



## Marketing

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#### DEFINITION

##### noun

- the act of buying or selling in a market.
- the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

<http://dictionary.reference.com>

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ECI's Coaching Blog

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### Editor's Letter

Hello Everyone

Welcome to the first edition of the ECI Member's Newsletter for 2009. We look forward to bringing you another fabulous year and welcome your contributions.

With the beginning of the year here what a great time to look at 'marketing' as a topic and how to market yourself and your business, by far our most popular subject interest.

We hope that you enjoy this newsletter and we look forward to bringing you much more throughout the year.



*"The fact is, everyone is in sales.  
Whatever area you work in, you do have clients and you do need to sell."*  
Jay Abraham

*Anna.*

Anna Cairo, Assoc  
[Newsletter Editor](#)

### ECI Benefits for Members

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Coaching Hours Log  
- [Click here for access to the log](#)

C.P.D. (continuous professional development) Log  
- [Click here for access to the log](#)

**What other member's offers would you like the ECI to source?** Let us know by sending the ECI an [email!](#)

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NEWSLETTER TEAM

**Editor:**  
Anna Cairo  
**Article Resource Team Manager**  
Kirsty O'Callaghan

**Article Resource Team:**  
positions vacant

**Your Questions Answered Panel:**  
positions vacant

**Book Review Team:**  
positions vacant

**Proof reading:**  
positions vacant

INSPIRATIONAL QUOTATION

"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read."

Leo Burnett

"Business has only two functions - marketing and innovation."

Milan Kundera

POSITIVE DAILY ACTIONS:

- Prospecting - have 10 conversations each day
- Follow-up & have quality conversations to explore these possibilities
- Set aside a specific number of hours each day for activities that support your business:
  - read literature on networking, marketing, coaching, tools & so on
  - research prospects, marketing & coaching techniques
  - continue your personal development
  - bookkeeping
  - admin tasks

**5 Simple (and Free) Ways to Increase Your Credibility with Potential Clients**  
**Helen Graves**

Bottom line, marketing is all about connection, not about sales. Because one sale does not make a customer. The proof of this pudding is in the longevity of the relationship. To make it truly effective, your overall marketing objective should be establishing rapport and building a relationship with potential clients until they are ready to become paying clients. And then continuing to be someone they like and trust so they will buy from you again and again.

Credibility is an important factor in the know, like and trust equation. Here are 5 very simple actions you can take today to strengthen your standing with potential clients.

**1) Stop using a free email account** -- I get a lot of email from entrepreneurs and small business owners asking for information about online marketing. And I have to admit I cringe every time I see something from a business owner with the return address at Yahoo, AOL, Gmail or one of the other free accounts.

It practically screams out, "I don't take my business seriously enough to invest in a professional email address." It is not very reassuring for prospective clients to find themselves asking for a quote from jt1958@hotmail.com. If you've got a website, it is a very simple thing to set up an address through your server. Using an address from your own domain name lets people know you mean business (literally).

**2) Make the connection personal** -- While we're on the subject of email addresses, I see lots of businesses with a contact address like Info@mybusiness.com or ContactUs@MillerInc. I know the reasoning behind this is to appear more professional. But in this case, I think it backfires.

If you are a solo entrepreneur it is usually evident from your website that it is just you on the receiving end. It seems kind of silly and off-putting to act like you're bigger than you are. Plus, using an email with a first name is a chance to add that personal touch that lets prospects know you're a real person. I recommend bigger companies do this as well.

Along those lines, don't hide behind the plural pronoun "we" when you are the only one there. This is another perfect opportunity to make the connection personal.

**3) Let us see who you are** -- I will freely admit whenever I visit a website, at some point I will go to the 'About' page looking for a photo of the site owner. And I know I'm not alone in this. Human beings are naturally drawn to looking at faces; it is coded into our DNA. We want to put a face to a website and see who we're dealing with.

All other things being equal, I will always decide in favour of the company/website that shows me who they are.

**4) Be very thorough in checking for typos and spelling errors** -- Now I know, as a former elementary teacher, that this is a particular thorn in my side. As a friend once remarked, "Those things just jump off the page at you, don't they?" (And it is true. I don't go looking for them; they find me!)

Not everyone will care about grammatical, punctuation or spelling errors. But for those of us who do (and we're a bigger group than you may think), it really bursts the bubble of your professionalism.

**5) Display your privacy policy** -- Even though spamming people may be the furthest thing from your mind, it is still smart to let them know your intentions. A simple "I promise not to give, rent or sell your contact information" will do. Post it on your 'Contact' page or anywhere else you ask for their name and email address.

**Author Profile:**

Helen Graves is an expert at showing independent entrepreneurs how to get more clients with less stress. Besides writing captivating website copy that prompts visitors into action, she also shares how to create genuine connection with your marketing so you can turn potential clients into paying clients.

Helen Graves  
Grand Poohbah of Crackerjack Marketing & Website Strategy  
[Helen@CrackerjackOnlineMarketing.com](mailto:Helen@CrackerjackOnlineMarketing.com)  
[www.CrackerjackOnlineMarketing.com](http://www.CrackerjackOnlineMarketing.com)

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**ACCREDITED TRAINING COURSES and WORKSHOPS**

**FULL COACH TRAINING**

Diploma in Life & Business Coaching  
Mindstream  
[info@mindstream.ie](mailto:info@mindstream.ie)



Diploma in Management and Executive Coaching  
International Coaching and Training Institute  
[info@icti.ie](mailto:info@icti.ie)



Diploma in Personal and Executive Coaching  
Executive Coaching Solutions Limited  
[info@ecsl.eu](mailto:info@ecsl.eu)



LCH Diploma in Life Coaching (The)  
Achievement Specialists  
[enquiries@achievementspecialists.co.uk](mailto:enquiries@achievementspecialists.co.uk)



Life & Executive Practitioner Coach Diploma (DipNMC)  
Noble Manhattan Coaching  
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Life & Executive Practitioner Senior Diploma (SNMC)  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)



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Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)



Professional Certified Power Coach® Program  
Coaching and Leadership Intl. Inc.  
[Betska@CoachingAndLeadership.com](mailto:Betska@CoachingAndLeadership.com)



Further details on all these courses and workshops can be found at

[http://www.europeancoachinginstitute.org/coaching\\_training/programme.php?Level=CTECI](http://www.europeancoachinginstitute.org/coaching_training/programme.php?Level=CTECI)

## Top Tips for Consistent Marketing

- 1. Ask for business** - start with your customer database. Find out where most of your business comes from & start calling.
- 2. Offer extra** - focus on quality, and remove as much risk as possible from the purchase. Giving something away demonstrates value & doesn't cost you much.
- 3. Consistency of approach** - have your marketing approach standardised in everything you send - colours, logos, email signatures and so on.
- 4. Ask your best customers for a referral** - these customers are the ones who come to you time and time again. Ask them to refer you and spread the word.
- 5. Get in touch with "lapsed" customers** - if there are clients whom you haven't heard from for a while, pick up the phone & ask them how they are going & connect.
- 6. Networking** - is a good way of generating new business & is all about making new contacts, not about making an immediate sale. It is a long-term investment.
- 7. Client Feedback** - this is a good way to measure how clients feel about you, your business & the service you offer - you can gain valuable insights to move forward.
- 8. Follow up lost business** - keep it friendly, telling them you will be improving your service to fit their needs better & would be happy to submit a proposal when the contract is up for renewal.
- 9. Update your website** - is it working how you would like - could it work better for you? Is it user friendly, easy to read? Is the content updated?
- 10. Communicate** - regardless of where you go or whom you meet convey & connect what you do & form relationships - they could be your next customers.

Anna Cairo  
[anna@annacairo.com](mailto:anna@annacairo.com)\* [www.annacairo.com](http://www.annacairo.com)  
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## The Business of Coaching The Need For Marketing

Steve Mitten

If you are like most coaches, you were drawn to this profession because you like helping people. But the truth is you can't help many people if you don't stay in business. It is an unfortunate fact that way too many good coaches struggle to fill their practices. It is also a fact that not every one is cut out to succeed in self-employment. If you are not a self-starter, if you are not deeply committed to succeed on your own, perhaps self-employment is not the path for you. Save yourself some suffering and explore other possibilities. A partnership? Internal coaching within an organisation? However, if you believe you have what it takes, and what you're doing is not getting you the results you want, here are some tips to help you create a successful practice.

### Have A Vision For Your Practice

There is a quote from Yogi Berra something to the effect, "You got to be very careful if you don't know where you're going, because you might not get there." If you don't have a compelling vision (i.e. one that is clear and really excites and motivates) for your coaching practice, odds are you are not going to end up where you want to. A good vision for your practice may include why you want to coach and what sort of impact you want to have with your clients as well as the income you want to earn per month, the number of days/hours you want to work each week, the number of clients you want to work with each week and so on.

### Contact Strategies

Depending on who you are (i.e. introvert or extravert), what your experience is, who you want to work with, where you live, and so on, you are going to find several marketing strategies more powerful than others. But in general terms, here are some of the strategies that work the best for the hundreds of coaches I have known:

- directly contacting prospects in person, by phone, by email
- referrals, from your contacts, clients and other coaches
- networking events - clubs, associations
- creating a referral network with complementary professionals
- mini workshops, teleclasses
- web site marketing, article writing

### The Goal - At The Start

Your goal in all your contact strategies is simply to give your prospects a great experience of you and coaching. When they have that, they will see and value the benefits. Do not waste

your time **describing** coaching. It is the experience of coaching that gets clients. It is through this process that a prospect sees and thus values the benefits of coaching.

### Branding & Positioning

These are the marketing buzz words and they are very important. In its most basic terms this is all about how you stand out from all other coaches in your prospect's mind, and how memorably you communicate the value of your service in terms of the specific benefits your prospect recognises. Don't try to be all things to all people, you will get lost in the crowd. Get to know your target clients well. What are their unique needs? What are your competitors offering? What unique qualities and benefits will set you apart from your competitors? How can you consistently communicate this message to your clients?

### Niches

When you choose to focus your marketing effort on a particular group of people who are most likely to value and accept your services, it is called choosing a niche. When you target at a well-chosen niche and develop a strong brand, you tap break into the marketing Promised Land, where you will have more clients than you ever dreamed of.

### To Niche Or Not To Niche

If you are just starting out, you don't need to worry about a niche yet. If you have one, great; but if you don't know what your niche is yet, don't worry. In fact, I believe it is unwise for many coaches to select a niche too early in the process of building their practice. You may not know who is particularly attracted to you yet and you may not know how deep, enjoyable, or sustainable a particular, narrow group of clients might be.

A true and very productive niche is something that evolves over time. And it can take many months to really brand and position yourself firmly within a niche.

If you are well trained as a coach and put in the requisite ongoing marketing efforts, it is possible to coach without a niche. However **most coaches experience significant advantages in focusing their marketing efforts towards a particular set of clients**. In other words, if you choose the right niche - that is a great fit for your passions, expertise and experience - for a given investment in marketing you will receive a much better return.

### At The Very Beginning

When you are just starting your practice, concentrate on giving coaching away to people you already know. Don't try to coach your family or close friends, but anybody else you either enjoy, or can afford you, is fair game. The point is to as quickly and naturally as possible, give away experiences of coaching to people you would like to work with. If you give away three sessions to qualified prospects you will end up with a client.

### The Elevator Speech

For networking, as well as the general marketing of your practice, you will want to have a good answer to the question, **"What do you do?"**

You will find it useful to prepare a short, memorable description of who you are, what you do, and how you benefit your clients. Since very few people have ever had a coach, be sure to **emphasise the benefits** of working with you.

These brief descriptions are called an Elevator Speech, because they should to be short enough to deliver in the average elevator ride - or networking introduction. An elevator speech can be as simple, **"I am a Business Coach who works one-on-one with independent professionals, helping them market their business and enjoy their success."**

Good elevator speeches start with a focus on the target audience. What are the needs, challenges, or changes they want to make? The more memorable and benefit laden your Elevator Speech, the better.

For most coaches creating an effective elevator speech takes time, because choosing a good niche takes time. Until you get your ultimate elevator speech, simply try to focus your description on the most relevant (life or business coaching) benefits of interest to the group you are being introduced to.

### Daily Success Formula

On average, as a new coach, you need to give away 2 to 3 experiences of good coaching to qualified prospects to get a new client. So if you want to get a client a week, you need to give away 3 sample sessions a week. If you want to average 2 new clients a week, you need to give away 6 sample sessions. That means you have to set up a system for identifying, contacting, and coaching (or presenting to) the prescribed number of prospects each day. If you complete the required number of calls or sessions each day, the weeks will take care of themselves. As a coach, you know the value of structure. So create a daily/weekly worksheet or structure to keep you on track. If that doesn't work get some other support.

#### SHORT COURSE COACH TRAINING

Coaching Skills for Managers  
Reed Learning plc  
Eleanor.Maimane@reed.co.uk



Putting Ageing into Perspective  
Mowat Research Ltd  
accreditation applied for

Quantum Goal Achievement  
Noble Manhattan Coaching  
info@noble-manhattan.com



Further details on all these courses and workshops can be found at

[http://www.europeancoachinginstitute.org/coaching\\_training/programme.php?Level=SCECI](http://www.europeancoachinginstitute.org/coaching_training/programme.php?Level=SCECI)

#### WORKSHOPS

Results Coaching  
Noble Manhattan Coaching  
info@noble-manhattan.com



Further details on all these courses and workshops can be found at

[http://www.europeancoachinginstitute.org/coaching\\_training/programme.php?Level=WSECI](http://www.europeancoachinginstitute.org/coaching_training/programme.php?Level=WSECI)

THOUGHT OF THE MONTH

"I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post for support, rather than for illumination."

David Ogilvy

MEMBERS OFFERS

Build a Booming Business  
Betska K-Burr, MECI

Get Known Fast

Tessa Stowe, Assoc  
Your 'Get Known Fast' programme was super value for money and I want to thank you so much for changing my life in many ways Tessa! - [click here](#) for the testimonial written by a member of the ECI

The Science of Getting Rich  
Barbara J. Dalpra, FECI

[Click here](#) for more information.

How would you benefit if you were to promote your own business offers to the ECI's membership?

Take this opportunity to promote your business offers to ECI members. Please email the following details:

- a. Offer title
- b. Organisation name
- c. Organisation location (country in which you are based)
- d. Short description of your offer (no more than 250 words) please note - where this description is longer than 250 words, the display posted onto the web-page will end at the 250th word.
- e. Price and currency (please explain whether this includes or excludes VAT, Sales Tax, or any additional costs)
- f. Offer contact details - i.e. web-link or email address
- g. If applicable, offer end date

The Being Side

I have saved the most important piece for last. If you get this right you will find the process of building your practice far easier. If you don't, all your best-laid plans will come to naught; for who you are will always speak louder than anything you say.

Be authentic. Be who you are with 100% integrity. Have your attention on the prospect and what they want, need and are doing. Do not become emotionally attached to getting this client or that. Just go out into the world seeking to add value at all times, with everyone you meet. If you plan enough seeds of value, you will reap an abundant harvest.

In order to succeed as a coach, you will have to routinely step out of your comfort zone. (That is where all the growth occurs.) If you are like most of us, this is hard. So make sure your surround yourself with a good support team that keeps you from climbing back into your shell when the going gets tough.

Higher Levels of Achievement

I believe higher levels of success as a coach boil down to **working towards** mastery in 3 areas:

- Mastery of the art and science of the coaching skills themselves
- Mastery of the marketing and the business side of coaching
- Self or being-mastery, that continuing journey towards more presence, more awareness, more compassion, more intuition and the ability to add more value

I emphasise the words **working towards** mastery because it is a moving horizon. The more you learn, the more you see there is to learn.

If you want to achieve higher levels of success as a coach, steadily strive to advance in these three areas.

We all start from a different place, and find different paths forward. The bottom line here is to ensure that you are developing a practice or routine that sees you growing. It will involve some reflective practice. And whatever you choose, you will know it is working if you are getting more peaceful, more loving, more forgiving and more interested in the welfare of those around you.

Author Profile:

Steve is an experienced Master Certified, (Life and Business) Coach & Mentor. He brings to his coaching practice compassion, optimism, integrity, creativity, intuition, practicality, and a lifetime of experience.

Steve Mitten  
Master Certified Life and Business Coach  
[www.acoach4u.com](http://www.acoach4u.com)  
[scmitten@shaw.ca](mailto:scmitten@shaw.ca)

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Your Questions Answered

**Q. I don't have a lot of money to invest for marketing my new business. What can I do to get my business up and running and let people know about what I am doing?**

**A:** This is a common obstacle a lot of new business people find. The first thing you can do is talk to people who are in similar industries and find out what marketing strategies really worked for them. This may not be necessarily right for you but it will give you a starting point. Once you have done this research and created an ideal client and prospect list the most cost effective strategy is footwork. This means ringing and meeting with people who may get benefits from the service you are offering. Every day make time to ring at least 1 - 3 people or businesses. Give them an outline of who you are and what you are doing, if they are interested make a time to meet with them and follow up with an email.

You can also maintain and grow an email list of people that you regularly send out newsletters or information to. Ask them to pass this on to anyone they think may be interested. Add benefit by offering specials and discounts.

You can also contact the local publications in your area. They often like to share information relevant to their readers. You can also speak to the reporters or editors of these publications and they may do a business write up on you.

Always have business cards on hand to give to people you meet that clearly shows what you do and how to contact you. Join local business networking groups. Place your cards, flyers and/or brochures locally wherever you get permission. Take the opportunity at any gatherings (social or business) to talk about what you do and why you do it. Have a firm and passionate sentence that explains your business.

These are all starters that are very affordable. By putting a personal face on your business you begin to create loyal and long-term support for you and what you are doing.

Submit your questions to the ECI's panel of experts by sending your questions to the [newsletter team](#).

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## International Coaching Register

The International Coaching Register is for any individual who trades as a coach, who help individuals and/or organisations for example, establish a work life balance, manage stress levels and build communication skills amongst many other specialist areas.



Everyone who has qualified as a coach with a recognised coach training company should now take the opportunity to register. This will dramatically cut down on any misrepresentation that goes on within the industry. Many people have websites and call themselves a coach but have no actual qualifications. The register will stop these people and raise the profile of genuine coaching and how it can transform people's lives.

C.E.O. of the ECI Gerard O'Donovan said "the register has been administered by the ECI for the benefit of the world of coaching and coaching clients. It is also a great way for coaches to get business as members of the public can search for registered coaches in their area. It brings coaching transparency at last."

As members of the ECI Have you published your details on the International Coaching Register? To do so:

- Select the 'ICR Register Edits' menu option on the left hand side of this screen.
- Create your entry by selecting:
  - [Insurance](#) - enter your Professional Indemnity Insurance details here.
  - [Training](#) - enter the details of all the training courses you've completed here.
  - [Workshops](#) - enter the details of all the workshops you've attended here.
  - [Accreditation](#) - your ECI Accreditation details will automatically be included here. You also have the opportunity to enter the details of all the accreditations/credentials you've been awarded, as an independent verification of your coach training and experience.
  - [Business Details](#) - select or enter all types of coaching you include in your Coaching Business/Practice.
  - [Organisation Membership Details](#) - enter the details of all Business Organisations in which you hold a membership - these could be other Coaching Bodies, Chamber of Commerce, or any type of organisation that is appropriate to your business.
  - [Display](#) - don't forget to DISPLAY your details. Selecting 'yes' your details will be displayed on the International Coaching Register. For ECI Accredited Coaches, your details will also be displayed on the ECI's Coaching Referral programme.

We look forward to seeing you on the International Coaching Register.

To display your details on the ECI's Coach Referral Service, if you are not an accredited coach [email](#) Cherry Claus, Intl. Head of Accreditation for details on how to become accredited.

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## How To Overcome Marketing Paralysis

**Bernadette Doyle**

Many of us put off creating or overhauling our marketing materials until we have "time." But with all the responsibilities we have, who on earth has time? In my experience, the time excuse is very often a smokescreen, covering the fears hidden underneath.

And what of these fears? Well let's face it. When you are selling yourself, there is something scary about putting yourself "out there" and putting yourself "out there" in a tangible real piece of marketing, does seem to make it somewhat final.

We worry about being misunderstood. We worry about not living up to other people's expectations. We worry about "getting it wrong". We worry about offending people. We worry about appearing over confident. We worry about making claims that we can't live up to. It is no wonder we can't find the time. Who would want to find the time when there are so many ways of getting it wrong?

In spite of the fact that those fears exist and they are getting in the way, you really just have

### SPONSORED WORKSHOPS

The ECI offers their Members with the opportunity to promote their own workshops and short courses. It is important to note that these short courses and workshops are *not verified* by the ECI, and therefore they are not subject to the same scrutiny as the ECI Accredited Courses and Workshops.

[Click here](#) for more information.

**Abundance "Being Technique" Resolution for Life - Margit Jones-Hochstrasser, Assoc**

**"Give Yourself the Gift of Health" Short Course**  
Rainbow Promise Health - Dawn Campbell, CEI

**"Putting Ageing into Perspective" Workshop**  
Mowat Research Ltd. - Dr Harriet Mowat, Assoc

**"The Positive Parenting Made Easy" Workshop**  
Positive Parents - Confident Kids Coaching Ltd. - Sue Atkins, Assoc

**"Transition Retreat" Resolution for Life - Margit Jones-Hochstrasser, Assoc**

*Take this opportunity to promote your short courses and workshops. Email the details of your workshops or short courses.*

## READERS FEEDBACK

We would appreciate your feedback on any aspect on the newsletter.

Email the editor!  
[anna@the-eci.org](mailto:anna@the-eci.org)

Just wanted to say how much I enjoyed the December newsletter, it was professional, informative, well written and just the right length.

Keep up the good work; I shall look forward to the January newsletter as marketing is a subject dear to my heart.

GA, Assoc

Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.

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## HowTo Overcome Marketing Paralysis (continued)

to thumb your noses at them. You simply have to say to yourself, "Yes, those fears may be there, but I'm going to create my marketing materials in spite of them."

My favourite method for blasting through these fears is a technique I call the "anti-brochure". Before you go any further I want you to grab a pen, and a sheet of paper and at the top write, "The reasons you shouldn't become my client". Now as quickly as possible, write down all the reasons why someone shouldn't hire you. Don't worry, you won't be publicizing these, what you are aiming to do is to get these sentences out of your head where they can cripple your creative process and onto the page where they lose a great deal of their power.

Here are some examples that have come out of this exercise: "I'm not good enough." "I tell a good story, but I don't walk my talk." "If I'm so great why is my own life in such a mess?" "If people knew what I was really like they wouldn't want to hire me." "I'm afraid I won't live up to their expectations." "The only reason I have any clients is because I fooled them all."

I love this technique for blasting away the doubts and fears that will otherwise really interfere with your creative process. Once you've got the words out and onto the page, they become a lot less effective at holding you back.

That's it. That is all you need to do. Don't agonise over what you have written. Just write it, read it through and throw it away. Some people like a ritual burning, but to be perfectly honest I think that is affording too much significance to what just amounts to a bunch of false fears. Just screw up the paper and toss it in the wastepaper basket. Try this. It really works.

### Author Profile:

Bernadette Doyle publishes her weekly Client Magnets newsletter for trainers, speakers, coaches, consultants, complementary therapists and solo professionals. If you want to get clients calling you instead of you calling them, then sign up for her free weekly e-zine at <http://www.clientmagnets.com>

Bernadette Doyle

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## A day in the life of ...

**Raise your profile**, while inspiring others by sharing your experiences in our day in the life feature. For publication guidelines [click here](#).

Take this opportunity **to promote yourself** by emailing your submission to our [newsletter editor](#).

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## The ECI A force for good in coaching!

**This is your industry related e-newsletter so have your say here.**

**Question** - What do you have to say that will inspire, motivate or support other coaches to realise their full potential?

**Answer** - Share your quotes, positive daily actions and coaching tips for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

We look forward to hearing your voice an opinion, starting a debate or just raising an issue with us.

Send your submission to the [Editor](#).

**How about working with our team?** We are looking for people to find great articles for our future newsletters. Please contact our [Editor](#) if you love research, reading and being part of a team.

The ECI, P.O. Box 407, Ashford, TN24 8WS, UK

[www.europeancoachinginstitute.org](http://www.europeancoachinginstitute.org)

[newsletters@the-eci.org](mailto:newsletters@the-eci.org)

[info@the-eci.org](mailto:info@the-eci.org)

Registered Office

ECI Accreditation Limited, Roper Yard, Canterbury, Kent CT2 7EX, United Kingdom.

Registered in England and Wales: 5009757

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The logo for the European Coaching Institute (ECI) features the letters 'ECI' in a bold, blue, sans-serif font. To the left of the text is a circular graphic composed of several small, glowing yellow and orange spheres, resembling a cluster of stars or a molecular structure.