Ep 94 3 Marketing Activities for Your Coaching Business

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**SPEAKERS**

Zoe Hawkins, Jo Wheatley

**Zoe Hawkins** 00:03

The Coaching Crowd podcast is for compassionate courageous leaders, HR professionals and high achievers, people who are passionate about helping others to find alignment in their lives through coaching, and do a thinking of training and developing as a coach.

**Jo Wheatley** 00:20

Hello, and welcome to the kitchen crowd podcast with me, Jo Wheatley, and my friend and co host, Zoe Hawkins. Hi, everybody,

**Zoe Hawkins** 00:26

great to be here again. And this week, we're talking about three marketing activities that you can use to grow your coaching business. And the reason we're talking about this today is because we were asked inside our business lounge membership for coaches, what the difference was between a mastermind a training a workshop, and we're also going to be running a coaching summit soon, which is another great activity that you can use to grow your business. So we're talking about these marketing activities. Because as a coach who is running a business or as a coach, who is thinking about becoming a coach, it's really important that you do have a marketing strategy, and know about different marketing options that are available to you as you seek to develop your presence and your audience and to make people aware of the catering business that you run. So we're going to share with you three different types of activities that you can do to market your business.

**Jo Wheatley** 01:22

And I think one of the things I would say about it is when before we had done any of these activities, and we've done all of them now, which we'll talk through with you, it seems really scary, even just the thought of doing a masterclass. So, in an in house role, I've designed and presented lots of things to a whole range of different audiences in my career. But when it came to running a masterclass about own stuff, and having to invite and wait and see Is anybody going to sign up for you know, for this activity, or any of these activities, emotionally felt very, very different. But hopefully today as we talk through these activities and our experience of them, it'll help to break it down and feel more accessible to you and, you know, give you a pathway, or at least some inspiration and confidence around the activities.

**Zoe Hawkins** 02:09

It's a real good point there. Actually, Jo I remember chatting to a friend of mine, who's an established entrepreneur in another field before I even got into online business, and talking to her around different things like master classes and trainings. And I remember sharing with her like, what if no one comes and I genuinely felt like 12, again, inviting everyone to my birthday party and really worrying that nobody would come. I think it's a real legitimate fear. When you first step into business around becoming visible, you have to face into the mindset of rejection and acceptance. And, you know, are people going to like you and what you have to say. So these marketing activities aren't just activities. They're part of the mindset journey that you'll go on as a as a coach and as an entrepreneur and a business owner. So yeah, as we've, as we've said, I really hope that today provides you with some structure, and some things that you can start focusing on to help you to go on that mindset journey as well as on that business journey.

**Jo Wheatley** 03:13

So if we first start with the first small step, if you like, which would be running a workshop or a masterclass, as you'll often see them talked about. And that generally is a session that is somewhere between an hour and two hours normally, so bite size, focus on one specific topic, you would advertise that to your audience on whatever platforms or three, whatever in person, networking activities that you do, and you would have a process in place for people to be able to register their interest in joining that activity and exchanging their contact information in return for the joining instructions for the particular event. And that may be run online, or it might be run in person, depending on your preference. And then people show up, they tend the workshop is usually run as an engaging interactive session, because really what it is, is an opportunity to meet for the first time. And it's all about building relationships. And it's about learning. What do the people that are attracted to work with you want you to do because sometimes you run a workshop on something, but you'll get feedback. And you'll notice from the questions actually that your customers have got a different need. So that will give you information around what to run next. At the end of the workshop or the masterclass, we often find that we have some people that stay behind because they want to chat more to us. And it may be around the topic that we've presented on, or it might be broader things around, you know, the coaching world and our expertise or other ways in which they could connect or work with us. So you'll have sent out reminder emails before the event and then after the event, you'll have a strategy in place to follow up on the event to thank people for coming to ask for feedback, and maybe to share some information with them about the services that you offer, and how they could, how they could join you on those, if you have the permission to be able to share that information with them.

**Zoe Hawkins** 05:13

Yeah, and there can be different purposes for workshops, one may be purely about audience building, you know, so it can be purely about offering a high value workshop to engage your audience and not sell anything off the back of it, you're just a case of welcoming people into your community, getting their contact details, you know, appreciating the GDPR regulations, so that you can continue to communicate with them in some way, be that through an email list or offering them some other resources. Or you may run that workshop with a pure purpose in mind, which might be to launch a specific coaching programme, or group programme or something. So you're using that masterclass as part of a pipeline for selling something to those people who are interested. And typically, the workshop that you offer would be of high value. So it needs to be engaging enough and inviting enough that people are willing to give up their contact details to be able to attend. And if you have people who are doing that, make sure that the workshop title that you put on, delivers what it says in the title, because you're going to want people to come expecting a certain service and then delivering that certain service. So they walk away knowing that, wow, you've delivered them a great experience. And that was free. Imagine if that was free, what the paid service must be like, that's kind of the feeling that we try to impart on people that join any of our free workshops and resources.

**Jo Wheatley** 06:44

And if it's a topic that you're really passionate about that energy is going to come across, and that is so important, like the feedback we've had so often over the years, when we run things is I can really see and hear your passion. And we're like, yeah, we'd like we are really passionate about this, we do really believe in it. And it's that energy that that draws people to you as well. Because like, Ah, you're like me, you know, you have this passion for it as well. So it's quite a short period of time that you have a touch point, you know, with the audience for just a couple of hours. Whereas if you think about something like a mastermind, that's a that's a whole different kettle of fish, isn't it? So

**Zoe Hawkins** 07:24

yeah, a mastermind can be lots of different things. But the way I think of a mastermind, it's a long term or longer term programme. So it might be 3, 6, 9 or 12 months. And it's about the coming together of people who are in a similar place, maybe that's in growing and developing a business or in their mindset or in their leadership journey. They're coming together with a common problem, if you like, or a common goal. And a mastermind is yes, it's about the facilitators facilitating a certain journey, but it's also about the power of the group, and the shared learning experience that those delegates within that mastermind will go on together. And a mastermind is often multidisciplinary. So you may have within the mastermind, some one to one services, some workshops, some group learning sessions, maybe some in person time with some, you know, virtual training sessions as well. So it's very much a blended experience. And really, the main purposes are firstly, to achieve which whatever the goal is the mastermind is for, and also for connection, and network. So that is often a big flavour of a mastermind, and we have been part of a mastermind. And a mastermind also comes with the essence of what you put in, you also get out. So the more you contribute to a mastermind in terms of that group space, and the group support and the group learning, the more you get out of it as a participant, enter delegate.

**Jo Wheatley** 08:57

We joined a mastermind because at the time, we felt that we didn't know enough other people in a similar business setup or point in their business. And, you know, with a similar trajectory to us, we also wanted to spend time with people that were further along the journey than we were so you know, that kind of saying that if you're the smartest person in the room, you're in the wrong room. That's, that is one of the reasons why we join the mastermind is to is to join is to get into another room. And I think it's often hard to know what you'll get out of a mastermind. They often include social activities, which is a great way to get to know each other as human beings. And one of the reasons that people join a mastermind is because when you build relationships like that, and you're in a mastermind with other people, those other people also have audiences of their own that are established. And there may be you may offer something that is complementary to somebody else in the mastermind and their audience, therefore, might become your audiences. Well, and so, you know, that can have a huge benefit rather than having to grow your audience, you know, one by one by one.

**Zoe Hawkins** 10:07

Yeah, so mastermind isn't a marketing activity, per se, it's a service or product that you would offer to your audience. And the marketing activities that you can use to launch a mastermind might be a workshop, or a challenge, you know, which where you would come together, you know, and offer people to come and join you perhaps on Zoom or in a Facebook Live and to do a little activity every single day, which accumulates in you launching your mastermind to them. But it's important to differentiate between what a workshop is, which is a very small offering to what a mastermind is. And of course, when you're doing workshops, they may be paid as well. So you don't have to do a workshop just as a marketing activity, you can offer a workshop as a valuable one off place where your clients can come and join you to learn what it is you have to offer. And when you do that, the content of your workshop is going to not just cover the surface level, but it will take them deeper into how they can start to affect change in the area that they're interested in as well.

**Jo Wheatley** 11:14

I think also with a mastermind, you have the opportunity to create an offer in your ladder of services or offerings, that is a high ticket item. So a mastermind is likely to fall into that category, if you as a coach, decide that you're going to run one, that's probably going to be one of your most expensive offerings. And we've talked in previous podcasts around having different entry levels, for customers, for clients that want to work with you. So when you're thinking about that ladder, a mastermind might be something that you offer. And I'm sort of sat here also just thinking it's a bit like a leadership development programme. Yeah, you know, if you're in an organisation, and you've got, you know, you might have a finance director and a marketing director, and so on, and so on. And you're, but maybe you don't know each other outside of your day to day roles, because you've only ever really spoken in that sense. But on a leadership development programme, you get to know each other at a whole new level, you strip everything back. But you also are drawing on the expertise of those different specialists, as you're thinking about what you might offer next, and you're focused on building your visibility in the business and building the relationships that you've got. So whilst these terms may seem new to you, giving the analogy hopefully makes it Oh, yeah, I've, I've designed one of those before, I've facilitated one of those before or even I've been part of that. And so I have an idea of what it has to offer. Same as with a workshop or a masterclass, you yourself might have designed or run them internally, or have commissioned an external partner to come in and run a topic on resilience or, you know, well being or something, anything. So these will be familiar to you. And you can call them what you like. We're calling them these things today, because they are terms that are used a lot within the coaching industry and beyond. But you get to you get to call your stuff, whatever you want. And that can be fun, too.

**Zoe Hawkins** 13:11

Yeah, and I guess that brings us to the third one, which we're going to talk about today, which is a summit. Maybe you might think of it as a conference, you know, an online Summit. And for us a summit is stretched across a longer period of time. So rather than a workshop being a one to two hours, a summit is more a collection of workshops, perhaps over a one two or three day period. And we've been running summits for the last two to three years. We have a coaching Summit, and we'll share details about our coaching summit that you can join and sign up for shortly. And the coaching Summit is really about providing your audience with a variety of different workshops, all around a theme that is going to be valuable for them. So our audience we know is filled with coaches who are already qualified, and also leaders and other people who are aspiring to become a coach who are interested in coaching and mentoring skills. So our coaching Summit is catering to that audience. And we're providing a variety of workshops for us today over a two day period, where there is a little bit of something for everybody. And on a summit, your audience might attend one to three particular workshops that are interest them, it's a bit like a pick and mix, where they can dive in and out of different topics that are of real interest to them and the journey that they are on at a particular time. Yes, kind

**Jo Wheatley** 14:39

of like a buffet of coaching. So you can attend all of the sessions, one of the sessions three of the sessions, and it's really there to stimulate interest on a on a particular theme. And the way that we've run our coaching summits in the past is we've used them as a platform to showcase coaches that we have trained or that are part of Our coaching crowd business lounge and we, we provide it to enable them to see behind the scenes of how do you set up a summit or an event? How complicated is it? How do you do the tech? What sort of numbers are involved in that? How would you decide if it's a success or not? How do you communicate with people? How should the sessions be formatted? And what we find is it then gives them the confidence to go on and, and create their own. And we've had huge success from the summit in the past with speakers actually getting approached by corporates to come in and run workshops, or master classes in their organisation. So you can see how this kind of cycle can work. But doing it for the first time can be tricky. And we say we and I present at the summit, because, you know, we're the hosts of the summit, we are the founders of the business lounge. And so we tend to headline the summit as speakers on a particular area of interest to us that is currently a source of passion, which we're doing this year to.

**Zoe Hawkins** 16:03

Yeah, and we find a summit is really about energy, isn't it, it's about bringing people together igniting energy and enthusiasm for a topic. And so as Jo shared there for us, it's about showcasing our clients within the business lounge who are growing and developing their coaching businesses. And it's also fueling our passion to spread the word of coaching. So our mission is to make coaching as accessible as possible, you know, for as many people as possible, because we want more courageous and compassionate leaders across organisations. So the more people we can engage into the coaching profession, the better that is for everybody. And so there's a real passion that goes behind the coaching summit for us. And so, yes, it raises our visibility, it engages our audience, it expands our audience, it fuels our passion, it fuels our mission. And it provides a platform for our clients who have joined the business lounge, who were using the service that we provide there to grow their businesses. So for us, it's like a three pronged method to market our business whilst also, you know, fueling our mission. So it brings energy to us in when we host these summits. And we hope that it ignites energy within the speakers, and also those people that attend. So for you, if you're thinking about doing an event over a longer period of time, you might want to think about who might you collaborate with. So who has a complementary, but not necessarily conflicting business that you might want to join forces with to run a variety of different workshops for or perhaps you've got a number of peers or with different areas of interest within a within a piece of business or a theme or market segment? And how can you provide a variety of different workshops and share the experience together? Or maybe you run a summit all on your own, you know, and you provide, you know, maybe five or six different workshops across a couple of days that people can come and join? And how might you be able to leverage your network and your friends and your audience to help you to build an audience for that. The one thing to remember about a summit. So last year, I think we had 750 registrations or have I made that number up, I think, or maybe it was 507 50, some something along there, we, in the first year we had like 250, then 500, I think last year was 750. Not all of those 750, people will turn up to each and every single session that you run. So when you run a summit, you need to think about having a broader audience, because you'll have a portion of those people attending live. So we are now in a position where we can host a summit and we'd be confident that we get good attendance at every single session, because we're able to reach out to a broader audience. If you're just starting out, it might be that starting with a workshop would be a better place to start. So you can start to build your audience there because even with a workshop, not everybody that registers will attend live, I'm sure you've been in that seat yourself where you register for something that's interesting. And then a meeting comes up in your diary and you're like I really like to go to that this takes priority. So people are often well intentioned when they sign up to things but don't always get around to attending live. So that also enables you to think about okay, how will I record it will I send replays How am I continue to give people value well beyond the time that I've delivered my session for

**Jo Wheatley** 19:34

and you get to design a summit so this longer to, you know, 1, 2, 3 day so he called it a conference you might call it a concert if that helps you to kind of get a different energy behind you and I talked about like you being the headlines if you are a coach and your area of expertise was around health coaching or it's around confidence coaching or whatever niche you know, label that you put on your coaching And you might raise salaries or bring together other people that work in a similar kind of field, you might also invite previous clients who could talk about their journey and how the coaching that you gave them on this topic made such a huge difference to them. You might also decide to have a panel like a q&a discussion. And you might invite people to send questions to you outside of the summit, or to drop them in live, if you're going to if we want to use things that way, so that you can get as much interaction with your audience as possible. So again, there is no one fixed way to run a summit or pitching concert or whatever you want to call it. But what we've talked you through today are three different layers or marketing activities that you could consider alongside posting on LinkedIn, Instagram, whatever you normally do, or attending other people's networking event.

**Zoe Hawkins** 20:58

Yeah. And of course, when you come into the business lounge, we will be able to teach, not we, the business lounge teaches you all of the different elements that are involved in being able to put together something like this, and you have a community that is there to ask these questions to see you have coaches that have come before you you have coaches that are ahead of you in the journey and everyone comes together to support each other to be able to put on these different activities. Part of doing something like this is having someone who's got your back and knowing that you are supported. And we see many of our business lounge members attending first time workshops, webinars, masterclasses summits, whatever it might be, to give support to their fellow members is a is a really great community. And we'd love you to come and join us in the business lounge if that's of interest. But for now, what we would invite you to do is to sign up for our two day coaching Summit. You can do that by heading over to IG company.co.uk forward slash Summit. Take a look at the wonderful speakers that we've got lined up over the course of the two days. Jo and I will be doing a session on a new wave of coaching training, which is all about coaching with emotions at the heart of your coaching qualification. So we would really love to see many of you come to our session and you can sign up once at IG company.co.uk forward slash summit and attend any of the sessions that appeal to you for those two days. Thank you for listening to the coaching crowd podcast with Zoe Hawkins and Jo Wheatley. We'd love for you to join our inclusive community to learn and grow in the coaching space.

**Jo Wheatley** 22:39

Go over to Facebook and search for the coaching crowd to be in good company with other aspiring teachers.