering a solution to people..."
  - Instead of thinking, "No one wants to hear me push my services..." think, "Every single person needs help in one way or another..."
  - Instead of thinking, "Someone else will do this better than me..." replace that thought with something of your own: \_\_\_\_\_
- Use the discomfort to your advantage! Don't let it trick you into thinking you aren't ready to help people and market your work.
- Your goal isn't to feel 100% comfortable all the time, it's to help people!
- Give yourself the grace to not be perfect at everything.

**Go ahead and list out 3-5 of the negative thoughts that run through your brain. Then provide a positive, empowering way to reframe the thought.**

You might even consider writing the empowering thoughts on a sticky note and hanging it up somewhere you see often.

Also, make sure you have people you can turn to when the imposter thoughts start rushing through your mind. This could be your spouse, your best friend, or another coach you work with. **List a few people below so you know who to call when you start to doubt.**

Now that we've tackled our fears around marketing, we've cleared a path for what authentic marketing looks like.

## ▶ *Authentic Marketing You Can Love*

The marketing I'm asking you to do is honest, generous, compassionate, and intentional. It's curated to your perfect person, your audience—not just any audience. It's an extension of you and your business.

### ▼ 1. AUTHENTIC MARKETING IS HONEST.

You can stay true to yourself and your brand knowing that you're marketing toward the audience you want. Honesty will build trust with them. Not only in your thought leadership but the services you offer.

I noticed early on that my audience is attracted to posts that have graphics and quotes... but not so much when I post a photo of myself. It's nothing personal, it's just how my perfect person is wired for marketing. I can still be my honest authentic self, and people know they can rely on me for a relevant quote, tip, or laugh.

### ▼ 2. AUTHENTIC MARKETING IS GENEROUS.

Generosity shows security in your brand. For my book, *Standing Strong*, I decided to give away the first four chapters for free. This may sound like too much to some authors, but for me, it sounded like a generous marketing opportunity. I believed in the book so much that I felt like if people read the first 4 chapters, they would be determined to read the rest.

**Brainstorm things you can be generous with.**

### ▼ 3. AUTHENTIC MARKETING IS INTENTIONAL.

It points your client in the direction of help. It has a plan. Intentional pieces of marketing have a goal to reach out to your client, and for them to reach back through your calls to action.

Whether it's leaving a comment, submitting their email for a free gift, or booking a discovery call, your marketing should always lead your clients to take action.

## TRAINING 4.1: THE SECRET TO GREAT MARKETING

One of my favorite ways to be intentional is asking my audience to tag a friend that needs some encouragement. It brings like-minded people (and even potential clients) alongside my perfect person. You'll also see that I will engage with these comments and create intentional connections with my audience. Even a little heart can go a long way towards making your audience feel seen and valued. (Never leave your comments unliked!)

Begin paying attention to what CTA are working for you and for others. Which ones get your attention? **Use the space below to brainstorm ideas for your intentional marketing now.**

### ▼ 4. AUTHENTIC MARKETING IS ALSO COMPASSIONATE AND CREATIVE.

A great way to be both compassionate and creative within marketing is to use the technique of story. When presented in an honest way, a story can create a mental picture around your service can connect your potential client to you emotionally. After all, it's proven that more people buy based on emotion rather than logic.

One way to break through to your clients in a compassionate and creative way is with a story of vulnerability. This doesn't mean giving away your deepest darkest secret. It means connecting on a human level with your audience. For example, a health coach might post something like this...

I don't talk about this as often, but I feel that it's important for you to know that I too have struggled with my health in the past. I thought that being my thinnest self would equal my happiest self, but friend, I was never more miserable in my entire life.

The positive reinforcement from friends and family would only make me feel worse. Compliments on my weight would only bring me down. If you've ever felt like this too, I want you to know you're not alone.

That's why I founded my business the Heart Happy Health Coach, because I know that health isn't determined by a number on the scale, but a happy heart. And I believe that a happy heart is the first step in a healthy lifestyle.

▼ 5. FINALLY, AUTHENTIC MARKETING IS ENCOURAGING!

This brings us back to knocking Imposter Syndrome to the side. Your confidence or lack thereof will come through in your marketing. Use upbeat and positive language to make your audience believe in your services as much as you do! Make them believe they can meet their goal with your help!

This is the time to develop your ability to encourage.

Here are a few encouraging phrases that you can use. On their own, they can sound a little cheesy, but with the intentional copy that you've learned today, surrounding them with smart branding and marketing can change an audience member into a client.

- I believe you can do this!
- You're not alone!
- Simple as that!
- All it takes...
- You've got this.
- I know you're ready!
- Think of all the amazing things...
- Don't give up!

Take a moment and consider how you can authentically market to your audience with these ways we just talked about. There are no wrong answers, this is just to get the gears moving.

HONEST

GENEROUS



INTENTIONAL

COMPASSIONATE

CREATIVE

ENCOURAGING

It comes down to this: I want you to be yourself in your marketing. Yes, there are techniques and tools that big brands use, but when it comes to growing your coaching business, your authenticity needs to come through first.

It's not hard to fall in love with this kind of marketing, right? Marketing can be done in a smart, powerful, and confident way without being slimy. You've got this, friend!



# How to Market With Story

We're going to take some time and space in this workbook to build on the story training you started in the last module.

I can't overemphasize how important it is to market with story. Simply put, when you market with story, your marketing is more successful and you make more money.

Stories are unique to each person's perspective and not only do I get to have visuals in my mind's eye, but they also tell me more about the person that's communicating the story to me.

Not only do stories build trust and thought leadership, but as you know from the branding trainings, people buy emotionally more than they do logically.

Here's a quick review on building a story: The story is the "meat" of the sales "sandwich." Between your hook and close, this is where your connection lives.

## **It all comes back to knowing your perfect person.**

1. What problem does he/she have that you can solve?
2. What's his/her ah-ha moment? That first emotional connection to your service.
3. Explain how life-changing your services will be.
4. Be descriptive. Tell about how this will make him/her feel when she uses your services.

Each story you build should fall within your brand narrative. (In Module 5, we'll talk more about this as it relates to your content pillars in social media marketing). It makes your brand look tidy and in control, which in turn builds trust and credibility.

## **How to make stories relatable:**

- Know your audience and meet them on their level.
- Connection is key. Sharing in struggles can often have a last impact.
  - If your stories sound too good to be true, it might steer your perfect person away from a service that could really help them.
  - Be careful in showing an exclusive or unattainable lifestyle as a result of your business. Too good to be true often is.

Take a moment to write down some story topics on the next page that you can build on later. Make sure to connect these to your brand as you build.

A time you struggled in business:

A time you struggled in life:

A time you overcame in business:

A time you overcame in personal life:

## TRAINING 4.2: HOW TO MARKET WITH STORY

I share my story so people will know that their past doesn't have to define their future. I also want them to know there are opportunities available to everyone who wants to build their dreams!

### STORY IS AUTHENTIC MARKETING AT ITS CORE.

Within your story always be looking to answer your perfect person's question of:

- Who and what can help me?
- Who can understand me?
- Who can really give me the clarity and tools I need?

You want to make sure you and your services are the logical answer to these questions!

### ► *The Formula: Hook, Story, Close*

Building on what you learned in Module 3, let's focus in on the "Story" portion of the formula:

- The Hook: Get the person's attention
- The Story:
  - Recognize the problem or the pain point
  - Give the reader an ah-ha moment
  - Give the reader the result
- The Close: Reiterate the pain point and offer your services with a clear call to action

With this outline, go ahead and start building your story. Here's the sample one I read in the module to help you along.

I know my daughter is brilliant, so the low grades on her SATs just weren't making sense. She had every other qualification she needed to get into the college of her choice, some even on scholarship. Her SAT scores were the only thing holding her back, and she knew it. We both did. Practice tests were of no use, and the school prep courses just frustrated her even more. She began not only to lose hope in her future endeavors but lost confidence in her abilities as well.

I knew I had to do something. I couldn't let her dreams slip away because of this one test. I began to research. And with that research, I began to develop a system of studying for the SATs that was curated towards my daughter's abilities. Get this, it wasn't the information on the test that she didn't know – It was the format of the test itself. Her SAT prep test scores increased significantly because of the one-on-one attention and this new study method I developed. But the most important part is that she got her confidence back to pursue the future that she sees for herself. Our kids shouldn't be held back in life because of multiple-choice questions or essays.

I'm so confident that this 5 step system would work for any teen struggling with SAT scores, that I'm giving away a free 20-minute session with me. Sign up today to schedule a quick, free call to see how I can help your students realize their potential and raise their SAT scores.

## TRAINING 4.2: HOW TO MARKET WITH STORY

Now, it's your turn! Choose one of the story topics you wrote down in the last module and let's write a hook, story, and close with it right now.

3 TIPS FOR A GREAT HOOK:

1. Use contrasting words.
2. Say something people think but rarely say out loud.
3. Use negative words like none, never, and no one.

**The Hook:** Get the person's attention with one great opening line.

**The Story:** Recognize the problem or pain point. Give the reader an ah-ha moment. Give the reader the result. The story should be 1-3 paragraphs.

**The Close:** Reiterate the pain point and offer your services with a clear call to action. The close should be 1-3 sentences.

Now you know the secrets of storytelling in marketing!

The great thing about marketing your services is that you can go a lot deeper than you would for a product. Services are about improving yourself and your career in one way or another. If there's any time to get vulnerable and emotional about a life-changing offering, now is the time.

Remember while using your brand story as a marketing tool is great for the success of your business, the main focus here is to keep a consistent authentic connection with your perfect person.

Now that you've written one marketing brand story, you can write a million more! And your marketing will be exponentially more effective as a result. Just follow the simple format above. You can do this!

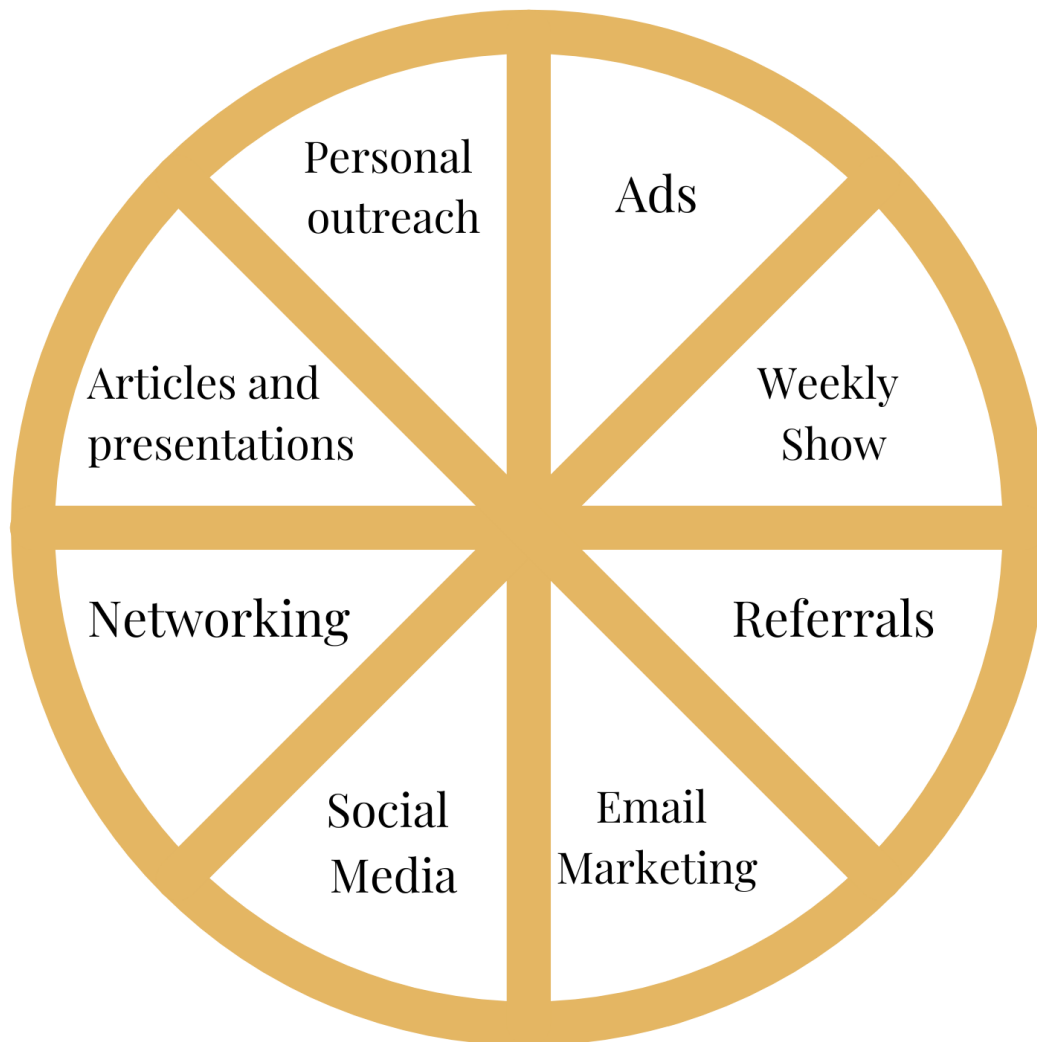




# How to Build Momentum

Everything you do builds momentum. The flywheel is difficult to push at first, but once it gets going, it starts to take on its own momentum. It's the same thing with marketing.

These things do not all need to be done now. This is your first step in developing a smart plan that will work to bring you clients automatically for years to come.



# Flywheel

In the flywheel below, place different aspects of marketing you're committed to putting into place to build your business in the future (examples: email, weekly show, personal outreach).

Then in the boxes around the flywheel, write out details of what you plan on doing and the timeframe for getting your momentum started.

The diagram features a central flywheel with a thick orange border and eight spokes radiating from the center to the outer edge. Surrounding the flywheel are eight empty, rounded rectangular boxes with a light green border, arranged in two columns of four on either side of the wheel. These boxes are intended for users to write details of their marketing plans and timeframes.

## TRAINING 4.3: HOW TO BUILD MOMENTUM

Let's build momentum by brainstorming how to get new clients, step by step.

FIRST: PEOPLE YOU KNOW

List people in your immediate circle who you can tell (or remind) about your business.

List ways to let them know about your coaching (ex: business cards, social media, emails).

Draft a short email script you can send.

Example: "Did you know I've recently started coaching young professionals to help them reach their potential and achieve career goals? I'm so excited to use my own experience as a young CEO to serve others."

You can insert a story (remember hook/story/close) and offer a free discovery call to find out more. Put your website info, phone number, and ask them to refer people who might be interested.

## TRAINING 4.3: HOW TO BUILD MOMENTUM

List people you know casually who you could reach out to about your coaching (don't forget your hairstylist and other people you see sporadically).

List acquaintances or groups you're a part of (don't forget FB friends, college friends, etc.) where you can talk about what you do and who you serve.

### SECOND: REFERRALS FROM PEOPLE YOU KNOW

When someone mentions that you've helped them solve a problem (whether it's a paid client or not), ask them to tell people, message a friend, or leave a review if you have a podcast or product. We call this a referral request, and it's one of the things successful coaches do well.

One way to do this is to work up a short message in the "notes" section on your phone, so that when someone you coach officially (or help unofficially) texts, messages, or emails you, you can copy and paste it.

Try something like this:

"I'm so glad what we talked about helped you to get over that roadblock! I love serving you and others as a coach. Would you mind telling a few people you know about my new business? I'm starting out and it would mean a lot to me to have your personal recommendation."

Write a sample referral request "script" here:

Write down a few ideas about incentives to give when people leave a review or give a referral.

Examples: free tote bags with your logo, filled with products that align with the niche you are coaching in, discounts on a coaching class, an entry into a big giveaway, or a copy of your most recent printed product with a cute mug that matches the cover.

Your ideas:

## TRAINING 4.3: HOW TO BUILD MOMENTUM

THIRD: PEOPLE YOU DON'T KNOW (NEW CONNECTIONS)

What kinds of things (eg. IG post, video, newsletter) get the most feedback and positive reaction? If you haven't started creating these things yet, what do you get the most positive feedback on when you share the idea?

What do I really enjoy creating?

Where do those things overlap?



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# One Big Piece of Content (OBPC)

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**For right now, make it your goal to create one great piece of big content every week.** Just one. That great content will vary from coach to coach. It could be a Youtube video, podcast episode, a blog post, or an IG live.

If you are great on camera, maybe you could start posting weekly videos.

Maybe you write like a dream, so you can write a 1500 word article and post it on your website. You can repurpose that content by posting one or two of the major points on Instagram.

If a piece of content is popular, I will make some simple changes to it and freshen it up and use it every 3-6 months. I'm not trying to reinvent the content wheel. It's about working smarter, not harder.

If you have the gift of gab, a weekly podcast where you share your wisdom is a smart move.

For best results, a weekly show is something you want to create at some point. If not now, plan on developing a weekly show in 6 or 12 months.

A weekly show where you are showing up and sharing your expertise and letting your potential clients get to know you will be an important part of your momentum marketing flywheel.

## ► *Let's make a plan for your OBPC*

I want you to start planning your OBPC this week!

**What format will your OBPC be delivered in? Podcast? Live video? Article? Don't overthink this. Let's get the ball rolling with some ideas today.**



## BONUS: ONE BIG PIECE OF CONTENT

What are 5-10 topic ideas for your OBPC? There are no bad ideas here. List everything you can think of!

Pick one of the topic ideas above and make a simple outline for the podcast theme, blog, post, or live video that you will deliver it in.

Now schedule when you will post your OBPC and schedule a time when you will use the outline you created today to finish writing the content.

(Go ahead, really schedule it! I'll wait! \*wink\*)

### ► *Building momentum in getting new clients*

On my coaching intake form, I ask people how they discovered the opportunity to work with me, and sadly, I learned that there's no one big way that a majority of people find me.

It's a bunch of different ways! But the more channels you build, the more clients you will have. Think of it like the flywheel that you push, and push a little more, and push until you are out of breath, and it then (finally!) takes on a life of its own.

When your flywheel starts spinning on its own – thanks to all your hard work – you'll spend less time marketing and more time enjoying all your hard work as new clients continue to flow in!

## BONUS: ONE BIG PIECE OF CONTENT

The most successful businesses market in all or most of the following ways. Circle the ones you do well and start the ones you would like to grow in. We'll cover how to get started marketing in all of these ways in upcoming modules, but I want you to make a mental note now of the ones that you have an opportunity for growth in.

1. Social Media – including paid ads
2. Growing Email List
3. Partnerships and Collaborations with other service providers
4. Referrals from clients and other service providers
5. Content Marketing – including your weekly show (Podcast, IG or Facebook Live)
6. Great SEO on your website
7. Google search ads
8. Pinterest – including Pinterest ads

In every marketing endeavor you take on, you should be working to establish “thought leadership.” Thought leaders are the go-to people in their niche.

So how do you become a thought leader? It's all about your attitude towards yourself and how you present yourself to others.

A thought leader's attitude towards themselves is: I am an expert, I am a leader, and I can help you reach your goals.

Great work, friend! You are well on your way to developing a marketing plan that will bring in clients from all sorts of places.



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# Wrap Up

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*Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.*

My biggest takeaway from this module is . . .

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The changes I made based on this module that will help my business be successful are . . .

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Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .

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