



If You Build It, Will They Come?

Building A Successful
Career Coaching Practice

CANNEXUS19
Tuesday, January 29, 2019

Your Presenters



Jill Kirson
Principal/Owner

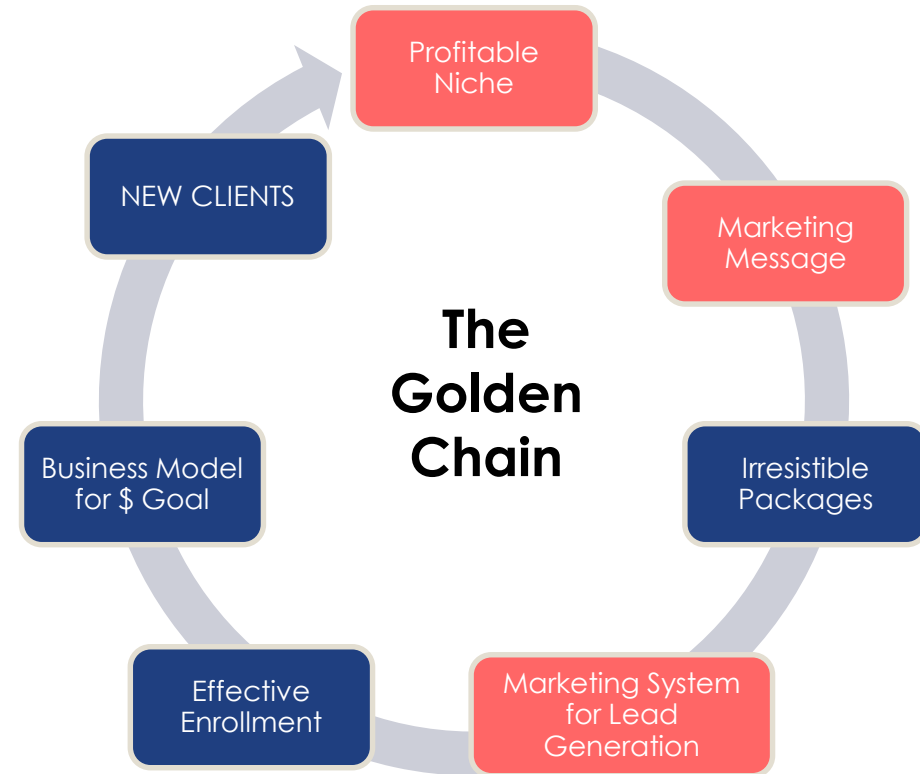


Barbara Wilson
Principal/Owner



Agenda

- Understand how to define and target your ideal client
- Discuss the importance of getting out from behind your computer to generate clients
- Explore ways and tools to create referral marketing partners



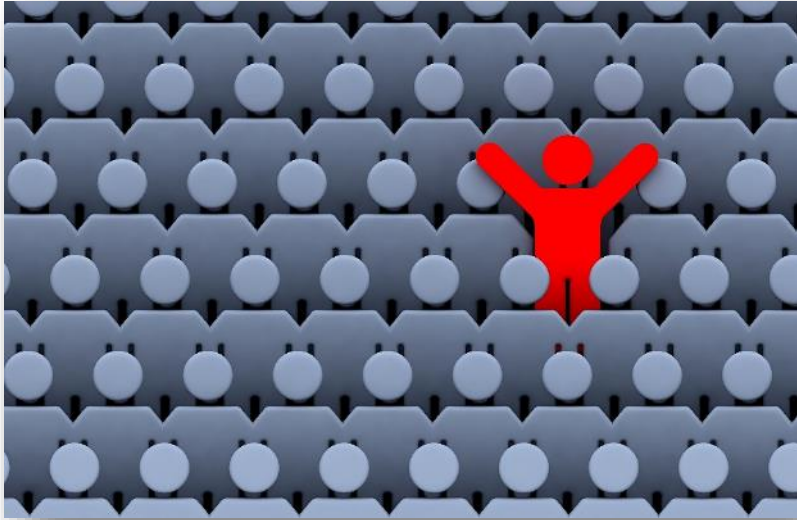
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What do you think?

What's the best marketing strategy you've learned?

If you are actively marketing, what is the best strategy you have used?

Defining Your Niche



- What Problem Are You Solving?
- Who Is Your Ideal Client(s)?
- How Do You Help Them?

Two Approaches

Interviewing Your Tribe:

- Where do they hang out?
- What are they willing to invest in?
- Are you passionate about serving them?
- Do you currently have the expertise to deliver their desired results?

Building Personas:

- Demographics / Identifiers
- Goals / Challenges
- Marketing Tactics
- Marketing Messages

What do you think?

Background/Demographics

- Skews male, 39-50, mid to later career
- Works in med-lrg private companies; IT, finance
- Same role/function for 10+ years

Identifiers/Behaviours

- Coasting; vulnerable to downsizing
- Résumé out of date
- Communication: email, some LinkedIn, FB

Goals

- Find a similar role with stability
- Update personal marketing skills/materials

Challenges

- Disillusioned, challenged by org change
- Lacks understanding of career management

Common Objections

- Too much time, \$
- I'll just keep checking postings

Core: Employee Edwin

BACKGROUND/DEMOGRAPHICS

- Found in medium to large private companies or non-profit organizations
- Skews male, mid to later career, age 39-50
- Completed post-secondary education, ongoing technical training
- Personal income \$50K - \$70K
- Often has been in the same role/function for 10+ years
- Non-management or mid-level non-executive management
- Typically works in IT, finance, operations, call centre
- Married with children still at home or at university

IDENTIFIERS/BEHAVIOURS

- Coasting, at risk of being downsized/restructured, and is unprepared
- Hasn't done a résumé in possibly years; has been moved/promoted internally with organizational changes – "company has looked after me"
- Communication: email, LinkedIn, possibly Facebook
- Values both online and print; prefers in-person, ok with phone

GOALS

- Find a new role in a similar pay scale to meet family financial needs
- Understand transferrable skills and strengths
- Develop networking, personal marketing, and job search skills

CHALLENGES

- May be in the early stages of transition (shock, anger, denial); disillusioned about career path becoming unstable
- Lack of understanding about value proposition, strengths and interests outside of current role/path
- Lacks skill to market/promote self with clarity – not getting interviews

WHAT CAN I DO!

- Coaching to understand today's job market
- Assessments: values, strengths, work preferences
- Consult and build skills for personal branding, networking, LinkedIn, external job search
- Conduct résumé/interview preparation

COMMON OBJECTIONS

- I like my 4-page résumé; my friend helped me with it
- Sounds like too much work
- I can't afford this
- I'll just keep checking the job postings on Indeed

MARKETING TACTICS

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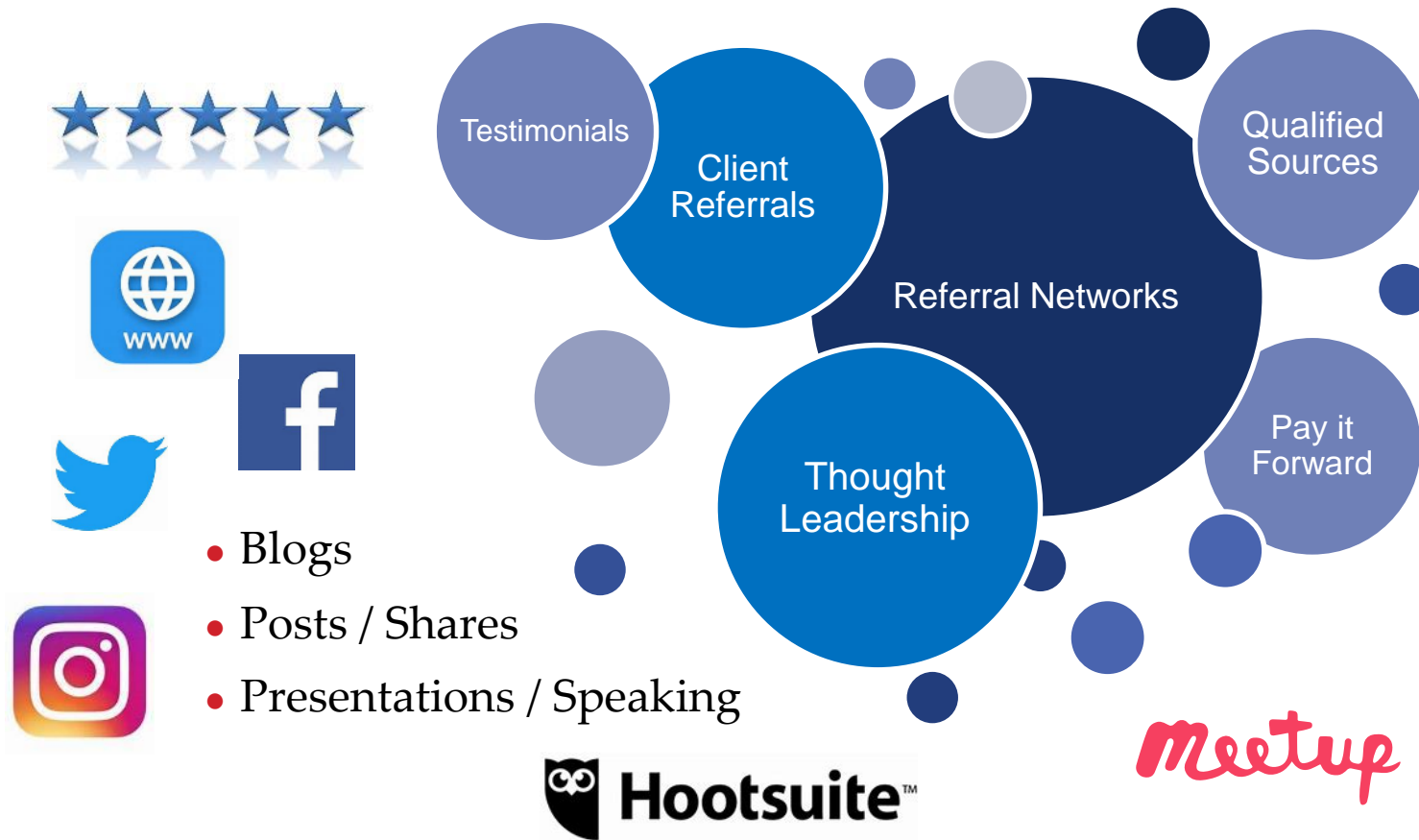
MARKETING MESSAGING

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- What language might you use to attract Edwin?
- Where would you find Edwin?
- How would you reach Edwin?
- What would be important in your marketing message to Edwin?

Referral Marketing



LinkedIn

- Other coaches
- Complementary services
- Industry associations
- Member lists

Alignable

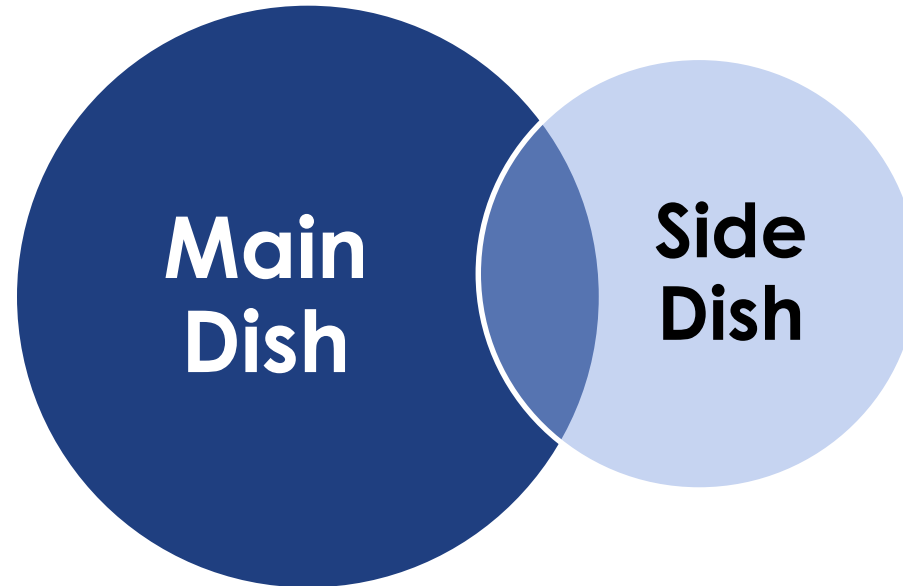
- Nurture relationships
- Needs & motivations
- How can you help them?

Client Generating Menu*

(*AKA Marketing)

Determined By:

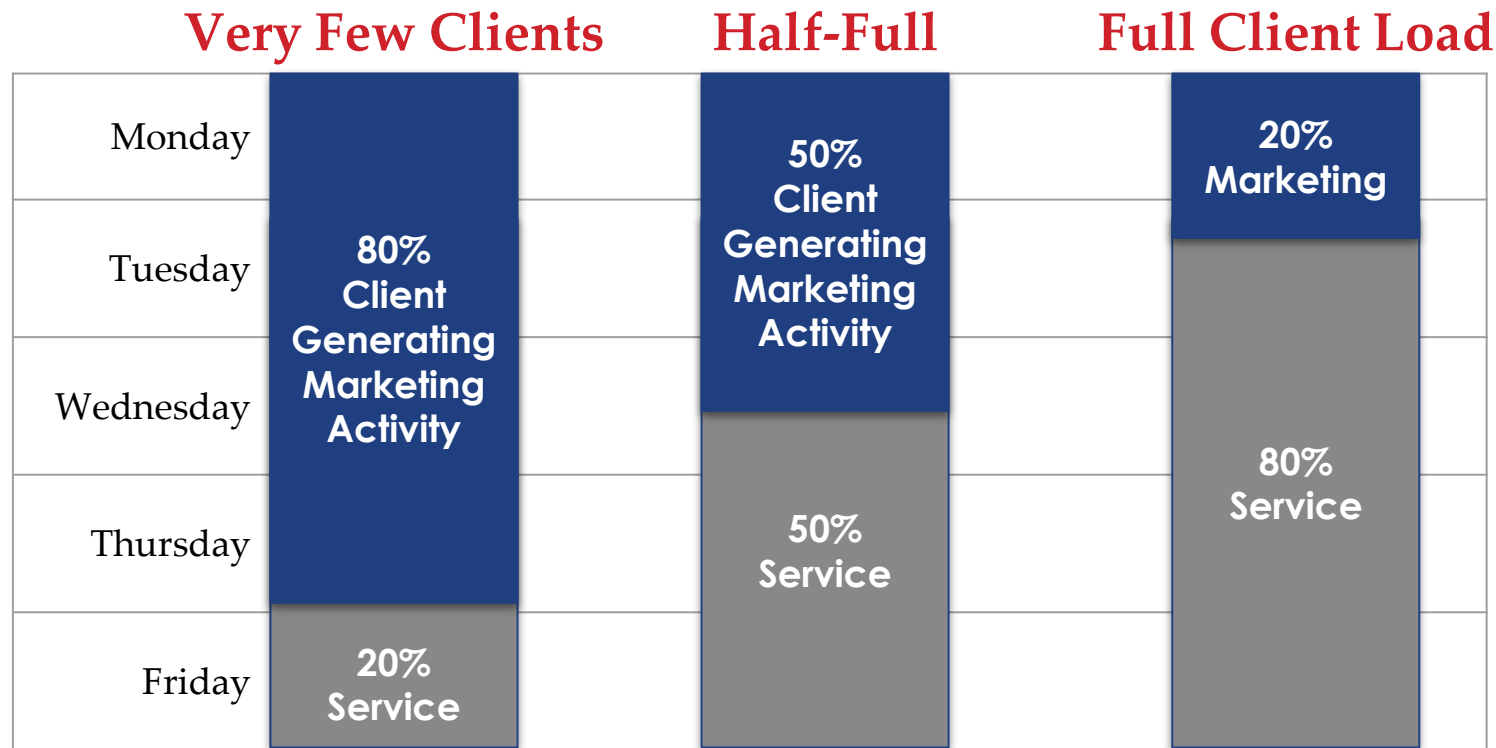
- Your Niche
- The Inner Game
- Your Talents



Examples:

- Webinars
- Speaking
- Referral Marketing

Client Generating Activities vs. Serving Clients



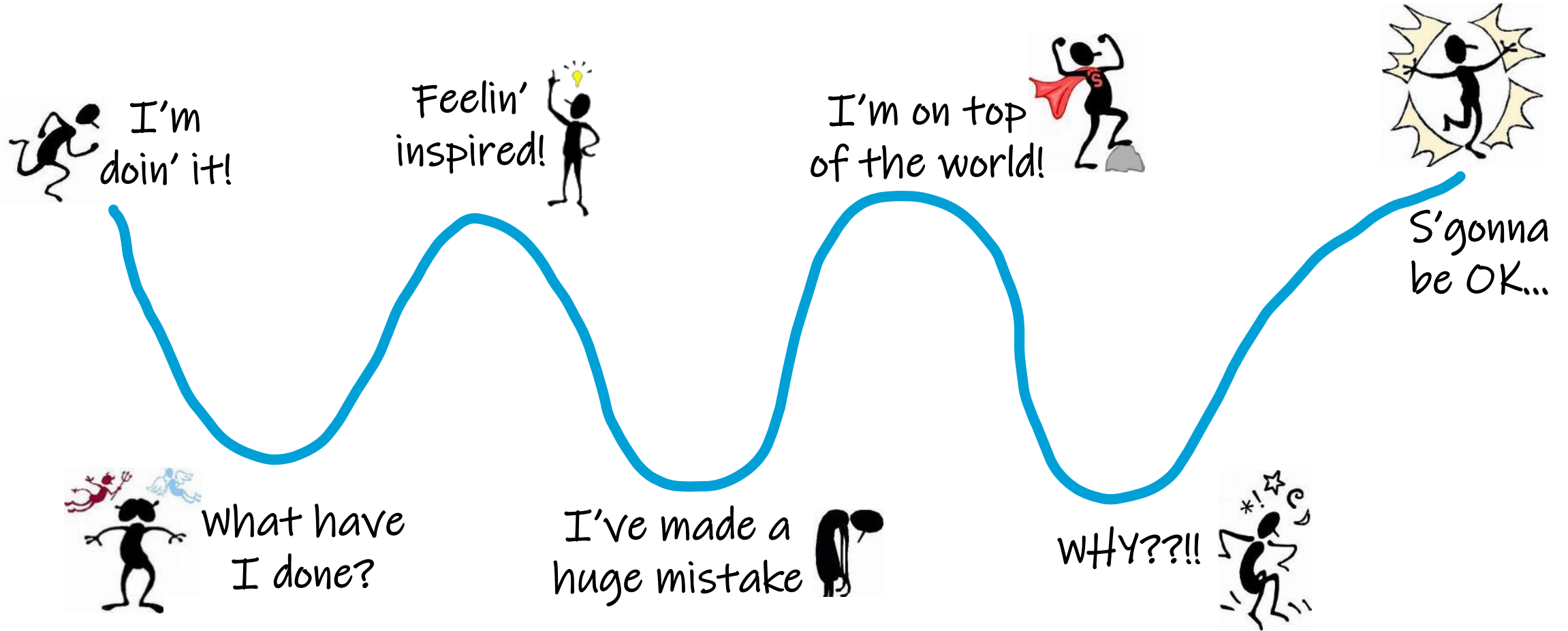
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What Have We Learned So Far?

- “Success” and “profitability” are whatever they mean to you
- It’s a delicate balance between client generating activities and serving clients
- It is all an experiment -- let go of the outcome. If it works, rinse repeat; if it doesn’t, move on!
- You are not selling yourself; you are selling the services you offer -- so don’t take any rejection personally



Life of an Entrepreneur



Resources

- HubSpot Buyer Persona Resources/Templates
<https://www.hubspot.com/resources/buyer-personas>
- Strategyzer Business Model Canvas
<https://strategyzer.com/canvas/business-model-canvas>

How to Reach Us



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