



Coach Approach Ministries Podcast

Episode 44: Marketing as a Ministry

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[Intro Music]

Brian Miller: Hey this is Brian Miller, Strategic Director for Coach Approach Ministries, here for our Q & A podcast. This is one of my very favorite things to get together to gather with my partners here, Chad Hall, President of Coach Approach Ministries, and Bill Copper, Executive Director of Coach Approach Ministries, and we just really want to come and give some responses, some deeper ideas and thoughts, not just the shallow stuff that comes across most of the time in any place you ask the questions, thinking that you're not that deep into the topic. We know you're deep into this topic, so we want to dive deep. Here's the question for today, how can we market coaching so that the marketing itself is a ministry? We're a Christian organization, so that makes total sense to me that we're not just in it to make a sale, to make money, but we're in it, really, to change the world. So, Chad, how would you get us started answering that question?

Chad Hall: Yeah. First of all, I think that's a great question, and I love the heart that I hear behind it. I think a lot of times when we think about the sales and marketing, we think sleazy, one-sided, manipulative. How can I get you in this new car today kind of stuff, and I think when it comes to marketing, marketing is establishing a relationship with someone. They know, like, and trust you and want to do business with you. When I say do business with you, I mean they're willing to engage in a value exchange where they say, "You know what? Brian can add value to me, to my business, to my walk, to whatever the need is that I have, and he's going to add so much value, I'm willing to pay for it. I'd love to pay for it" With coaching, of course, we can see how that's a ministry, even when people are paying for it, maybe especially when people are paying for it. Then the question of, well, how do we market it as a ministry? My sense is that that's why I love, what's called in the business, content marketing. The idea is you put so much good content out there that people begin to see you as someone who really can help them, who knows what they're doing. You become someone that they know, like, and trust. They want to do business with you. I would think through like what kind of content are you putting out there, and is it really helping people? Is it really ministering to people? For instance, if you're a coach who, I don't know, you're helping people make career decisions. That's your target market, you really feel called to coach. Think about all the free resources you could put in their hands around that topic. Things that'd be really helpful, so they're not even remotely sales brochures. They're actual value-add. So much so that people say, "Wow. I can't believe they're giving these away." To me,

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that's an incredible ministry. The limit to that would be, you can't give everything away. You don't want to go out of business. Then, people don't value everything they get for free. Putting enough out there that's free, that's low-cost, that people really say, "That's helpful." To me, that's a great ministry approach to marketing. I think there's also a ministry approach, and even a coach approach, to sales, that's something Bill and I have talked about before, and he's got some good thoughts on that.

Brian: What would you add, Bill?

Bill Copper: Yeah. That whole coach approach to sales idea, Brian, you and I have talked about this in the past. It really is helping clients, or potential clients, through coaching them, through using a coach approach to help them understand what their needs are. Let them come up with ideas about what would help them move forward, and oftentimes, in those conversations, what comes out is that some more coaching, either for themselves, or for others in the organization, or some kind of a coaching solution emerges from those conversations. So, that could be, even in our coaching, it could lead to additional coaching work, and there's a bit of ministry in that, we're truly coaching them to find solutions, and oftentimes, it coincides with us being the solution. I think some other ways that we can, when I think about ministry from a different perspective, that as we communicate and have conversations with people about how coaching might help, how coaching might be a way for them to move forward, we are, in many ways, offering some hope, we're offering the idea, at least, that there is a way forward for some of the issues that they're facing. There are ways for them to move forward, to get some answers, to get some solutions for their own lives, and that coaching might be that way. So, I think there's a ministry of hope there, and a ministry of encouragement as we talk to people about what coaching might mean for them.

Brian: I think, piggybacking on what both of you guys said, is that content is not the main thing that coaches sell. It might be as far to go as that's not something that we should be selling. Not that we can't sell a book, or a video series, but really, the power of coaching, at least for coach approach, is the live training. We have some intro videos, and there might be some videos on specialized things, but really, coaching is learned from live training where you're interacting, where you are coaching. There has to be that relationship to train a good coach, and the other thing we sell is coaching, and that is in the moment, that can't be content. In the coaching, the more that we can give away content, up front, that's a real help to people, that's free, they can read at their own pace, that's thought-provoking, that's encouraging, and hopeful. I love that sense of everything we do is designed around the fact that Jesus has created you for a purpose and really equipped you and is rooting for you. You're running the race. He's behind you and wants you to win. Win can be defined in a lot of ways, but in a Christian, change the world, be of help win kind of situation. I think that even in our discussions as the CAM leadership team, we're realizing, the more content we can give away up front, we think, the better. Chad, how would you add to that?

Chad: Yeah, and I think that's what in your heart. If you give away a lot of free content up front in order to manipulate people into liking you so that you can take their money later, well that's not ministry. That's something else, but if you're giving away content and insight, and when I think of content, I'm thinking of tools and resources that don't necessarily deliver content, they maybe a tool or resource that's very coach-like and creates discovery and spurs awareness for the person who's the recipient of it. If you're doing that with the thought of, "I can't coach everybody, and not everybody can afford

coaching, or not everybody's ready for a coaching relationship," but, you know, somebody's ready for this. Somebody's ready for, I don't know, a mission statement form that would really help them clarify why are they on this planet. Somebody's ready for five great questions around what career to go into, or a model that you could put, or a video to really think about, something related to the target niche that you have for your coaching. If your heart is, "Gosh, I really want people to make progress on this, so much so that I'm going to put stuff out there that's very accessible." I don't even like the word free. It's just very accessible in whatever form that it. Gosh, if that's not ministry, I don't know what is. It's a great way to meet a need in the world, and hopefully, you're doing that in a way that's also very satisfying for you. By the way, I just mentioned, a book that Bill got into our community of leaders, here at CAM, years ago, probably three or four years ago, was a book called *The Go-Giver*, it's a simple, one of those fable books.

Brian: As opposed to a "go-getter."

Chad: What's that, Brian?

Brian: As opposed to the "go-getter." It's *The Go-Giver*.

Chad: That's right, and that's the idea, and there's a whole mental shift being a go-getter to being a go-giver, and boy, that really helped us embrace this idea of everything is ministry. Everything is us giving to the world, and sometimes people, there's an exchange of value, money for the value that's going out, but even those relationships is us giving. In fact, that might be a good book for us to give away to podcast listeners.

Brian: Yeah, I think the way I want to give it away is that if you would like a copy of *The Go-Giver*, and I have one because Bill gave it to me, and I said, "What do I owe you," and he said, "When you have the opportunity to give it away, that's what you have to do," so I'm going to honor Bill with that. Email me at bmiller@ca-ministries.com. You're part of our coaching community, so you should have some way of getting ahold of me, and I'll put you in a drawing for that book, and I don't think we'll put it on Facebook. I think we'll just really give an advantage to the listeners, no copycats on Facebook saying, "I want the book too." You have to actually have heard this and send it in, and I do, for me, I love the different ways you talked about providing content, for me, I write a weekly blog post once a month. I just think that's hilarious to say because that is the way it absolutely feels, but I get so many emails back that just say, "That was so helpful. I needed that," and that's just going to be a real help to me, and I think if we're hiding our expertise, if we have a secret weapon, and we're not telling anybody, and we hold it really tight, that's not great marketing either, you know? We've got a secret, and if you pay us, we'll tell you.

Chad: Or, we've got a secret, and we'll only tell you about the features and benefits of it. Then you have to buy it to really get it versus, you know, I love the blog that you contribute, Brian, because to me, that's a perfect example of ministry. It's giving away, not here are five bullet points for why you need this thing.

Brian: And I might just add, I think I have some skills at writing. I think I'm good at it, but I have hired a writing coach to help me be even better, so you can say, "Well, I'm just not that great at this." Well, figure out what you're best at and then improve it. Find a way to really leverage it. Bill, what would you add to this conversation?

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Bill: Well, you really sparked my smile when you started talking about *The Go-Giver*, and I think Chad's right. I think in terms of a culture, that really does help understand what we are about here at coach approach and really fits the question you asked, Brian, really well. As we give, as we share of our experience, the things that we've learned, the things that we're passionate about, and focus on the giving that, we have found, Chad I think you'll say amen to this, we've found that we've received so much more than we ever give away. If we focused on the go-getting, I don't believe we would get as much, and that's not just for coach approach ministries, that's for all people with this coaching mindset that the more we give, the results of that, for all of us, is that we receive. We receive, I know for us, we receive a whole lot more than we give out.

Brian: And Bill, what I learned from you that was so helpful for me is not only is, talking about marketing as a ministry, it's not just a ministry to the clientele, it's a ministry to the coaching community, and so my marketing isn't just why I'm the best coach and why you should hire me. It's how coaching is a real benefit, and I may or may not be the right coach for you, but as something I offer, I'll make sure I help you connect with the right coach. I'd rather you be successful and that be my legacy with you than I just demanded that you coach with me, and 1 out of 3, or 1 out of 10, 1 out of 100 don't work. I'd rather everybody got the exact right spot, and Bill, you've really helped me to kind of open up my hands and know that by helping other coaches succeed, I'm going to succeed all the more, and I just want to say thanks Bill.

Bill: Well, you've been a great example of that. I think as we think about less of a scarcity mentality, more of an abundance mentality. We serve an awfully big God. We've all experienced that ourselves.

Brian: Well guys, thanks so much for joining me on this Q & A podcast. If you're interested in receiving a free copy of *The Go-Giver* book, just send me either a message on Facebook, or an email at bmiller@ca-ministries.com. Someway, not necessarily public, so that other people jump on. I just said the opposite thing. We don't want anybody to really know about this opportunity of this book that says give everybody an opportunity. So, I just did that on purpose to really solidify the point. Not really. Hey thanks guys for joining me today.

Chad: Thanks guys. See you.

[Outro Music]