

WORKBOOK

Easy Ways to Attract New Coaching Clients This Week

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Introduction

Meet Brittany Matthews

“As an award-winning marketing expert and leadership coach. I assist individuals to become more effective leaders with unshakeable confidence as an award-winning marketing expert and leadership coach.”

Understanding your calling as a coach, you're passionate about helping others unlock their potential and become better leaders. But to make an impact, you need clients! In this workbook, I'll walk you through 3 powerful strategies you can implement this week to attract and secure new coaching clients. Whether you're just starting out or looking to expand your reach, these steps are designed to help you build a steady pipeline of clients and grow your coaching business.

Let's Get Started!

Step 1: Tap Into Your Existing Network

Your network is one of your most valuable assets. Whether it's friends, family, colleagues, or past connections, these relationships can help you find your first few clients.

Actionable Steps:

- 1. Reach Out Personally:** *Draft a thoughtful message to people you know who might benefit from leadership coaching. Introduce your services and offer a complimentary 15-minute consultation.*
- 2. Use LinkedIn:** *Connect with professionals in your network, especially those in leadership roles. Share a post introducing your coaching services and how you can help them unlock their potential.*
- 3. Leverage Testimonials:** *If you've worked with clients already (even if they were pro bono or practice clients), ask them for testimonials you can share with your network to build trust and credibility.*

Reflection:

- *Who in your existing network might benefit from leadership coaching?*

- *How can you reach out in a way that feels authentic and not salesy?*

Step 2: Position Yourself as an Expert on Social Media

Social media is a powerful tool for leadership coaches. It gives you a platform to share your expertise, connect with potential clients, and establish yourself as an authority in your field.

Actionable Steps:

- 1. Share Insights and Tips:** Post regular content on leadership topics—whether that’s advice on effective leadership skills, managing teams, or inspiring productivity. Use stories or posts to showcase your knowledge.
- 2. Host a Free Webinar or Live Q&A:** Offer a free 30-minute webinar or live session on a hot leadership topic. This is a great way to provide value and get people interested in working with you.
- 3. Engage with Followers:** Don’t just post content—engage with your followers. Respond to comments, share others’ posts, and engage in conversations that position you as a trusted leader in your niche.

Reflection:

- What leadership topics are your ideal clients interested in?

- How often can you post on social media, and which platforms are your target audience most active on?

Step 3: Offer a Limited-Time Leadership Coaching Package or Discovery Session

Creating urgency can be a great way to encourage people to take action. By offering a limited-time discount or a special coaching package, you can prompt potential clients to commit to their leadership development now.

Actionable Steps:

1. **Create a Special Offer:** *Design a leadership coaching package or offer a discounted first session for new clients. Be clear on the value they'll receive and why they should take action now.*
2. **Promote on Multiple Platforms:** *Share your offer across social media, email, and even direct outreach. Use clear calls-to-action like "Book your free consultation today!" or "Limited spots available—sign up now!"*
3. **Set a Deadline:** *Add a sense of urgency by clearly stating when the offer ends. This will motivate potential clients to make a decision sooner.*

Reflection:

- *What leadership challenges or pain points are your potential clients facing that your coaching can address?*

- *How can you craft an offer that stands out and drives action?*

WEEKLY

planner

SUNDAY	
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MONDAY	
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TUESDAY	
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WEDNESDAY	
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THURSDAY	
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FRIDAY	
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SATURDAY	
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HABIT TRACKER

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TOP 3 PRIORITIES

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NEXT WEEK

TO DO LIST

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NOTES



Academy Certification

In this section, you want to share the information about this step. Share the details here.

Try to keep it to 3 or 4 lines



3 Simple Strategies to Attract New Coaching Clients

By providing high-quality, accredited courses, you help students gain valuable skills and credentials that advance their careers. It's a powerful way to expand your reach, create lasting impact, and establish yourself as a trusted leader in your field.



Content Creator's Roadmap

provide a clear, step-by-step guide for aspiring and established content creators to build, grow, and monetize their platforms. It helps individuals navigate the complexities of content creation by outlining key strategies, best practices, and actionable steps to grow their audience, enhance engagement, and turn their passion into a sustainable business.

Hey! I'm "Brittany Matthews"

Hi, I'm a leadership coach dedicated to helping individuals unlock their full potential and become the impactful leaders they were meant to be. I believe in creating meaningful connections and providing valuable insights that can transform both personal growth and professional success. I'd love to stay connected with you, share tips, inspiration, and resources that can elevate your leadership journey. Follow me on social media for regular updates and practical strategies to lead with confidence and purpose!

LET'S KEEP IN TOUCH

INFO@THEPROMOTIONLADY.COM
@COACHBRITTANYMATTHEWS

