

A photograph of two women lying on their backs in a field of flowers. The woman on the left is wearing a floral dress and has her hands covering her eyes. The woman on the right is wearing a dark top and has her hands covering her eyes. Both women are smiling. The background is a field of green grass and yellow daisies.

99 ideas for finding your next coaching client.

BY SAS PETHERICK

Your coaching work matters

I will never forget my very first day of coach training almost ten years ago.

I headed home feeling kind of stunned. My entire body was alive and awake; the whole world seemed somehow more vibrant.

Coaching felt to me, like a clicking into place. Like coming home.

And I suspect that had circumstances allowed, I would have left my corporate job the very next day. But it took another couple of years, and a tonne of learning, to create what has become a successful and sustainable coaching practice that fills me up in many ways.

I completely understand that when you find this amazing work and you're SO ready to help your people, it can be demoralising when your enthusiasm is met with... crickets and confusion.

When the clients aren't showing up and you aren't sure why or what to do. When your Mum suggests that maybe you should just stick to a 'real job'.

Bringing this dream of yours to life, can feel stressful, overwhelming and lonely.

With my whole heart I believe the pull you feel to coaching is no accident. Your work matters.

I also know that being a self-employed coach is catnip for our Self-doubt.

We need to learn how to lead and motivate ourselves, to make decisions, take responsibility and experiment (with no guarantees of the outcome) by sharing how we do this again and again.

We need to get comfortable with receiving and managing money, letting go of control, making our peace with rejection and failure, and being more visible than the average bear (I did not see any of this on the brochure either).

My intention with this guide, is to help you stop hiding your glorious light under a bushel, and to start attracting the coaching clients that feel like a clicking into place for you.

The ideas here will be helpful if you're a brand new coach or a seasoned practitioner wanting some new ideas!

Dip in anywhere and be inspired to take some action. And if you prefer a systematic approach (me too and I'm not even a Virgo, 1-25 will give you a whole process).

If you're anything like me, this work becomes the most uncertain, take-you-to-the-edge, rewarding relationship of your life.

Having a process for sharing (marketing) and inviting (selling) to the people you created your coaching for makes everything easier. And this gets to be as creative as you want it to be!

It takes time and consistency. Sometimes it requires a shit tonne a courage. But if there is one thing I can reassure you with: there are no 'advanced marketing strategies'.

Get clear about whom you serve and how you help them.

Show up consistently for your prospective clients.

Trust that your people are already looking for your help. Trust yourself. Keep going. You've SO got this!

Everything I offer is with deep respect for you and your coaching work.

Arohanui,



I'm Sas Petherick, a Master Coach and Supervisor. I'm obsessed with helping you heal your Self-doubt. My coaching is evidence-based + trauma-informed + involves shitloads of compassion.

www.selfbelief.school

First: know that you don't have to convince anyone to coach with you. There's already a group of people out there, who know they've got a challenge they can't seem to solve on their own. You don't have to manufacture a need.

2. This is not about you. Your clients are investing in themselves - addressing their needs, overcoming their challenges - they are just doing this via your coaching work. The value of your work is in helping them to make this transformation.

3. Your coaching clients already exist. Can you picture one of them? She's at home, she's at work, she's going for a walk (or she's sitting on the sofa wishing she was the kind of person that goes for spontaneous walks). She knows something needs to change. And she is willing to take action - if only she knew what to do. She's willing to spend money - if only she knew who to give it to.

Your job is to ensure it's completely bloody obvious that you're the help she's looking for to help her make the change she already wants to make.

4. Your job is to respond to your client's existing need. The very purpose of your entire soul is simply about answering your client's call for help. But who do you think is calling you?

5. Decide to start. You don't need to have much figured out to tell people you are a coach or even that you are training as a coach. You don't need a detailed profile of your 'perfect client'. After your first day of training, you already have something more than the average bear in your toolkit.

It can take time to home in on who you are best placed to help. This will change during your evolution as a coach.

6. Be curious. The first step is answering the question: what problems do I like to help people solve? Who has those problems? What do I know about these people? Allow the common themes to emerge. These people are probably your coaching clients.

7. Claim your flavour of this work. When you get clear about the problems you like solving and/or the people you want to coach, save yourself a tonne of unnecessary energy, time and money by avoiding a 'scattergun' approach. Focus on your flavour of coaching.

8. Research. Once you have a direction of travel, find out more about your potential clients. Find 3-5 people who are willing to chat with you about their current experience of the challenges you want to help folks with. To find your probable people, ask friends, colleagues, instagram followers, your extended family, Bernard from Accounts...

9. The Research Interview is NOT a sales conversation or a coaching session: it's research. The purpose is to understand more about your prospective client in accurate detail - even (especially) if your flavour of coaching is something you have experienced yourself. This will totally pay off – you will gain invaluable insight into the challenges, struggles and insights of your people. I still use this process whenever I create a new coaching programme.

10. Listen. Pay attention to the symptoms and the causes of your Interviewee's challenges. Try to identify the challenges they are willing to invest in to overcome (usually a pattern of behaviour that shows up in different areas of their lives). Hear the words they use to describe their situation - their language is likely to be obvious and clear (not clever marketing or coaching jargon).

11. Be surprised. Expect lots of 'I had not considered that!' moments. This gives you priceless insight into how you can later offer a solution that is an obvious match for their needs. (I highly recommend – with permission - recording and transcribing these conversations so you can be fully present and not miss anything).

12. Thank your research participants (I'm a fan of a hand-written note, the good chocolate, and a voucher for a free 30-minute coaching session at a later date).

13. Analyse your research interviews. Look for the commonalities and the differences. What surprised you? This is about understanding your clients on a deeper level - testing your assumptions, letting go of stereotypes and unconscious bias in order to clearly understand how your coaching can help.

14. Allow solutions to emerge. Think about these five questions: What do your prospective clients already know? What have they already tried? What are they struggling with? How do they want to feel? What do you know about the core of their challenge?

e.g. Ali Shapiro knows her clients have tried to lose weight using deprivation over many years; they want to be free. Ali also knows that at the core of her clients struggle is the deeply problematic diet culture that is set up to fail her clients. Every aspect of her coaching offers are designed to help her clients resolve this challenge and create a 'Truce with Food'.

16. Focus on your client's results (that's where the value of your coaching is). What will be different after coaching with you? What's possible for your client?

15. Create a coaching offer with your client's transformation in mind. What service, product or experience will best respond to your client's needs? What coaching tools, approaches, and conversations would help your people? How many sessions would this take?

17. Name your offer in obvious words - don't try to be too clever or metaphorical! Be inspired by your research participants and let it do what it says on the tin. Powerful offers are instantly understandable: e.g.: Embodied, Healthy Boundaries for Kind People, The To-do List Makeover.

18. Stay specific. Your coaching will not be for everyone. YOU will not be for everyone. That's the point – you are only looking to attract the specific people you help overcome this challenge.

19. Communicate your offer. Help your clients to understand how you help them. Write a dedicated sales page (I call this an 'invitation page') and illustrate your prospective clients' before and after transformation < this is the VALUE they are investing in.

20. Practice believing that people expect to pay you for helping them overcome a challenge that really matters to them. Let it become matter of fact. Once you've chosen a price that you can stand behind, that feels right, become matter-of-fact about it. You offer a service. There's a price. It's totally normal that people will pay you for this.

21. Practice inviting people to coach with you. (I am AMAZED by how many of us don't do this). Asking directly doesn't mean you are rude or pushy.

You are giving someone an opportunity to invest in themselves, making a change they already want to make, through your work.

22. Focus on building relationships. Trust that even if they aren't ready to work with you yet, your people will always remember how you made them feel.

23. Email your friends and family and let them know the challenges your coaching clients are struggling with and how you help - ask them to recommend people that might be interested. The Essential Email Marketing process in First Five gives you a whole process for this!

24. Create a free product that represents a morsel of your coaching - according to LeadPages: a 1-3 page downloadable is the best because its so doable! So think about a problem your ideal client has and ask some question to help them understand it more deeply. Adults tend to learn best through engagement, so invite people to take action. Offer this for free on your website in exchange for their email address (this is called an 'opt-in').

25. Share. Tell the story of why you created this and how it helps your people. Be excited!

26. Point the web address in your email signature and your social media directly back to your opt-in page. Building your list of subscribers is going to be an on-going priority for your coaching business. This is your audience, your people – they WANT to hear from you because they want help with the challenge your flavour of coaching addresses.

27. Set up an automatic email to new subscribers to welcome them to your community. Repeat the ways they can work with you.

28. Commit to writing to your subscribers at least once a month. You can share your blog posts and mix it up with other stuff. Be human. Share the things that you are excited about. Let people get to know you and to feel safe with you.

29. Follow up with every single person who asks for information about working with you.

30. Challenge yourself to only offer coaching programmes, products and experiences that feel aligned with your values, purpose and strengths. Believe in and stand behind everything you offer. This energy is magnetic.

31. Make thoughtful, useful, beautiful things for your people. This is the unbeatable combo. Use Canva and Unsplash to make your thing gorgeous for free.

32. Come up with a specific solution for one specific challenge you know your clients are struggling with - write some posts about it, invite people to a free workshop to learn more. Demonstrate the value of your coaching. Invite people to work with you.



33. Find the easiest way to get a group of new people together (invite three friends to your house and ask them to bring someone you don't know) and put together an hour-long workshop for them. Feed em!

34. Keep a list of good news - every client testimonial, every piece of feedback, every time you feel yourself integrating your coach identity, note it down.

36. Start an advice column on your blog. Or your local newspaper. Or on social media. Share your expertise. Own your experience.

35. Use Instagram to tell the before and after stories of your five favourite clients. Let your work shine through their success. Let them inspire other people.

36. Share your story. As a future potential client of yours, I want to know you better. I want to know about your ups and downs, how you got to where you are, and what worked and didn't work for you. And I don't need you to be perfect; I just need you to be you.

37. Get in touch with previous clients and offer them a top-up session.

38. Start a coach themed book club.

39. Say yes to every single interview. You never know who's listening, reading, watching.

40. Introduce yourself to relevant new audiences - start a podcast. Ask relevant peers and colleagues you'd love to know more about for an interview. Top-tip: do your research about your interviewees!

41. Write a pitch email to feature on other podcasts. Personalise it. Think about where the podcast crosses over with your work - why would their audience find your interview valuable?

42. Join forces with another coach. Create and offer something you are both thrilled about (especially if you feel lonely or uninspired or just fed-up with your own company).

43. Hold a competition for designing your website logo, product offering or the cover of your eBook. Give a beautiful prize.

44. If you had 15 minutes to speak on your local radio or TV, what would you talk about? How does it help their audience? Pitch your idea to producers.

45. Offer yourself as a lunchtime speaker at a school, community centre, gym, company.

46. Ask for testimonials. The most powerful testimonials involve your previous clients speaking to future clients, about what's changed for them since they coached with you. It's not really about you :)

47. Pitch yourself to your favourite blogs, magazines, and websites. People are ALWAYS looking for content.

48. Take your sleep seriously. Nothing works without it. Including you.

49. Don't take yourself or your coaching so seriously. No one NEEDS a coach. Have fun with it!

50. Write long posts (they consistently rank higher in search engines). Or tell a story that matters to you in a series of posts. Publish on Medium. Publish on social media.

51. Be generous. Have a pay-what-you-can-for-coaching day. Donate the profits to a charity you adore.

52. Send your clients handwritten notes. Send your clients 'I'm thinking of you. You can do this.' voice messages.

53. Commit to a 30, 90 or 365-day project and share it on social media. Share the crappy and the breakthrough moments. Let yourself be seen.

54. Share behind the scenes of your practice, or creating a new service.

55. What do you wish someone had said to you when you were 15? Go tell it to a local high school assembly.

56. Stop waiting for a sign. Or (since we construct our own meaning anyway), pretend you just got one. Do the thing you were waiting on the God-nod for.

57. Stop waiting until it's perfect. Recognise that this isn't the same as wanting to do your best work.

58. Be mindful of how much of your identity is invested in your work - you are and coach AND a human. Balance accordingly.

59. Take action. This probably won't feel comfortable. Sometimes the best, most-full-of-possibility, bloody hell this is actually happening kind of action will be the one that feels the stretchiest. Do it anyway. Even if it doesn't work, you'll see that the world keeps turning and almost no one notices.

60. Share your excitement about the thing you just did!

61. Before every opportunity that may lead to meeting potential clients, take a few moments to set an intention: envision who you want to be in this situation, get clear on how you want to feel, and let go of the outcome - allow yourself to be surprised.



62. Trust your gut. Notice what happens when you act on your innate yes and no. Notice what happens when you don't.
63. But don't use your gut feels as an excuse. Recognise when you are feeling excited and nervous, rather than feeling a 'no'. This might take practice.
64. Take action each day. Because stasis feeds self-doubt - do the smallest, most doable thing (remember to reward yourself).
65. Break it down. Especially if you feel resistance. Or the next step feels overwhelming. Write down and sequence it into smaller decisions. Then take action on the smallest most doable thing.
66. Limit confusion. Decide to make a decision within a specified time (the shorter the better - "I'll decide that within 15 minutes" - is one of the things I say to myself most often).
67. Write (or update) your About page - who are you NOW? After the home page it's the most visited page on any website.
68. Check the mobile responsiveness of your website. Most will be visiting from their phone.
69. Utilise 'Thank you' pages. After people sign up to anything, send them to a Thank You page. Invite them to connect to you on your favourite Social Media platform. The key is : invite them to take one action.
70. Create 'buy now' or 'coach with me' buttons that are bold, obvious and easy for your clients to notice - 'buy now' buttons that stand out convert better than those that don't.

71. Consider offering a money-back guarantee. This can be a great way to reduce perceived risk, help your people say yes, and gel with your integrity (nb: notice where this may be masking your lack of clear boundaries).

72. Invite people to coach with you in your newsletters and free content.

73. Help people get to 'no' really fast. Be open and honest and set clear expectations about the experience of coaching with you. By helping people quickly uncover if they aren't a great fit, you save everyone time, money and energy.

74. Refer people on. Sometimes people are better suited to another coach, or therapist. Have a list of trusted people you keep adding to.

75. Entertain the idea that you have everything you need and it's the perfect time - what would you do today?

76. Before every session or sales call, take a few moments to switch off all distractions. Feel your feet on the floor, soften your belly, be all here. This matters - when you are fully present, you are more intuitive and aware.

77. Go on the 'Coach Diet'. If you find yourself watching other coaches from the sidelines, unhook yourself from their orbit. As poet Jane Kenyon says: 'be a good steward of your gifts. Protect your time. Feed your inner life. Avoid too much noise.'

78. Notice when you are doing a lot of tasks that are not specific to your work. Can you barter, buy, batch or better these tasks? Can you just bin them? Notice if you are using them as a distraction from the thing you really need to do.



79. Read through your entire website and any automated emails with 'jargon eyes' - notice if your language is unclear or cliched or full of jargon. What words do your client's use? Are the benefits clear? If you're not sure, ask someone to review it for you.

80. Pay yourself. Set up a business bank account and pay yourself a percentage of your income each month (50% is typical, and keep the rest for operating costs, tax, profit). Take yourself, your work, and your money seriously.

81. Define your own terminology. If you use specific words that mean something to you - define them with examples, analogies, images - especially if they are words that can mean different things to different people. Help your audience to link their reality with the way you describe it. When people start using YOUR words for you, that's a sign of real engagement.

82. Create a one-off session that allows people to experience coaching with you, without committing long-term. Be sure to set clear expectations - single-sessions are best suited to a single issue!

83. Offer a gift of your one-off coaching session for people to buy for friends. Make it easy - create a one-page brochure of whats included as a beautiful gift voucher.

**86. Get your hands in soil or paint, bread dough, the sea.
Frolic. Belly laugh with your people.**



87. Be interested in the intangible value of your work. Instead of executive coaching; it's the feeling of purpose and values-led confidence that your clients find valuable. Your book-coaching programme offers clients the feeling of being in focused, creative flow. Your people are investing in your coaching because of how they want to feel.

88. Be mindful of the tangibles. What are the measurable results you are offering? Promise what you know you can deliver.

89. Stay focused on your prospective clients. When folks take a 'spray and pray' approach I don't know who you help or if you can help me.

90. Prioritise ways to connect with your people. Get curious about where they are, what they read, who they follow, what they listen to. Show up where they are.

91. Become an expert. Continue to research. Notice patterns and themes. Find out as much as you can about the evidence basis for solutions to your chosen flavour of coaching.

92. Be generous outside of your business. Every time I donate to my favourite charities, or fill a clothing bin with my bad decisions, somehow opportunities turn up in new and surprising ways.

93. Communicate genuine scarcity. If you only have the capacity to coach with 6 clients at a time, or if enrolments close on a specific date - tell your people. Be brave enough to ask: are you in?

94. Keep showing up. As a future potential client of yours, I probably WON'T buy from you the first time we connect. But that doesn't mean I'm not watching.

95. Be a trusted resource. Share books, articles, or a podcast episode your audience would appreciate.

96. Choose a topic that you care about and invite 20 of your favourite writers and coaching pals to contribute a short piece on what this topic means to them. Create an ebook people can download. Create social media friendly images and ask your contributors to share it too.

97. Host a really bloody helpful webinar for your community. Share your best stuff. At the end, invite people to coach with you.

98. Take a great selfie. My actor friend Liz (who has worked with Jeff Goldblum, which means me and Jeff are only three tiny degrees of separation from each other) says the secret to a great shot, is to look directly at the camera and think: 'I LOVE YOU' or 'I DARE YOU'.

99. Always and forever: know your people, keep showing up for them. Trust that they are watching.

Meet Sas



I suspect you and I have a lot in common – that after learning the foundations of coaching, you just knew this is how you are destined to contribute to humanity.

Me too! Over the last decade I have devoted myself to developing and refining a body of work into a solid coaching methodology. I want to teach this to you, so you are able to take this model and create powerful change for your clients, in your own practice.



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A photograph of two people holding long-haired cats. The person on the left is holding a grey and white long-haired cat, and the person on the right is holding an orange and white long-haired cat. They are both holding the cats up with their hands. The background is a blurred green tree. The text is overlaid on the image in a white, torn-edge style box.

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EBOOK WITH COACH PALS**

**I'M [@saspetherick](#) ON THE GRAM.
COME AND SAY HELLO!**