



[Get Clients Now!](#)

C.J. Hayden

★★★★★ (5 stars)

Buy this book if:

- *You are starting a coaching practice and need to generate clients*
- *You need a step-by-step program to help you get off your duff and start promoting yourself*

This is the best I've seen so far in the practice building genre. The author, a master certified coach, speaker, and marketing expert, lays out a step by step process over 28 days to help a coach or consultant start marketing their services effectively. It's a basic sales system where you fill in the blanks with the steps (from master lists) that fit your unique practice. The process is simple, clear, and gives you lots of encouragement and hand holding along the way, with daily readings for each of the 28 days. She even includes a Sabbath (although not under that term) each week!

The focus of this book is the actual process of selling: generating leads (names of potential customers), following up, turning them into prospects, and closing the sale. The first few chapters of the book are filled with solid, basic marketing concepts and principles that most coaches don't know. I like the emphasis on serving the customer: that's what great sales is. If you feel kind of dirty when you think of selling yourself, change your perspective: great sales is finding out what people need (use your coaching questions!) and meeting those needs.

I also like the emphasis on overcoming your internal fears and obstacles when marketing yourself. Fears of rejection or looking stupid, disorganization, and lack of determined follow up are the most common barriers to successful selling. The key message of this book is that succeeding at marketing has less to do with flash and expertise than it does with hard work. Picking one or two simple strategies and sticking with them goes farther than flashy advertising or dabbling in 13 different approaches. Be forewarned: this book, like all others on practice building, *will only help you if you make an accountable commitment to actually do the work*. Find a friend and work through the program together. That accountability could be the difference you need to succeed.

While this book is written by a coach and takes a coaching approach, it is also targeted at consultants and professionals. So the focus is a little more general than some books written just for coaches. This is also not a book about defining your niche, coming up with your coaching packages, or creating saleable products: it is just about how to sell. And that laser focus is a lot of what makes it an excellent book.



Summary

If you are starting a professional coaching practice or struggling to market an existing one, this book is a great choice. The author understands the real challenges of being in business for yourself and marketing your personal services, and does a great job of moving you forward. The best way to use it is to find a coaching buddy who is also building a practice, and go through the 28 day program together.

Reviewed by:

Tony Stoltzfus, Professional coach and coach trainer

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