

# Attracting More Clients: Building Your Business starts with Building Relationships

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Many people are discouraged by the prospect of marketing themselves – thinking “I’m not as comfortable as I’d like when it comes to promoting my business.” Fortunately, you can choose from a variety of ways to get your message to potential clients as you put together a marketing plan.

While it makes sense to build toward a *diverse* marketing plan, there’s nothing that says you can’t get started by **focusing on the things with which you’re already comfortable**.

## Venues You Can Use to Engage your Clients

There are a number of ways you can connect with prospects; in this article, we focus on three of the most popular and accessible communication channels. Here are ten ideas that have proven effective, even if you’re just getting out of the “coach training and certification gate!”

### Writing

1. **Use your mailing list** (either electronically or with a physical mailing, depending on whether you have a presence on the web) **with a complimentary special session offer**. Don’t forget to **title the offer** and **include an expiration date**. Include an article or resource that you think the person might find helpful or relevant - preferably something you wrote yourself, since this helps establish you as an expert.
2. **Leverage your past life by writing a letter** talking about your current career transition and initiative.
3. **Contact organizations with offers to donate your services** to a raffle or auction. Let this organization get to know you by being introduced to you and your work. Let them tell you who they know that would benefit from your services. Of course, be sure that the people who might receive the donation are qualified prospects. Fundraisers or conferences can be a good investment here.

### Networking

4. **Reach out to friends, family and colleagues who can connect you** with people who are in your target market.
5. **Hang out where your target market hangs out** – at a conference, a professional association meeting or an after-work gathering. Concentrate on networking with a focus on what their current struggles are, so you can see if you can’t either help them directly or link them to someone who can.
6. **Be willing to strike up a conversation with anybody**. You never know if you’ll be the “right person at the right time” for someone. You also never know who *they* know that might need your services right now! I once heard a story



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from a coach who, as she left her first weekend of training, engaged her cab driver in a coaching conversation – and by the time she arrived at the airport, she had her first client!

## Speaking

7. **Create a lunch-n-learn program for your target market and make customers compete for the opportunity to work for you.** Pitch an outline of what you'll cover to decision-makers in your target organization. When you deliver the program (and as you are developing rapport with the group), take a moment to introduce your services. Offer to raffle off a small number of complimentary sessions and use business cards as raffle tickets.

Assure participants that those who are not selected will receive a bonus resource as well as your monthly newsletter (or something else valuable – say, access to private resources on your website, for example). Again – title the session, and review what they can expect from it. This will help motivate them to drop in a business card.

8. **Offer an instructional teleclass** on a subject relevant to your target market. Do a demo, allowing participants to get a feel for your expertise and skills on the call. Include a special offer for participants. Again, be sure to craft a compelling *title* for the class.
9. **Conduct "Coffee with a Coach."** Contact your local library, coffee shop or bookstore and inquire about setting up a table and a sign to offer a complimentary laser coaching session for their patrons. In order to qualify, patrons purchase a beverage and in return they get to coach with you for 10 minutes on an issue of their choosing. Save the last minute or two to introduce them to your services and ask them how you can best serve them going forward.

## Stubbornly refuse to reinvent the wheel

10. Ask for help – hire a coach! Navigating the most direct route to a thriving business means avoiding unnecessary pitfalls. In partnership with your coach, you'll craft a customized strategic plan that makes the most efficient use of resources as you work to build your business. Your coach will help you leverage your strengths as you communicate your value to your chosen audience. Don't waste another day - your business vision awaits you!

Ariadne Moisiades, PCC, CPCC is co-founder of [Coaching Tree](http://www.coachingtree.com), where she works with coaches in training, as well as coaches in certification programs. She has also completed the Center for Right Relationship's training curriculum in Organization and Relationship Systems Coaching (ORSC).



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