

# How to Create a Coaching Offer that Sells Itself

 *Marketing from Within*<sup>™</sup>  
with Cindy Schulson

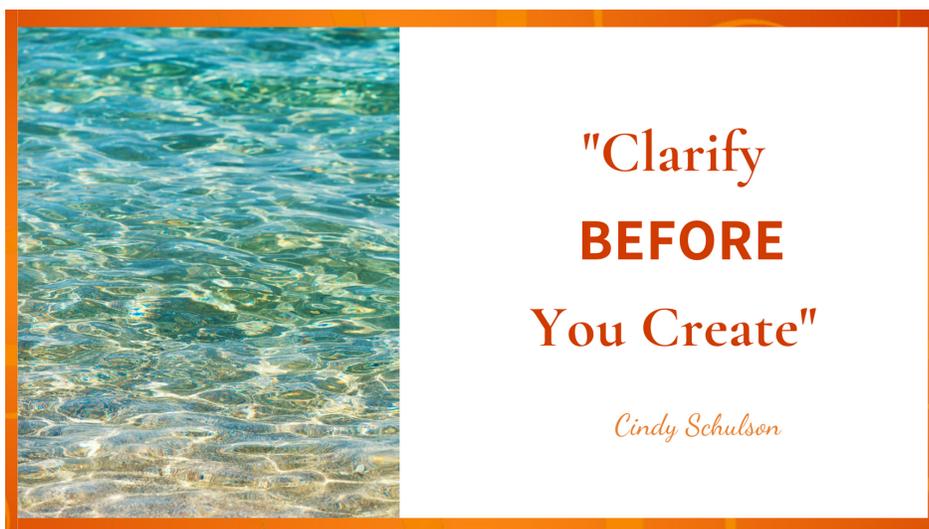
# Introduction

Welcome to this special training on how to create a coaching offer that sells itself.

Let's take a step back and ask an important question... Why do so many coaches struggle to get clients?

I did a survey and found that the **#1 challenge** that stops coaches from confidently enrolling clients is **LACK OF CLARITY**.

Unfortunately, most coaches make a big mistake. They start creating - websites, funnels, programs, marketing, etc. - before they have the clarity they need.



Allow me to quickly introduce myself. I spent 10 years working in strategic communications, working for great companies like Coca-Cola, Visa and global consulting firms.

And I've been helping coaches and consultants market themselves online since 2010.

Above all, what I stand for in my business is what I call "**Marketing with Heart vs. Hype**".

That's marketing that honors you and the people you're here to serve. It's marketing that honors your vision, value and voice.

One of my greatest gifts is helping you sort through your brain dump of ideas to find the golden nuggets that make you shine in your own unique way. And then messaging that with impact.

Enough about me.

Let's dive in to the **three essential elements** you need to be crystal clear about to have a coaching offer that sells itself.

# 1. Crystal Clear Niche



Even though I've been supporting coaches with their niche since 2010, I want you to know something.

You don't need a niche to get clients. BUT just because you can help everyone, doesn't mean you should.

If **you want** to be seen as an expert, raise your rates, focus your marketing, grow a targeted email list, attract strategic partners, and lead group coaching programs....

You need a clear niche.

**There are two parts of your niche:** WHO you help and WHAT problem you help them solve.

Most people say that to choose a niche you should pick a target market and figure out what they want.

I take an **inside out approach** that starts by looking within you.

You have tremendous skills, experiences, and passions, and you want to leverage all of that in your business. You deserve to build your business from a place of strength and passion.

Of course, it's *not easy to see our own gifts*. We're too close to it.

Thankfully, that's one of my greatest gifts. I help my clients sort through their "brain dump" of ideas to help them find the golden nuggets that let them shine in their own unique way.

Once we get clear on the solution you're here to provide, then we match that solution with the right ideal client.

This "**inside out**" **approach to finding your niche** has made such a big difference for my clients.

So many coaches who have struggled with their niche for years, finally get the clarity they need after I guide them through my "inside out" process.

# How Clear Is Your Niche?

Score yourself on each element required for niche clarity.

0= Not at all clear

5= Somewhat clear

10= Crystal clear



WHO you help

Score

\_\_\_\_\_



WHAT problem you help them solve

\_\_\_\_\_



WHAT results you help them achieve

\_\_\_\_\_

TOTAL Niche Clarity Score:

\_\_\_\_\_

## 2. Captivating Message



Once we have a clear focus, we can create a clearer message.

But it's not enough to have a clear message. You need a captivating message. How do you do that?

It starts by understanding that people buy on emotion and justify with logic. So that means your message has to connect with the hearts and the minds of your ideal clients.

Now here's the key that so many people miss. In order to do that, you need to **put your heart and your mind in your message.**

Your typical Marketing Message is all from the head. It explains who you help, what you help them with and the results you help them achieve. And that's super important.

But if that's all that you communicate, you sound like everyone else. So I help my clients create what I call your Core Message.

This is the heart piece. It's what you stand for in your business. It's your unique approach, your perspective, your why, and it becomes the heart of your brand.

Then we combine your Core Message (heart) with your Marketing Message (head) to create a truly unique and **Magnetic Message**.

**Core Message (heart) + Marketing Message (head) =  
Magnetic Message**

Here's an example. This is one of my clients, Pauline.

Core Message - You can have a rewarding career as a physician and still have a happy, fulfilling life.

Magnetic message - I show overwhelmed doctors who want to stay in medicine how to have both a rewarding career and a fulfilling personal life.

When you get clear on your Magnetic Message, it's such a huge relief and you can start gaining much more momentum... and clients.

# How Captivating is Your Message?

Score yourself on each element required for a captivating message.

0= Not at all clear

5= Somewhat clear

10= Crystal clear



Core Message (heart)

Score

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Marketing Message (head)

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Magnetic Message (heart and head)

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TOTAL Message Score:

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### 3. Offer that Converts



The third essential element you need to be clear about is your offer.

Most coaches sell their time, whether it's an individual session or a bundle of sessions.

As a result, they're constantly chasing after clients and they typically undercharge. So what's the solution?

You've probably heard that you should sell the result versus your time. And that's very true.

But it's one thing to say, "this is the result I'm going to help you get", and it's another thing to prove it.

So how do you do this? The answer lies in creating what I call your **Client Journey**.

Think of your Client Journey as your unique success path to help your clients go from where they are to where they want to be

Your Client Journey transforms your offer from vague and intangible to crystal clear.

So you're confident presenting your offer and your client is confident in investing, because they understand **how** you can help them get the results they want.

So how do you create your Client Journey?

I have a whole system to help you do that, and while we don't have the space to dive into this in detail, here are the steps:

## Create Your Client Journey



Unpack Your  
Expertise



Organize and  
Streamline



Communicate  
Each Step



Package Your  
Program



Price Your  
Program



You can even create a visual infographic of your Client Journey.

That **really** makes your offer clear and tangible.

For instance, here's the infographic from one of my clients, Lydia.



"The Client Journey brought everything together beautifully for me, tapping into my ideal client's perspectives, thereby making it easy to sell my coaching. **Fourteen new clients** will benefit from my coaching thanks to my Client Journey!" ~~ Lydia Pretorius

**BONUS TIP:** You can package your Client Journey in different ways, such as a private coaching package AND a group coaching program.

This is the fastest way to earning 6 figures in your coaching business, without having to work harder.

**BONUS TIP:** Teach your Client Journey in your marketing. When you do this, you add value, build trust and position your services.

Your marketing does the heavy lifting for you, so when someone comes to a consultation, they understand how you can help them.

Here's my Client Journey. I've been teaching it to you here!



# How Compelling is Your Offer?

Score yourself on each element required for a compelling offer

0= Not at all clear

5= Somewhat clear

10= Crystal clear

	Score
 Client Journey	_____
 Package and Price	_____
 Confidently enroll clients	_____
TOTAL Message Score:	_____

# Review and Next Steps

There are 3 essential elements you must be crystal clear about to grow a successful coaching business:

A clear niche, a captivating message, and a compelling offer.

The most successful coaches get really good at these things.

If you don't have the clarity you need, you're going to spin your wheels with your marketing. Clarify BEFORE you create.

I've been helping coaches get the clarity they need since 2010. I'd love to support you as well, whether it's privately or in a small group.

Go to [SessionwithCindy.com](http://SessionwithCindy.com) to schedule a chat. You'll get a bonus quiz to help you pinpoint the roadblocks that slow down most coaches.

We'll go through your quiz results together, and create a plan for you to gain more income and clients.

I hope this has been helpful, and I look forward to speaking with you soon!