

Ep #61: (Part 2) Marketing that Signs Clients - The Marketing Equation



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Lindsey Mango

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Welcome to the *Anything but Average Podcast* where I will teach you how to create a coaching business one step at a time. I'm Lindsey Mango, a life coach passionate about helping you create the life of your wildest dreams by creating a coaching business. Let's get started.

Hello and welcome back to another week and another episode of *Anything but Average*. Hi guys, welcome to part two of marketing that signs clients. Today we are going to be talking about the marketing equation that I'm going to be teaching inside the marketing workbook that you get when you enroll in *Anything but Average* in May.

But before we jump in, I want to give you guys some updates. This podcast episode is coming out on May 26th. In order to be on the live three-hour workshop where I'm breaking down the entire Marketing the Signs Clients process, giving you the opportunity to ask questions and get specific things answered on your own marketing, you have to be enrolled by tomorrow by 1pm because that is when we are doing the live workshop.

Now, if you enroll by the end of May, you will still get the physical copy of the workbook, an e copy of the workbook, and you will get access to the recording. But if you want to be on live, you have to join us now. Go to lindseymangocoaching.com/anythingbutaverage.

And don't worry, you don't have to have the workbook done. We are actually going to go through it all on that three-hour workshop. You're going to get time during the workshop to work on some marketing and ask questions in real time as you're applying what you are learning and get coaching from me as you apply what you're learning.

And by the end of the workbook, you will have 60 plus marketing and content ideas and you have a 30-day step-by-step what you need to be posting for the first 30 days when you start your coaching business. So

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imagine, 60 pieces of content, 60 pieces of marketing, and you don't have to post every day in your business, that's half a year of content almost.

So again, go to lindseymangocoaching.com/anythingbutaverage. You will get lifetime access to the program and that process and starting your business, which lays the groundwork for what you're going to learn in the Marketing that Signs Clients workshop and workbook.

And one more thing. If you are just now getting to a point where you're like, okay, I want to start a coaching business, and you're like, but I'm not even there yet to think about signing clients, you still want to join and get this bonus because this is going to be something you'll be thinking about within the first 30 days of starting your coaching business.

Think of it like if you go to a business course in college, you don't necessarily need to utilize everything you're learning in the moment. But knowing that you have everything you need when it comes up - I'm trying to think of an example but when it comes up in business, you're going to feel a lot more confident and powerful getting started.

Alright, one more thing. I want to share a testimonial from one of the girls who is in Anything but Average. Here's what Whitney said. "Within a few months of joining Anything but Average, I hit two times my biggest month in my coaching business ever. I love being able to do the modules at my own pace and coming for Lindsey's live coaching support and community that comes with Anything but Average."

Whitney is now in our mastermind but she created consistency in her coaching business when she joined Anything but Average. So while yes, it's meant to help you start your coaching business, if you have already started, Anything but Average is still going to help you build confidence in

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your ability to coach other people and lay that foundation and then get out there and start signing clients from there.

And when you enroll right now in May, you're going to get access to the Marketing that Signs Clients workbook. Alright, so let's jump into part two of Marketing the Signs Clients. So last week, if you're just now tuning in, we went over part one, which was the three thoughts you need to have in order to sign clients.

This is half of the Marketing the Signs Clients workbook because you can really be somebody who shows up in markets and puts stuff out there. But if you don't have those three thoughts, you're not going to sign clients with your marketing.

And then if you have those three thoughts but you're not using them to produce effective marketing, which is what we're going to talk about today, then you're not going to have marketing that signs clients. So make sure to go back and listen to part one before you listen to this episode if you haven't already.

Alright, y'all ready? So there is a simple marketing equation that I'm going to break down in the workshop and in the workbook, but I want to talk about it with you guys today. The marketing equation is value, plus offer, plus a call to action, equals marketing.

Something that I talk about over and over again in the workbook is my philosophy on marketing, which is that marketing isn't about going out and getting clients. Marketing is about helping people say yes to themselves and changing their life.

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As soon as you get into a place of, I'm trying to get clients, I'm trying to accomplish my goals, and in this place of self-service, you are no longer in the place you need to be to effectively market to sign clients.

This philosophy I talk about throughout the pages of this workbook, I will be talking about on the workshop, and so it's a really important component because I see so many people, as soon as they get out and start marketing or talking, I think of even meeting somebody at Starbucks, or going to a networking event, or posting about it online, it's all a form of marketing.

As soon as they start thinking about themselves, they stop thinking about serving. And as soon as they do that, they literally sever their ability to market in an effective way that signs clients. And again, that's why the thinking is so important.

But this is the equation that creates effective marketing. Now, here's the thing; the three thoughts I talked about last week and I will be teaching you in this workbook and workshop and I'm sorry I've said that so many times actually feed perfectly into this equation.

Creating value has to come from a place of believing that coaching will change their life. Creating an effective offer, you have to have the thought I can help people, and in order to create a very potent and effective call to action, you have to believe that people want and need this today.

Do you guys see what I did there? So again, this perfectly flows, this thinking perfectly flows into this marketing equation. Now, the reason why you need value and offer and a call to action is for a couple of reasons, and we're going to break down each part of the equation.

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So the reason why value is so important is because I want you guys to imagine you go on a date with someone for the first time. And before you even have a conversation, and we assume you weren't talking before this date for a month, he or she, this person asked you out and you show up and they are like, "I want to get married."

Can you imagine how you would feel? Probably pretty shocked. That's because they haven't created - I don't necessarily think of your spouse as someone who creates value, but they haven't created the level of value in your life for you to be a point where you're ready to buy, meaning where you're ready to say yes to an engagement.

And that's the same thing you do in your coaching business when you don't create value ahead of time. The amount of value you create in the world will equal the amount of money and the amount of clients you create in the world. When someone sees what you're offering as highly valuable, they will be willing to pay for it. If they don't, they will not.

So creating value ahead of time helps show your audience and the people you're in conversation with the value of coaching. There are two very powerful ways to do this. Not going to talk about them today, but again, this is something that I break down exactly and give you examples of how to create effective value ahead of time in the workbook and in the workshop.

But when you create enough value ahead of time, people will be buying. They will want what you have to offer. They will believe that you're offering can help them, can help them change their life.

I'll tell you guys a quick story before we jump on to the next part of the equation. I went into the chiropractor and I had this awful pain in my neck. And I was like, literally I jumped out of the bed and I was like, I have to go

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to the chiropractor and I've been putting off finding one here. I went into their office, they did the x-rays, they did the whole spiel.

They told me all the things they needed and they named all of this stuff. And I knew the value of being adjusted and I knew the value of the exercises. But I didn't know the value of some of the things that they were showing me.

And because I didn't see the value in them, it doesn't matter how expensive or inexpensive they were, I'm somebody who likes to buy stuff and who always puts my health first, literally my brain was like, I don't understand the value of this so I wasn't willing to pay money for it.

I didn't know how this laser was going to actually help my neck because they didn't show me or explain the value of what they were offering. This is why creating value ahead of time is so important in your coaching business and in your marketing.

This doesn't mean proving the value. This means showing people the value of coaching. Now, again, you guys are probably going to get annoyed with me but this is what we lay the foundation for in Anything but Average by changing your own life, by developing your skills as a coach, and then in this marketing workbook and workshop, we break down exactly how to create value effectively and simply so that people immediately see the value of your coaching and want to pay money for it.

Alright, the next part of the equation is the offer. This has to come from the thought, "I can help you," and it can be something as simple as I can help you with that. I want you to imagine - we'll use the chiropractor example again. If they were like, we're not sure if this can help you, I would have gone somewhere else to seek other help. I was in a lot of pain.

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So if they didn't believe they could help me and they would refer me out, they wouldn't even make an offer because they're not confident in their ability to fix my neck, and then I wouldn't be confident in them either. So in order to make an effective offer, you have to tell people what you can do for them. You have to tell people that you can help them.

In Marketing that Signs Clients, I'm going to break down how to make simple offers. We're going to talk about what offers aren't good, and we're going to talk about what offers are good, and create some example ones so you can come back to them over and over and over again as you're marketing your coaching business.

The third part of the marketing equation is the call to action. I feel like the call to action can be treated like the black sheep of the family when in reality, they're like the head of household. They're the most important - not that black sheep aren't important, but you get what I'm saying.

It's like the most important part of the post or of the content or of the marketing that you're creating. And if you're not doing it effectively and taking that part seriously, you're giving up some precious real estate that you could be using to create clients, sign clients, and help people change their lives.

Here's why it's so important. I want you to imagine if somebody talked about how amazing their favorite restaurant was and how the food blew their mind, and their wine selection or cocktail selection was amazing, and the service was topnotch and they go on and on and on. And you're drooling at the mouth and you're so excited, and you just can't wait. You're like, I have to go.

That's what you learn in the value and offer piece of Marketing that Signs Clients. You get them drooling at the mouth so excited so they are

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compelled to take the action of changing their life. But when you don't put a call to action in there, it would be like someone talking about this favorite restaurant and then not telling you the name of it and not telling you where it is.

You would be like, wait a minute, I'm confused, I want to know where it is, I want to know how I can get some of that amazing lasagna or whatever kind of food it is. When you don't put a call to action in there, in your post, in your marketing, when you don't tell somebody where to go and how to sign up with you, you're basically leading them on throughout the whole post or throughout the whole piece of marketing, and then you're not giving them the opportunity to take that last and final and most important step to committing and getting on the phone with you or getting on a consult with you to make the commitment to change their life.

Having an effective call to action is the difference of saying - this would be a weak example, "Reach out if you're interested," and don't feel shame if you do that. I'm sure I've done that in my days. Versus, "This will change your life. Message me to set up a consult."

Do you feel the difference of that? In order to create that effective call to action, you have to believe people want and need this today. See what I did there? Back to the thinking.

But when you think that and then you create massive value ahead of time, you tell them you can help them, and make them an offer, and then you finish it up by telling them exactly where they can go to get this life-changing offer, you will create clients.

I truly believe that the call to action is one of the most underutilized pieces of real estate in marketing. And if you really believe people want and need

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this today, you're going to tell them where to go to get it. If you're not, it shows that part of your brain isn't fully on board with what you're offering.

Again, something we're going to cover in the Marketing that Signs Clients workshop and workbook. That's it. Value plus offer plus a call to action equals effective marketing. When you join Anything but Average in May, you will get access to my workbook that breaks all of this down, exactly how to do it, gives you examples, shows you how to produce marketing that will sign clients.

Make sure to enroll before tomorrow if you want to join us live for the three-hour workshop. You will also get a replay, you'll get access to ask me live questions on that workshop and you will get a physical copy of the workbook and an e copy of the workbook.

There has never been a better time to join us than right now. If you've been putting it off, we're almost halfway through the year. If you intended to start your business this year and you haven't, it's time to take a good hard look in the mirror and realize that the only thing stopping you from starting your coaching business and then creating marketing that signs clients is you.

You can make a decision right now and change that reality. I love you guys. I will see you on the inside.

Lindseymangocoaching.com/anythingbutaverage and I will see you on the live workshop tomorrow. Bye.

If you're ready to take this work deeper and create your own coaching business, join us in Anything but Average, where I will walk you through the step-by-step process to become a coach, start your coaching business, and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.

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