



## 7 Insider Secrets to Creating and Launching the Prosperous Coaching Business of Your Dreams

Dear New Coach or Expert,

You may be feeling slightly curious right now, a bit excited, or maybe even fed up with your current situation and ready to take a big step forward in your life.

Congratulations! It takes courage to move out of your comfort zone to take bold action, and you've done just that by searching online and downloading this report.

I'm glad you're ready to learn more about creating a business, and do the work you love! You may not be sure exactly on what that involves yet, but you'll know by the time you've finished reading these 7 Insider Secrets.

For some of you, you'll know your next step will be to schedule a free Discovery session with me.

I'm a big believer in listening to your intuition. Pay attention, and it will steer you to a place of clarity. You'll simply *know* what you're meant to do.

In other words, follow your heart.

Ready? Let's get started!

Warmly,



Kellie

## Secret #1: It's About Your Market, not Your Niche



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

What you most likely *haven't* heard, is that your niche is *not* the most important choice you need to make when creating your coaching business, and it is *not* the *first decision* you need to make!

Your first decision, and the most important, is to *choose your market*. Another term for this is "target market," but that sounds yucky to

most of us coaches, so I'm simply going to call it your "market."

There's an awful lot of confusion out there around "niches" and "markets." Many people, even coaches and mentors, confuse the two, and aren't really clear on the difference.

So before I discuss the two in detail, I want to clear that up for you.

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. Psychics and Healers are a *market*, and *sales coaching* is a niche. Pet owners are a market, and grief coaching is a niche.

*Coaches* are a market, and *promotional writing instruction* is a niche. *Burned out women executives* are a market, and *life purpose/career coaching* is a niche. See what I mean?

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.

The most important choice you need to make as a new coach is your market.

If you have a niche already, then you need to choose a specialized market to offer your expertise to. If you *don't* have a niche yet, you'll want to pay close attention as this is important:

*Once you choose your market, your niche will easily fall into place, because your market will tell you what it is.*

### **Choosing a Market**

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

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

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 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.

There's more! When you have a specialized market, instead of only coaching on one topic, your niche is the solution to their "gateway" problem. I'll cover gateway problems in more depth shortly.

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.

Do you see why choosing your market wisely is critical to your success as a coach?

It *could* mean the difference between struggling for a small, handful of clients, or having clients knocking down your door to be coached. Really! Ask me when we talk, I'll give you examples!

### **Passion is Key, but there's more . . .**

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, and it's important to know what they are.

The sad fact is some coaches choose markets that are doomed to failure from the start, through no fault of their own. They simply didn't know what qualities to look for, and they didn't recognize the red flags.

There is a common belief in the coaching world that if you are passionate about helping your chosen market, that's all that is needed. Believe me, I wish that were true. Fact is it's not.

Yes, it is absolutely true that *ONE* of the qualities needed in order to be successful is a passion for helping those in your niche. But it's not the *ONLY* requirement to be successful.

There are actually six key ingredients, *in addition* to the need to be very specific and narrow, which I've covered already. I'm going to share three of those six with you now.

Passion is the *first* key ingredient, and it *is* important. You must have an emotional connection with your niche. You must *want* to help them. Possibly you have been among that group in the past and experienced their challenges firsthand.

Or maybe you have experienced working with them in the past and you understand them. Or perhaps you simply "resonate" with them, even if you aren't sure why.

In any case, if you don't have an emotional connection with your market, they will know it, guaranteed. Maybe not on a conscious level, but they will on a sub-conscious level.

You won't be able to "fake" the level of engagement that happens when the passion is really there. Most of all, you won't be happy. You won't be as fulfilled and your work won't be nearly as interesting to you.

### **The Second Key to Choosing a Successful Market**

The second key to choosing a successful market is about discovering their Gateway Problem: Potential clients in your market must have a *clearly identifiable and compelling problem or set of problems that they struggle with*.

In other words, most people in your chosen market need to have a specific problem or set of problems that cause them enough pain to create a strong desire to solve it.

As the expert, you can then present yourself as having the information they need (the gateway solution) to solve their compelling problem.

### **You *Can* Offer Content *and* Use Your Coaching Skills**

Now, I'd like to take a moment to clarify the difference between "information" and "advice."

Many coaches believe "the client has all the answers within." They have been taught to never offer advice to a client.

I am one of those coaches. I know it doesn't work to give "advice."

HOWEVER . . .

. . . *Information is not the same as advice*. Information is factual and objective, advice is opinion and it's subjective.

It is possible to coach a client and offer information, with the client's permission, without giving advice.

I teach coaches how to offer the information clients need, *and* how to use their coaching skills to help their client use that information in the way that is most advantageous to them.

It's appropriate to be an expert in your market and your niche. You want to have a tremendous amount of information that your clients want and need.

It not only increases the value of your coaching, but it's the key to effectively marketing yourself and your coaching business.

**If you are interested in starting a coaching business, but have not had any coach training yet, no problem! Ask me about my 3-month private coach training intensive . . .**

Just email me and let me know you're interested, and I or a member of my team will get back to you personally: [coachkellie@kelliederuyter.com](mailto:coachkellie@kelliederuyter.com)

### **The Third Key**

Now let's take a look at the third key. In addition to having a compelling problem(s), your market *must recognize that they have this problem or set of problems*.

Honestly, I've seen niches fail because those in the niche *did not recognize the problem*. It's plain as day to you, but not to them.

Believe me, it's like pushing a boulder uphill if you must first educate your market and convince them they have a problem, before you even ask them to pay for coaching to solve it.

There just isn't a strong enough accumulated pain point there to get them in the door.

So to recap: To create a successful coaching business with grace and ease, you need to choose a specialized market.

You must have some passion for helping that market. They must have a compelling problem or set of problems, and they must recognize that they have those problems.

## Secret #2: Create Your Personal Branding

Most people think of colors, a logo and a tagline when they think of branding, and they often make the mistake of thinking a brand is for big corporations—not coaches or small business entrepreneurs.

Nothing could be further from the truth! *Every* business owner can use branding to raise their visibility, to create enormous credibility and to consistently attract ideal, high-paying clients.



Although your brand can include your specialty and skills, it's not a niche, logo or tagline. Those are simply finishing touches that include just a fraction of your overall branding.

***True branding is the promise of the experience your clients get when they work with you.*** It's the *feeling* they get when they think of you and your company. It's something that connects you with them on an emotional level.

All great personal brands clearly answer these three questions: Who am I? What do I stand for? What am I an expert in or at?

Your brand helps you create meaningful, thought-provoking connections with your clients. It's an opportunity to communicate the essence of who you are and what you stand for, ***in such a way that you attract your ideal client.***

Your ideal clients are the people who resonate with you. They're 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.

So an effective personal brand must accurately reflect the ***real*** you, in order to attract those clients who are a perfect fit.

## From Struggle and Uncertainty to Easy Breezy

Another critical reason to create an effective brand up front is the ease it creates marketing to and reaching your ideal client.

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, it just flows from a place of clarity.

Writing for your blog, your website, your newsletters and other marketing materials is 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 the heart.

See why it is so important for you to create an authentic brand? Because it makes marketing your business go from struggle and uncertainty to easy breezy!

You can grow your business based on your strengths and what you already radiate to the world.

One of the most popular programs that I offer is called "Branding with Archetypes®". I *love* doing this program with clients, because it's so much fun to watch them discover who they are and what they're about in a completely unique and fun way!

The program uses the ancient power of archetypes to help you discover the heart and soul of who you are, so you are able to communicate that to your market.

That deep understanding of who you are also helps you to step into a whole new level of expert status, authenticity and results, in your business.

You use your brand archetype to help you step into the next highest version of yourself: to become the business owner you want to be.

You can also use it to coach yourself past "tough spots" and blocks that keep you stuck in frustrating situations.



## Secret #3: Create a Signature System



Once you've chosen your niche and created your branding, the next marketing tool that will help you create a profitable, successful business is your "Signature System."

A signature system is a unique way of organizing and presenting the information your clients want and need 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.

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.

You can still use traditional coaching skills. Your clients still need your skills to help them strategize and plan, to clarify their next steps, to hold them accountable, and to help them overcome obstacles and blocks to achieving their goals, both internal and external.

I've noticed, in my eleven years of coaching, that whatever their particular niche is, the true work that coaches do in the world is to help people transform and grow on the inside.

We help others step into the next highest version of themselves; *whatever the vehicle*. But, frankly, "growing" isn't very marketable and it doesn't sell all that well.

So having a market, a niche and a signature system that goes with that niche helps get coaches "in the door" so we can do our *true* work.

Having a signature system means that instead of coaching a client to do all the research themselves to find the information they need, they can get it from you.

You can save them a tremendous amount of time and trouble, putting them on the fast track by giving them the same information it could have taken them months—or even *years*—to discover on their own.

## Secret #4: Create and Build an email List

Plain and simple, building an email “list” is your number one ticket to a thriving, successful, growing, coaching business. Without question it’s the “Holy Grail” when it comes to earning six *and* seven figures in the coaching world!

It can’t be a list of just any names, however. It needs to be a very specifically targeted list, full of people who *want* to receive your communications. 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.

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 a list.

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 to attract your ideal client to you.
6. Finally, the way to help the most people, *and* to 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.

Building an email list means using a list server service. It's impossible to build and manage a list on your regular email server. That's a specialty job.

In addition, you must choose your list server carefully . . . lists are *not* transferable from one server to another. Those who have tried to rebuild on a different server have lost at least half their list, often more.

## Secret #5: 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.

*Eight months!!!*

I kid you not.

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

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

Your marketing does not need to be perfectly in place for you to begin taking on clients. In fact, you *need* to be coaching clients as you work on your marketing. It gives you the confidence to know you're heading in the right direction.

I didn't know any other way to do it. I didn't know I could get clients without having

everything in place, and even if I had known, I wouldn't have known how.

But I know now! And I make sure my own clients don't make the same mistake. In fact, I encourage my clients from the beginning to get clients, and I help them with many strategies to reach out to their market.

One of the biggest downfalls of new coaches is a lack of understanding that marketing is about completion, not perfection. This is a particularly brutal truth to learn if you have a natural tendency to be a perfectionist, like I do.

When you're a dentist or a brain surgeon, it's about perfection. If I'm getting a root canal or having a brain tumor removed, you bet I want a perfectionist!

But when you apply perfection to marketing, all that happens is you lose money. That's because a small amount of perfect marketing brings less results than a large amount of mediocre marketing. It's the simple truth.

The funny thing is, most of the things we think need to be perfect to our eyes, aren't even noticed by our potential clients.

I have a close friend who is also a client, and if I let her she would take a month to make a million little changes in her promotional copy and design before launching an offer.

She is SURE it looks terrible otherwise . . . and I never even notice the "glaring mistakes" until she points them out.

She has learned to bite the bullet though, because I've added up the money she made by letting go of perfectionism and just getting herself out there, and she's convinced.

Another reason to go get a client is to get over your fear. It's easy to "hide out," spending all your time preparing because you're terrified of failing. Hey, we're all human; it's a natural fear. But it only gets worse the longer you stall.

Finally, there's one more reason to go get a client . . . or two, or three. 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.

That's my story, and I'm stickin' to it, because it works! There's no time like the present. So, what are you waiting for? Go get yourself a client!

## Secret #6: Capture your Creative ideas into a System that Transforms them into Profit

Coaches, and those attracted to becoming coaches, are usually very creative types. Sometimes it seems as though we get an idea a minute, and it's easy to get overwhelmed at all the possible offerings we *could* create for our clients.

We might have so many projects on our plates, our energy becomes scattered and we're in danger of losing the focus necessary to move forward in the most powerful direction.

I have to raise my hand on this one – I confess, if I don't strictly monitor myself, this is exactly where I end up!



I've also had the privilege of doing business coaching for quite a few Virtual Assistants who specialize in working with coaches.

My Virtual Assistant clients have told me that this is the number one most common challenge they encounter with coaches!

What coaches need is a system that acts as a container in which your ideas can flow and fit together well. You need a container that focuses you and helps you move forward.

The system also needs to help you easily prioritize those ideas so you know what to do *now*, what can *wait*, and what to *let go of*.

It will help you leverage your time, while helping the largest number of people. It will help you target and achieve your profit goals, both short and long-term.

Many potential clients are not ready to sign up for your highest end offer right off the bat.

So your other ideas for offerings can fit very handily into your system as lower ticket items, creating an upward flow and directing your clients eventually toward your higher end offers.

It's a win-win. You get to use your creativity to serve more people on different price levels, and they get to experience at least a portion of your expertise.

It doesn't matter if you currently have offers you want to organize, or if you have none at all but want to create some. Using a system will help you do either one or both.

## **Secret #7: Create Coaching Packages and have Enrollment Conversations that make it easy for clients to say "Yes!"**



It's all about perceived value. What is the value of your coaching? People will pay for value. Take a new car for instance: no matter what a family's income is, the perceived value of a car is high enough that they'll often pay \$20,000 or more for one.

The truth is coaching is more valuable than just about any tangible item. How can you even put a price on a happy, fulfilled life? All the expensive toys in the world can't buy you that.

It's ironic. Because coaching is by nature rather intangible, it's more difficult to communicate the value. A new car or the latest high resolution flat screen television speaks for itself. Coaching does not.

There are four critical steps that need to happen in order for you to have happy, satisfied clients who will pay you what you are worth and are thrilled to do so:

1. As the coach, you need to create the personal mindset necessary to feel comfortable charging what you and your services are truly worth.
2. You must see the true value of what you have to offer.
3. You must know how to communicate that value *authentically and from the heart*.

4. You must know how to create coaching packages that provide tremendous value for your clients and ensure they get the results they are looking for, and are not based on the hours for dollars model.

Let's take these steps one at a time:

Number one is about mindset. If you feel uncomfortable with charging a particular fee for your services, it's not going to fly with your market. They can sense your unease, and if you don't feel good about it, how can they?

Number two is about having a personal realization that shifts your perspective around the value of your services. Surprisingly, many coaches themselves don't perceive the true value of what they are offering.

So how can you possibly communicate that value to others, if you don't even see it for yourself?

Number three is about communicating the value of your services in such a way that people get it . . . and they get who *you* are.

Although this step emphasizes communicating "*authentically and from the heart*," that does *not* mean you have to "wing" your enrollment conversations. In fact, I highly recommend you do *not*!

It's too important to leave to chance.

You might accidentally leave out a critical element, and that could make the difference between the client seeing the value, getting over their fear, or really understanding that you *are* speaking from your heart.

It's much better to have a template to follow. It doesn't have to be exact, but sometimes having a roadmap and even a script with some helpful words to communicate your meaning really helps.

Having your signature system completed is very important also. It's something tangible, something your client can look at and say "Yes, I'm going to get this, it's worth it." It's *marketable content*. And remember, it also provides a *gateway to your true work*.

Number four is about one of the biggest mistakes coaches make, and not just new coaches. You'll really want to pay attention to this one because it's huge: The biggest mistake is to focus on "Coaching Hours," not "Coaching Results."

The amount of time you spend coaching does not guarantee the client results by any means. But when you measure value by time, you become a slave to the hours for dollars paradigm.

You limit the amount of value the client perceives, and therefore the amount of money they are willing to pay, which often is *not even close to what you are worth*.

The answer to this solution is two-fold: You talk about results or benefits, NOT time, and you offer value-packed coaching packages that provide those results for the client.

Here's the key: *there are many other ways to provide tremendous value, giving the client the results they want, rather than strictly hours for dollars*.

I help my clients put together their own packages that clients are eager to sign up for, so they earn the money they deserve and still have time for personal priorities outside of their business.

I also help them see the true value of what they offer, get comfortable around money and charging, and help them create a customizable enrollment conversation template that helps them express themselves and their services uniquely and effectively.

## **You Need a Solid Foundation**

The secrets I've touched upon in this report are an overview of the basics to creating a successful, lucrative coaching business. 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 to create a steady flow of clients.

We've seen how personal branding helps you easily attract your ideal client, as well as helping you step into the "next highest version of YOU", and who you want to be in your business.

I've discussed the value of offering content in the form of a Signature System, and how that's possible while remaining true to your coaching philosophy.



I've also shown you why it's important to build a list, get clients right away, and have a system to capture your ideas, create offers on different price point levels, and map out your profit goals over the short and long-term.

Finally, we've looked at the importance of addressing how to charge what you're worth and get it: Particularly by creating value-rich packages for your clients that are based on results, not time.

I mentioned in the beginning that I'm a big believer in listening to your intuition. Whatever you're feeling or thinking right now is the perfect place to be.

Does what I've said in this report make sense to you?

**If you are (or someone who wants to be), a coach or an expert, my work is dedicated to helping you create 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.**

**You CAN have your desired lifestyle, one where you earn great money, have time and energy for other priorities, and make a difference in the world.**

### **My clients learn:**

- ✓ **A proven system to attract loyal clients**, eager to pay for their services
- ✓ **Exactly what to say to potential clients**, to enroll them in their programs with integrity and authenticity, and **without feeling "pushy."**
- ✓ **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 establish **expert status** in their chosen niche, with **clients seeking them out** and **referrals literally dropping into their laps.**

- ✓ How to **design "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.**
- ✓ How to generate an **income that supports their desired lifestyle** AND allows them to effectively **balance their work and home life.**

If you're feeling that intuitive "hit" . . . if something inside you is whispering for you to pursue this further, I welcome the opportunity to work with you.

I offer a variety of programs and coaching services that are designed **specifically for the unique needs and concerns of today's Coaches** who must streamline their efforts, hold healthy boundaries, and work strategically in order to have ample time and energy for the lifestyle they've always dreamed of.

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

- **6-month Private Platinum Business Coaching Programs**
- **Private Platinum VIP "Jumpstart your Business" Breakthrough Day**
- **3-month Private Coach Training Intensive**
- **Semi-private Virtual VIP half-day: "Branding with Archetypes"**

For more information about any of my programs, or to request an application for my:

- 6-month Private Platinum program
- Private Platinum V.I.P. "Jumpstart your Business" Breakthrough Day, or
- 3-month Private Coach Training Intensive

Please contact me at [coachkellie@kelliederuyter.com](mailto:coachkellie@kelliederuyter.com)

You may also **take advantage of my free gift to you, your "Jumpstart Your Business" Breakthrough Discovery Session"** – Just remember that you must request the session **within 7 days** of downloading this report!

[Click here](#) to request your Breakthrough Discovery Session

I'd like to leave you with a quote from a very wise person you may have heard of...

**"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,

A handwritten signature in black ink that reads "Kellie". The script is cursive and fluid.

**Kellie deRuyter PCC**  
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