

## How to Find Your Players and Recruit a Winning Team

### *Both Practice and Paid!*

*Thank you to the CoachVille Member Services Team for the great ideas! For support on how to implement these ideas, bring them to your dyad practice sessions or your coach.*

### **SPEAKING**

1. **Speaking** is a simple, uncomplicated opportunity to increase your visibility and connect with potential clients. It allows them to get to know you low them to get to know you, and be seen as an expert. For every speaking engagement you have, be sure to publish a **news release** no matter how small it is.
2. Make a **list of topics** you would **LOVE** to speak about. Ask everyone you know, "Do you know a group or organization who would like someone to speak on \_\_\_\_\_?"
3. **Speak with a partner!** Collaborate with another coach where you tag team speaking on a topic that is of interest to your ideal client.
4. Speak at your local **library**.
5. Every **group** in your local community has regular meetings that have a need for speakers. Leave cards or flyers with these groups to generate potential clients or speaking engagements. Examples are Women's Groups, Sweet Adeline's, Mother Groups, Rotary Clubs, and more.
6. Speak at **home selling parties** like Pampered Chef, Tupperware, Avon, Scentsy or PartyLite Candles, Thirty-One Gifts handbags, MMA International Jewelry, etc.
7. Start your own **BlogTalk /Talk Show** radio show. Do your own "**coach on call**" radio show or **teleconference**. People call in and you laser coach them. Cheryl Richardson does something similar.
8. Do a live **reading of poetry** in the park on a nice sunny weekend afternoon...Sufi anyone?
9. Go to your nearest business schools (cosmetology/massage) and share with them a topic that will complement or **help their business** or their learning. Do the same at Real Estate companies for their weekly staff meetings.
10. Find interesting people and topics and then contact them and **ask them to interview you**. Ask them to post an invite to the interview on their emailing list. Arrange two a month and continue on a consistent basis.
11. Start a **YouTube Vlog** (video blog=vlog). Vlog weekly. Let them get to know you. "In a previous YouTube blog, I had people write to me telling me "I feel like I already know you."



## NETWORKING

12. Join BNI (professional networking organization).
13. Join a Meetup Group ([www.meetup.com](http://www.meetup.com)) or start your own meetup.com group.
14. Join a **Toastmasters** group and make most of your speeches about your coaching niche.
15. Volunteer or Sponsor a BBQ for a sports team that you play on, or your children do, that the whole league is exposed to.
16. **Connect people to other people.** Meet with five people that are in your niche market and ask them "who" they are looking for and see if you can connect someone to them from your network.
17. **Network a lot at** many organizations and ask for their business.
18. Reach out **to all your contacts** personally to talk to them about coaching. Talk a lot to anyone who will listen. It may not feel like it is being fruitful but your planting seeds that may take root in a week or two or three.
19. **Attend a church** you've never been to before. When they ask for the visitors to introduce and say a little bit about themselves members will get curious and approach you following the service to have more conversation about it.
20. Join your local **chamber of commerce**. They have many member benefits, and one may be to give a presentation during one of their group functions.
21. Approach trainers and gym owners in area - explain what you do and ask if they would like to be a **referral partner** and refer clients that might be interested in coaching to you, if you refer clients to them that might be interested in training with them. *"I have asked what their specialties are so I have them stored as specialists i.e. yoga, sports, weight loss, competition training etc. My goal is to have three trainers per specialty to refer so if they have me to refer and I have them that's a lot of potential referrals."*



## WRITING

22. Write blog articles, send out to everyone you know and ask them to check it out and subscribe. Post them on Social Media (i.e. Facebook, LinkedIn and Twitter). Invite them to an exploratory session if they like the article.
23. Write weekly or bi-weekly articles on tips on marketing and branding that every business needs.
24. Write **whitepapers** or **special reports** that your idea clients would be interested in and offer them free as conversation starters.
25. Write articles and submit to article directories to gain or improve credibility and online presence.



## EVENTS

26. Organize a [flash mob](http://www.youtube.com/watch?v=bQLCZOG202k) here's an example of a flash mob at Antwerp train station.  
<http://www.youtube.com/watch?v=bQLCZOG202k>
27. Partner with five other small businesses or solopreneurs to have a [Learning Day](#). Have free give-aways, food and speakers.
28. Host your own [Earth Day celebration](#). Plant a tree, get an introductory coaching session.
29. Participate in [Employers' Health Fairs](#). Prepare a table where you can schedule people all day to have an introductory life coaching session.
30. Partner with your local [Humane Society](#). Adopt a pet, get a free life coaching session.
31. Partner with a [local gym](#). Get a free life coaching session with a gym membership on a particular day each month. Call it Body and Soul day or something like that.
32. Host a [life coach party](#). Tell everyone you are looking for women/men/whomever to have deeper conversations about living your best life. Serve wine and cheese. Sign them up for an introductory session.
33. Themed conference call: Host a '[complaint call](#)' teleconference. Invite people to call in with their complaints about life. Turn the complaint around into what they are committed to. Ask them if they would like a coach to help them obtain what they are committed to.
34. Host a '[coach and shop](#)' event at a store, for example, a women's or men's clothing shop. Arrange to deliver a short presentation around your topic, take a break to explore the offerings of the store and then pop back into another part of your presentation.
35. Host a '[coach and scrapbook](#)' event at a scrapbooking store. Invite friends or new clients to come and create a vision board reflecting something they want to accomplish in life using the stores scrapbooking materials and tools. Create two and have the store use one to display in the store to share and advertise for the next event they will sponsor for you.
36. Blast an open invitation via email for "[Coffee and Coaching Hour](#)." Explain that you will be at Starbuck's or whatever coffee shop on Wednesdays from 7PM to 8PM each week for the entire month for anyone who would like to come and experience coaching. Send the invitation out each week on Monday and again on Tuesday so that all will remember you will be there.
37. Host a [Keurig coffee maker party](#). Anyone that has this type of coffee maker can bring one K-cup to share and one cup to drink themselves. (If they don't have a K-cup they can come anyway.) Make up provocative questions on 3 x 5 cards to talk about these topics and chat over coffee.
38. Create business cards (try [www.vistaprint.com](http://www.vistaprint.com)) that say, "Take me up on a cup of coffee (my treat) and experience a 30 minute '[find your core values](#)' session." Give them a sampling of 20 values to narrow down to five, and then pick one from their top 5 to talk more about. Then invite them to hire you as their coach to work on that value with them (paid coaching) to bring it into their life in a full way.
39. Host a [Coaching and Groceries](#) event. Go to the local Sam's/Pace/Costco and propose a 'coaching and groceries' event. See if they will allow you to have a table or booth to offer coaching similar to the food sampling booths (great for health coaches).



40. Share a booth at the [Woman's Expo](#) in your town or a town that is close by. Coordinate and share costs with other coaches. If you find a coach that has written a book their credibility also enhances yours. Win/Win.
41. [Neighborhood block party](#). Over pie or hamburgers you can “announce” what you do and invite them and anyone they know that might be interested to sign up for a complimentary coaching session. Give a referral incentive of a \$25 gift certificate for each person they refer that signs up.
42. Host a [Fresh Veggies and Coaching](#) event. Set up at a local farmer's market booth and talk about coaching.
43. Advertise in your local newspaper for an event that you are hosting.

## DISTRIBUTING FLYERS AND BUSINESS CARDS

44. Post a flyer or business card on bulletin boards in hospitals, clinics, colleges, co-ops, bookstores, etc.
45. Distribute [complimentary exploratory session coupons](#) to taxi drivers, pizza shops, nutrition stores, etc.
46. Place [flyers](#) at high schools, colleges, gyms, yoga studios. Any place there is a board you can post a flyer.
47. Leave your business card in [unlikely](#) places:
  - a. In a [bookstore/ newsstand](#) in random magazines.
  - b. At the [post-office](#).
  - c. In the [ladies' lounge](#) at the gym and in finer department store lounges.
48. Put flyers or posters up at horse events and boarding stables.

## WORKSHOPS

49. Plan and market your own workshops each month around your area of expertise. Also, do a bi-weekly teleseminar that increases your audience and builds your email list. *“I plan and market my own workshops each month around authentic marketing and branding.”*
50. Approach your [local Parks and Recreation District](#) with a group coaching program proposal that would benefit their constituents and inquire if they will publish it in their seasonal catalog. Provide it at a discounted rate and you could gain individual coaching clients.
51. [Partner with leadership trainers](#) and let them know that you can offer 'follow-on' coaching to ensure the new skills and insights that the participants learned are put into practice after their training. Sit in the back of the room during the training to learn with participants AND build relationships AND sign-up new clients with the 'special offer' if they sign up that day.



