



STARTUP COACH

*Marketing*

**PLAYBOOK**

# WELCOME TO THE *STARTUP COACHING* *MARKETING PLAYBOOK*

As a coach, your journey started with a profound passion to make a difference in people's lives. Your expertise and drive for transformation led you to this point—but now, like many coaches, you may find yourself stuck in the whirlwind of procrastination, confusion, and uncertainty. You know you can help others, but marketing your services consistently seems like an overwhelming task.



## **FACT:**

Studies show that up to 70% of small businesses, including coaches, struggle to execute a sustainable marketing strategy. This leads to missed opportunities, unfilled client rosters, and dreams of impact that fall short.

If this sounds familiar, you're NOT ALONE.

But what if the key to overcoming these challenges wasn't just about learning new strategies, but about taking action and moving forward with clarity? What if you could transform your marketing efforts into a seamless system that not only attracts clients but helps you grow a thriving coaching business?

This guide is designed to do just that—help you break free from those roadblocks and move forward with confidence.

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## ***UNDERSTANDING THE ROADBLOCKS***

To succeed in marketing, it's essential to recognize the obstacles you face. For many coaches, these common roadblocks include:

- Procrastination: Putting off tasks due to feeling overwhelmed or uncertain.
- Lack of Clarity: Not fully understanding how to communicate your value to potential clients.
- Endless Cycle of Inaction: Constantly planning without taking real steps toward execution.

These patterns hold many coaches back from realizing their full potential. But by acknowledging them and taking deliberate action, you can step out of this cycle and build the coaching business you've always dreamed of.

## ***TURNING YOUR PASSION INTO ACTION: 7 KEY STEPS***

Now, let's dive into the seven critical steps you can take to build a successful marketing campaign for your coaching business. These steps will help you create meaningful connections with your clients and reach your full potential:

### **1. Determine Your Marketing Objective**

Every campaign starts with a purpose. What is your goal? Is it to increase brand awareness, attract new clients, or deepen relationships with existing ones? Make sure your objective is specific, time-bound, and aligned with the transformation you want to create for your clients. Clarity in your objective turns your campaign into a clear, actionable path.

### **2. Select the Right Marketing Channels**

Meeting clients where they already are is the key to building strong connections.

# ***BUILDING A MARKETING SYSTEM THAT WORKS***

These steps will set you on the right path, but the key to success is consistency. Marketing isn't just a one-time effort; it's a cycle that builds upon itself. By sticking with it and refining your process, you'll grow your business and create lasting relationships with your clients.

To make this process even easier, we've included several tools to help you along the way:

- Questionnaires to Define Your Brand
- Checklists for Each Campaign Step
- Templates to Optimize Your Marketing Strategy

By using these tools, you'll gain clarity, stay organized, and ensure that every action you take is aligned with your bigger goals.

## ***YOUR NEXT STEP TOWARD TRANSFORMATION***

You've taken the first crucial step by recognizing the barriers that hold you back. Now, it's time to break through them.

Are you ready to elevate your marketing, connect with your ideal clients, and make a lasting impact on their lives?

The key to success isn't perfection—it's action. And with the right tools, guidance, and mindset, you can turn your marketing into a powerful engine for growth and transformation.

Let's take that next step together.

Click below to schedule a free strategy session where we'll dive deeper into your brand, your challenges, and create a clear action plan to help you build a successful coaching business.

Don't let another opportunity pass you by. Reach out today and start turning your vision into reality.

[Schedule Your Free Strategy Session Here](#)