

## 4 Sure Ways to Market Yourself as a Coach or a Consultant

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So you are a coach or consultant and you have learned that for you to build a reputable career in coaching and consulting, you need to market yourself right as a coach or consultant.

Well, you heard right!

Starting out in my early days as a graphic design and brand identity coach, I knew that if I were to lay claim to my city and become the go-to person in that niche, it wasn't going to be good enough to just know what I was doing; it was even more important that I learn how best to market myself as a coach first, before going further into another related niche or even acquiring relevant but a related skill that would make me a stronger authority in the field as the situation may demand.

Coaching and consulting are sure ways to build recognition and authority in the market of your niche.

For instance, there are several really good people doing exactly what you do with so much finesse and probably charge more. There are also another group of people who are in the market for the wrong reasons – to make money no matter who gets hurt. Those people are the ones who saturate the industry with low pricing and sometimes with mediocre delivery.

How do you separate yourself from them?

The strong desire to separate myself from the lot came when it became evident that almost every client who comes your way would remind you that there is someone that can do the same job cheaper and in my case, I always send them back to where they would get it done at a cheaper price.

You know what always comes after that!

The job of a coach or consultant is an interesting one but it becomes stressful when you do not know just how to market yourself as a coach or a consultant.

How best do you market yourself as a coach or consultant? In this article, you will learn how to package, market, and sell your services to create a profitable coaching or consulting business.

Bear in mind as well, that this article is about showing you the very basic foundations that would help you get it right every time.

When you get your foundations right, you charge whatever you want to charge and you would still have clients at your beck and call all year long.

Let's get right into it. Shall we?

### 1. Discover What the Best Niche Is For You

Niches! Almost everybody is talking about niches these days and it seems to have been over flogged. The truth? It can never be over flogged.

You see, when you do not know what it is you are bringing to the table, you would be leaving money on the table. Put differently, when you offer whatever it is you want, you get paid whatever it is your client wants.

How do you determine how much you get paid?

Well, first, you must understand why people pay for whatever it is they pay for. For every payment, there is a certain product or service provided, and every time, the product or service answers a question or solves a problem. A good coach solves a problem, a good consultant provides answers to questions.

The most basic way to solve a problem is to face the problem with a solution in mind!

For instance, an affiliate marketing coach who wants to change people's lives through her services would need to clearly define who are the clients that want to move into affiliate marketing and make huge sales.

By-the-way, [this affiliate marketing bundle](#) taught me all I needed to know to make my first money from affiliate marketing and it was totally worth every piece of the \$57. I could have paid \$500 and still call it a win!

Every problem belongs to a niche. What niche would you like to focus on? What niche does the problem you are trying to solve belong to? Answering this question is the first step to riches in any field or business venture.

## **Read Also:**

[How To Start A Good And Profitable Business This Month](#)

[6 Top Most Important Marketing KPIs You Should Not Neglect](#)

[How To Grow A Small Business Using Co-Branding](#)

It makes no financial sense to solve a problem whose problem solver would not receive a reward of some sort.

Below is a list of some popular high-ticket coaching or consulting niches you should look out for. Some of them can further be subdivided into smaller chunks but it makes total sense to clearly understand what niche you are focusing on and the profitability of the said niche.

Check out the list below.

PS: it was written in no order of profitability.

- I. Health coaching
- II. Career coaching
- III. Financial coaching
- IV. Relationship coaching
- V. Weight loss and nutrition coaching
- VI. Productivity and personal development coaching
- VII. Life skills coaching
- VIII. Family life coaching
- IX. Life transition coaching
- X. Sales and marketing coaching
- XI. Leadership coaching

My graphic design and brand identity business fell into more than one niche and that is a good thing. Sometimes, one niche can cross into another niche, especially if the target audience shares similar problems or challenges. This helps to broaden your market.

I coached people who were interested in turning their knowledge into a career and I also coached and consulted for marketing departments. The thing is, my friend until you have figured out in clear terms what niche or area your coaching or consulting business fall in, you would not be able to dominate a market.

Let us take a skincare manufacturer who wants to go into coaching or consulting, for instance, you could simply focus on the sales and marketing area of the said business or you could focus on coaching people who would like to build a career out of their skincare ventures.

Answer one question and you are ready to go:

“In what area do I feel more comfortable putting my wealth of knowledge into use?”

An answer helps you find a niche.

## 2. Identify Your Ideal Client and What They Really Want (Not Need)

Who is your ideal client?

Your ideal client is that one client who has the problem you intend to solve. That ONE CLIENT, not two!

Your biggest mistake as a coach would be to try to sell your services to too many people at the same time.

Now, let us take a case study so we can create a client/customer avatar for your business, say Weight loss coaching business.

The first thing to do is to figure out exactly how your solution works and who best needs it. Let us build one quickly.

The people who usually WANT a weight loss coach are the people who believe they are overweight. It doesn't matter if they are not so overweight, they just believe they are overweight and that is where you come in.

How to Build a Customer Avatar

These are a few questions you need to answer to enable you to figure out your ideal customer.

**What is his/her goal?**

**Where he/she spend the most time?**

**What is his/her demographic information?**

**What is his/her pain point and challenge?**

**Have they tried a weight loss coach before? What objections does he/she already have?**

**What role does he/she play in the purchasing decision?**

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Let us take it a step further by answering those questions.

The gender that identifies best with weight loss is the female gender, so let's stick with them.

Her goal is to lose as much weight as would make her feel confident in her body.

She spends the most time on Instagram and Pinterest looking up ways to trim down

She is a 23-28-years-old single American who stays in New York working as a business executive.

She is pained that she allowed herself to become overweight and all she has tried before now to lose weight has not worked so well which makes her skeptical about hiring a new coach or trying out a new program.

As a business executive, she is the one paying for whatever program or coaching sessions.

Now that we have a clear answer to those questions, it has become even clearer that we are selling a weight loss coaching service to a 23-28-year-old single female New York business executives who have been disappointed by several weight loss programs but is willing to try one more coach or program and wouldn't mind paying a premium price if it will work.

This is how to figure out who your IDEAL CLIENT is!

**Download this FREE PRINTABLE CUSTOMER AVATAR TEMPLATE to find your best customer now!**

### 3. Figure Out the Best Pricing Model for Your Business

#### I. Fee-for-service model

The Fee-for-service model allows you to get paid daily or hourly. What this means is that you charge a certain amount for each hour or each day you put into the services you render.

While this may seem like a smart idea, it has a disadvantage that weighs it down. You only get paid for as long as you continue rendering service on the project, not minding how heavy or light your workload is.

The implication of the Fee-for-service model is that if the project lifespan is cut short, you make less money and if it is expanded, you stand a better chance to make more money.

This means that you have a threshold of the amount you can charge per time and would get no extra incentive if you become more efficient. To make the best out of this monetization model, you should only employ it when the scope of the project is not defined as you can walk out of the deal any time the conditions no longer fit your taste.

#### II. Project-based model

The project-based model allows you to receive a one-time fee for the entirety of the coaching or consulting deal.

For a project-based model, you earn more (maybe as an incentive) if you become more efficient during the lifespan of the coaching or consulting contract.

**Other Good Reads:**

- **Top 7 Most Important Outdoor Advertising Tips For Businesses**
- **7 Ways To Make Redundant Employees More Productive**
- **5 Critically Important Ways Small Businesses Can Increase Profit Post COVID-19**

For instance, if you sealed a consulting deal to help a marketing firm acquire a certain number of clients, you can charge for the entirety of the project on a per-project basis and have free time to yourself if you hit your target before an agreed time. Alternatively, you would not get paid more if you do not hit your target in record time.

It is advisable to use this model if you have a clear understanding of how long (maximum) it would require to complete the project. This way you would strive to meet your project target before an agreed time. This works so well for people in the creative industry.

### **III. Per-unit model**

Per-unit based pricing model involves pricing your services per unit of output you give out.

For instance, you could charge \$100 per coaching student or per blog post you review as a blogging consultant or \$500 per landing page you review. This means that you would multiply \$100 by 10 if you are coaching 10 students per session, i.e., the more units of service you render, the more money you make.

This works best when you have determined or set out a fixed price for each service you render.

## **4. Sell Your Services with Strategy and Class**

Selling your coaching/consulting products or services requires a strategic approach only you can determine.

There is really no one size fits all approach to selling but one thing is common with every successful coach or consultant – strategy!

What strategy would you employ?

This totally depends on you but most successful coaches have sold their services by building a community either through a blog or social media. The community gives them a targeted market that teaches them what product or service to launch per time. Other successful coaches have built that anticipation and sold through their email lists or even through paid ads.

Again, the strategy you employ depends totally on your niche and budget.

Refuse the urge to sell yourself as a desperate coach who needs the sales to survive (even if you do). People want what they want and not what they need; capitalize on that and you will not lack clients.

Selling my graphic design video course then was an uphill task for me until I figured out who really needed the digital product and went to them. I went to my ideal client with the same product at an increased price since I figured out that I require almost the same amount of energy to make \$500 and \$5000 per month by selling myself as a coach.

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Discover what is peculiar to your industry and the audience you are building because it helps you to tailor your major services to them.

Have you ever sold coaching or consulting services before? What strategy did you use to gain traction and drive sales? Let's talk about it in the comment session.