

Ep #164: How to Market Business Coaching Without Promising Money Results

Full Episode Transcript



With Your Host

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hey friends. Today's podcast episode is a special letter from me to the business coaches out there, all the business coaches. And I want to talk about how we market our business coaching businesses with or without talking about money.

And I want to encourage you to pursue your business coaching niches without necessarily having to tie it to promising dollar amounts that people are going to earn.

Now, there's a lot of nuance I want to add to that, but first, I want to say this episode is actually for you, even if you're not a business coach, but if you coach in any kind of niche where there are measurable results that people might be attached to.

So for example, the most obvious example I can think of is weight loss. So if you're a weight loss coach or a health coach, I want you to know, there are so many ways you can successfully market what you do without necessarily leading with, I'll help you lose 20 pounds, for example.

I know that lots of coaches I know struggle with that and they think, who's going to want to buy from me if I'm not promising a specific number? Whether it's money, or weight, or whatever.

So what I want to let you know is - again, I'm going to go back to talking about business coaching but you can apply it to your niche because similar drama happens across different niches.

There are ways to successfully market and sell business coaching without talking about money, without putting money promises front and center, without your offer being about money, even if you coach on business.

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There is a misconception - I've had conversation after conversation after conversation with business coaches who struggle with this, who think, "Oh, what they want is to make five figures, to have six figures, to make a million dollars, and everybody wants to know how to do that and nobody's interested in buying coaching for anything else." And it is just a profound misconception.

For some business coaches, talking about money and hitting revenue goals and creating bigger and bigger money, that is their jam. That is genuinely their passion. That is genuinely their expertise. I'll help you sell more, I'll help you - that is their zone of genius and they should absolutely keep doing what they're doing.

But I'm talking about everyone else in the business coaching world for whom that is not necessarily their jam. Talking to you, and I want to empower you.

My friends, there are so many ways to market business coaching without talking about money, and let me give you literally a dozen examples. I'm going to give it to you right now.

There are so many people for whom they are doing business whose focus isn't I want to make more and more money, biggest, biggest money, as soon as possible.

Some people are like, I want to do business in a way that feels like me, where I'm bringing all of my authenticity, where I'm safe to be myself, I don't know how to do that because I get swept up on all these rules and I want help with that.

There are some clients who are like, hey, I have a business and I want to create systems and structures because right now it's all chaotic, so that running my business feels orderly and calm, I want someone to help me set up business systems and structures that really work.

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Some people are going to be like, hey, I'm looking for a coach who can help me to do business in a way where I can get off the never-ending stressful treadmill of work, work, work, hustle, hustle, hustle, create more content, do this, do this launch. This is exhausting and I want to do my business but not like this, can somebody help me?

Some people are going to be like, hey, I want to do business in a way that's a great fit for my personality. I want help doing business in a way that's a great fit for my Human Design, for my astrological chart, for my Myer-Briggs type, for my enneagram.

Some people are going to say, I want to do business in a way where I can ensure that all of my clients have a fantastic experience, because to me, client experience comes first before all the other concerns, can a coach help me with that?

Some people are going to say, I want to do business in a way where I'm not separating my business from my activism. I care a lot about social justice and so I want help creating a business that's profitable and is good for the world.

Some people are going to say, I want to do a business in a way where I don't need to make tons and tons of money and become a bazillionaire. That's not what I'm about at all, I don't care at all about hitting six figures, I don't care about that, but I want to get away from all of that noise and I want to know how much money I need to make to have a sustainable, peaceful living for myself and know that I'm going to be able to keep creating that. I just want a beautifully supportive business without being the biggest earner in the room, I have zero interest in that.

We need coaches for people like that. I can just keep going on and on. There are so many business coaching sub-niches that people want, that people are shopping for, that people are looking to hire coaches for that

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have nothing to do with, “I’ll help you crush your income goals, make the most money the fastest, become a gazillionaire.”

I have offered a type of business mastermind that was very focused on measurable results like book up your practice, get fully booked, and make this much money. And right now, I offer a business mastermind where, yeah, we talk about money, but a much stronger emphasis is on the spiritual journey, living into your moral values in your business practice, and making lots of space for your magic and playfulness in your business, and putting your own wellbeing first.

That is a lot more of our emphasis that we put in the Sovereign Business mastermind that I’m running now. So I’ve sold a money-focused mastermind and I’ve sold a non-money-focused mastermind, and guess what? I sell both out in just days each time.

Here’s why. Telling people that they’re going to make a lot of money is not what sells business coaching. Offering people that you truly value, that you believe is of tremendous value for people is what sells business coaching. It may or may not have anything to do with money.

I think this idea that you can only sell business coaching if you promise to people that they’re going to make a lot of money comes from a kind of thought error that is a fundamental misunderstanding of what coaching is all about.

Coaching is not consulting, my friends. We’re not being paid for a “deliverable.” Coaching is not manufacturing. Coaching is not construction. Coaching isn’t somebody pays us a sum of money and we’re like, tada, here it is.

I mean, sure, we want to be confident in our skill in leading clients through a super meaningful transformation, we want to hold our clients in this certainty of what they’re capable of creating. But that’s different from saying, “I’m a coach, you pay me x, so I can deliver you y.”

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I think that is a kind of reduction, a simplification, and I might even say bastardization of the true meaning, the true value of coaching where it's truly about being present with another human being and being in service of their mind and their heart and their spirit, and helping them transform their world from the inside out, helping them show up differently, make different decisions.

Coaching is about helping people become. Not necessarily helping people get. It's about helping people heal. It's about helping someone access and exercise more and more of their own power and agency. Helping someone become more of who they are. Helping someone have better mental health, better spiritual health.

And now, making a lot of money or losing 20 pounds, or any kind of measurable number result can be part of that. Absolutely. But to say that that's the entire point, say that there's no value outside of I deliver this number result, I think that's a little bit of a sad way to look at coaching.

So I just want to offer that you check whether if that's the way you've been thinking about business coaching, if those might be some assumptions that you made about how business coaching has to be marketed.

Again, this does not mean that I'm telling you that you should be less ambitious in what you want to help clients create. That you should play it safe, that's not - or shy away from talking about numbers. That's not what I'm saying.

And I'm also definitely not saying that you should not help your clients achieve specific money results if that is your jam. If that is your jam, rock on. Helping people make tons of money is fucking awesome. I'm so glad for all the coaches who talk a lot about money, the importance of making money, and those coaches who help me believe that I can make a lot of money and taught me how.

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I'm talking to you, Brooke Castillo, my coach Stacey Boehman. Thank you, love you, thank you forever. I love money and helping people make tons of it. And I'm talking to all the business coaching who feel strongly, who feel passionately about serving people's businesses but know in their hearts that when it comes to their work, it is not about the dollar amount.

If that's you, I want to encourage you to believe that, to trust that, to trust the value of that. And I want to encourage you to not be shy about it. And to not cave to the pressure of having to distort and contort your offer into somehow making it be about a money result, as if it's only valuable if they make this much money.

Stand in the truth of the value of what you offer. Tell people why it matters, why it's life-changing. And I want to encourage you to believe that people are already looking for it, they already want it.

I want to encourage you to believe that it is already 500% valuable and desirable by the right people, that people already get it, and you don't even have to do any convincing. You just have to show up, be clear about what it is you do, and make it easier for them to find you, make it easier for them to feel safe saying yes to what you have to offer.

And if a client were to come and ask you, "Hey, I'm looking for a business coach and I have all these issues, but will this help me make this amount of money? Will this help me get into five figures?"

Now, if you're in an anxious, insecure space of thinking, you're going to be like, oh my gosh, they just want the money, it's like nobody cares about this other thing I care about, the dollar amount is all that matters.

But if you get out of your own insecurity and actually start being curious about the client's brain, you actually start caring about it, then you might even start to wonder, hey, I'm sure I can help you with that but what do you think that'll do for you when you make five figures? What are you making

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that mean? Let's talk about it. And then you can actually offer them coaching.

Coaching them on their relationship to money, on their relationship to success, their relationship to their goals. That way, you're actually going to help somebody have a transformation from the inside instead of being swept up in this assumption that it's all about money and people just want money.

Everything that we do in our business, everything we succeed at or fail at, it's just showing us how we are thinking. It's just showing us how we are relating to money, what we're making it mean. And who we are in relationship to it, and that should be a far greater concern, that should be of far greatest importance to a life coach than helping them secure one number or another.

Because again, we're not financial advisors. We're not financial consultants. We're not bankers. We're not your stockbrokers. We are life coaches. The more you own the value and the magic of coaching, the easier it'll be for you to market your offer to people who are already looking for it.

So please, stand in the value of what you offer. There are so many ways to have an incredibly successful business coaching practice without centering your marketing or your messaging, anything, on just I'll help you make more, more, more money.

Actually, I forgot to mention this until I got to the very end, which is kind of funny because it's the most obvious thing I can say is that I recently celebrated my program, Joyful Marketing, my comprehensive marketing training for life coaching, in a little bit less than a year of its birth.

Less than a year since I launched it. We hit a million dollars in revenue. That is a phenomenal accomplishment that I'm incredibly proud of my team, I'm incredibly proud of every member of Joyful Marketing inside who

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have helped to create such an incredible vortex of power and joy and fun and efficacy.

And I could not be more proud of the program. And I always am quick to remind my own clients, hey, you know what I just sold a million dollars' worth of? It was joy. My program is called - this podcast is called *Joyful Marketing*. I didn't sell, "I'll help you get this many clients, I'll help you make this much money."

I sold, "Hey, you can have joy in your business, you can have joy in your marketing, let me teach you how." And guess what? It made me more than a million dollars in a year. In the first year of its existence. I love that my success story is proof to all the coaches out there, especially business coaches out there, that there's so much money to be made in not even putting money in the center.

People want to buy the intangible qualities. People want to buy joy in business. People want to buy authenticity in business. People want to buy congruence in business. People want to buy peace and orderliness and calm and mental health in business.

Now, if you're one of those coaches who can offer that, please, go market your face off. You're going to be so successful. Let all the, "Make more money, make this much money, make that much money," leave that to the coaches for whom in their heart of hearts, that is their zone of genius and they can't imagine doing anything else.

Alright my friends, let's rock it. Talk to you next week.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask

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to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.