

POWERED BY
FIRESIDE INSIGHTS, LLC

FREE ONLINE TOOLS TO GAIN

VISIBILITY

FOR YOUR COACHING BUSINESS

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INTRODUCTION

ABOUT THIS BRIEFING

Getting the word out about your coaching business and service offerings can be difficult, so we've created a list of online tools you can use to help spread the word about your business so that you can spend less time worrying about how to get clients in the door and more time coaching.

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SOCIAL NETWORKING SITES

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COUPON SERVICES & DEAL SITES

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EVENT MANAGEMENT SITE

4

CONTENT CURATION & DISTRIBUTION SITES



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SOCIAL NETWORKING SITES

FACEBOOK

Facebook has more members than any other social media platform in the world, making it a powerful social networking tool not just for personal networking, but also professional networking. Facebook groups and pages are a great place to create a buzz around your coaching business. You can join existing groups to talk with other like-minded coaches, or even start your own group to get the word out about services you offer while also creating a community for people to interact and post content that matters to people in your niche and/or client base.

QUORA

Quora is a social network and search engine that follows a question and answer format: post a question, and other users provide answers. You can leverage quora to generate leads by providing meaningful answers to the questions people pose. A quora profile allows you to post details about your employment (in this case, that would be your coaching business). When they navigate to your profile, viewers will also be able to see all of the answers you've provided to questions on the site. Thus, by engaging on the forums and providing insightful answers to questions related to your coaching niche, you have the ability to help others while building a following that creates yet another funnel to your coaching website.

TWITTER

Twitter is a powerful social networking tool that is used by many as a source of news, form of entertainment, and a way to connect with others who have similar interests. The app allows you to keep it short and sweet with their 160 character limit, so that you don't have to worry about drafting a long article to post. You can create a niche following by tweeting your own unique content, or re-tweeting articles that would appeal to your target demographic. You can also use Twitter as a marketing tool by tweeting links to your own blog content, new coaching services, or special offers that you are providing.

LINKEDIN

While many coaches have a personal LinkedIn page, very few take advantage of the option to create a free business page as well. Creating a company page on LinkedIn enables your company's logo to show up on your personal profile when you list it as an employer. This will also allow those who visit your personal profile to click on the company and learn more about it by heading over to the company's profile page. Furthermore, posting as your company, (whether it's sharing new content you've generated, commenting on other posts, or re-sharing content posted by other users) will increase awareness of your brand. The type of content you post, share, and like will help others understand more about your coaching company's line of work.

INSTAGRAM

Facebook has more members than any other social media platform in the world, making it a powerful social networking tool not just for personal networking, but also professional networking. Facebook groups and pages are a great place to create a buzz around your coaching business. You can join existing groups to talk with other like-minded coaches, or even start your own group to get the word out about services you offer while also creating a community for people to interact and post content that matters to people in your niche and/or client base.

REDDIT

Reddit is one of the largest collections of forums on the web. As a coach, you can interact with others on Reddit by following forums in your area of expertise, and commenting on posts to gain visibility and “karma” points. There is also a chat function where you can talk with other users directly. Before using the chat function, you should be sure to engage in a forum conversation and build a positive rapport first. Ensure that the other user is interested in the work that you do prior to reaching out to them directly, so that they trust you and your messages aren’t perceived as spam or solicitations.

PINTEREST

Pinterest is one of the most popular platforms for DIY-ers, that has been shown to be increasingly powerful for service-based businesses looking to get the word out about their business offerings. Pinterest allows you to create boards with different subjects where you can post visually appealing graphics and content. A popular use of Pinterest for service-based businesses is to generate blog and web traffic by “pinning” informational content that generates interest by providing a preview of services or content that people want to learn more about.

COUPON SERVICES & DEAL SITES

LIVING SOCIAL & GROUPON

Deal websites such as Groupon and LivingSocial are creative ways to make a sale while also increasing brand visibility and awareness. One perk of using a couponing website over ads is that many such services don't require you to pay to be listed; instead, the site takes a percentage (usually 50%) of the sale you make. If you are going this route, be sure to be mindful of the discounted rate and percentage of the sale you have to share. Some coaches may use this as a way to share their live coaching offerings, while others may find it more valuable to offer discounts on their on-demand coaching offerings.

EVENT MANAGEMENT SITES

EVENTBRITE & MEETUP

Sites like Eventbrite and MeetUp are awesome tools for a number of reasons. For one, you can network with others across the country by attending live, online networking events that are posted, many of which are free. Attending events is a great way to meet other entrepreneurs and get the word out there about your business to people who are genuinely interested in building their network and professional relationships. You can also host your own events on these sites, allowing you to reach people outside of your own network. Since people typically search for specific types of events, those who may be interested in coaching can find your events using a keyword search. Not sure what kind of event to host? Many coaches use these sites to offer free 1:1 coaching consultations, others use them to host live webinars or tutorials on topics they coach, thereby helping to generate leads.

CONTENT CURATION & DISTRIBUTION SITES

SCRIBD

Scribd is a powerful digital library with a global reach. If you are a coach that has documents, written books, or audiobooks that you'd like to gain traction, uploading and sharing your content with the millions of users who subscribe to Scribd is a great way to gain visibility, readers, and coaching clients.

TRIBERR

Triberr is a great tool for coaches that create blog content or who are social influencers. The site helps users curate content through groups (called tribes). Triberr users can join tribes or create their own to share articles and posts about a given topic. You can build relationships with others on the site by sharing their content on social media; many times they will return the favor, thus helping your content to reach a new audience.

LINKEDIN SLIDESHARE

LinkedIn SlideShare is a professional content hub with an extensive reach. As a coach, you can post useful, educational content to build your credibility and share your knowledge with the millions of professionals who are on LinkedIn. When you share your content, your name is listed as the author, so those who are interested may visit your business page to learn more about what you do and the services you provide. Be careful not to use this tool for blatant advertising, as users who do so may have their SlideShare accounts suspended.

HOW DO WE HELP?

By registering your business with CoachedIt, you will instantly be placed on the public Coach Directory, which is visible to the public. This will allow anyone who visits their website to see your coaching profile, and if they're interested, visit you directly since they allow you to put a direct link back to your business site. CoachedIt also connects you with a community of other coaches to share resources and build a community of support, while also allowing you to interact with potential leads directly on their platform through groups.

THANKS FOR READING!

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**IS HERE TO PROVIDE THE TOOLS YOU
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COACHING BUSINESS.**

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