

Dear Master Coach

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By Patricia Burgin, MA, MCC

www.seattlecoach.com



Dear Master Coach: I'll get right to the point. How do I get new clients?

**Sincerely,
Getting Hungry**

Dear GH:

Ah yes. The dynamic question to which coaches must repeatedly return—at least until you've overcome initial inertia. If the question makes you tired, it's either time for a reframe, or to face the possibility that being an entrepreneur just isn't your cup of tea. The sad fact is that earning a credential doesn't make your phone ring. The [2012 Coaching Study commissioned by the ICF](#) found that the average income of a credentialed coach was \$47,900. That's average. As we all know, the range is gigantic.

Admittedly, I'm a bit of a free-enterprise geek and though quick-fixes and short-cuts rarely appear, I love thinking about practices that make a difference to both our satisfaction and to our bottom line. Here are three of my favorites:

1. Don't follow your bliss but keep it in sight. Develop a "thing" to offer that sets you apart as a coach: Something that you think you could be really good at, and then work hard at it. Not just smart, hard. Get out there. Do workshops and articles on your "thing." And stay mindful of the dynamic balance of effort and recovery you bring to your life. You are an example as well as a coach. This is true both at the starting line and for when you are a Jedi Master.
2. Put the equivalent of a day a week into delighting and connecting people and services. This may include writing, speaking, responding, serving, praying, pitching, creating, offering and preparing. Be genuine and fluent in several elevator speeches (There's an audio example [here](#)).
3. Keep refining your visibility and your brand. You know how after you've coached for a while, you start to have a sense of your ideal client? Well, as that happens, make sure that your ideal clients can see themselves and their concerns reflected in your stuff.

Make people proud and grateful to know you. They'll jump onto your bandwagon. Then they'll invite their friends because they know you'll make them look good.

Here's an inquiry we use at SeattleCoach: *You've got five minutes to speak as a coach to an audience of 100 people. In the audience are ten people who, as you begin to speak, recognize you as someone they must connect with. Not only do their brains light up with what you say, but they are eager to meet you and maybe hire you. What do you say in your five minutes so that those ten people can find you?*

In other words, which question is really more compelling to you: Is it, "How do I get new clients for my services?" Or is it the reverse?

PEB, MC

Listen to Patty's "Dear Master Coach" monthly 3-minute answers at: <http://www.seattlecoach.com/dearmastercoach.html>