

# **“How to Create a 6-Figure Coaching Business in 7 Easy Steps.”**



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Dear Coach,

You may be a brand new coach, a trainee coach, or, you may have been "out there" for a while, but are stuck in your marketing and would like a clear, step-by-step path to create a full-time, 6-figure coaching business.

Wherever you're at, if you're feeling unsure or stuck, this report will clear a lot of things up for you. It contains the "blueprint" that all successful six figure coaches used to get to where they are at now.

Most likely, you've heard a lot of this information from various sources, but it's been hard to put it all together in a way that makes sense, much less that helps you move forward.

I'm going to tie it all together for you in a simple, easy structure. Why do I emphasize "Step-by-Step" support? Good question.

I've been an entrepreneur my whole life, and whenever I've put my mind to learning something, I felt as though I had to gather information in a kind of "hodge-podge" disjointed manner, then put it all together for myself.

Sometimes, I noticed that the people I was learning from didn't necessarily even recognize everything they did that made them so successful. I learned as much from *watching* what they were doing, as I did from what they consciously taught me.

I would break everything down into "Operating Principles." Then, I would turn around, put it all together in a step-by-step format, and start teaching it to others.

I acquired a reputation for being able to develop new talent, bringing them quickly up to speed and then helping them excel at what they did. That's how I went so far in my first business, a network marketing company.

While others were putting all of their time and energy into recruiting as many people as possible, I was putting all of my time and energy into developing step-by-step formulas and training a select group of people to do really, really well.

In the end, my smaller group of people out-booked, out-sold, and out-performed the larger groups, who had a much higher percentage of people performing very poorly, or not at all.

Fast-forward to today, and I'm still doing what I'm best at: Learning from the top performers in the coaching industry, taking the information and creating step-by-

step formulas to success, then helping clients move as quickly and efficiently as possible toward a successful coaching business.

This report will help you “connect the dots,” in a helpful way, no matter what type of coach you are.

However, some of you will recognize that you’re the type who *likes* clearly laid out, step-by-step support. Like me, you know you can take that and go fast and far with it, and that’s what you want.

If that’s the case, I highly recommend that you schedule a free Step-by-Step to Success Strategy Session with me, so we can take a look at your business and see what’s blocking you, what your next step is, and how to achieve your ultimate vision.

Oh, and here’s a valuable tip: To get the most from your free strategy session, be sure and read this report before we speak, and listen to the “Nail-Down-Your-Niche” teleclass recording included in your free marketing kit.

The value you’ll receive from our Strategy Session will be much richer and take you much farther that way ;-)

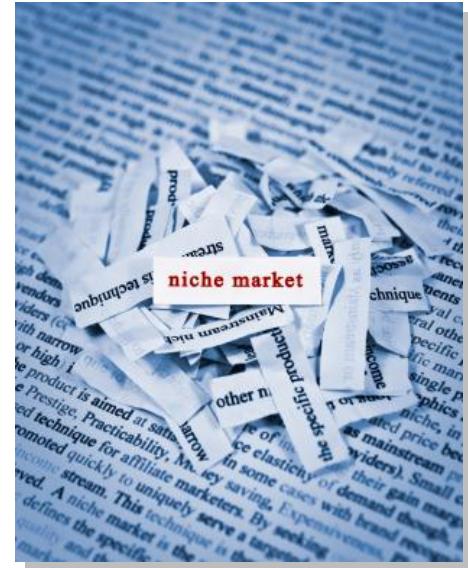
Ok. Let’s get this show on the road! We’re going to begin with the first, and most important step to creating a thriving, successful, 6 figure business: Choosing your Niche . . .

## Step #1: Nail Down Your Niche

It’s highly likely you’ve heard of the importance of choosing a coaching niche before. You may have even chosen one already, particularly if you’re an expert who wants to create a coaching business around your area of expertise.

What you may not be as clear on is the difference between a market and a niche, and that choosing your market is actually the most significant decision you need to make. Choosing your niche is the easy part.

If you’re confused between the two, it’s no wonder. There’s an awful lot of confusion out there around “niches” and “markets.” So let’s clear that up right now!



Your “market” means that special group of people you serve, and your “niche” is what you offer them, or what it is that you *do for them*.

For example, *newlyweds* are a market, and *relationship coaching* is a niche. You might offer newlyweds relationship coaching.

Pet owners who have lost their pets are a market, and grief coaching is a niche. You could offer pet owners who have lost a pet, grief coaching.

*Coaches* are a market, and *promotional writing* is a niche. *Burned out women executives* are a market, and *career coaching* is a niche. Are you getting the hang of it?

Each of these niches is an appropriate offering for the market I've paired with it, but it could *also* work for other potential markets.

If you have a niche already, then you need to choose a market that needs your expertise. If you *don't* have a niche yet, then start with choosing an easily identifiable, very specific market.

Your job will be to discover what your market's most compelling challenge or challenges are, the challenges they most need to solve.

Helping them solve those will be your niche. So when you start with your market, discovering your niche will be easy, because your market will *tell* you what it is!

### **Choosing a Market**

When new coaches think about choosing a specific market, they often feel conflicted. They want to make their coaching available to everyone, and are afraid if they choose a narrow, specialized market, they will be cutting out a great deal of business.

The fact is, exactly the opposite is true! The more you narrow your market, the more interested in you that market will be, and the more likely they'll be to want your services.

Why? Because you'll understand their specific challenges, hopes and dreams. And the more you understand them, the more you'll be able to help them, *and* the easier it will be to create a compelling message that attracts them.

They'll want you because you *know* them. The truth is, people don't hire you as their coach because of your certifications or degrees. They hire you *because you "get" them.*

You don't even have to know them before you choose them. You can get to know them. You can learn about them easily, and of course once you begin coaching your first client, you'll continue to learn even more.

You'll take that knowledge and be able to make such specific, compelling coaching offers to them that they'll see your coaching as essential (not a luxury).

They'll be willing to pay higher prices for it. You'll become known faster, get referrals easier, and need to market less. You'll be able to offer group programs as well as private, one-on-one programs, leveraging your time and helping more people.

Some coaches are concerned because they want to coach their clients on a broader spectrum of issues, other than a specific niche. If you're nodding your head in agreement, consider this: once your clients get to know you, they'll want to keep working with you.

You'll be able to offer them all kinds of great coaching in other areas where they need it, helping them even more and giving you more variety and satisfaction.

Choosing the right market does have a tricky side though. There's a bit more to it than simply deciding whom you want to coach. There are certain qualities a market must have in order to be viable.

There are actually six key ingredients that must be present in order to know you've chosen a market who will eagerly seek out your coaching.

To learn what those six ingredients are, plus a lot more about how to choose a successful market and niche that will take you to 6 figures, be sure and listen to my information packed "Nail-Down-Your-Niche" free teleclass.

Here's the link to listen: <http://www.kelliederuyter.com/niche-download/>

Next, let's talk about branding . . .

## **Step #2: Create your Branding Message**

Branding is not just for big corporations.

*Every business owner needs branding to create a compelling message, raise visibility, establish credibility, and consistently attract ideal, high-paying clients.*

Good branding clearly communicates to your market what you do and how you can help them. On a deeper level, it's an opportunity to communicate the essence of who you are and what you stand for.

It distinguishes you from the competition: What makes you different? What makes you unique? What do you stand for? What are you an expert in or at?

Branding connects you to prospective clients on an emotional level. It's the *feeling* they get when they think of you and your business. It's the promise of the *experience* your clients will get when they work with you.

Successful branding attracts the clients who resonate with you, the ones you most want to work with. In marketing we call them your "ideal clients".

Ideal clients are the ones that are drawn to who you are at the core: your character, personality, values, etc. They are those special clients you love to work with, and who love to work with you!

Everyone wants ideal clients! Ideal clients rave about you to their friends and colleagues. They get incredible value from your offers, happily pay you what you're worth, and remain your most loyal fans.

When you're choosing your branding, it won't work to try and copy someone else, or simply do what you think will attract people. You need to be authentic and true to yourself.

An effective business brand must accurately reflects the *real* you, in order to attract those clients who are a perfect fit, for *you*.

Once your brand is established, it's a simple task to help people understand and "get" who you are and what you do. Instead of dreading or agonizing over how to present yourself and what to say, you'll communicate your message easily. It will just flow from a place of clarity.

Writing for your blog, website, newsletters and other marketing materials becomes easy and fun, because you intuitively know what to say based on your brand. Your copy doesn't sound phony or cheesy, because it's authentic; it comes from your heart.

You grow your business based on your strengths and what you already radiate to the world. Having that deep understanding of who you are helps you step into a whole new level of expert status, authenticity and results in your business.

## **The Basics**

Now that you're inspired to choose your Branding, where do you start? I recommend you begin with a "Branding Promise."

A branding promise states exactly who you work with and exactly what you do for them, in language that is clear and appealing to your ideal client.

My Nail-Down-Your-Niche teleclass goes into more detail, including some specific examples of branding promises, so be sure and listen to that free class. There are also two examples here, we'll get to those in a moment.

Once you have your branding promise, you create the following items, also in language that is clear, catchy and appealing to your ideal client:

- Your business name
- Domain name
- Your Title
- Market Identifier
- Tagline (optional)
- Coaching program names
- Discovery or Strategy session name
- Free taste name(s)
- Newsletter name

You want to be sure everything works together, that all of it has an underlying common thread that reflects you and your business.

It should be specific to your market and your niche, so all the elements of your branding tell people what you do, and who you do it for, sometimes even *how* you do it.

It's easier than you think! Consider branding as an "angle." What angle do you want to take when presenting your services? What angle most represents you and your approach?

Here are two real life examples from my clients: These are coaches with the *exact same market and niche*, but we created different branding "angles" for them. Those angles reflect their own personal unique approaches to what they do.

I haven't included all branding elements in the list, but there's enough here for you to get the idea:

### **Coach #1:**

Branding Promise: "***I help single women dissolve blocks to finding their true love and become a magnet for the partner of their dreams.***"

Market Identifier: "**Single women who want to find their true love.**"

Combination Business Name & Title: "**The Love Magnet Coach**"

Domain name: **thelovemagnetcoach.com**

Free Taste (Report): "**How to be a Magnet for the Partner of Your Dreams: 5 Steps to Finding True Love.**"

### **Coach #2:**

Branding Promise: "***I help single women stop attracting the bad boys and start attracting the great guys so they find their perfect match.***"

Market Identifier: "**Single women who are tired of choosing the wrong guys.**"

Domain name: **losethebadboys.com**

## **Free Taste (Kit): Lose the Bad Boys Kit**

When you're just starting out, all it takes is one great branding element. In the first example, that is the "Love Magnet" approach. In the second, it's the "Lose the Bad Boys" approach.

You can also take a look at my personal branding, which centers around my theme of a step-by-step approach to business and marketing.

## **Beyond the Basics**

There's one more very important part of your message you need to create.

That part is really about honing in on your particular market's most pressing "pain points," the challenges that keep them stuck where they're at, and the most desired "results" they'd like to achieve.

It's taking those pain points and results and transforming them into well crafted and appealing language to use in written and verbal form in all of your marketing.

The "pain points" attract your ideal client because it taps in to how they are currently thinking and feeling, and communicates that you understand and can therefore help them.

The "results" are what they most desire to experience. It tells them you know exactly what they want, and that you can help them achieve it.

When you accurately identify your market's strongest pain points and the results they truly want, and then communicate those in clear and compelling language, you'll have the message you need to grab your market's attention anywhere, any time.

If you'd like help creating and crafting a powerful, authentic branding message, that's just one of the many things I help my clients do in my Step-by-Step Business Launch VIP day.

If you take advantage of my free Step-by-Step Strategy Session (Why not? It's free!), when we review your business, if you like we can look to see if my VIP Day is a fit for you. Just click here to sign up for your free Strategy Session now:  
<http://bit.ly/wHpZiU>

## **Secret #3: Create a Signature System**

Once you've nailed down your niche and created your branding message, the next marketing tool that will help you create a profitable, successful foundation for a 6 figure business is your own unique "Signature System."

A Signature System is a 3, 5 or 7 step system that takes your clients from being stuck in their challenge(s), or pain points, all the way to the end when they've solved their challenge(s) and have achieved the results they desire.



One of the difficulties in enrolling potential clients into your coaching is the "leap of faith" that they must take in believing that you really can take them from being stuck in those challenges, to achieving those results.

Think of the last time you went shopping for a television set. The trend has been toward large flat screen TVs so you probably took a look at those. The TVs are usually lined up together so you most likely compared and contrasted them.

You may have noticed that one TV had more vivid colors . . . one had sharper images . . . and one was loaded with features. You could see them all side-by-side, so by the time you made your final choice and paid for your TV at the register, you knew exactly what you were getting.

No leap of faith there! You were perfectly clear on the value, and you knew you were getting the result you desired.

Wouldn't it be great if you could reduce or eliminate that leap of faith for your prospective clients, so they could see the value in working with you as clearly? How might it be easier for clients to commit to working with you?

Yes, they know you're an expert in what you do, and they may know others have achieved results from working with you. But they still don't know for certain that *they* will get the results they want. That's where the "leap of faith" comes in.

### **Good-bye Leap of Faith, Hello Big Screen TV**

A Signature System is a clearly laid out structure that actually shows potential clients, step-by-step, how you are going to take them from those challenges to those results.

People *love* step-by-step systems! It comforts them to know you have a system you take everyone through, and that others have gone through it and gotten the same results they themselves are looking for.

It greatly reduces or even eliminates that risky leap of faith. Your potential clients see exactly how, from start to finish, they are going to get the results they want.

When I work with clients in my Business Launch VIP Day to create their Signature Systems, we also identify all the results *their* clients achieve *at each step along the way*, as well as the overall end results they want. That makes the structure even more tangible.

It's your Big Screen TV.

Having a signature system makes it easy to market yourself and your business because clients clearly see the value of what you're offering and will eagerly sign up with you, *and* pay you what you're worth.

A signature system helps you in other ways, too. Once you have the steps and the results down, you can fill it in with all the sub-points, information and coaching tools you want to use to help your clients move forward.

It's a unique way of organizing and presenting the information and the transformation your ideal clients want from you in a step-by-step, structured way. It's a tremendous tool that helps you give them exactly what they need, when they need it.

You still use your coaching skills, of course. Your clients still need all of your skills to help them strategize and plan, make decisions, discover what's right for them, clarify their next steps, hold them accountable, and help them overcome obstacles and blocks to achieving their goals.

Your Signature System is the tool you use to blend your coaching skills with your niche. It's how you offer people the information and expertise they want along with the empowering coaching skills they need to solve their challenges and achieve their goals.

Another great way to use your Signature System is to create coaching programs, group and/or individual that flow into one another. Which exactly what Step #4 is all about . . .

## **Step #4: Create A “Money Mountain” of Profitable Coaching Programs**



Some coaches still use the month-to-month retainer model of coaching, with a three month minimum contract. However, I've studied under many of the most successful coaches, and *absolutely none of them use this model.*

They don't use it because it's essentially a "trading dollars for hours" model. When you charge \$500 a month for coaching, and you offer 3 or 4 coaching sessions per month for that, most people do the math and figure out what you charge per hour.

Here's the kicker: People don't place a high value on time (hours for dollars). It puts a ceiling on what you can charge, and frankly, makes it difficult to charge what your coaching is actually worth.

What do people place a high value on? Results!

So the new model is about creating coaching programs and other unique offers that are "results based" rather than "time based." In other words, they provide value *other than just what you deliver with your time.*

A Money Mountain is a structure you use to lay out your coaching programs and offers.

Your premium offer is at the top of the Mountain, your "free" offers to entice people into your Mountain make up the base, and the rest of your offers go in between at strategic price points.

The idea is to be able to draw in clients from all ends of the spectrum. Many potential clients are not ready to sign up for your highest end offer right off the bat.

The majority of people will find you through the base (your free offers), and then if they choose to go further and work with you, they'll choose which level they are comfortable with. The elegance of the model is you design the offers to "fountain" into one another.

What that means is once a client finishes one program, the need for the next program in the flow becomes obvious to them. It easily tempts your clients to do *all* of your programs!

Here's the best part: When you're a relatively new coach, you don't usually have a lot of programs and offers designed, or information products to use. But you CAN use your Signature System to create your programs!

The Step-by-Step nature of your Signature System makes it the perfect tool to create programs that fountain naturally into one another.

Your Money Mountain also doubles as a simple business plan. You can easily use it to set your monthly and yearly profit goals, price your offers, and target how many of those offers you want people to take you up on in order to achieve those goals.

You can create your own Money Mountain, or if you want to take advantage of my knowledge and expertise to help you design this type of business plan, I work together with clients in my Business Launch VIP Day to design theirs.

To find out more, request a free strategy session with me: <http://bit.ly/wHpZiU>

## **Step #5: Create an online Marketing Machine, Build an Email List, and Stay In Touch**

The most successful form of marketing on-line today is called "content marketing." It works because the most effective way to get clients by far is to offer free content (information that helps them achieve their goals) to attract them.

An "on-line marketing machine" is a strategically designed on-line system that uses the concept of "content marketing" to attract clients and build an email list. At its core is what is called a "free taste," which is a specific free offer you create.



It also includes a "mini-site" with all the essential elements that would normally be on a larger website, at a fraction of the cost. This is significant if you're a newer coach, because large websites are expensive.

These days, it no longer works to simply build a large "brochure" type website and hope people will see it, contact you, and become clients. It just doesn't happen that way. Yet every day, new coaches invest thousands of dollars into this type of site.

You can get your coaching business up and running with the simple system I've described at a very reasonable investment. Save your money to hire a marketing coach! You'll get a lot more clients for your investment.

Then when you've gotten some clients, made some money and generated more content, you can easily and elegantly blend your marketing machine into a larger standard size website, enjoying the best of both worlds.

I've done it very successfully myself, as have others.

In fact, I usually recommend that all my clients start with this simple system. The two most important goals you have as a new coach are to get clients now, and build an email list. It will help you do both.

You need to rely on short term marketing strategies to get clients when you're new.

What helps you build your business up to 6 figures and beyond is growing an email list, and even more importantly, creating a *relationship* with your list, by staying in touch and continuing to offer great free content.

So it's important to begin building your list immediately. Fortunately, you can kill two birds with one stone and build it *while* employing your short term strategies.

Your list, and your relationship with your list is your number one ticket to a thriving, successful, growing coaching business. Behind every successful six and seven figure coach is a targeted email list of ideal clients they stay in touch with.

It can't be a list of just any names. It needs to be a very specifically targeted list, full of people who *want* to receive your communications. This means they have chosen to be there. No one likes spam, and no one likes to get email they didn't ask for.

There are companies who sell email lists, but even if they claim to have a list of folks exclusively in your market, don't be fooled.

These days there is less than a 1% chance your email will make it past the spam filters of someone who didn't choose to receive your communication. And if it does, most likely they'll just delete or unsubscribe if they've never heard of you.

Remember, it's the *relationship* you have with the people on your list that's important.

Having a list of ideal clients who willingly and eagerly look forward to your email communications has so many benefits, you can't afford *not* to build one.

Let's take a look at some of those benefits:

1. Not everyone who comes into contact with you and your coaching services is in a position to sign up immediately. A list gives you an opportunity to stay in touch, so when they are ready, you'll be the first person they think of.
2. Some people need a "warm-up" period in order to get to know you, like you, and trust you. By "following" you through your email communications, they get a feel for who you are. The "like/know/trust factor" builds up, and when the time is right, they become your clients.

3. By offering useful information in the form of complimentary articles, blog posts, and tips, you establish yourself as someone who offers value, rather than just another business trying to sell services.
4. The information you offer also clearly establishes you as an expert in your niche, a critical component to being hired as a coach!
5. Every article and tip you write can be re-purposed in different ways to help you market your coaching and attract your ideal client to you.
6. Finally, the way to help the most people, *and* earn what you're worth as a coach, is to leverage your time and create group offers. If you have a list, you can reach many of your potential ideal clients all at once.

This allows you to fill a group seminar, tele-course, workshop or coaching program . . . which results in a large infusion of cash in your pocket, and the satisfaction of helping many people at once rather than just one at a time.

It's impossible to create a list on your regular email server. That's a specialty job. Your goal is to build a list of thousands, and for that you need a professional service. Choose wisely, because it's very difficult to change to a different service once you're established.

## **Step 6: Have Enrollment Conversations that make it Easy for Clients to say "Yes!"**



Just as the "dollars for hours" model is no longer used by the majority of successful coaches in the industry, neither is the "free coaching session."

The original idea around offering prospective clients a free session was to give them an experience of what coaching was. The thought was, if coaching is difficult to describe and therefore to sell, then an experience of coaching would help.

Hopefully, when someone experienced the magic of coaching, they would be so impressed and see the value for themselves so clearly, they would sign up and pay for your coaching.

Alas, the gap between theory and reality was huge. Here's the reality: When someone is interested enough to request a free initial coaching session from you, they are usually motivated by some type of pain or discomfort. Something in their lives isn't working.

It would be wonderful if people were motivated by possibilities, or inspired at the thought of becoming a better person. But quite honestly, most of the time their primary motivating factor is the pain of being stuck.

People put up with a lot until it gets bad enough that they finally take action.

So, in a free session you coach your heart out for an hour to help them and show them the value of coaching. It takes their pain away for the moment, or reduces it. The better the coaching, the more successfully their pain is reduced.

Then, at the end of the session when you'd like them to pay for coaching, they are no longer feeling the same degree of discomfort or stuckness. You've actually done such a good job, you've lessened their pain.

*You've taken away their motivation to take action and pay for coaching.*

What do they say?

"That was great, thanks! No, I don't think I need any more coaching for the moment. I believe I'll work with what I got from this session for a while. If I feel like I need more coaching in the future, I'll be sure and call you. That really was great, thanks!"

Or, as one of my clients who recently had this experience put it, "No, thanks, I'm good!"

ARRRRRGGGGG.

How frustrating is that for a coach? Particularly because you know one session is usually only a temporary fix. They'll still have the overall problem, but when it crops up again, they rarely call you back at a later time.

There's a better way: A way that serves potential clients more effectively, because it gets them into the paid coaching that will significantly transform their lives. It's commonly called a Discovery Session, or a Strategy Session.

In this type of session, you still offer a bit of problem solving, but that's only one component. It's not an entire coaching session. It's not a "sales pitch" either.

It's an authentic, heartfelt conversation that offers a different type of value that supports people, and when it's over, they are in touch with the value of your coaching *and* they are motivated to take action and pay for that value. Win-win!

Being able to convert interested leads into clients is one of the most important skills to learn as a new coach. So if you're serious about creating a successful coaching business, I highly recommend you invest in learning that critical skill.

## **Step #7: Create a Customized Marketing Strategy and Go Get a Client!**

One of the biggest mistakes I made at one point in my career as a coach was to spend eight months preparing to launch a new niche to a new market.

I was designing and building my website, carefully choosing my branding, putting all my strategies in place, writing tons of content, perfecting everything . . .

. . . Needless to say that was eight months with *no income* from my new niche!



There are four main blocks that stop coaches cold or keep them stuck when it's time to get clients. Here they are:

### **1. Not knowing how to reach your market.**

If your market and your niche isn't specific enough, and/or if you didn't make sure you knew how to reach your ideal clients when you chose your market, then you're going to get stuck here. You won't know exactly what to do to begin reaching out to your market.

### **2. Not having a clear message**

You might know how to reach your market, but you may not know exactly what to say to them to capture their interest. Once again, if your market and your niche isn't specific enough, that's part of the problem.

If you strategically choose and craft your branding and your marketing messages *before* you're ready to begin attracting clients, you'll know what to say and it will come naturally and easily to you.

### **3. Perfectionism.**

Underlying perfectionism is the fear that your message, and therefore you, won't be good enough. But spending too much extra time trying to make sure it's all perfect just delays getting clients.

You won't really know how your message needs to be adjusted until you begin getting feedback, and that only comes when you actually put it out there. What's under it all is fear of not being good enough.

#### **4. Fear of failure or rejection**

No one wants to fail, or be rejected. Putting yourself out there to get clients makes you vulnerable.

This is where you may begin to procrastinate, come up with very "reasonable and justifiable" delays, or have personal issues become more important and take precedence. What's under it all is fear of failure or rejection.

If you hit any of these roadblocks, it's important to address them head-on. It's critical that you go out and get clients as soon as possible for several reasons:

##### **1. Conquering Doubt and Fear**

The doubt and fear only gets worse the longer you put it off. It gets harder and harder instead of easier. You need the confidence boost!

##### **2. Feedback**

As carefully as you choose your market, you still never know if it's the right one for you until you get into it. The only way to know for sure is to start coaching those folks.

Plus, until you "get into the ring," everything is theoretical. You need feedback to make adjustments to your strategies.

##### **3. Return on Investment**

The initial source of capital to grow your business usually comes from savings, a part or full-time job, or a spouse. There's no bigger confidence booster than seeing a return on your investment, and having your business at least partially fund itself!

Once you've gone through the first 6 steps outlined in this report, sit down and create your customized marketing strategy to get clients, and then, go out and get a client!

If you're finding that hard to do because you're feeling stuck in any of the four major blocks, or for any other reason, I'd love to help! Schedule a Strategy Session with me and let's get you unstuck. **Click here to sign up:** <http://bit.ly/wHpZiU>

## You Need a Solid Foundation

The secrets I've touched on in this report are an overview of the basics to creating a successful coaching business that will take you to 6 figures. They are the foundation of what makes all 6 and 7 figure coaches successful.

We've looked at the importance of choosing a specific, viable market and niche, in order to make marketing easy and create a steady flow of clients.

We've seen how personal branding helps you craft a compelling message and easily attract your ideal client.

I've discussed the value of creating a Signature System, so you can clarify the value of your offers to your clients, easily create juicy coaching programs that entice them into the next level up, and coach groups.

I've explained why it's important to create coaching packages based on value rather than time, getting away from the dollars for hours model and using your Signature System so they naturally follow an upward flow.

You've seen the value in pricing those offers at different price point levels and mapping out your profit goals over the short and long-term.

I've shown you why it's important to create an on-line marketing machine and build a list, and to have effective enrollment conversations with Discovery or Strategy sessions instead of giving away free coaching sessions.

Finally, I've talked about how important it is to create your customized marketing strategy and get out there right away and get clients, without delay!

**If you are a new coach, a coach in training, or an experienced coach who is stuck in your marketing, my work is dedicated to helping you create, step-by-step, a fulfilling and lucrative coaching business: One where you are making an impact, earning great money, and enjoying the time and energy for your priorities outside of work.**

### My clients learn:

- ✓ **A proven system to attract loyal clients**, eager to pay for their services
- ✓ How to establish **expert status** in their chosen niche, with **clients seeking them out** and **referrals literally dropping into their laps**.
- ✓ **A proven business model** that will grow with them, so they can easily and quickly grow their business and **increase their income to 6 figures - and beyond**.

- ✓ How to **design attractive, "juicy" programs and packages** at different price points, so they can **help as many people as possible**, leverage their time, and **get off the "dollars for hours" treadmill**.
- ✓ **Exactly what to say to potential clients**, to enroll them in their programs with integrity and authenticity, and **without feeling "pushy."**
- ✓ How to generate an **income that supports their desired lifestyle** AND allows them to effectively **balance their work and home life**.

I offer programs and coaching services that are designed **specifically for the unique needs and concerns of new coaches** who must streamline their efforts, hold healthy boundaries, and work strategically in order to launch and grow a successful coaching business.

### **I am currently offering the following virtual programs:**

- “Nail Down Your Niche” Private Intensive
- “Step-by-Step Business Launch VIP Day”
- “Step-by-Step Marketing Mastery: 6-month Platinum Program

To learn more and see if any of these programs are a “fit” for you, simply request a free Step-by-Step to Success Strategy Session. In your Strategy Session we will:

- **Uncover hidden challenges** that may be sabotaging the launch or growth of your business and keeping you stuck.
- **Clarify your ideal vision** for personal business success, *and* the ideal lifestyle you'd like your business to support.
- **Leave this session renewed, re-energized, and inspired** with next steps to create or rejuvenate A business that is highly profitable, immensely satisfying and ultimately fulfilling.

**Click here to request your Step-by-Step Strategy Session:**

<http://bit.ly/wHpZiU>

I'd like to leave you with the following quote:



***"Your work is to discover your work and then  
with all your heart to give yourself to it."***

-Buddha

I would love to explore how I might help you create a prosperous and richly fulfilling coaching business, which supports you in having the richly fulfilling life you deserve.

Until then . . .

To your prosperity and fulfillment,

Kellie

**Kellie deRuyter CPC, PCC**  
*Step-by-Step Marketing Coach*

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