



## Coach Approach Ministries Podcast

### Episode 68: Website with Clear Action Steps

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[Intro Music]

**Brian Miller:** Welcome to the Coach Approach Ministries Podcast, where we help people find their way with God by training the best Christian coaches in the world. Our podcast today is sponsored by our certificate in Christian leadership coaching. This is a nine-month, ICF-approved, coach training program that will prepare you to coach those around you to set goals, take action, and reach new levels of success. We have a cohort forming right now, so if you're interested, go to our website at [www.coachapproachministries.org/coachnow](http://www.coachapproachministries.org/coachnow) right now because it's forming as we speak, and you want in, and we want you in. I'm Brian Miller, strategic director of Coach Approach Ministries, CAM for short, and I'm joined here today by Mr. Chad Hall. How you doing today, Chad?

**Chad Hall:** Brian, I'm having a good day.

**Brian:** I was thinking about our tagline. We help people find their way with God by training the best Christian coaches in the world. I suppose there's a couple options there that we think we have the best training program, and therefore, we put out the best Christian coaches in the world. Perhaps another option is we only train the best Christian coaches in the world. We have a very mediocre program, but since we only train the best, it works out that way. I think what it means to me is that whether we put out the very best, better than anybody else, I hope so, but it means to me that's our intention. We love this, and our intention is to prepare people in the best possible way with training and support.

**Chad:** I think so, and what we don't want to do is slap some training on you, and send you out there, and hope that you do well. This matters, and therefore, excellence matters, and so, we want people to be super confident, capable, successful coaches because coaching's all about discerning where God's at work and helping facilitate his work. So, it matters. We try to do a very good job with it.

**Brian:** So, today's podcast, our topic, it's our challenge podcast. The first of every month, we put out a challenge to coaches to say, "Hey. Raise the bar a little bit. Improve your practice a little bit either in your coaching skill or in your business skill," and this month is about a business skill, and it has to do with getting clients. I have found, Chad, it's very difficult for me to coach with no clients. It's hard to do.

**Chad:** It's a bit awkward.

**Brian:** It's a bit awkward. It is for sure. Our challenge this month, the month of October 2017, is to assess your website for clear action steps. How should we proceed, Chad?

**Chad:** Well, first of all, maybe we should proceed by saying you need a website. We get this question from a lot of coaches, especially as they're new in their training, "Do I need one? When do I need to get one? What does it need to look like?" All that kind of stuff, and so, the basic, bottom line on this is you do need some form of website. What you don't need, at least in most cases, is the second coming of amazon.com. You don't need that kind of website. Most coaches, and gosh, we see a lot of good coaching websites, they're really pretty straightforward. They're the kind of site you and your web designer can build in a week and have a really good, effective website. I personally think every coach needs a website because that's where people go to see if you're a legitimate human being or not. They hear about you somewhere, and they say, "Brian Miller?" They're going to Google you, and they're going to need to come up with something to see if you're legit.

**Brian:** Yeah, and I think we gave away the punchline here. Assess your website for clear action steps. If you think that you're going to get a lot of clients because you have a website, and that'll attract people you've never met without doing any work, this is not going to happen. This is not a reality. There are ways, I suppose, of doing that, but that takes a level of marketing skill that very few people have, and if you're a full-time coach, or even a part-time coach, it just takes a lot of work to generate that kind of availability.

**Chad:** And if you are that good at marketing, you can just go ahead and press pause. You don't need this podcast. This is not for you.

**Brian:** You could make a lot more money doing something else because people are looking for you. In fact, call us. In fact, don't. Don't call us actually. This idea of you need a website. Well, what's it going to say? Let's assume, and Chad, tweak this if you will, let's assume they know about you some other way, through a referral, or they say you at a break out session, or you spoke somewhere, something. Then, they want to know more about you, and I think, rather than giving them more information, or trying to explain coaching, there's a place for all of that on the website, but if you could have one thing on the website, it needs to be a clear action step. What can they do? What's their next step with you?

**Chad:** But I love, you and I have talked a lot about this, I love what Donald Miller puts out around marketing and branding. I want to give him credit for this, he talks about someone going to your website. Within five seconds, they need to discern what do you do, and what should I do? If a person can't quickly understand I coach pastors who are preparing for sabbatical. I help couples build stronger marriages. I coach busy executives to have a life outside of work. Something, they've got to understand quickly what you do, but then, what we're getting at in this podcast, they've got to understand, what should they do in response to that, and that's where we come to clear action steps. Sure, they're going to peruse your website, they're going to read about you, and they're going to see what a great person you are. They're going to see a picture of you with your family, and a dog, and all that kind of stuff. That's super. What do I do? You want to give people really clear action steps.

**Brian:** Think about Amazon for a second. If their website was, "We sell books, and it's because we love books. We just really want this to happen," but there's no really big button that says, "Buy this book."

**Chad:** I'll use Amazon as the example here because a few weeks ago, I got trapped in this sort of

[Transcribed by Alyssa Miller](#)

labyrinth of hell on Amazon on my iPad. There was something about my iPad where when I'm reading on Kindle, and I go to browse books on Amazon, I can't actually buy the book.

**Brian:** If it's a Kindle book, you cannot buy it...

**Chad:** On the iPad.

**Brian:** No. Right.

**Chad:** Even from the Kindle app on the iPad. So, anyway, I get caught in this doom loop of, "For crying out loud, I want to buy this book." What do I do? Where's the action step? We don't see people doing that on your website because they're probably not going to stick with it as long as I did. They're going to give you about seven seconds, and then they're going to say, "Oh well. I know where Facebook is, so I'll go there." Now they're off your website. We want to make it clear what's the action step and make it easy to take.

**Brian:** They shouldn't have to hunt for the button that says, "I want to hire you."

**Chad:** Let's work together.

**Brian:** That should be real clear, real obvious, and on an easy-to-find page for sure. So, you mentioned Donald Miller's stuff, and we really love Donald Miller's stuff. He divides possible action steps into a number of categories.

**Chad:** He talks about direct and indirect action steps. He has a really helpful metaphor to help exemplify these. So, an indirect action step, he says, is like asking someone to go on another date. So, the fact that they're on your website means they're interested, they're checking you out, so you want to give them an action step that lets them essentially go on another date to find out more, to continue the relationship, that kind of thing. That's indirect action. A direct action step is more like, "Let's get married." That is, "I've checked this out. I want to work with you. I want to hire you. I want to become a client." Whatever that looks like in terms of coaching packages and things you offer, but they're in at this point. I think most coaches need both of those kinds of actions. We need to be careful that we don't confuse people by giving them too many options. Those two basic action steps... Let me say it differently. You can have action steps in each of those two categories, and I think you'll serve your clients well, but you only need one action step for each of those categories. So, if you have one direct and one indirect...

**Brian:** You gave me an aha that our friend, Cyril Johnston... As I think about this, he has done this when he goes and speaks to groups. So, he gives them a sheet of paper at the end that has two check boxes. One says, I would watch a webinar with more information on this, I would attend a webinar, something like that, and the second one says, I would like to enter into this coaching relationship. That's not even on the web, right? You've got to ask for people to take an action step whenever you get the opportunity to, and make it clear to them what that step is. There's nothing more uncomfortable than, "I want to do this. What do I have to do?"

**Chad:** I think, of course, we work with Christian coaches, and I don't know, maybe non-Christian coaches are like this too, but I know some of the people we train are reluctant. They think, "Well, I don't want to come across as pushy. To have a big orange button that says hire me, or work with me, or let's get

started, or whatever. Gosh, it just seems like I'm selling myself." The truth is, if you have two clear action steps on your website, there really are three clear action steps available to the potential client. The two that are on your website and nothing. The home button. You're not forcing people to work with you. You're not forcing them. You're not controlling them. You're just making it clear for those who do want to go farther what they can do to go deeper into that relationship, and to not offer those clear action steps is a clear disservice, and I think, a form of disrespect to those who are checking you out.

**Brian:** Let's give some examples here. Let's go on another date. What are some possible action steps, and let me just state right up front what you just said, I think it's important, you don't want to give them seven possible action steps. Man, you don't want to leave anything out. They're all good steps, and we have a lot of ways. You want to give them one good action step for let's go on another date. What would those look like? What are some possibilities?

**Chad:** Yeah, and again, thinking just of individual coaches or a coaching consortium. There might be some things like you mentioned with Cyril. Hey, attend this upcoming webinar. That would be a great next date. Another would be download a resource. I think the three greatest words in the history of online marketing are, "Download this resource." That's just great.

**Brian:** I'm thinking about our website, and I would say we probably do break the rule of having one, and maybe that's not a rule, now that I think about it, or maybe we're doing it wrong. That could be, but our clear...

**Chad:** Probably not. That couldn't possibly be it.

**Brian:** We're the experts at it, but just do what we say. Don't look at our work. Although, right on our front page, there's a clear step that says, "Download our free eBook." I would say that's dating more.

**Chad:** That's what we want, to download a free resource. We do have more than that on our website. We're a training organization, not a coaching provider. We do coaching. Individually, we all do coaching. So, I think that's a bit of a distinction, but thinking just of coaches, I think you probably just want one indirect... And by the way, read my blog is not a clear action step because you really want that indirect action to form a relationship. You don't want a voyeuristic person who's just checking you out without ever letting you know that's happening. That's the brilliance of a webinar, a download, a free coaching session, something like that where they are indicating they're interested, and you know it, so they're getting something in exchange for sharing their email or their contact information. I would say that indirect needs to be something that you can offer a value in exchange for knowing that they find you interesting.

**Brian:** Two things come to my mind, Chad, of what I might put available to download. One would be some expertise showing here's what I know about this topic that might be of some help to you, to show them some credibility. The second one would be an assessment that says, "Take this assessment to create some awareness in you of whether you need this relationship or not."

**Chad:** Yeah. If you do an assessment like that, make sure it's legit, not one that every person who takes the assessment needs a relationship with you. That would be called manipulation, of course, but you really are helping a person discern, "Is this right for me, and am I a good client?" In marketing terminology, you're qualifying your leads because what you don't want is a big email list of a bunch of

people who don't want what you offer. You want an email list of people who actually do want what you offer, who are ready for what you offer, and so that's what we mean by qualifying those leads.

**Brian:** I think, especially, coaching's a service, not just like selling a book. You might just want to sell as many books to whoever would buy one, but a service, you want to give that service to someone who really needs it so that word of mouth begins, "That was so valuable." You don't want a lot of clients who thought maybe it would be more helpful. You really do want to narrow down qualified, potential customers with that. So, the second one is, let's get married. Let's get married has this sense of we're going to enter into this relationship, we're going to make a contract, we're going to develop a relationship. I think there could be more than one way to enter into that relationship, depending on what they're looking for. So, how do we begin to think about what those action steps might look like?

**Chad:** I think one is, let's get over the idea that someone's going to enter their credit card information on your website and start coaching with you tomorrow. That's probably not going to happen unless you've got a certain niche that allows for that. I think what most people are looking for on your website is some clear button, link, indicator of hey, if you're ready to get started, press this button, do this, and it's kind of like the first little domino that starts a chain reaction that ends up in them being a client. Don't think that the clear action step is enter your credit card information here. Slow down, cowboy. I want to be clear what I'm getting into, but I don't want to jump off a cliff here. I think it's get started today, let's talk, I want to work with you.

They click that button, they go to a place on your website where it's just really obvious what the next steps are. So, they took an action to click the button. Now, the steps are really obvious, whatever that looks like for you. I know for me, it's book an appointment so we can talk. We're going to have a complimentary let's talk about what coaching is, that kind of thing. As you and I were just talking before we started the podcast, Brian, they can use my online scheduling system to find a time that I'll call them, and we're going to talk. It doesn't cost anything. I happen to be very clear that that is not a coaching session. That's like an inquiry session, and I like that. We're going to talk about whether this is for you or not. That's a clear action step that people can take.

**Brian:** I think what you just said clears up a lot of what I hear, even in my own head. I hear people saying I want to define that I have three programs. You can be in my Lose Weight Now. You can be in my Build Muscle Mass Now. With coaching, you can be in my Transition Churches. You can be in my Church Planters Group. You can be in my Ending Well in the Next Five Years Coaching Package. You can just go endlessly with those, and what might just be a much better action step is if you're ready to see what this could look like for you, set up a phone appointment with me.

**Chad:** Yeah, and it's fine to have packages. I think packages do help people get a handle on what kind of things do you do with people; what might I be getting into? Those aren't actions. Even if you have two, three, four different coaching packages, really what those are displaying for a visitor to your website is the kind of coaching you do, but you shouldn't have a button under each of those that says, "Start today." If you did, probably all of those buttons are going to take them to the same form where they're going to get in touch with you to talk about how's this work, and that's what you want with the direct action. You want to go close the gap as quickly as possible from them being a website, to them being on the phone with you, or depending on what kind of coaching you do, it might be to come to your office, but you want the relationship to get real quickly.

**Brian:** So, I'm seeing a page where there's some expectations, what it's going to look like at the next level, and there's definitely a link to set up some time with me. That doesn't mean that's what people have to do. People are not typically going to look at your website, don't know you, plunk down a thousand dollars. That's not the action step they need. When you say let's get married, it's not let's buy a house together.

**Chad:** They are on a date with you by being on your website. They're checking you out, they're figuring you out, they're seeing what it is you do, who you do it for, what's it look like? We do a whole one-day workshop on how to think about the person, and their problem, and the plan, and how you're a great guy, and all that stuff. They're getting a lot of that from your website, and that is a bit of a date. The direct action is, "Hey. It only took one date," or, "I heard you at a workshop, and now your website, I'm ready, man. I'm ready to get started." You want to make it easy on them, but make it easy on them doesn't mean that there's not a bit of an engagement period where they have engaged you. Hey, I want to get married. Let's make sure this is going to work, and we might be coaching two weeks from now.

**Brian:** Chad, I really appreciate you taking time to help everybody think about how to get more clients in a very practical way, and we thank the listeners so much. This wouldn't be a very interesting podcast if nobody listened to it, but a lot of people listen to it, and we are so grateful for that. If you'd want to leave a review for us at iTunes or Google Play, that would be so helpful to us, and it is a little struggle, a little trouble to do it, but if you would take that time, show us a little love, we would appreciate that. This podcast was sponsored by our certificate in Christian leadership coaching. This is a nine-month, ICF-approved, coach training program that will prepare you to coach those around you to set goals, take action, and reach new levels of success. We have a cohort forming right now, so if you're interested, go to our website at [www.coachapproachministries.org/coachnow](http://www.coachapproachministries.org/coachnow). We'll see you next week.

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